

**KEBAYA FASHION, A TRADITIONAL BLOUSE-DRESS COMBINATION, TO PURA  
(BALINESE TEMPLE) ARE AFFECTING THE CONTEMPORARY WOMEN'S  
LIFESTYLE IN DENPASAR CITY**

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**ABSTRACT**

The development of technology and information has led to cultural change. Likewise with clothing which also experienced growth. Clothing can be produced quickly and women always want fashionable appearance. This phenomenon is interesting to be studied in the formulation of the problem of how *kebaya* fashion, a traditional blouse-dress combination, to *Pura* (Balinese temple) temple can affect lifestyle. The method used in this study is descriptive qualitative to reveal facts and material objects.

In this postmodern era women always want to look trendy, so that a consumerist culture emerges to buy a new *kebaya* trend to always look fashionable. A person who is infected with consumerism always feels the needs of shopping, even though one knows and is aware that the item is not needed.

The lifestyle of postmodern women has changed. Almost all women want to be stylish, want their appearance not to be outdated when wearing *kebaya*. *Kebaya* fashion has changed the lifestyle of contemporary women in the city of Denpasar. Women who do not like to pay attention to their appearance nowadays are happy to pay attention to their appearance and always want to look beautiful when wearing *kebaya* clothes. The development of capitalism with consumerism as its marker then raises a new lifestyle, namely the consumptive society.

**Keywords: *Kebaya* Fashion to *Pura*, Lifestyle, Consumptive**

**1.0:**

**Introduction**

Fashion is defined as "style", a way of dressing that is newer, up to date and follows the times. Today, there is a narrowing of the meaning of the word fashion as something one wears, especially clothes and accessories. In line with the development of human life, fashion design always changes and continues to grow. Likewise, the clothes worn by Balinese women always experience changes in accordance with the times and culture. For example, formerly Balinese women did not wear clothes, but now use clothes known as *kebaya*. In fact, until now *kebaya* has become a traditional Balinese outfit.

The development of information technology and the tourism industry has resulted in the Balinese people not being separated from the influence of outside culture. Ardika (1999: 7)

mentions that the development of globalization raises a number of issues. For example, issues of culture, ethnicity, gender, religion and life style are more important than economic problems that occurred during the industrial period.

Seeing this reality, various efforts emerged to maintain Balinese cultural identity so as not to fade. One of them is a discourse on *ajeg Bali* that emerged in 2002. The provincial government of Bali, through its *ajeg Bali* campaign, made regulations for students and employees in the Bali province to wear traditional Balinese attire every Purnama (full moon) day, Tilem (new moon) day and every Thursday. This regulation causes an increase in the use of *kebaya*.

The more frequent use of *kebaya*, resulting in *kebaya* designs undergo changes. Design modifications become a trend and are in demand by contemporary women in the city of Denpasar, and began to be worn in every religious ceremony including the *kebaya* used to conduct worship at *Pura*. Contemporary women are women who always follow fashion trends and do not want to be outdated. Contemporary women are willing to spend money to get fashion products that are trending. Women make the temple as if it were a fashion show place. Demonstrating the trending modified *kebaya* as a representation of product identity. Contemporary women in the city of Denpasar began to overdo the design of *kebaya* which started out of the principles and only thought of ways to look different from the others.

Based on the description above, it can be concluded that *kebaya* fashion to *Pura* influences the lifestyle of contemporary women in the city of Denpasar today, paying less attention to the function of the use of *kebaya* clothing so that they forget ethics and prioritize status and appearance. Therefore, it is necessary to do research and study to find out how the *kebaya* fashion to *Pura* influences the lifestyle of contemporary women in the city of Denpasar.

## **2.0: Discussion**

### **2.1 Consumerism Culture**

Consumerism is an act of mindset and action of one buying goods not because the need of the item, but because the act of buying itself gives satisfaction. Today, consumption is an important part of modern human life. Clothing is one of the objects of consumption that is a marker of one's identity. Clothing worn by someone is used as a sign to be conveyed to other people that one is wearing clothing that is trending.

