

INTISARI

Penelitian ini mengkaji gaya berpakaian mahasiswi di Kota Yogyakarta dan perspektif sejarah sosial-budaya dengan fokus perempuan sebagai subjek kajian. Periode penelitian dibatasi antara tahun 1940 an—1970 an, yaitu masa Ketika perguruan tinggi mulai berkembang pesat di Kota Yogyakarta. Penelitian ini menggunakan metode sejarah dengan memanfaatkan sumber primer berupa dokumentasi visual yang didapatkan dari majalah, surat kabar, iklan, serta sumber digital seperti Delpher dan KITLV Digital Collection. Sumber sekunder yang digunakan meliputi buku, karya ilmiah, dan artikel yang relevan dengan topik penelitian. Hasil penelitian menunjukkan bahwa institusi Pendidikan, khususnya universitas, berperan sebagai agen penting dalam penyebaran gaya berpakaian Barat yang memberikan pengaruh signifikan terhadap cara berbusana perempuan, termasuk mahasiswi. Proses modernisasi dan westernisasi melalui berbagai media dan ruang terbukti memiliki pengaruh kuat dalam membentuk selera berpakaian mahasiswi di Kota Yogyakarta pada periode tersebut.

Kata Kunci: Mahasiswi, Gaya Berpakaian, Yogyakarta

ABSTRACT

This study examines the fashion styles of female college students in Yogyakarta from a socio-cultural historical perspective, with a focus on women as the subject of the study. The research period is limited to the 1940s—1970s, a time when higher education institutions began to develop rapidly in the city of Yogyakarta. This study employs a historical methodology, utilizing primary sources in the form of visual documentation obtained from magazine, newspaper, advertisements, as well as digital sources such as Delpher and the KITLV Digital Collection. Secondary sources include books, academic works, and articles relevant to the research topic. The result indicates that educational institutions, particularly universities, served as key agents in the dissemination of Western fashion styles, exerting a significant influence on women's clothing practices, including those of female students. The processes of modernization and westernization, facilitated through various media and spaces, were found to have a strong influence on shaping the fashion preferences of female students in Yogyakarta during this period.

Keywords: Female Students, Dress Style, Yogyakarta.