

Evolutionary Trends in Traditional Women's Wedding Attire: A Case Study of Pesisir Selatan Regency

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ABSTRACT

The transformation of traditional women's wedding attire in Pesisir Selatan Regency is influenced by the evolution of time, technology, and fashion trends. This shift affects clothing arrangements, design, and aesthetic values. If not properly documented, there is a concern that future generations may lose their cultural identity in traditional wedding attire. Therefore, this study aims to describe the changes in clothing arrangements, design, and aesthetic values of traditional women's wedding attire in Pesisir Selatan Regency. This study employs a qualitative descriptive method and was conducted from July 30, 2023, to November 2024, using both primary and secondary data. The analysis is conducted through data reduction, data presentation, and conclusion drawing, while data validity is ensured through triangulation, peer examination, and auditing. The findings reveal significant changes: the baju kurungbasiba has transitioned into a baju kurung pas badan, the sarungsongketbalapak has been replaced with fabric matching the attire, and the tokah, originally a long shawl, has become more practical. Accessories such as sunting and jewelry have also undergone modernization. In terms of design, there have been transformations in silhouette, color, material, motifs, and decorative techniques. These changes reflect an adaptation to fashion trends but may also diminish cultural authenticity. Efforts toward preservation are necessary to ensure that cultural values remain intact.

KEYWORDS

Traditional, Wedding, Attire, Fashion, Design

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INTRODUCTION

West Sumatra, as one of the provinces in Indonesia, is rich in diverse customs and cultures, including traditional attire. According to Ernawati, et. al, (2008), fashion knowledge refers to the understanding of how to select, arrange, and modify clothing to create a more harmonious and appealing appearance. Schulte (2005) also states that clothing reflects lifestyle, social status differences, and the identity of an ethnic group. Furthermore, Yuliarma (2016) explains that clothing consists of three elements: primary attire (such as kebaya and baju kurung), complementary attire (such as slippers, bags, and watches), and accessories that enhance beauty (such as earrings, rings, and bracelets).

Based on these perspectives, clothing serves not only as body protection but also as an indicator of identity and social status. In West Sumatra, particularly in Pesisir Selatan Regency, traditional wedding attire symbolizes the local cultural environment, known for its distinct characteristics. Pesisir Selatan Regency, a coastal region, has wedding attire rich in traditional values

and philosophical meanings embedded in its design and usage. Each area has unique characteristics in its wedding attire, which remain largely unknown to many (Amira & Suci, 2024).

The wedding attire in Pesisir Selatan Regency consists of various traditional garments worn during wedding ceremonies. Thaib (2014) identifies several types of wedding attire, such as Penghulu, Babako, Pasumandan, and Anak Daro. In an interview with BundoKanduang on August 12, 2023, the wedding attire of Anak Daro during the wedding ceremony consists of a basiba blouse paired with a songket sarong, accessories such as a high suntiang and rumahgadang necklace, along with complementary items like tokah and slippers that enhance the bride's appearance.



Figure 1.Left (Traditional Women's Wedding Attire in Pesisir Selatan Regency in the 1960s) Right (Modern Women's Wedding Attire)

However, with the passage of time, traditional wedding attire has undergone changes. According to Nasution (2017), advancements in technology and the influence of social media have affected traditional clothing in Pesisir Selatan. This phenomenon has led to numerous modifications in wedding attire, making younger generations more inclined toward modern fashion trends. As Amira & Suci (2024) explain, these changes result from creativity in cultural regeneration, often overlooking the deep cultural meanings embedded within them.

For instance, wedding attire in Pesisir Selatan Regency has experienced significant transformations in form and accessories. In an interview with the Chairwoman of Bundo Kanduang on September 12, 2022, it was noted that modern wedding attire no longer reflects the original form of the region's traditional attire. These modifications are most apparent during wedding receptions on the ceremonial stage, where traditional elements once defining Pesisir Selatan wedding attire are increasingly being replaced.

