Abstract

This study is conducted to analyze a fashion culture phenomenon on modified Indonesian kebaya by the development of kebaya model itself. The narrative of the evolution and the transformation of kebaya are an interesting topic since nowadays kebaya has a lot of modification to make kebaya’s popularity rockets worldwide. One of the magazines that display a lot of the variations of kebaya model in its contemporary concept is Kartini magazine on its Special Kebaya edition on 2011. The writer tends to analyze “MODE” rubric to figure out the contemporary kebaya inspired by modern fashions. This rubric comes up with four styles of kebaya mode variations as Indonesian contemporary kebaya in its International concept. This analysis uses qualitative approach supported by Roland Barthes’ semiotics theory. This study attempts to reveal how Indonesian contemporary kebaya style is represented in Kartini’s Special Kebaya 2011 edition. This study finds out that kebaya model in “MODE” rubric has been impacted by global fashion trend which shown in representation of Indonesian kebaya resembles the impacts of globalization toward the design of kebaya. In conclusion, kebaya is recently represented in a new concept with local designs from all parts of Indonesia and is mixed up with western fashion style. Hopefully, this study will enrich the cultural studies field in general and the insights of complexity between culture and fashion in particular.

Keywords: Representation, Kebaya, Magazine, Kartini, Mode