

**CONTEMPORARY KEBAYA WITH ‘BERKAIN’ GEN-Z THEME THROUGH
FRONT BUSTIER AND WASTRA NUSANTARA**

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ARTICLE INFO

Article History

Received:
23 October 2025;
Revised:
24 March 2026;
Accepted:
23 April 2026
Available online:
30 May 2026.

Keywords

Contemporary kebaya,
Berkain, Gen-Z, Front
bustier, Wastra
Nusantara

ABSTRACT

The kebaya is a traditional Indonesian garment rich in cultural value, but it is often considered irrelevant to younger generations, especially Gen-Z. This study aims to explore the process and results of contemporary kebaya innovation that bridges tradition and modernity through a combination of front bustiers and Wastra Nusantara fabrics, such as batik and songket, with Gen-Z's 'berkain' trend. The design method refers to the Double Diamond Model, which includes the following stages: Discover, Define, Develop, and Deliver. The initial stage involves a literature study on the development of kebaya from traditional forms to contemporary interpretations. The second stage is the exploration of ideas used to create a mood board. The third stage is the development of six kebaya illustrations with two themes, namely pesona puspa with red and pink colours that emphasise elegance and romance, and cahaya surya with orange and yellow colours that depict joy and positive energy. The final stage is the realisation of two selected designs for each theme into actual products through the creation of contemporary kebayas with a combination of front bustiers, obi belts, batik, and songket skirts, as well as decorative details in the form of beads, fringe, and ribbons. The research results show that contemporary kebaya with a modern design approach can still maintain cultural identity through the use of Indonesian textiles, while remaining relevant, aesthetic, and in line with the character of Gen-Z. This approach may help support the sustainability of traditional clothing by ensuring that cultural garments such as kebaya remain relevant within evolving fashion trends.

Citation (IEEE Style): [1] T. F. L. Putri, I. Indarti. (2026). Contemporary Kebaya with 'Berkain' Gen-Z Theme Through Front Bustier and Wastra Nusantara. *Home Economics Journal*, 10(1), 01-14.

INTRODUCTION

The kebaya is a type of traditional top worn by Indonesian women. Kebayas are made of thin fabric and are usually worn with batik or other traditional clothing, such as songket, which has colorful patterns. The word "kebaya" comes from Arabic, Chinese, and Portuguese, which means that these three nations have a close connection to the origins of the kebaya [1]. The kebaya is a traditional blouse worn by Indonesian women and is commonly paired with batik or other traditional textiles known as *wastra nusantara*. However, in contemporary fashion practices, the use of kebaya among younger generations, particularly Generation Z, has become less common because it is often perceived as formal and less practical for everyday wear [2]. This condition creates a gap between traditional cultural identity and the fashion preferences of Gen-Z. Therefore, design innovation is needed to reinterpret the kebaya into a more contemporary form that remains rooted in traditional values. One approach is through the development of contemporary kebaya designs that combine a front bustier silhouette with wastra nusantara while incorporating the "berkain" concept to make the kebaya more relevant to Gen-



Z fashion identity [3]. The kebaya is one of Indonesia's cultural heritages that has high historical, philosophical, and aesthetic value. As traditional clothing, the kebaya not only functions as clothing but also as a representation of identity, social status, and a symbol of the elegance of Indonesian women. The kebaya has a deeper meaning and function. Its simple form can be seen as a reflection of the simplicity of society. The philosophical value of the kebaya is the attitude of obedience, gentleness, and politeness of a woman who must always behave gently. The kebaya is always worn with a jarik or cloth that wraps around the body.

However, as times change, the kebaya has undergone various changes and adjustments. The form has been adapted to meet the needs of today's women, who are very keen on fashion. As a result, the popularity of the kebaya is growing. Indonesian designers are also continuing to create new styles that retain the distinctive features of the kebaya but look simpler. The kebaya, as a traditional garment, has undergone various transformations to suit the needs of modern society, especially the younger generation [4]. The younger generation, often referred to as Generation Z, is people born between 1995 and 2010 [5]. They are called digital natives because from an early age they have been exposed to the internet and mobile phones, and are known for being expressive, creative, and dynamic.