The aim of this study is to examine the transformations in the arrangement of traditional women's wedding attire in Pesisir Selatan Regency and to understand how its design has evolved over time. This research also seeks to explore the deeper meanings embedded within traditional wedding attire, both in terms of cultural symbolism and the values it represents. By understanding these changes in clothing arrangement, design, and meaning, this study aims to provide insights into the cultural shifts affecting the preservation of traditional wedding attire in Pesisir Selatan Regency

METHOD

The method used in this research is a qualitative descriptive method, focusing on an in-depth understanding of traditional bridal attire in Pesisir Selatan Regency. This study was conducted from July 30, 2023, to November 2024 in several coastal areas such as Painan, Bayang, Tarusan, and Kambang, which were chosen based on the cultural diversity of these regions. The data used in this study consists of both primary and secondary data (Amira & Suci, 2024). Primary data was obtained through direct interviews with relevant informants, such as the Chairperson of BundoKanduang,

members of BundoKanduang, wedding decoration business owners, and community figures who understand the changes in wedding attire in the region. Secondary data was obtained from documentation, images, photos, and literature reviews related to the traditional wedding attire in Pesisir Selatan Regency. The data collection techniques involved observation, interviews, and documentation. To delve deeper into the data, the researcher used interview guides and structured observation instruments with the informants. Data analysis was conducted using an interactive analysis model, which includes data reduction, data presentation, and drawing conclusions (Susiani & Ernawati, 2024). To ensure the accuracy and validity of the data, information verification regarding traditional attire, dress patterns, accessories, complements, and the meanings embedded in wedding attire in Pesisir Selatan Regency was carried out. The research stages included the pre-field phase, fieldwork, and data analysis (Sugiyono, 2017)

RESULT AND DISCUSSION

This research found that changes in traditional wedding attire for women in Pesisir Selatan Regency occurred in various aspects, including dress patterns, designs, and aesthetic meanings. These changes were driven by the development of time, technology, and evolving fashion trends. Below are the findings obtained:

1. Dress

Traditional women's wedding attire in Pesisir Selatan Regency has its own distinctive features reflected in the form, motifs, and decorative techniques. Over time, changes in the design of wedding dresses have occurred, both in terms of silhouette, fabric, and ornaments used. These changes are influenced by various factors, including the development of fashion, technology, and societal preferences.

