

SWARA GEMBIRA: FASHION, POP CULTURE, AND NATIONAL IDENTITY

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INTRODUCTION

- Transnational youth culture emerging from globalization.
→ View culture among teenagers as an important aspect.
- Fashion as a political phenomenon.
→ Fashion: an element that belongs to and is used diversely in each region.
- Swara Gembira Community as an instigator for the use of *wastra*.



LITERATURE REVIEW

Social Media: Contention Space of Traditional Cultural Discourse as Identity

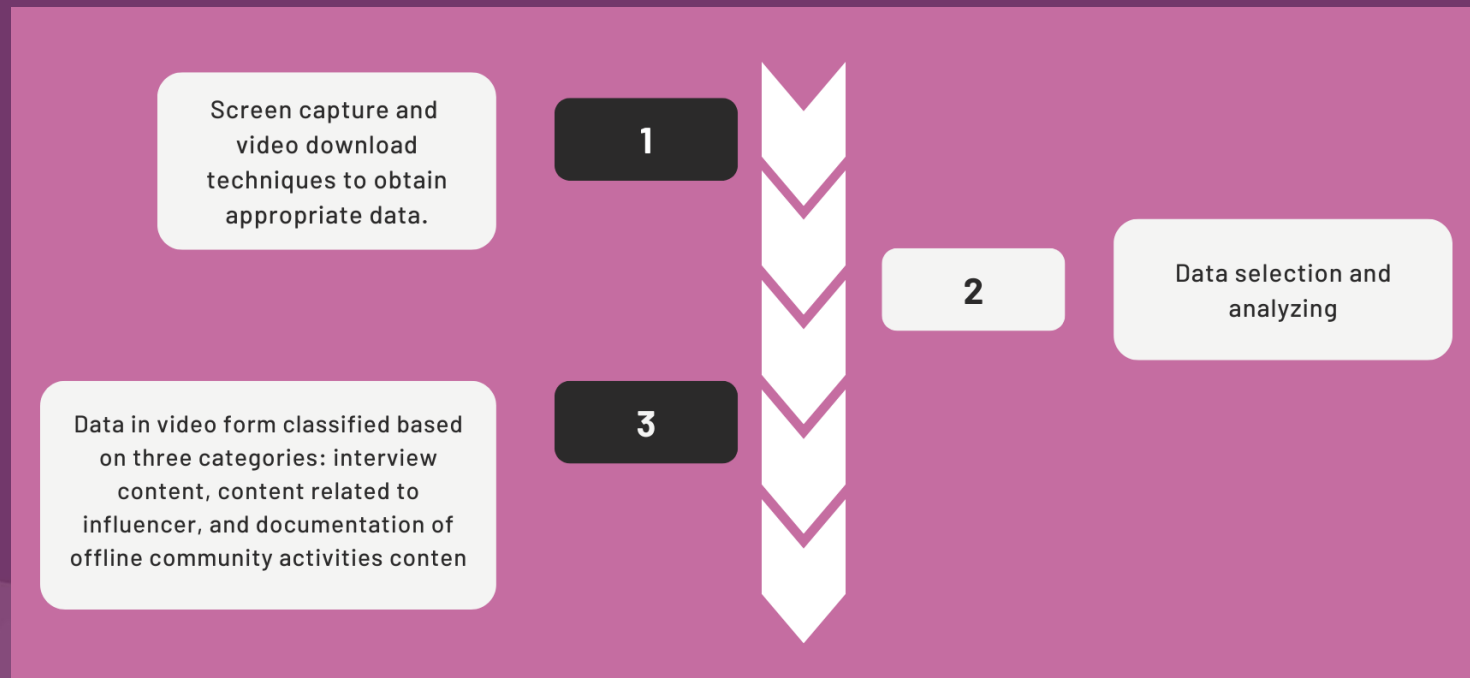
- Pop Culture and Identity
(Barker, 2016; Pilliang, 2011)
- Social Media and Discourse Contention
(Murthy, 2006; Wotanis dan McCillan, 2014)

Fashion as Youth's Image of National Identity

- Nationalism
(Smith, 1983; Kumar & Delanty, 2006)
- Fashion as National Identity
(Barnard, 2020; Maxwell, 2021)

METHOD

- Collecting data in the form of text which is identified as a multimodal form according to Kress & Leeuwen (2001).
- Virtual ethnography (Hine, 2000; Hine, 2015) to observe Swara Gembira's content videos.



FINDING AND DISCUSSION

- How does Swara Gembira display cultural fashion in their videos?

Presenting images considered "modern"

Berkain campaigns in popular event formats



FINDING AND DISCUSSION

- How is fashion as a national identity represented through Swara Gembira's videos?

Discussing and combining fashion with other cultural elements



Language as an important element in forming national identity.



Berkain being shown not only used at formal events.



FINDING AND DISCUSSION

However, Swara Gembira is not free from criticism.

“The essence of the *kebaya* is wearing *wastra* as *bawahan*.”



Hutabarat (1999): Kebaya is a combination of top, batik cloth, scarf, hairdo, even footwear.

CONCLUSION

- Swara Gembira combines the use of popular clothing (or overall Western culture) as tops *wastra* as bottoms.
- Swara Gembira representing national identity prioritizes the popularization of fashion culture. Their videos are balanced with other national elements such as traditional music, traditional dance, and the use of Bahasa Indonesia in the world of fashion.
- In their process, there are still areas of improvement in various aspects of Swara Gembira.



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