Generation Z tends to want clothing that not only reflects their cultural identity, but also fits in with their contemporary lifestyle. Gen-Z is known to have different tastes from previous generations, especially when it comes to choosing fashion products [6]. They not only pay attention to design, but also to the values they want to express through their chosen products. Gen Z consumers tend to choose products that not only look trendy, but also have meaning and reflect their identity in line with their lifestyle [7]. One of the most popular trends among Gen Z is the 'berkain' trend.

The phenomenon of 'berkain' (wearing traditional fabrics) has regained popularity among Gen-Z, opening up opportunities to develop more relevant contemporary kebaya designs. The fabric phenomenon was popularized by Gen-Z through social media by adapting and combining traditional fabrics such as batik and songket wastra nusantara with modern fashion styles. The fabric trend is the activity of using traditional fabrics as clothing [8]. This trend refers to a style of dress that prioritizes the use of traditional Indonesian fabrics. This effort is being made so that various types of traditional fabrics from regions in Indonesia can be rediscovered [2]. However, previous studies indicate that although traditional textiles are increasingly promoted through digital campaigns such as the Berkain Bersama movement, many young people still perceive traditional clothing like kebaya as formal attire and rarely wear it in everyday contexts [9]. This condition encourages the need for innovation in contemporary kebaya design so that it can better align with the lifestyle and aesthetic preferences of Generation Z.

The use of traditional fabrics and weaves on various occasions and daily activities by Gen-Z is one of the most prominent trends. Using batik, songket, ikat weaves, and various other types of ethnic fabrics shows the richness of their culture. The diverse and unique motifs help create a more distinctive personal style, allowing Gen-Z to express their personality through their clothing choices. Wastra Nusantara, applied in modern trends, can be an attractive option to satisfy Gen-Z's tastes. Ultimately, through the 'berkain' trend, Gen-Z can stand out in the fashion world, which is generally dominated by mass trends.

This trend has become popular because it is considered a creative and dynamic way to express cultural identity, as well as a form of cultural preservation that is relevant to the times [10]. In the fabric trend, the bustier worn at the front acts as part of an attractive top, complementing the look of contemporary kebaya, and can be the main focus of the outfit due to its unique design. This trend shows a new awareness of local cultural values, as well as the need for a flexible and fashionable look. One design approach that can be used is the application of a front bustier silhouette that gives a modern,



stylish, and bold impression, while still maintaining the essence of tradition through the use of Indonesian fabrics.

The application of a front bustier silhouette in contemporary kebaya design offers an approach to bridge traditional aesthetics with modern fashion preferences. The bustier silhouette is widely recognized in contemporary fashion for its structured form, body-contouring shape, and versatile styling, which align with the aesthetic preferences of Generation Z that tend to favor modern, expressive, and mix-and-match fashion styles [11]. In the context of kebaya development, incorporating a front bustier element can provide a more contemporary silhouette while maintaining the use of traditional textiles such as *wastra nusantara*. This design approach allows the kebaya to appear more fashionable and adaptable to current trends, while still preserving its cultural identity. The combination of a modern silhouette, namely the application of a front bustier with traditional Indonesian fabrics, is expected to produce contemporary kebaya designs that can bridge traditional values and the aesthetic preferences of the younger generation. This research focuses on contemporary kebaya innovation with a design strategy that not only emphasizes local fashion identity but also creates a new space for expression that is more inclusive, flexible, and in line with the lifestyle of Gen-Z, who tend to be free, creative, and enjoy exploring styles.

In this study, the use of traditional Indonesian fabrics in contemporary kebaya designs is an important point in maintaining the continuity of traditional values with a spirit of modernity. The kebaya is crafted using a contemporary design approach that emphasizes the front bustier and combines it with fabrics such as batik and songket. This study produced six kebaya design illustrations, which were then realized in the form of two contemporary kebaya fashion products with the theme of “berkain”.

