

BATIK FASHION TRENDS AND NATIONAL IDENTITY

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Abstract

National identity is an identity that distinguishes one nation from another. The rapid development of globalization in the digital era has been able to influence national identity and has the potential to undermine the nation's cultural values. One example is the change in the function of fashion from what was originally only a primary need, now it has doubled as a lifestyle and trend of people in the world. However, the fashion trend in Indonesia is dominated by the influence of foreign cultures. Fashion from western countries and Korea has become the daily consumption of Indonesian people. Therefore, acculturation of Indonesian culture with current fashion trends needs to be done so as not to further fade the nation's national identity. Batik as an intangible cultural heritage can also become the national identity of the Indonesian nation. So, researchers took the initiative to acculturate batik with current fashion trends in an effort to strengthen the national identity of the Indonesian nation. Knowing the interest of the younger generation, regarding our innovation in the form of acculturating batik with fashion trends. Survey-based research method by providing open-ended questions related to respondents' interest in acculturating batik with contemporary fashion trends to the population of the young group aged 15-19 years through an online survey with 100 samples and 9 samples for interviews with the surrounding distribution area around the islands of Borneo and Java. Younger generation is proud when wearing batik, but they don't have the habit of using batik in their daily life. Researchers offer acculturation innovations to all respondents and they are interested in our innovations because they can still follow fashion trends in addition to wearing batik as their daily clothes and can give an effort to strengthen national identity.

Keywords: acculturation, batik, digital era, fashion trends, national identity

INTRODUCTION

Batik

Culture is important when it comes to our individual and collective identities. It goes beyond historical buildings or museums to encompass the practices, expres-

sions, collections of knowledge, and skills that people are constantly creating (Rangsi-kul, 2019). Batik is one of the Indonesian cultures whose existence has been recognized by the international community. Batik is a world cultural heritage that is recogni-

zed as originating from the Indonesian nation (Sanjaya & Yuwanto, 2019). Batik is a noble heritage of Indonesian culture. Batik is a cultural product of the Indonesian nation has its privileges in its creation (Suliyati & Yuliat, 2019). In 2009, batik became part of the UNESCO Intangible Cultural Heritage (United Nations Educational, Scientific and Cultural Organization). Batik art has been known for hundreds of years and has become part of Indonesian culture. Some batik motifs in Indonesia have a philosophy of value and are part of traditional ceremonial activities (Setyawati et al., 2021). With various fashion developments in this era, the existence of batik as one of the fashion trends in this era has quite a high demand, this can be seen from the production of batik products which is increasing every year (Basyir, 2019). Batik is experiencing very rapid development dynamics so the variants of batik products are increasing rapidly. Some batik motifs in Indonesia have a philosophy of value and are part of traditional ceremonial activities (Setyawati et al., 2021). Batik cloth in the form of a long cloth into a sarong is then developed into clothing material to become a batik product that is used for interior products. The uncertainty of the definition of batik triggers free changes that are not limited to the process of making batik cloth (Widadi, 2019). Batik is estimated to have existed in Indonesia more than 1000 years ago. Although batik has had a long history, batik culture continues to grow and develop, even in the digital era like today. Until now, batik is still used and continues to have novelty in motifs and models. Batik Nusantara is named after the name of the area that produces batik motifs such as Pekalongan, Solo, Cirebon, Yogyakarta, and others. Because each motif has its meaning and characteristics, it can be said that from

a piece of batik cloth we can learn a lot about life and history (Trixie, 2020). Considering that the batik industry is already in great demand abroad, the batik industry also helps local communities with new jobs. Moreover, in some areas, there are already many who use batik as a promising livelihood (Larasati, 2021).

Along with the times, the batik industry has also experienced changes in digitalization. The development of technology and information that is increasingly rapid and sophisticated provides many changes and influences in various aspects of life (Ranasari, 2021). This change was marked by rapid progress in the dynamics of batik which led to an increasing variety of products. The culture of written batik is getting eroded because of the cheaper batik coming from abroad and the growing development of stamped batik which can meet the needs of the community for batik needs quickly (Jannah et al., 2020). The development of batik motifs is also increasingly varied. Overall, these motifs create written batik designs and produce certain characteristics that can be identified as identities that have a certain philosophy behind them (Abdullah & Samin, 2020). Because of the variety of batik motifs that make batik more interesting.

