RC Modification as a Form of Personalizing Activity and Self-achievement

Dandi Yunidar¹, Ahmad Zuhairi Abdul Majid²

¹Telkom University, Bandung, Indonesia, 40257
²Universiti Sains Malaysia 11800 USM Penang, Malaysia

Abstract. This study is based on the playing activities phenomenon conducted by adult fans of remote control toys (RC) in Bandung, Indonesia. There is a tendency that is associated with sense of pride in a RC toy fan when his toy can pass an obstacle, or win the competition both in relaxing games and in the race. The question was "are there any relationship between modifying RC toys with the pride of self-achievement from a RC toy fan?" Kawakita Jiro method were used with six steps: (1) define the problem; (2) label making; (3) label grouping; (4) group naming; (5) chart making; and (6) explanation. This was used to determine “what is the most preferable activity of playing RC toys, and what makes it one”. The result showed that the modifying activity is the most preferable, and in turn it evokes proud feeling of the players as modifying is a form of personalizing, and when their modified RC won a race the feeling is getting stronger as a self-achievement. This study was conducted to provide useful information of user’s point of view about RC toys, and hopefully that the toy manufacturers will consider this as design consideration to develop such toys.

Keywords: Toys, KJ method, User’s preferences, Personalizing activity

1 Introduction

In his research report Huizingga revealed that play is a necessity that must exist even if other needs are fulfilled, and play in turn will form a generation in a civilization [6]. This study itself was conducted based on the phenomenon of activities performed by adult fans of remote control toys (RC) in Bandung, Indonesia. There is a tendency that is associated with a sense of pride when their RC toys can pass challenges, or competition in both casual and race games. To understand the relationship between the pride of "RC" toys players when their "RC" succeeds in doing something with the pleasure of playing "RC" perceived by its players, it is necessary to begin an inquiry that begins with mapping of what is the most preferred activity during the RC playing, and then validated through interviews with fans of the RC game.

*Corresponding author: dandiyunidar@telkomuniversity.ac.id
2 Literature review

2.1 Creature that plays

Huizingga states that playing is a necessity and necessary need in the culture of every generation. This play culture can shape a human character from the phenotypic aspect, and strengthen or provide opportunities (in appropriate conditions) for the genotypic character to emerge and develop [6].

The term *Homo ludens* refers to the taxonomy of human evolution. With "Homo" as the genus and "Ludens" as a species. The species of "Homo Ludens" is not only introduced by philosopher Johan Huizinga in his book *Homo ludens* but also another philosopher, Vilem Flusser, often uses this term in his writings. Huizinga's work focuses on the importance of cultural and community game elements and is a theoretical survey of play culture. He described the game and plays as the source and origin of our culture. Flusser's idea of *Homo ludens* comes from a very different point of view. In his writings he speaks of a newly emerging telematics society, a dialogical society. It is a community of image producers who, instead of working, produce information by playing technical tools - the transformation from "Homo Faber" to "Homo Ludens". It also implies a transition from the creator's myth to the player, and play therefore can be seen as an act of emancipation.

When it comes about personalizing activity this transformation of *Homo faber* to *Homo ludens* theory goes along well with Goebert & Rosenthal theory about product personalizing activity and self-achievement. Goebert & Rosenthal stated that the real problem is the emotional connection between the product with its users and thus the product’s intrinsic value is not the problem [4]. The transformation from player to creator or the other way around can only be happened through the one’s involvement in creating process of anything, and that involvement should evokes a joy feeling or deep pleasure or satisfaction derived from one's own achievements, because the involvement can be a form of achievement.

