

ENCLOTHED COGNITION EFFECT ON SELECTIVE ATTENTION OF STUDENTS OF SMA SAINS AL QUR'AN YOGYAKARTA

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1. Introduction

Enclothed cognition is the influence of clothing on individuals who use these clothes (Umami, 2017). The clothes we wear have a psychological effect on our thoughts, actions, attitudes, and behavior. Experiments by Adam (2012) show that participants who are given a doctor's suit can carry out the task better compared to participants who do not wear suits. And also, the participant who was suggested that the suit he was wearing was a doctor's suit could do the job better than the one suggested that what he was wearing was a painter's suit.

This phenomena in the world of psychology is referred to as enclothed cognition. It is where the clothes we wear not only influence people's judgment on us, but also our judgment on ourselves (Adam, 2012). What we wear encourage us to behave according to the expectations of others. For example, other people assume that neat clothes are identified with good, smart, and educated attention, so people who are conditioned to wear neat clothes tend to do behavior that is close to the expectations of others for what they wear.

Stroop (Berkovits & Algom, 2000) suggests that the concentration of individuals to focus on one object will be disrupted when confronted with some stimulus. Sternberg (2008) suggests that the effect of stroop shows psychological difficulties in selective focusing when faced with two stimuli. Egeth and Lamy (2003) point out that many stimuli can be captured by the senses, but not all focus can be on all stimuli.

One type of attention is selective attention. Matsumoto (2009) suggests that selective attention is attention focused on one stimulus so that it requires greater processing of the focused stimulus with other stimuli. Egeth & Lamy (2003) suggest that individuals can only focus on one stimulus from the many stimuli that come from outside.

This study illustrates that students' thinking can be influenced by the uniforms worn, so students must use school uniforms that have been set according to the rules.

2. Research Method

Conducted quantitatively using 30 participants, SMA Sains Al Qur'an students who were randomly

selected were divided into two groups. Group 1 (experimental group) wear 12 school uniforms and neat suits. While group 2 (control group) consist of 18 students only wear school uniforms without suits.

Implementation of the experiment: students are asked to enter the room provided. Participant grouping is done randomly before the experiment begins. Group 1 was asked to tidy up clothes, wear a suit, and be advised that people in neat clothes usually have good concentration. Group 2 was only asked to tidy up the clothes.

Participants are given paper that has been marked by group. Given an explanation of the question. Then, their focused distracted using music that was played loudly and noise. After the test is complete, participants are given debriefing about the tests that have been carried out.

3. Results and

Analysis Group 1:

| No. | Name | Score |
|-----|----------------------------|-------|
| 1. | Realsa Fadhilah Pramana | 63 |
| 2. | Tsalsa Aulia An-Nafis | 56 |
| 3. | Dara Fitra Damara | 41 |
| 4. | M.Imtitsal Wigihar | 55 |
| 5. | Vivi Dwi Cahyanti | 52 |
| 6. | Oq Riza Alfero | 39 |
| 7. | Nahla Salsabila | 15 |
| 8. | Laili Mahfudzotul Hasanah | 40 |
| 9. | Fadhilah Animan | 6 |
| 10. | Khoiinnisa Nurul Mutmainah | 39 |
| 11. | Austrin Henrita | 36 |
| 12. | Dinda Dwi Rahmawati | 32 |

| | | |
|--|------------|------|
| | Mean Score | 39,5 |
|--|------------|------|

Group 2:

| No. | Name | Score |
|-----|------------------------------|--------|
| 1. | Yuni Agustin | 39 |
| 2. | Nur Farisha | 63 |
| 3. | Muhammad Ismail | 56 |
| 4. | Siti Hatija Rumau | 39 |
| 5. | Adinda Nur Azizah | 32 |
| 6. | Alfira Dezylia Pramudita | 31 |
| 7. | Laila Adhanisa | 28 |
| 8. | Viona Kloriansyah | 21 |
| 9. | Resti Maryaningsih | 31 |
| 10. | Zhafiratun Zafarina | 20 |
| 11. | Anatasya Ratu Nabila | 21 |
| 12. | Nafiatul Khusna | 18 |
| 13. | Fadhilah Zahira | 15 |
| 14. | Fiana Khayu | 28 |
| 15. | Lathifatul Mukarromah | 39 |
| 16. | Nanik Setiawati Ningrum | 35 |
| 17. | Putri Mashitoh Nurul Khikmah | 63 |
| 18. | Khusnul Khotimah | 35 |
| | Mean Score | 34,111 |

Based on the experimental data, we can make simple analysis using mean score, to see comparison between control group and experimental group. It can be seen that mean score of group 1 is 39.5 of the maximal score that can reach on test 63. and group 2 is 34.111 of the same maximal score.

4. Conclusion

From the experimental data, it is known that the difference between the control group and the experimental group is 5.389. The group wearing a neat suit has a higher score in the tests carried out. These results indicate that the enclothed cognition has

an influence on the selective attention of SMA Sains Al Qur'an students. Hopefully, this research can be further developed and can be used as a material for strategic planning of teaching and learning activities by schools.

References

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