However, not only the process of making batik, the dynamics of batik in the fashion world have also changed. Fashion is a term that is familiar in everyday life (Asmita, 2019). As time goes by, the style of dress always brings the latest styles. Everyone has their style of dress in everyday life. The dressing is the easiest way for a person to express his level of well-being and economic condition. Fashion is also considered as a form of adjustment of a person to the latest developments (Lestari, 2020). Fashion or style of dress at this

time is important for society as a form of self-existence. Many people are competing to follow fashion trends to look up to date (Wahyuningtyas & Agustiana, 2020).

Digital era

Humans are intelligent creatures who always improve their abilities to facilitate their activities. The digital era is a time when most people in that era use digital systems in their daily lives (Rahayu, 2019). The digital era affects all aspects of human life. Information in the era of globalization as it is today has become an important part of life (Puspitasari et al., 2020). Digital HR transformation is very important in an era where technological disruption is a common norm where revolutionary changes occur but it is also an evolutionary phenomenon in organizations (Berampu & Sari, 2021) the transition to business with technology at the centre also requires changes in technology, education, skills and organizational innovation. This cannot be denied, including the government in increasing human resources is one way that can be done to be able to compete in the international world. This study is intended to obtain data and information about the transformation of HR in Sumatera utara in order to increase competitiveness in the digital era. The transformation of HR in Sumatera utara in the digital era was shaped by the dimensions of the technology and innovation (Berampu & Sari, 2021). All tools are tried and used to achieve efficiency and effectiveness of every action it takes, various experiments are carried out to produce large amounts of efficiency with minimal energy (Danuri, 2019). This can be seen in human civilization which has undergone many revolutions, up to the Industrial Revolution 4.0 which is currently underway.

The phenomenon of digital use in human life in the Industrial Revolution 4.0

era is increasing sharply (Abdullah, 2019). The industrial revolution 4.0 implies a fundamental transformation in all lines of people's lives. This era requires all nations and countries to prepare competent human resources, as well as sophisticated technological devices to be able to compete in the global world (Triguna, 2019). The Industrial Revolution 4.0 is synonymous with the use of digital technology as a means of supporting life, especially in the industrial sector. The last decade was marked by significant developments in the field of digitization, which radically changed the entire global ecosystem. including a sharp increase in the volume transmitted and information consumed (Gapsalamov et al., 2020). Technology plays an important role in communication processes and practices in an industrial society that is transforming into an information society (Luthfina & Irwansyah, 2020).

In addition to technological adaptation, structural changes in processes, human resources, and corporate culture also occur in the digital transformation process (Türkmen, 2020). The development of technology today is more directed to the digital era that continues to grow. Technology itself has now been used by humans to make it easier to do every job and task, as well as become a tool that helps various human needs (Ahyati & Dewi, 2021). These various conveniences have an impact on human character, nature, attitudes, and behavior, and in the end can change a habit into a new habit pattern (Hartono, 2020). Therefore, every society begins to think of ways so that all aspects of life can be digitized so that they can follow and be at the forefront of today's developments. Every activity carried out by the community is always related to digital technology and the internet. This results in access to information that can be obtained easily, freely, and

widely (Darmansa et al., 2019). The rapid development of digital technology causes this era to be referred to as the digital era. The acceleration of the flow of information exchange is the most prominent feature in this digital era. Digitalization in the modern era has provided opportunities for the younger generation to participate in this information and social field (Saud et al., 2020). The digital era requires every community to be able to recognize and be familiar with technology. If you can't get used to technology, your existence will be buried by the times, both economically and socially.

However, in addition to the various positive impacts arising from the acceleration of the flow of information exchange, negative impacts also accompany it. Although many positive things have been obtained in this era, the sophistication of this technology can also backfire for the people of Indonesia (Sudargini & Purwanto, 2020). One example of the negative impact that appears is the unstoppable entry of various foreign cultures into Indonesia. This of course causes a significant change in the perspective of society. This change in perspective can be a major factor in the collapse of national identity. Akbar (2019) in his journal stated "The last time I expressed myself as an Indonesian was when I watched a Southeast Asian football match or a badminton match at Istora Senayan, Jakarta. After the match was over and I returned home, I don't remember my Indonesian identity at all". Indonesian people, especially the younger generation today tend to prefer and appreciate foreign cultures and products. The younger generation feels more proud when imitating or using foreign cultures and products. Both in terms of language, association, music, to clothing. Changes in style of dress or dress become the most dominating element in

