



INTISARI

Modifikasi busana pengantin dicerminkan melalui unsur-unsur desain busananya. Objek penelitian ini adalah busana pengantin perempuan yang sudah termodifikasi di kota Gorontalo. Modifikasi busana pengantin tercipta karena adanya peranan pihak sanggar busana, perias, dan penyedia kelengkapan busana. Data penelitian dikumpulkan melalui studi pustaka dan studi lapangan, dianalisis dengan metode kualitatif. Tujuan penelitian menemukan unsur-unsur desain busana pengantin yang sudah termodifikasi, peranan teknologi dan sosiologi terhadap bentuk modifikasi busana pengantin, dan menemukan arti penting modifikasi busana pengantin.

Permasalahan penelitian dikaji berdasarkan teori Papanek (1985) tentang enam aspek yang perlu diperhatikan dalam membuat desain busana pengantin, yaitu metode, asosiasi, estetika, kebutuhan, telesi, dan keinginan. Terciptanya bentuk modifikasi busana pengantin memberi pemahaman mengenai sistem sosial, sistem nilai, dan sistem ekonomi terhadap masyarakatnya, dikaji berdasarkan teori Feldman (1967).

Hasil penelitian menunjukkan bahwa busana pengantin perempuan di kota Gorontalo menjadi termodifikasi karena adanya pengaruh alat dan bahan, media sosial, dan peran serta masyarakat rantau di Jakarta. Fenomena modifikasi busana pengantin yang sudah termodifikasi di kota Gorontalo memberi arti penting bagi sistem sosial, sistem nilai, dan sistem ekonomi bagi masyarakat di kota Gorontalo. Temuan penelitian ini diharapkan dapat memberi kontribusi bagi dunia *fashion*, khususnya desainer busana dalam mewujudkan karya-karyanya.

Kata Kunci: Modifikasi, Busana, Pengantin, Teknologi, Sosiologi



ABSTRACT

The modification of the bridal costume is reflected through the elements of its design. The object of the current study is the modified bridal costume in the city of Gorontalo. The bridal costume experiences some modification because of the role of clothing studio, wedding makeup artists, and clothing equipment providers. The data was collected through literature study and field study and analyzed using the qualitative method. The objective of the study was to investigate the design elements in the modified bridal costume, the roles of technological and sociological aspects in the modified forms of the bridal costume, and the importance of the bridal costume modification.

The research problem statements were studied based on the Papanek's (1985) theory about six aspects that need to be considered in creating the design of bridal costume, i.e. methods, association, need, aesthetics, telestis, and use. The creation of the modified form of bridal costume gives an understanding of the social, value, and economic systems of its community were studied based on the Feldman (1967).

The analysis results showed that the bridal costume in Gorontalo City experiences some modification due to the influence of tools and materials, social media, and migratory Gorontaloese people in Jakarta. The phenomenon of modified bridal costume in Gorontalo gives important meaning in terms of the social, value, and economic systems for the people of Gorontalo City. These findings are expected to contribute to the world of fashion, especially fashion designers in realizing their works.

Keywords: Modification, Costume, Bridal, Technological, Sociological