

ABSTRACT

Kebaya is one of Indonesian traditional dresses. *Kebaya* has undergone much development throughout its history in Indonesian fashion trend. The story of the evolution of the emergence *kebaya* from traditional to contemporary *kebaya* designs is interesting to study since nowadays *kebaya* is also developed as a white gown wedding dress. One of the magazines that displays much about white *kebaya* as a wedding dress is *Kebaya In Style*, published by PT. Gaya Cipta Indonesia, Jakarta. Among 4 volumes of these magazines, there are two volumes (volume 1 (2010) and 4 (2013)) that explore the best work and creation of *kebaya* that are influenced by particular design of white gown. Using Semiotic theory suggested by Roland Barthes, this study is an attempt to reveal how Indonesian *kebaya* as a wedding dress is represented the meaning of white gown. Furthermore, the new meaning of white gown represented through Indonesian *kebaya* in *Kebaya In Style* magazine is finally uncovered. This study finds out that *Kebaya* as a wedding dress has been influenced by European white gown design including the choice of the color, which is white. This result of the study shows a contradictory of common preferences for Indonesian wedding dress. In Indonesia, white *kebaya* for a wedding dress is usually used for *akad nikah* (marriage covenant); while for the wedding party the magazine suggest the colorful one. Interestingly, this trend is no longer followed. Recently, the bride prefers to wear white *kebaya* for both *akad nikah* and wedding party. Thus, this study finds that there is a shifting of the meaning of white gown represented through Indonesian *kebaya* as a wedding dress. The meaning of white gown is not only purity and holy but it is a sign of following global trend. It shows that the white *kebaya* becomes a significant sign of contemporary global clothing following global trend of a wedding dress. This study hopefully makes a contribution to the field of cultural studies in general and the relation between fashion and culture in particular. From a broader perspective, the result of the study may reveal that fashion can be reflected or challenged through media such as a magazine.

Keywords: Contemporary Culture, *Kebaya*, *Kebaya In Style*, Globalization, Representation, White Gown