Previous research has been conducted on the influence of the ‘berkain’ fashion trend among Gen-Z on efforts to revitalize and actualize cultural identity from an ethical perspective. Research conducted by Putri, Herrizona, and Kurniawan (2024) shows success in actualizing local cultural values through an ethical lens in the berkain trend among Gen-Z [12]. Previous research by Endraswara and Dwiadmojo (2025) highlights that the existence of modern kebaya contributes to the construction of cultural identity among Javanese Gen-Z women, demonstrating the relevance of contemporary adaptations of kebaya in maintaining cultural heritage within modern fashion contexts [13]. Istiqomah and Amboro (2024) show that the development of contemporary fashion design can integrate traditional cultural elements, such as classical batik, as a form of visual culture that strengthens cultural identity in modern fashion [14]. The novelty of this study lies in the design-based development of contemporary kebaya through the integration of a front bustier silhouette with traditional kebaya elements and *wastra nusantara*, as well as the reinterpretation of the “berkain” trend within a contemporary kebaya design framework. In addition, this study applies a design research approach using the Double Diamond model to systematically develop kebaya design concepts into realized fashion products, which distinguishes it from previous studies that mainly discussed the social and cultural aspects of the berkain trend among Gen-Z. The colors to be used include bright colors such as red, pink, orange, and yellow. The Indonesian fabrics to be used are batik and songket. The purpose of this research is to explore the process and results of contemporary kebaya using the front bustier silhouette and Indonesian fabrics, namely batik and songket, with the Gen-Z fabric theme as a bridge between tradition and modernity amid global fashion industry competition.

METHOD

This type of research involves the creation of works, particularly in the context of kebaya design and contemporary kebaya fashion products. The method used in this research is the Double Diamond Model approach. The double diamond model, also known by other names, was first proposed by the British Design Council. Since its introduction in 2005, the Double Diamond Model has been considered the



most effective and persuasive framework for the design thinking process. Ledbury adopted the double diamond model in designing and developing high-performance clothing products [15], and the Double Diamond method can be used in fashion creation [16]. Each diamond represents a phase of divergent thinking that expands ideas and convergent thinking that narrows down options to understand problems and develop effective solutions. The double diamond model consists of four stages of fashion product creation and development: the discover stage, the define stage, the develop stage, and the deliver stage (Figure 1).

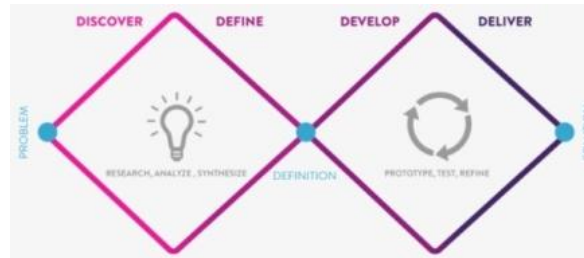


Figure 1. Double Diamond Model

Discover

In the discovery stage, this research began with a literature study related to the development of kebaya from traditional forms to contemporary interpretations. This study was expanded by analyzing fashion trends popular among Gen-Z, including style preferences, silhouettes, colors, and the role of social media and digital technology in influencing how they appreciate fashion. In addition, the cultural value of 'berkain' or 'wearing fabric' was explored to understand its symbolic meaning in community identity, as well as the potential of Nusantara textiles that can be adapted as key elements in modern kebaya designs.

The next step was to gather user insights through observation and study of Gen-Z's perception of kebaya, which is often considered stiff, formal, and irrelevant to everyday lifestyle [5]. The next step involved collecting user insights from 30 young women aged 18–25 years as representatives of Generation Z through observation and questionnaires. Respondents' perceptions of kebaya were analyzed using a Likert scale 1-5 ranging from strongly disagree and 5 representing strongly agree, to identify how kebaya is perceived in relation to stiffness, formality, and its relevance to contemporary lifestyles. Benchmarking of existing contemporary kebaya innovations was also carried out, particularly in terms of cutting, details, and accessories, to identify new innovation gaps. This process revealed an opportunity to present kebaya with a combination of front bustier silhouettes, obi belts, and Nusantara fabrics as a design approach that is fresher and more modern, while still rooted in cultural values.