this case. The definition of clothing is everything that is worn on the human body from head to toe, including all jewelry and accessories which in certain parts function to protect the body and for beauty so that it can be accepted in social life as a condition of civilization, morality, and religion. In this discussion, the meaning in question is more emphasized on all objects that are attached to the body and are made of textile materials (Berampu & Sari, 2021) the transition to business with technology at the centre also requires changes in technology, education, skills and organizational innovation. This cannot be denied, including the government in increasing human resources is one way that can be done to be able to compete in the international world. This study is intended to obtain data and information about the transformation of HR in Sumatera utara in order to increase competitiveness in the digital era. The transformation of HR in Sumatera utara in the digital era was shaped by the dimensions of the technology and innovation. (Berampu & Sari, 2021. Changes in style of dress are the most dominating element because the style of dress is a global thing that continues to change very quickly. Technological innovation in fashion design continues to grow rapidly under the demands of society, the latest technological advances, and even the ongoing global pandemic (Widiaty et al., 2020). As a result of these changes, unwittingly identity as an Indonesian citizen is no longer visible in the style of clothing of the people in this era.

National identity

National Identity is the identity of a nation. That is, that identity belongs to a nation and is different from other nations (Harun, 2020). An identity is not only applied to individuals but also groups or group affiliations, such as the designation of na-

tional identity and cultural identity, the nation as a form of fellowship or group life, humans also have an identity that can be distinguished from other nations (Winarno, 2020). National identity is the identity of the Indonesian people. It is known that a national identity is a unit that is bound by territory and always has a territory (their homeland), common history, legal/legislative system, rights and obligations, and division of labor based on profession (Hendrizal, 2020). Factors that support the birth of national identity in Indonesia include (1) ethnicity, territory, language, religion, and the like. (2) the development of technology, information, and communication. (3) the official codification of natural salts, the growth of the bureaucracy, and the stabilization of the national education system. (4) includes oppression, domination, and the search for alternative identities through the collective memory of the people. The use of batik can reflect the national identity of the Indonesian nation in the international arena. With batik, outsiders can directly recognize Indonesian people when they use batik in their clothes. This can help strengthen the national identity of the Indonesian nation. Normalizing the use of batik is an easy way to strengthen the Indonesian national identity. However, in the current era of globalization, national identity faces challenges that must be overcome. If left unchecked, the very rapid flow of globalization will make national identity fade and even disappear (Ruslan & Setyadi, 2020).

Acculturation

The concept of acculturation has been based on the assumption of an adaptation process, whereby immigrants lose aspects of their heritage cultures in favor of aspects of a host culture (i.e. assimilation) (Kizgin et al, 2019). According to Setyaningsih (2020), acculturation is a com-

bination of different cultural components and unites to form a new culture without losing the original cultural personality. In addition, the notion of acculturation according to Praiswari & Arsandrie (2021) is a phenomenon that arises and is caused by groups of people with different cultures who meet and interact directly and continuously, which then causes changes in the original cultural pattern of one group or even both. The mixing of values and ideologies across countries is an implication of the development of technology so that the world community can easily communicate with each other (Istiqomah & Widiyanto, 2020).

Fashion trends

To maintain batik as a national identity, it is necessary to have intercultural acculturation or trends that are popular with the community. The development of culture in Indonesia is currently dominated by westernization or Korean culture. The foreign influence as we know it, namely westernization. Indonesia is one of the largest multicultural countries in the world (Prasetyo, 2021). This has been felt for decades (Basunanda, 2020). Not only westernization, Korean culture is also popular with the Indonesian people. Korean culture that is rife in Indonesia is like the K-Pop music industry or Korean dramas. Korean dramas have a very significant influence on the lives of teenagers where there is an influence on behavior in the daily lives of teenagers, namely in the form of an influence on the style of dress, the style of make-up, the style of language (Angelicha, 2020). Our dress sense is quite important to our reputation, because the clothes we wear send powerful signals to our peers and strangers, projecting the self-image of us that we want to display (Kodzoman, 2019).

For this reason, this research seeks to

strengthen national identity which has long been eroded and displaced by the times. Through this research, researchers want to answer the existing problems by providing the best solution, namely by providing ideas in the form of innovations that can bring back the characteristics of the Indonesian people through their dress styles but also do not look outdated. Previously, researchers had searched and collected information, both through previous research and through a survey of 100 respondents targeting the younger generation and some interviews. Researchers asked several questions about the use of batik, batik as a national identity, current fashion trends, and respondents' interest in acculturating batik innovations with fashion trends.

METHODS

The collection of data in this scientific article certainly does not escape the use of the selected research methods. According to the general understanding, the research method is a step or procedure carried out to obtain scientific knowledge.