In this postmodern era, the object of consumption is able to determine the prestige, status, and social symbols for the wearer. The object of consumption will distinguish a person from another group. In addition, from the object of consumption, people can judge someone from their appearance, from choosing hairstyles to clothing brands to the accessories worn. Of course the consumption of branded goods signifies a person's wealth and social status of high class circles.

Consumption is part of human life to survive and to be able to improve human life it is necessary to consume and fill the needs of clothing, shelter and food. In addition, consumption is the driving force of the economy because with consumption, production will increase and the economy will be able to run. This is also because human needs continue to increase so that production continues to run and increases to meet human needs for goods and services. As the needs

and goods desired easily and quickly obtained, this results in the emergence of the culture of consumerism.

Human desire will never run out, even though the object consumed continues to be produced because desire continues to increase to a higher direction. This can be seen from the very rapid development of *kebaya* designs offered by sellers of *kebaya*. Along with the times, *kebaya* fashion has become one of the growing trends in the fashion industry in Indonesia. This is what causes the capitalists to assume that women are a potential market for all capitalists who embody *kebaya* fashion. Fashion needs for some women in Bali are a primary need and an excessive need. Women will try to set aside part of their money to buy fashion products.

The high needs of *kebaya* in Denpasar, led to various businesses that are engaged in the field of *kebaya*, such as boutique businesses, *kebaya* shop, *kebaya* online stores, and various home-based businesses. Capitalism has created an arena for channeling the desire to shop by making shopping centers. John Fiske in Storey (2007: 169), describes that shopping centers as a place of consumption'. That is a phrase, because the phrase equates consumerism with profane worship rituals.

Denpasar women have lost their consciousness at the cultural level, and thus viewing such consumption activities that are done as a natural thing. Wider influence can be seen from the policy by local regulation that requires the use of *ajeg Bali* fashion. This then facilitated the development of businesses and fashion businesses in Denpasar.

## 2.2 Lifestyle

Life style is a pattern of use of space, time, and objects that are unique to certain groups of people (Pilliang, 2011: 22). According to Kotler, lifestyle is a person's life pattern in the world expressed in his activities, interests, and opinions. Lifestyle describes "the whole person" in interacting with their environment. Lifestyle also shows how people live, how to spend money, and how to allocate time in their lives. It can also be seen from daily activities and interests that are needed in one's life (Kotler, 2002: 192). Lifestyle is defined as the pattern of how people living and spending time and money. Lifestyle is basically a behavior that reflects a problem that is actually in the minds of customers who tend to blend in with various things related to emotional and psychological problems of consumers (Setiadi, 2010: 77-79).

Lifestyle becomes an effort to make oneself exist in certain ways and different from other groups. Based on own experience that is compared with social reality, individuals choose a series of actions and appearances which are appropriate and which are not suitable to be displayed with social space. The lifestyle of a society will be different from other communities. In fact, from time to time the lifestyle of an individual and certain community groups will move dynamically. Lifestyle comes from the influence of the environment or the surrounding community. Lifestyle is a picture of a person's behavior and activities in daily life. Today's lifestyle is far different from the past lifestyle. Today's lifestyle is a modern lifestyle. This lifestyle occurs due to influences that arise in society or the environment. Mindset, how to act, and how to talk are also very influenced by lifestyle.

Lifestyle of women in Denpasar City are starting to change today. This, can be seen from the behavior of women when making worship to the temple. When the worshipping time to the temple comes, women want their appearance to be very trendy both in the selection of clothing, accessories, and hairstyles. Contemporary women make the temple a showcase stage. Showing that the clothes worn are the latest outfits.

Today there have been changes in lifestyle among contemporary women in the city of Denpasar which are caused by several factors as described below.