Define

In the Define stage, findings from the exploration process are analyzed to formulate design requirements, namely to present contemporary kebaya that is relevant to Gen-Z identity while remaining rooted in culture. This is realized through the selection of a modern front bustier silhouette, an obi belt as a contemporary accent, and the use of Nusantara fabrics to reinforce traditional values. To clarify the design direction, a mood board (Figure 2) was created containing dynamic color inspirations, references to modern clothing cuts, textile textures and motifs, and visual nuances from social media trends, so that the entire design process was consistent with the Gen Z "Berkain" theme. The colors to be used include bright colors such as red, pink, orange, and yellow. A mood board is a collection of images or visual media arranged in an orderly manner to determine the visual display concept [17]. The method of arranging a mood board helps build perception and understanding of the desired images, colors, shapes, textures, and atmosphere [18].



Figure 2. Moodboard

Develop

In the Develop stage, researchers began developing contemporary kebaya design ideas that had been previously defined. Exploration was carried out by combining a modern bustier front with traditional Indonesian fabrics such as batik and songket to represent traditional values. The design ideas were then visualized in the form of six contemporary kebaya illustrations highlighting the Gen-Z theme using Adobe Illustrator design software. Each illustration was designed with consideration for aesthetics, functionality, and relevance to the lifestyle of the younger generation. From the six design illustrations, two designs from each theme were selected to be realized as contemporary kebaya prototypes. The evaluation process involved 30 young women aged 18–25 years as target users, who assessed the products using a questionnaire based on a Likert scale. The assessment focused on aspects of wearability, aesthetic value, and user acceptance, and the collected data were analyzed descriptively to identify the level of preference and feasibility of the developed designs.

Deliver

In the Deliver stage, researchers realized two selected kebaya designs developed from the six previous illustrations. This process included selecting materials, construction techniques, and finishing details to ensure that the resulting garments were in line with the concept of contemporary kebaya with a Gen-Z theme. The final products were then evaluated in terms of aesthetics, comfort, and wearability to ensure that the kebaya could bridge tradition and modernity. Thus, the resulting contemporary kebaya not only presents cultural value through the use of Nusantara fabrics, but also attracts the interest of the younger generation as part of their lifestyle [19].

RESULTS AND DISCUSSION

Results

The design development process in this study followed the Double Diamond model, which includes the stages of discover, define, develop, and deliver. Through the exploration stage, insights were obtained regarding Generation Z's perceptions of kebaya, which is often considered formal and less suitable for everyday fashion. Based on these insights, the design concept focused on reinterpreting kebaya through contemporary silhouettes, vibrant color exploration, and the integration of traditional textiles to make the garment more relevant to Gen-Z fashion preferences.

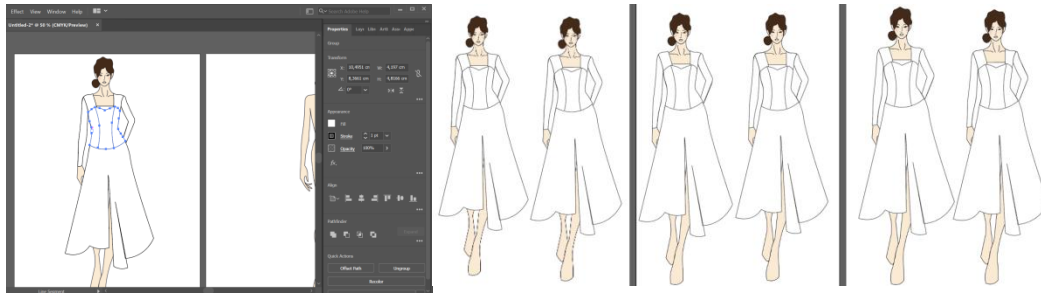


Figure 3. Kebaya Sketch

The developed kebaya sketches emphasize not only the exploration of silhouettes but also the enhancement of aesthetic value through decorative elements (Figure 4). Sequins are incorporated to create a luminous and elegant visual effect that strengthens the contemporary character of the kebaya while maintaining its refined appearance [20]. In addition, fringe elements are applied to introduce movement and dynamism, reflecting a more expressive and youthful visual identity that resonates with Generation Z fashion preferences. The use of these decorative details represents a design strategy to reinterpret the traditional kebaya into a more modern form, allowing the garment to adapt to contemporary fashion trends while still preserving its cultural identity through the integration of traditional elements [21].