2.2 “KJ” Method

According to Scuppin, the KJ method was developed as a result of difficulties in interpreting ethnographic data in Nepal. KJ's method builds on Charles Pierce's idea of abduction and relies on an intuitive, non-logical thinking process [7]. Kawakita method developed and spread to all management and education of Japan. Kawakita believes that his methodology has the potential to free man from the mechanistic philosophy imposed by Western Civilization [5]. KJ method, according to Kawakita has universal application and not only according to Japanese culture and management decision-making process which is generally based on model of group orientation. This simplistic model of Japanese society orientation was criticized by anthropologists such as Harumi Befu. Kawakita argues that human nature is universal, and that the KJ method, as a decision-making tool, can be utilized in all societies around the world to implement social and economic development. Traditional design methods struggle when faced with complex or chaotic problems or with large amounts of data. Affinity charts organize large amounts of information with natural relationships. This method takes advantage of the team's analytical thinking as well as creativity and intuition. It was discovered in 1960 by Japanese anthropologist Jiro Kawakita and is sometimes referred to as the KJ Method. Weprin described that for about 50 years the affinity diagram in the "KJ" method has become an important pillar of what is known as the Seven Management Tools and Planning, used in Japan [8]. These seven management and planning tools are used in leading global organizations to create and implement better team decisions.
3 Methods & Data

To understand about the relationship between modifying RC toys with the pride of self-achievement from a RC toys fan, we need to find out what is the most preferable activity when it comes about playing an RC toys, and in this study authors used KJ method as a tool to obtain such information. There are six steps involved in KJ method that used to get this study done:

- Define the problem: in this very first step we need to set a clear defined problem that will be solved.
- Label making: in this step the participants will be asked to write down one thought/fact/idea/concept related to the problem per label until all issues are captured.
- Label grouping: in this step we need to be neutral and free our self of prejudice and listen carefully of what the labels are trying to say, and we have to notice that some labels seem to belong together, so put them as a group.
- Group naming: in this step we have to make a “one line header” that describes essence of all labels in the group.
- Chart making: in this step we need to make a stable and reasonable spatial arrangement based on our understanding.
- Explanation: in this final step we have to describe the chart.

After the KJ method stage is known the result then the next stage is the validation stage about the relationship between the most preferred activity and the emergence of a sense of pride in the players themselves through interviews on participants. This study it selves involved 20 people who are considered to represent the fans of RC toys who will be asked for their opinions as main resource.

4 Analysis & Result

The results of the labelling process conducted by the participants showed the spread of words that are quite diverse (figure 1).

![Fig. 1. Result of labelling step conducted by the participants](image_url)

The result of the clustering done on the participants 'opinions resulted in three groups based on the similarity of meaning, which then each group was given a name which is from the essence conclusion of the participants' opinions in the context of the related problem, and the group names are “to play RC, to enjoy RC, and to modify RC” (figure 2).
In the next stage the three groups are then sought to relate to each other and its position in the context of this research problem. The results can be seen in Figure 3 showing a causal relationship in the circular form among those groups.

5 Discussion

In the affinity diagram produced with the KJ method above (figure 2), the results clearly show that the activity of modifying RC toys is the most preferred activity by RC toy fans, it is shown by the emergence of words that have meaning related to changing / adjusting and developing RC toys as much as seven times. This indicates that the involvement of these RC toys players leads to a positive sense of fun that ultimately triggers them to be more active in the game. In the case of this study KJ method produces three groups of interconnected activities in the context of causation, meaning that one activity will cause the motive to perform other activities (figure 3). "To play RC" is fun for the fans, which creates a positive sensation so they can enjoy the RC toys activity (to enjoy RC), and this leads to the desire to improve / transform / develop their RC to the next stage (to modify RC), and in turn this stage will lead to a stronger desire to play RC, and so on.
6 Conclusion

What can be learned from this study are:

1. Basically playing RC toys can create a sense of pleasure in a person, and modify the RC is the most preferred activity by RC fans because basically this modifying activity can trigger the presence of greater pleasure when playing RC. Pleasure is a fairly important aspect that must exist in playing activity, and probably in every human activity, for example in his research on service design AMA. Zuhairi stated that “fun” is an important element that must be present in every stages of service [3], since we are human beings are creatures that play just as what Huizinga stated in his book [6].

2. The activity of modifying something is a person's effort to involve himself / herself to something, and with the involvement of one's self against something will create a feeling of belonging so that when something succeeds / in accordance with his desire then it will cause pride in the person. This goes along very well with what Goebert & Rosenthal stated in their theory [4].

3. So it is quite obvious that there is relationship between modifying RC toys with the pride of self-achievement, where the relationship between those two is mutually beneficial and a cause-and-effect.

References