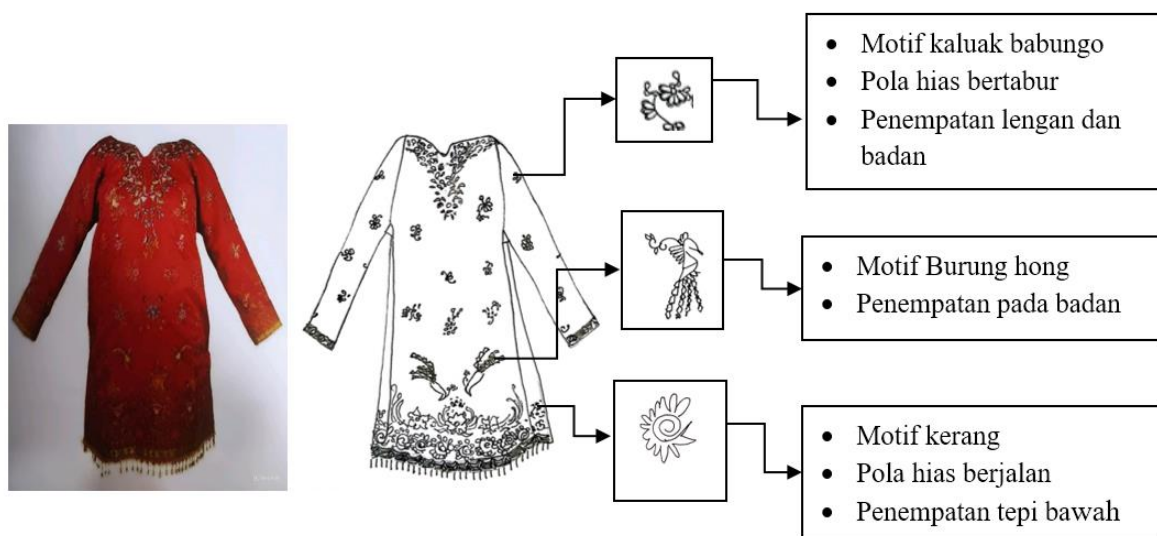


Figure2. Traditional Wedding Dress

Source: Personal Documentation

Research findings, as shown in Figure 2, reveal that traditional wedding attire in Pesisir Selatan uses naturalistic motifs such as the kaluakbabung motif, bird motifs, and shell motifs. These motifs reflect the natural environment of Pesisir Selatan Regency, which is surrounded by beaches and hills. These motifs are applied using the embroidery technique of gold thread and suji, which are scattered across the bridal attire (interview with Ibu Rianny, November 13, 2024).

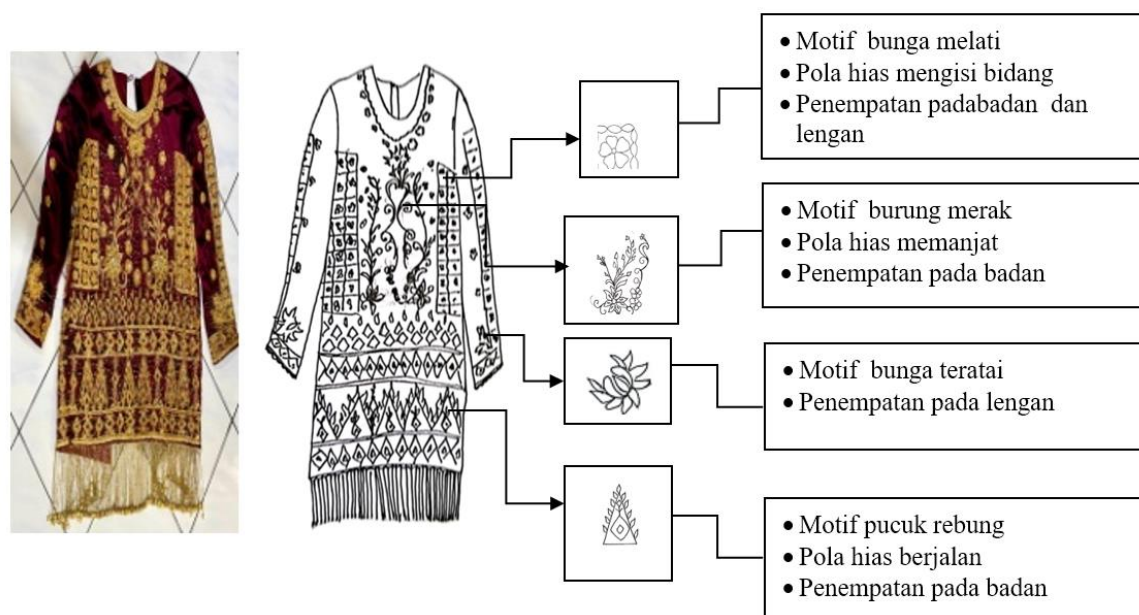


Figure3.Modern Wedding Dress Model 1
 Source: Personal Documentation

Wedding attire model 1 is found to feature decorative naturalistic motifs, such as a modified jasmine flower design, lotus flower motifs, and bamboo shoot motifs. These motifs are embroidered with gold thread and arranged in a pattern that fills the fabric of a maroon velvet dress. Other parts of the dress are adorned with beads and dangling sequins (interview with Ibu Yul, August 12, 2023).