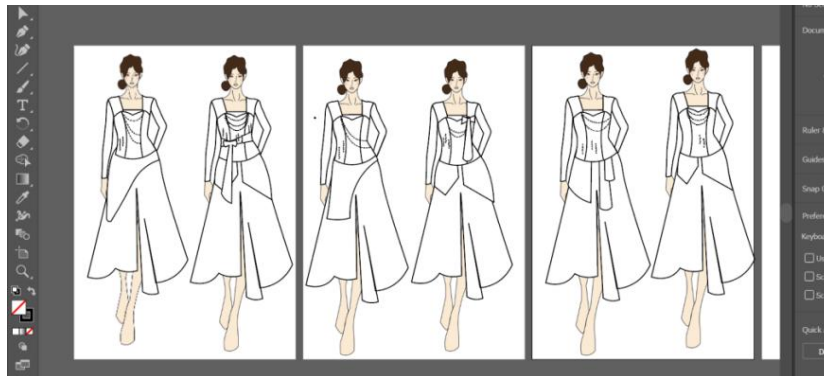


Figure 4. Illustration of Decorative Details

The completed sketches were further developed through color exploration to strengthen the visual character of the contemporary kebaya design (Figure 5). This step aimed to visualize the design more realistically and display a color combination that matched the character of the contemporary Gen-Z-themed kebaya, namely red, pink, orange, and yellow, in accordance with the mood board. The design development resulted in six contemporary kebaya illustrations that reflect the concept of *Berkain Gen-Z*. These designs integrate three main elements: the front bustier silhouette, the use of wastra nusantara such as batik and songket, and expressive Gen-Z visual characteristics. The bustier element functions as a modern structural component that gives a more fitted and fashionable silhouette, while the kebaya kutubaru form maintains the traditional identity of the garment. The lower garment is presented through draped skirts made from batik and songket fabrics, representing the concept of *berkain* in a contemporary form.

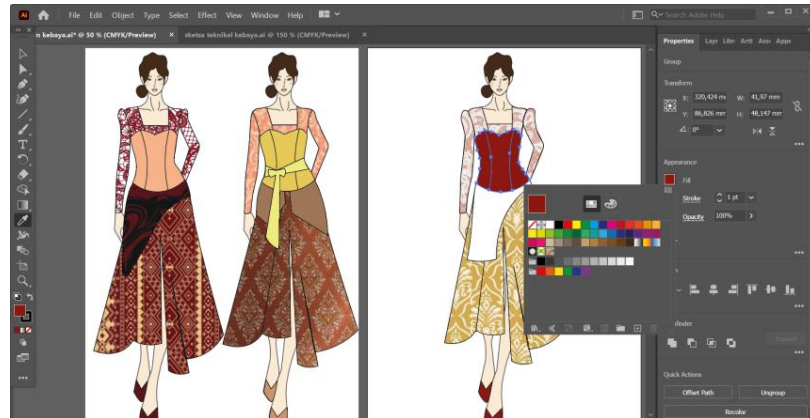


Figure 5. Sketch of a kebaya with colors

In terms of visual concept, the six designs were grouped into two thematic explorations based on color and visual character. The selection of bright color palettes such as red, pink, orange, and yellow was based on insights from the exploration stage, which indicated that Generation Z tends to prefer expressive, vibrant, and visually striking fashion styles that allow them to communicate individuality. The first theme, *Pesona Puspita*, utilizes dominant red and pink tones to represent expressive femininity and confidence, reflecting the bold yet romantic aesthetic commonly associated with Gen-Z fashion culture. Meanwhile, the second theme *Cahaya Surya*, applies orange and yellow tones to symbolize optimism, creativity, and youthful energy, which align with the dynamic and experimental characteristics of Gen-Z fashion expression. The use of these color explorations represents a design innovation in contemporary kebaya, as traditional kebaya is generally associated with softer or more neutral tones. By introducing vibrant color compositions while maintaining the use of *wastra nusantara*, the design reinterprets kebaya into a more visually dynamic garment that resonates with the aesthetic preferences of younger generations while preserving its cultural identity.