The type of research used is quantitative research methods. This method was used to collect and obtain data that describes the relationship between the variables and the questions asked and to test the percentage of the hypotheses of questions with the results of the collected data which can later be analyzed from the results of these data. In this scientific article research, the research method is in the form of a questionnaire survey by providing online questions via a google form.

Based on the data sources obtained in this research, the data sources are included in the primary data. Primary data is data that is at first hand, where the data is obtained directly from the research subject who is the target by using a method. In this study, the data was generated through

a research method in the form of an online questionnaire survey with a target subject of research, university students with a total of 100 respondents. A sampling of the data is used by respondents from high school and college students. With the age group of the younger generation ranging from 15-19 years. And with the distribution area around the islands of Borneo and Java.

With a focus on collecting data through online questionnaire surveys, the questions asked are also supported by data and information collected through relevant source searches, literature searches, and also problems found around that are under the topics discussed, namely the frequency of using batik with current fashion trends. The questions in the survey are also attached to solutions in the form of innovations to these problems.

In a study, of course, a research instrument is needed. One of them is the validity test. In the validity test, each question in the questionnaire is declared valid if it can be used to reveal something that will be measured and assessed by the questionnaire. In addition, the thing that becomes an indicator of the validity of the questionnaire is when the calculated r value is greater than the r table. If the value of the validity of the list of questions is greater than 0.3 then the question item is said to be valid. Testing the validity of the instrument in this study was carried out using Pearson's Product Moment analysis

In a research instrument, a test is needed to find out whether the questionnaire used in collecting research data is reliable or not. This test is called a reliability test. In this research reliability tests using Cronbach's Alpha analysis. If the value of Cronbach's Alpha in this study > 0.60 , it can be concluded that the variable is consistent and reliable.

This research was conducted using quantitative research methods using inferential statistical data analysis techniques where this technique resulted in conclusions from research results in the form of distributing survey questionnaires with sampling and population distribution. The data analysis technique used in this study uses a comparative inferential analysis method that compares the conditions before and after innovation. So, this study focuses on comparing the frequency of using batik before innovation with respondents' interest in the innovation offered, which can affect the frequency of using batik after innovation.

FINDINGS AND DISCUSSION

Based on a research survey that researchers conducted to 100 respondents, researchers know that most of the respondents only wear batik during formal events. They have not normalized the use of batik in everyday life. 97% of respondents in this study stated that they feel proud when wearing batik. They also argue that batik can represent the national identity of the In-

donesian nation. 73% of respondents also said that batik has a very big influence on efforts to strengthen national identity. In addition, most respondents also follow the development of fashion trends, where the current Indonesian fashion trend is dominated by western and Korean fashion. This can be proven from research data which shows that the majority of respondents wear oversized clothes, culottes, hoodies, jeans, vests, and varsities, all of which are western and Korean fashion models.

Through this research, respondents stated that it is very possible that in the future there will be innovations that combine batik with current fashion trends. 68% of respondents also said that they are very interested in the innovation of batik acculturation with the fashion trend. This is because they think that this innovation can be an effort to strengthen the national identity of the Indonesian nation. 91% of respondents stated that they are willing to be a part of implementing this innovation.

Researchers have summarized and classified the data analysis of the research results into the following table.

Table 1. Data Survey

Num	Question	Frequency				
		Very Seldom	Seldom	Normal	Often	Very Often
1	P1	16	33	38	11	2
		Very Small	Small	Normal	Large	Very Large
2	P2	0	0	2	25	73
		Yes			No	
3	P3	97			3	
4	P4	81			19	
5	P5	100			0	
6	P6	100			0	
7	P7	100			0	
8	P8	91			9	
		Not Interest		Neutral	Interest	
9	P9	0		32	68	

The digital era brings positive and negative influences into Indonesian society. One of the impacts of the digital era is the acceleration of the flow of information exchange. This makes it easier for everyone to communicate and obtain information from various sources. However, this can actually be a boomerang for the Indonesian people. The acceleration of the flow of information exchange causes foreign cultures to easily enter Indonesian society. The entry of foreign cultures covers all aspects of life. Starting from the style of language to the style of dress. This causes the erosion of national identity among the people. The style of dress or dress becomes a very dominant aspect in this case. People tend to prefer using foreign products or cultures compared to original Indonesian products, where national identity as Indonesian citizens can no longer be seen in people's clothing styles. One of the original products of Indonesian culture that is most commonly used by the public is batik.

