



The Influence of Globalization on the Development of Bridal Fashion Trends in Indonesia

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ABSTRACT

Globalization has a major influence on the development of bridal fashion trends in Indonesia. This article aims to examine the changes in bridal fashion trends, especially the shift from the use of traditional clothing to modern clothing. The method used is descriptive qualitative with the approach of literature review and media observation. The results show that although modern Western-style bridal wear is increasingly popular, traditional wear is still in demand with various modifications to make it more practical and in line with the times. These modifications include changes in models, colors, materials, and ways of wearing. In addition, the influence of the wedding industry and public figures also encouraged this trend shift. These changes bring new aesthetic values and meanings to bridal wear. In conclusion, modification of traditional clothing is a way to maintain culture while adapting it to today's needs and trends.

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1. INTRODUCTION

The rapid development of science and technology is very influential in human life. From these developments, human civilization has also developed towards globalization and modernization which has an impact on many things, one of which is the world of fashion. According to [Radhica \(2024\)](#), people in the western world say that fashion is a term to indicate style, clothing and grooming. In particular, fashion is the style of clothing used every day by someone, both in everyday life and at certain events that aim to support appearance. While the style or trend in question tends to focus on the style of dressing society in a certain period of time ([Tyaswara et al., 2017](#)). Trend according to the large Indonesian dictionary is a nominal form which means the variety of ways or the latest forms at a certain time (clothing, decorative patterns, hairstyles, use of hijab and so on) ([Mawaddah, 2024](#)). The rapid development of fashion trends certainly also has good and bad effects ([Widianti, 2022](#)). One of the good impacts is that people are becoming more fashionable in appearance. While the bad impact is that people are more likely to be interested in modern clothing when compared to traditional clothing.

Fashion or clothing is something that cannot be separated in human life and always changes rapidly following the times. Along with the development of globalization, Indonesian people have almost lost their culture, one of which is in the field of dress. The existence of modernization makes the dressing style of Indonesian society increasingly changing, one of which is the change in the trend of bridal fashion. Bridal clothing used on the wedding day is expected to be a special outfit that is only worn once in a lifetime. Bridal clothing does not only function for mere clothing, but also as the identity of the bride and groom, therefore bridal clothing should be made more luxurious and special so that it becomes the center of attention on her wedding day. [Ervinawati & Maeliah \(2013\)](#) At this time bridal nusana has varied greatly from color to model, which is designed according to the tastes of the bride and groom. According to the Chairperson of the Indonesian Modified and Modern Bridal Makeup Expert Association (Katelia) Kun Mulyo, currently traditional bridal clothing is starting to undergo modification. The changes can be seen from the makeup, clothing materials used, and bun. Where these changes are adjusted to the environment ([Marsiana & Arsih, 2018](#)). Therefore, nowadays there are many Indonesians who do not wear traditional kebaya at their wedding ([Aryanto, 2008](#)). Based on this explanation, a study from several sources is needed to analyze how the development of bridal fashion trends at this time and how the impact of these trend changes on regional bridal fashion.

2. METHODS

This research method is qualitative which includes an approach based on studies in journals and articles related to the research, and is supported by observational data both online and offline on social media and also wedding events in general. This research design uses a literature review or literature review. Literature review is a study that examines and critically reviews the findings or ideas contained in academically oriented literature, then formulates the theory and methodology for a particular topic ([Wulandari, 2020](#)).

Then, the nature of this research is descriptive analysis, which regularly describes the data that has been obtained, then given an explanation and understanding so that it can be well understood by the reader. This article reviews research and ideas from several sources by collecting various data to analyze the development of bridal fashion trends in Indonesia at this time, and to find out how the impact of changes in bridal fashion trends.

3. RESULTS AND DISCUSSION

Due to the influence of globalization and the development of a very fast culture, it is now rare for brides in Indonesia to wear traditional bridal clothes such as kebaya or others at their wedding receptions. Due to the influence of western culture, many Indonesian women prefer modern wedding dresses over kebaya or traditional clothing from other regions. Nowadays, there is a growing industry of wedding organizers such as wedding organizers, bridal, and wedding dress designs. Due to changes in people's lifestyles, bridal services have now become one of the needs of people in big cities in Indonesia (Arumsari, 2012). Not only that, even now it is not uncommon for leading designers in Indonesia to create a special line for wedding dresses in their boutiques or fashion houses. In addition to designers, artists and public figures also play a role in creating this trend. Many artists choose to use modern wedding dresses at their weddings which then makes people want to imitate them.

But behind the popularity of using modern wedding dresses today, regional wedding clothes remain the main choice, one of which is kebaya.

However, the traditional dress has now developed into a very diverse and more modern style. Because the current popular bridal fashion model is bridal clothing that has been modified into modern clothing, because it is more varied and has a wide selection of colors and models. For example, as in the Surakarta palace style bridal fashion that has developed and has become more varied. Starting from the model, color, motif, material and also how to use it which tends to be more simple and practical. In addition to the Solo bridal fashion model which is currently varied, Solo basahan bridal fashion has also developed, namely the use of dodot which no longer takes a long time because the folds of the dodot have been formed, so that its use becomes easier and more practical (Damayanti, 2018).

The development of existing trends makes the visualization of bridal clothing more diverse in terms of materials and ways of formation. Some bridal outfits have been modified, resulting in the effect of meaning and aesthetic value that is different from before. In a study Aryanto (2008) examining the meaning of signs in modern bridal fashion, he found a change in the form of Javanese bridal fashion due to the representation of cultural shifts and the combination of traditional values with the effects of modernization. This shows that some developments in bridal fashion can change the previous meaning to a different value. However, the form of modification does not only include changes in shape or model, but aims to make the use of bridal clothing more efficient and not to be left behind by the ever-evolving times.

4. CONCLUSION

The influence of globalization has a significant impact on various aspects of life, including the fashion world, especially bridal attire in Indonesia. The global trend showcasing Western-style modern wedding dresses has influenced public preferences, leading many brides-to-be to choose modern gowns over traditional attire. However, traditional wedding attire is still in demand, especially after undergoing various modifications that make it look more modern, practical, and elegant. These changes not only occur in terms of design and color but also in materials and ways of wearing, giving a fresh impression without losing cultural elements.

Modifications to traditional attire become a solution to preserve cultural heritage amidst the rapid tide of modernization. Updated traditional wedding attire can compete with global

Kholifah., The Influence of Globalization on the Development of Bridal Fashion Trends in Indonesia | 98 trends while still reflecting local cultural identity. This shows that cultural preservation does not have to mean rigidly maintaining its original form, but can be achieved through innovation that still respects traditional values. Therefore, it is important for fashion industry practitioners, academics, and the younger generation to continue developing creativity in designing wedding attire that is adaptive to the times, yet still rooted in the local wisdom of the Indonesian nation.

AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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