Table 1. Development of Contemporary Kebaya Designs with the Theme of 'Berkain'

Theme	Design Development
<p>Pesona Puspita</p> <p>This theme is inspired by Indonesia's rich flora. Red symbolizes courage, strength, and passion, while pink represents tenderness, romance, and elegance. The combination of the two reflects the character of the kebaya, elegant yet bold, gentle yet expressive.</p>	

Cahaya Surya

This theme is inspired by the warmth of the Indonesian tropical sun, which is synonymous with life, energy, and optimism. Orange symbolizes creativity, passion, and cheerfulness, while yellow represents light, hope, and freedom. The combination of the two reflects a contemporary kebaya that is dynamic, bright, and full of vitality, in line with the energetic and expressive character of Gen-Z.



From the six illustrations, two designs were selected to be realized as actual fashion products, representing each theme. The realization process produced contemporary kebaya that combine a kebaya kutubaru base with a front bustier layer and complementary elements such as an obi belt and draped skirt (Figure 6). Decorative elements such as sequins, fringe, and ribbons were added to enhance the visual dynamism and create a more youthful aesthetic (Figure 7). The resulting products illustrate how traditional clothing elements can be transformed into contemporary fashion while maintaining the use of Indonesian textiles as a cultural foundation.

The lower part of the outfit uses batik and songket skirts selected according to the color theme of each design, creating harmony between modern and traditional elements. The skirts are shaped as modern draperies to create a more dynamic silhouette while maintaining the concept of berkain. Decorative details are then applied to enhance the aesthetic value, such as sequins that create a sparkling visual effect, fringe that adds movement and dynamism, and ribbons that emphasize the expressive and playful character often associated with Gen-Z fashion styles.

Insights from the observation stage involving 30 female respondents aged 18–25 indicated that many participants perceived conventional kebaya as formal and less practical for everyday wear. These findings influenced the design development by encouraging the use of more contemporary silhouettes, vibrant color palettes, and layered elements such as the front bustier and draped skirt to create a fresher and more adaptable look. The integration of these elements aimed to address Gen-Z preferences for fashion that is expressive, visually distinctive, and suitable for various social contexts.

From the six design illustrations produced during the development stage, two designs were selected to be realized as actual prototypes. The selection process was carried out based on several criteria, including visual harmony, relevance to the Berkain Gen-Z concept, the integration of traditional textiles with contemporary silhouettes, and the feasibility of garment construction. In addition, the selection considered the ability of the design to represent the two thematic concepts developed in this study, namely *Pesona Puspa* and *Cahaya Surya*, so that the realized designs could reflect the diversity of visual exploration in contemporary kebaya design.

Furthermore, the realized kebaya prototypes were evaluated by the same group of respondents using a Likert-scale questionnaire focusing on three aspects, aesthetic value, comfort, and wearability. The evaluation results showed that the majority of respondents expressed positive responses toward the designs, particularly appreciating the modern silhouette created by the bustier layer and the dynamic

appearance produced by decorative elements such as fringe and sequins. Respondents also indicated that the combination of traditional textiles with contemporary design elements made the kebaya appear more fashionable and suitable for younger users.

Overall, the results of the design development demonstrate that the integration of bustier silhouettes, vibrant color exploration, and wastra nusantara can produce contemporary kebaya designs that align with the aesthetic preferences of Generation Z while preserving traditional cultural identity. The findings also indicate that incorporating user perceptions into the design process contributes to improving the perceived wearability and acceptance of contemporary kebaya among younger generations.



Figure 6. The process of sewing a kebaya, bustier, and sequins with fringe



Figure 7. The process of sewing a bustier and an obi belt

Discussion

The contemporary kebaya designs produced in this study illustrate how traditional garments can be reinterpreted through modern fashion approaches while still maintaining cultural values. The integration of the front bustier silhouette plays an important role in creating a more structured and contemporary appearance. This design approach responds to the perception identified during the user observation stage, where many Gen-Z participants considered conventional kebaya to be too formal and less adaptable to contemporary lifestyles. The bustier element provides a modern layering system and a more fitted silhouette, allowing the kebaya to appear more fashionable and versatile. This explains why the bustier becomes a suitable element for contemporary kebaya design, as it bridges the gap between traditional clothing structures and the modern fashion aesthetics preferred by younger generations.