In the results of a research survey that researchers conducted previously targeting the younger generation, more than 50% of respondents admitted that they rarely use batik in their dress style. The data also states that 81% of respondents stated that they follow the development of fashion trends. The infrequent use of batik in people's dress styles is due to the stigma in society that considers that batik is only used during formal events or when it is necessary. Recently, people have even started to switch to no longer wearing batik to formal events due to the emergence of a variety of clothing choices that are more attractive and under the development of fashion trends. However, in contrast to this, 97% of respondents expressed pride when wearing batik. 73 out of 100 respondents also

agree that batik has a very big influence in efforts to strengthen national identity. This analysis can also be strengthened by data coding from interviews with 9 respondents below who state that the innovation acculturation of batik with fashion trends can be an effort to strengthen the identity of the Indonesian nation.

For this reason, researchers want to produce an innovation that can reaffirm the national identity that has long been displaced by foreign cultures by acculturating batik into the current fashion trend. That way, the people's national identity as Indonesian citizens will again be seen in their dress style, without worrying about being out of date. People can still keep up with fashion developments without having to lose their identity or identity as Indonesian citizens. All of our respondents also mentioned that it is very possible to create innovations and products that acculturate batik with today's clothing styles. The initial design of this innovative product design is as follows:



Figure 1. Design of the innovation product (vest).



Figure 2. Design of the innovation product (oversized).

This innovation is not only adding or embedding batik into clothing which is a current trend, but also pays attention to various aspects such as aesthetics and color harmony so that it can attract the interest of various parties. According to the data researchers obtained, 68% of respondents said they would be very interested in the products of this innovation. 91% of respondents even stated that they are willing to contribute in implementing batik acculturation innovations into fashion trends. If this innovation is able to run according to expectations, the Indonesian national iden-

tity will be able to be strengthened. Even at a certain point, it is possible that this innovation can become a fashion trend in the future.

Based on the research, most of the respondents who are the younger generation think that the acculturation innovation of batik into fashion trends is a very realizable thing. They are even interested in innovation. This is evidenced from the graph in Figure 3 which shows that the opinion of respondents about the innovation of batik acculturation into fashion trends is directly proportional to their interest in this innovation.

CONCLUSION

Based on the analysis of the data above, it can be concluded that Indonesia's national identity, which has begun to fade in the current digital era, can be strengthened again by utilizing batik as one of the national identities. The innovation of batik acculturation into fashion trends is one of the breakthroughs that has potential opportunities to be implemented and is able to strengthen the nation's national identity. This can be seen from the rise of fashion trends that are happening in Indonesia, where people prefer fashion that follows

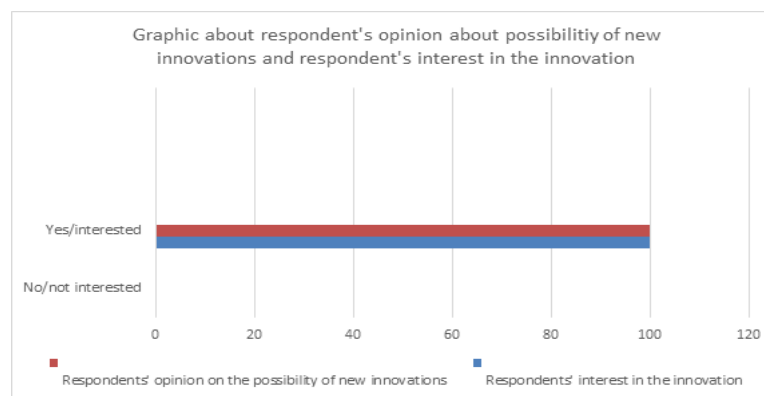


Figure 3. Graphic about respondent's opinion about the possibility of new innovations and respondent's interest in the innovation.

trends and does not want to look less updated on fashion developments. Indonesian people, especially the younger generation who follow the fashion trends of western and Korean influences, can continue to use current fashion trends through the acculturation of batik into fashion trends. So that national identity will also be strengthened along with the normalization of the use of batik as a daily fashion style.

Researchers recommend this research for the Indonesian people, especially the younger generation, as a breakthrough to strengthen national identity and also to introduce batik as a fashion trend that should be normalized. However, for the future, researchers suggest further research on what batik motifs need to be acculturated with fashion trends, mature designs regarding fashion images that have been acculturated with batik and in accordance with trends. So that it will further clarify this innovation to strengthen the national identity of the Indonesian people.

Apart from this, researchers realize that the research researchers do is not perfect enough. This is because it is not evenly distributed and the number of research samples researchers take, there is no implementation stage and researchers also have not conducted a survey on what materials and fashion models are suitable for the innovations that researchers offer.

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