

**ABSTRAK**

Studi ini meneliti *visual performances* peraga busana dalam merepresentasikan wanita Jawa melalui Kebaya. Rumusan masalah yang menjadi pertanyaan peneliti adalah bagaimana *visual performances* peraga busana dalam merepresentasikan wanita Jawa melalui Kebaya melalui peragaan busana dan pemotretan. Sehingga, signifikansi penelitian ini ialah untuk mengetahui bentuk *visual performances* peraga busana yang terjadi dalam kebaya.

Metode penelitian yang digunakan dalam penelitian ini berdasarkan *Visual Methodology* milik Gillian Rose yang dilihat atas sudut pandang *the site of the production of an image* dan *the site of an image it self*. *Visual performances* kebaya dilihat melalui *representation of body*, *representation of manner*, *representation of activity*, dan *representation of setting and property*. Tinjauan Pustaka yang digunakan adalah Representasi, fesyen sebagai komunikasi milik Malcolm Barnard, busana dan siklus mode dalam industri fesyen, *global fashion industry (contemporary)*, dan *non verbal communication*.

Berdasarkan hasil penelitian dengan analisis visual milik Gillian Rose, didapatkan hasil bahwa dalam representasi wanita Jawa baik dalam kebaya tradisional (penggambaran wanita dulu) dan kontemporer (penggambaran wanita saat ini) secara garis besar tetap digambarkan memiliki (1) *Representation of Body*, rambut hitam, mata belok, wajah tirus, kulit sawo matang, dengan badan langsing dan semampai. (2) *Representation of Manner*, digambarkan memiliki sikap lemah lembut, kemayu dan alon-alon dalam tingkah laku, (3) *Representation of Activity*, aktivitas yang ditampilkan adalah wani ditata (berani ditata) (4) *Property and Setting*, yakni untuk memiliki penampilan sempurna adalah proses yang panjang berdasarkan penggunaan atribut yang digunakan seperti sanggul, jarik, dan korset. Sehingga representasi identitas wanita Jawa yang ditampilkan melalui *visual performances* peraga busana, yakni memiliki perawakan rambut hitam, belok, tirus, kulit sawo matang, langsing dan semampai, serta memiliki sikap lemah lembut, kemayu, alon, alon, wani ditata, dan rela bersusah payah untuk mendapatkan kesempurnaan dalam penampilan.

**Kata kunci :** *Visual Performances*, Peraga Busana, Kebaya, Wanita Jawa

## ABSTRACT

This study examines the visual performances of the model in representing Javanese women through Kebaya. The formulation of the problem that became the researcher's question is how visual performances of the model in representing Javanese women through Kebaya through fashion show and photo shoot. Thus, the significance of this study is to find out the form of visual performances of the model which occurs in Kebaya.

The research method used in this study is based on Gillian Rose's Visual Methodology by the point of view of the site of the production of an image and the site of an image itself. Visual performances Kebaya seen through representation of body, representation of manner, representation of activity, and representation of setting and property. The literature used in this study is Malcolm Barnard's *The Representative of Fashion in Communication* fashion, and Gillian Rose's visual methodology, Fashion cues in fashion industry, global fashion industry (contemporary), and non-verbal communication.

Based on the results of the research with Gillian Rose's visual analysis, obtained that in the representation of Javanese women both in traditional kebaya (representation of antiquity women) and contemporary kebaya (representation of women today) was described as having (1) *Representation of Body*, black hair, big eye, gaunt face, tan skin, with slim and slender body. (2) *Representation of Manner*, described as having gentle, woody and 'alon-alon' (being slowly) attitude in behavior, (3) *Representation of Activity*, the activity shown is 'wani ditata' (dared to be arranged) (4) *Property and Setting*, is to have appearance perfect is a long process based on the use of attributes used such as 'sanggul' (bun), 'jarik', and 'corset'. So the representation of Javanese female identity shown through visual performances, which has black hair stature, big eye, taper, tan skin, slim and slender, and has a gentle attitude, alon-alon, 'wani ditata', and willingly bother to get perfection in appearance.

**Keywords:** Visual Performances, Fashion Show, Kebaya, Javanese Woman.