The use of wastra nusantara, particularly batik and songket, reinforces the cultural dimension of the design. Rather than functioning merely as decorative materials, these textiles become the main visual elements that connect the contemporary design with Indonesian heritage. This interpretation is consistent with research on culture-based fashion development, which emphasizes that traditional textiles can serve as a medium for preserving cultural identity through contemporary design approaches. The concept of *berkain* in this research is therefore interpreted not only as wearing traditional cloth but also as a creative reinterpretation of Indonesian textiles within modern fashion silhouettes.

The findings of this study are also relevant to previous research on Gen-Z cultural identity and contemporary kebaya. Endraswara and Dwiadmojo (2025) explain that modern kebaya plays an important role in shaping the cultural identity of Javanese Gen-Z women in the contemporary era [13]. The results of this study support this perspective by showing that the reinterpretation of kebaya through contemporary design elements such as bustier silhouettes, vibrant colors, and modern decorative details can increase the attractiveness of kebaya among younger generations while still maintaining its cultural significance.

In addition, the design concept in this study aligns with research on the “*berkain*” trend among Generation Z, which highlights the growing interest of younger generations in wearing traditional textiles in more modern and creative ways [2]. The contemporary kebaya developed in this research reflects this trend by integrating batik and songket fabrics into modern silhouettes, such as bustier layering and draped skirts. However, unlike previous studies that mainly discuss the *berkain* phenomenon from a cultural or trend perspective, this study emphasizes the realization of the concept into tangible fashion products through a design-based research approach. This approach demonstrates how the *berkain* trend can be translated into concrete contemporary kebaya designs, allowing traditional textiles to be recontextualized into wearable fashion forms that resonate with the aesthetic preferences of Gen-Z users.

The two themes developed in this study, *Pesona Puspa* and *Cahaya Surya*, further illustrate how design elements can represent Gen-Z aesthetic preferences. The use of bright and expressive color palettes such as red, pink, orange, and yellow reflects the tendency of Gen-Z fashion culture to favor visually striking and emotionally expressive styles. These colors were intentionally selected to create a youthful and energetic visual identity that differs from the more subdued color palettes often associated with traditional kebaya [22]. The application of such colors therefore represents a design innovation that aims to reinterpret the visual character of kebaya while maintaining its cultural references.

In addition, the use of decorative elements such as sequins, fringe, and ribbons contributes to the creation of a dynamic and visually engaging appearance. These elements enhance the perception of individuality and experimentation in fashion, which are key characteristics often associated with Gen-Z fashion consumption. The combination of these decorative details with traditional silhouettes and Indonesian textiles demonstrates how contemporary kebaya can simultaneously represent cultural heritage and modern fashion identity.

From an academic perspective, this research contributes to several areas within the field of culture-based fashion design. First, it contributes to the development of contemporary kebaya design through the integration of a front bustier silhouette with traditional kebaya structures, creating a new visual interpretation of kebaya that remains culturally grounded. Second, this research contributes to the exploration of fashion innovation based on the *berkain* concept, showing how traditional textiles can be adapted to suit the aesthetic and lifestyle preferences of Gen-Z users. Third, the application of the Double Diamond design approach demonstrates a systematic method for transforming cultural inspiration and user insights into tangible fashion design outcomes.

However, although this study indicates that the developed kebaya designs are relevant to Generation Z, stronger empirical evidence is necessary to fully support this claim. Studies on design



innovation often require validation through user responses or aesthetic evaluations to demonstrate the level of acceptance among target users. In this research, user observations and evaluations were conducted to obtain feedback regarding aesthetic value, comfort, and wearability, which provided an initial indication of positive responses toward the proposed designs. Nevertheless, further studies involving broader user groups or expert evaluations would strengthen the empirical basis for assessing the relevance and acceptance of contemporary kebaya designs among Generation Z.