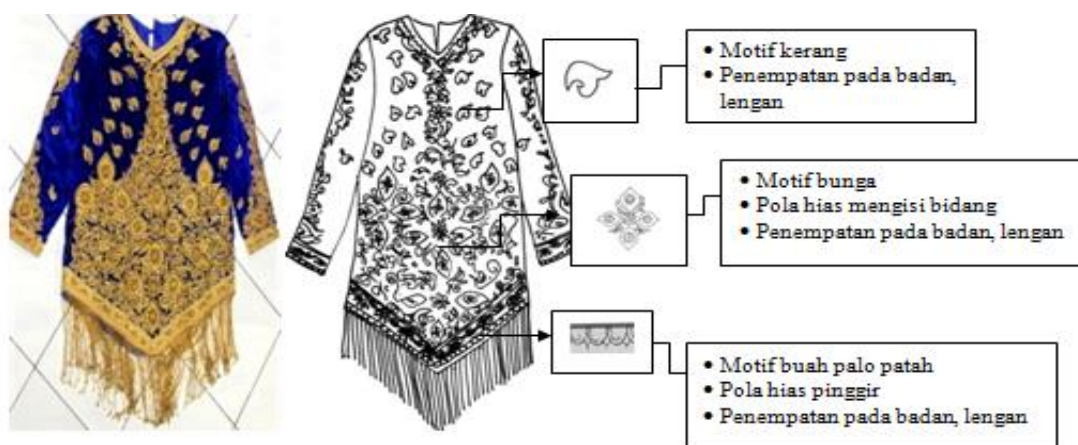


Figure4.Modern Wedding Dress Model 2
 Source: Personal Documentation

Wedding attire model 2 has modified naturalistic motifs, such as flower motifs, shell motifs, and broken palo pata fruit motifs. These motifs are embroidered on blue velvet fabric with gold embroidery, arranged in a pattern that fills the fabric. Additional decorations such as beads and dangling sequins complement the dress (interview with Ibu Yen, August 12, 2023).

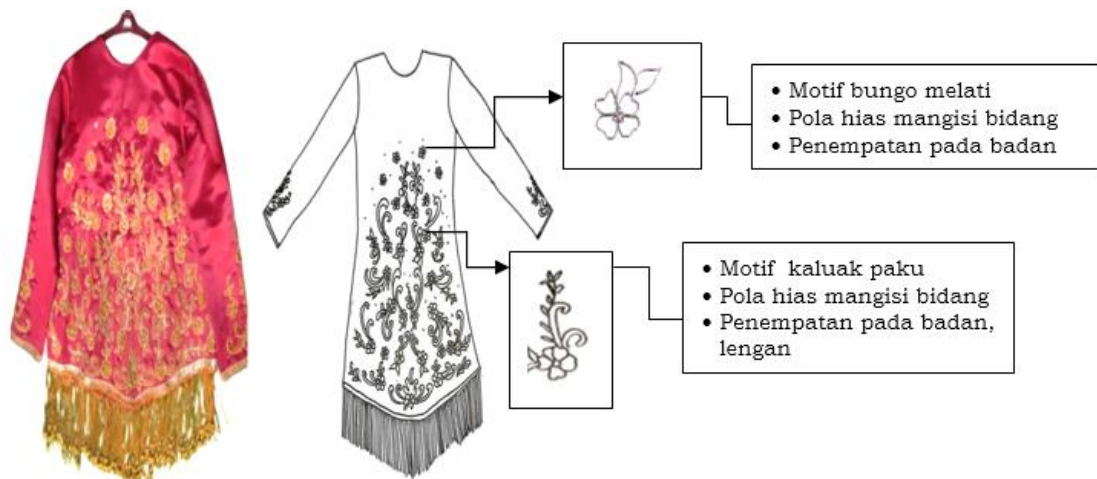


Figure5.Modern Wedding Dress Model 3

Source: Personal Documentation

Wedding attire model 3 still retains natural motifs such as plants, flowers, leaves, and modified kaluak paku motifs. These motifs are embroidered with gold thread on reddish-orange fabric in a filling pattern. The dress is also adorned with dangling sequins at the bottom (interview with Ibu Ayu, August 12, 2023).

2. Fabric

The fabric used in traditional wedding attire in Pesisir Selatan Regency generally has strong symbolic and aesthetic meanings. The fabric is not only a complement to the attire but also reflects the cultural identity of the region. Over time, the selection of fabric and decorative techniques has undergone various modifications, in line with modern aesthetic trends and needs.