- a) Technology and communication developments. Technology makes the production of kebaya materials easy and fast.
- b) The environment also plays an important role in changing the lifestyle of contemporary women. Contemporary women will be embarrassed when wearing kebaya that has been worn.
- c) The development of instant culture also influenced the lifestyle of women in the city of Denpasar. These days sales centers have been providing ready-to-wear *kebaya* and *Kamen*.

In this postmodern age almost all women want to be stylish, wanting their appearance not to be outdated. *Kebaya* fashion has changed the lifestyle of contemporary women in the city of Denpasar. Women who do not like to pay attention to their appearance, today are happy to pay attention to their appearance and always want to look beautiful when wearing *kebaya* clothes.

### 2.3 Contemporary Women's Consumptive Lifestyle in Denpasar City

Lifestyle can influence a person's behavior which ultimately determines their consumption choices. Lifestyle differs from personality. Lifestyle is a person's behavior related to a person's habits in regulating time, spending money, whereas personality leads to characteristics that are owned by someone. Although lifestyle and personality are different, but both are interconnected. Lifestyle describes the external manifestations, while personality reflects the internal characteristics of consumers (Sumarwan, 2004: 56). Lifestyle reflects the overall person who interacts with the environment.

David Chaney in the Life Style book explains that lifestyle is a part and characterizes a modern world, also called modernity. Modern society will use ideas about lifestyle to describe their own actions and those of others (Chaney, 1996: 41). Chaney also said that at the end of modernity, everything one owned would be a culture of spectacle. Everyone wants to be a spectator and at the same time be watched. Want to see but at the same time also seen. This is where style begins to become the mode of existence of modern humans, as the term "you are stylish then you exist, if you are not stylish, you are considered non-existent", underestimated, ignored.

That is what causes people now to need to preen or make themselves feel so that they become dandy. The same thing happened in Denpasar City. Contemporary women in Denpasar City are very concerned about their physical appearance ranging from hair care, clothing selection, body and skin care, and foot care. All that is done so that the appearance is always beautiful and trendy. To achieve this, women must spend both money and time at the salon.

In addition to facial and body skin care, contemporary women in Denpasar City also pay attention to the appearance of clothing. Today, everything that is worn like clothes and watches is not only a tool to cover the body and accessories, but is a communication tool to show who is the wearer. The development of *kebaya* is very fast now because of the continuous demand for *kebaya*. Therefore, designers always try to meet those needs.

Lifestyle is also a prestige symbol of a particular class and can be fashionable whose distribution happens through mass communication that penetrates the boundaries of social stratification (Sihabudin, 2011: 130). Pilliang (2011: 43), also mentions that the world of consumerism and virtual lifestyles has embraced contemporary society to become prestige, and therefore image, difference, and appearance are necessities. Likewise the *kebaya* worn to the temple by women in Denpasar City. The development of *kebaya* now does not only play as clothing from the toe to the tip of the hair, but clothing, accessories and fashion also become a part that cannot be separated from the appearance and style of everyday life.

The development of capitalism with consumerism as its marker then raises a new lifestyle, namely the consumptive society. This is in contrast to the simplicity of women's culture and Denpasar society a few decades ago. However, in this postmodern era, the lifestyle of women in Denpasar City began to change, women paid more attention to appearance. Pilliang also mentioned that contemporary society prefers style rather than meaning, appreciates the appearance more than the true value of things, and pursues the skin more than the content (Pilliang, 2011: 39).

### **3.0: Conclusion**

The lifestyle of women in the city of Denpasar today is changing. This can be seen from the way women change their appearance when they are using it to go to *Pura*. The *kebaya* that is worn is the latest *kebaya* so that it is not obsolete. In addition to *kebaya*, facial and hair accessories are also starting to be noticed. Contemporary women take the time to go to the salon to do skin and hair care before celebrating a religious ceremony. So that contemporary women can look beautiful and trendy. This of course raises a new lifestyle, namely women who previously do not like being stylish change to like being in style, and thus it creates a consumptive society.

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