The findings of this study also have practical implications for the development of contemporary kebaya in the fashion industry. By incorporating user perceptions and Gen-Z aesthetic preferences into the design process, designers can create cultural fashion products that are more acceptable to younger consumers. This approach may help support the sustainability of traditional clothing by ensuring that cultural garments such as kebaya remain relevant within evolving fashion trends. Therefore, the reinterpretation of kebaya through innovative silhouettes, expressive visual concepts, and the use of *wastra nusantara* can serve as an effective strategy for bridging cultural heritage with contemporary fashion practices.



Figure 8. The final result of a contemporary kebaya with a Gen-Z-style ‘berkain’ theme

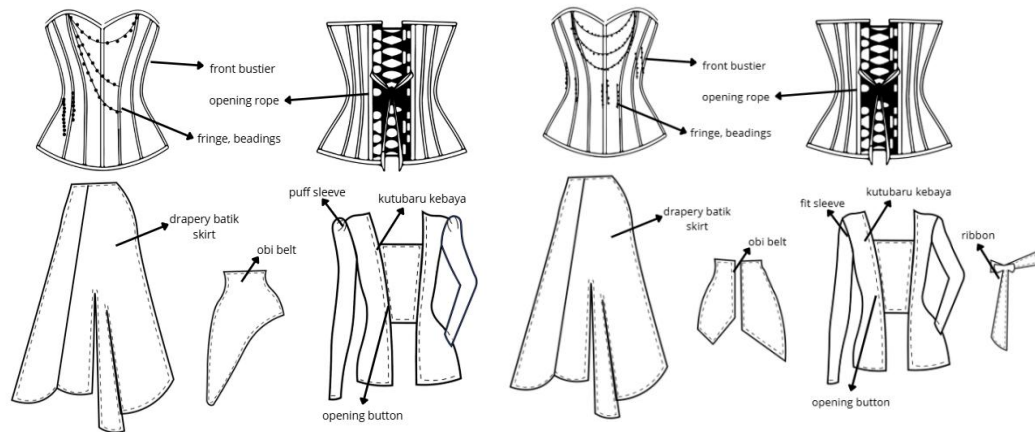


Figure 9. Technical Drawing of a Contemporary Kebaya with a Gen-Z-style 'berkain' theme

CONCLUSION

This study demonstrates that contemporary kebaya can be developed through a design-based approach that integrates traditional cultural elements with modern fashion aesthetics to make the garment more relevant to Generation Z. Through the application of the Double Diamond design process, this research produced six contemporary kebaya design concepts based on the Berkain Gen-Z theme, which combine the use of wastra nusantara, such as batik and songket, with modern silhouettes, particularly the front bustier.

From the six design illustrations, two designs representing the themes *Pesona Puspa* and *Cahaya Surya* were realized into actual contemporary kebaya products. The resulting designs demonstrate how traditional kebaya structures can be reinterpreted through modern design elements, including bustier layering, draped skirts, and expressive decorative details. The exploration of vibrant color palettes such as red, pink, orange, and yellow also reflects the energetic and expressive visual character often associated with Gen-Z fashion preferences.

The results of user observations and evaluations indicate that the integration of modern silhouettes, expressive visual elements, and traditional textiles can increase the attractiveness and perceived wearability of kebaya among younger users. This finding suggests that contemporary reinterpretation of kebaya through innovative design strategies can serve as an effective way to bridge cultural heritage with modern fashion trends. This approach may help support the sustainability of traditional clothing by ensuring that cultural garments such as kebaya remain relevant within evolving fashion trends. Therefore, the reinterpretation of kebaya through innovative silhouettes, expressive visual concepts, and the use of wastra nusantara can serve as an effective strategy for bridging cultural heritage with contemporary fashion practices.

Academically, this study contributes to the development of culture-based fashion design, particularly in the exploration of contemporary kebaya innovation through the integration of bustier silhouettes and the reinterpretation of the berkain concept for Generation Z. In addition, this research demonstrates the application of a systematic design research approach in transforming cultural inspiration and user insights into tangible fashion products.

However, this study is limited to the development of six design concepts and the realization of two contemporary kebaya products. Future research is recommended to expand the exploration of traditional textiles from various regions of Indonesia and involve a broader range of user evaluations in order to further develop contemporary kebaya designs that are culturally diverse and widely accepted by younger generations.

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