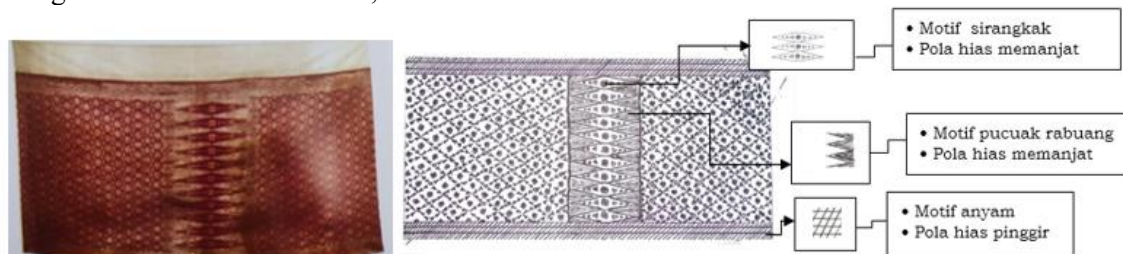


Figure6.Traditional Wedding Dress Fabric Motif

Source: Personal Documentation

Traditional wedding attire in Pesisir Selatan Regency uses woven songket fabrics from Silungkang or PandaiSikek, adorned with Minangkabau motifs such as pucukrabuang and kaluakpaku. This songket fabric is dominated by red with a gold combination. The decorative technique used is weaving (interview with Ibu Yunidarmi, August 12, 2023).

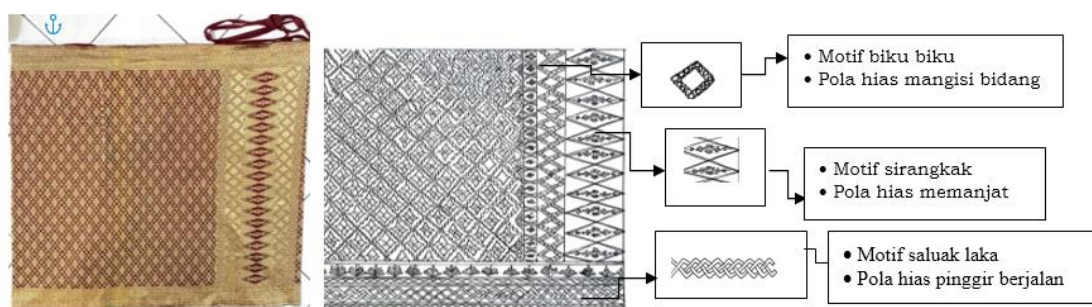


Figure7.Fabric Motif of Women's Wedding Dress Model 1

Source: Personal Documentation

In model 1, the fabric still uses Silungkang or PandaiSikeksongket fabric, but with modifications to the motifs, such as the biku-biku motif, sirangkak motif, and saluaklaka motif. The fabric remains dominated by red with a gold combination, using a weaving technique (interview with Ibu Yul, August 12, 2023).

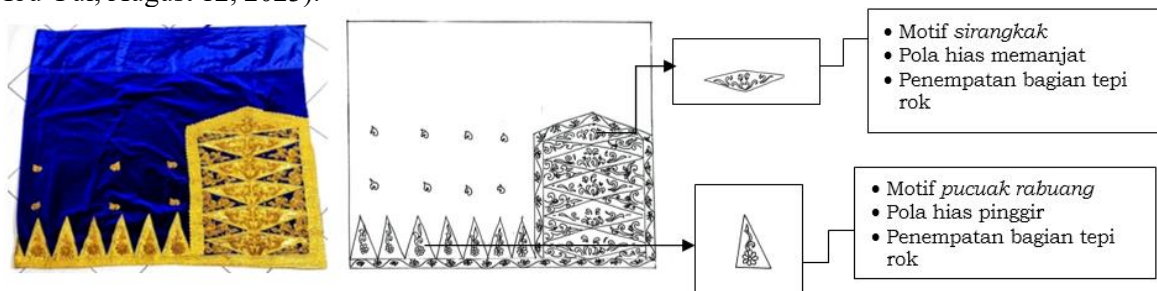


Figure 8. Fabric Motif of Women's Wedding Dress Model 2

Source: Personal Documentation

The wedding attire model 2 uses the same fabric as the dress, which is blue velvet. The motifs found on this fabric include sirangkak and pucuk motifs, decorated with gold embroidery in edge and climbing patterns (interview, August 12, 2023).

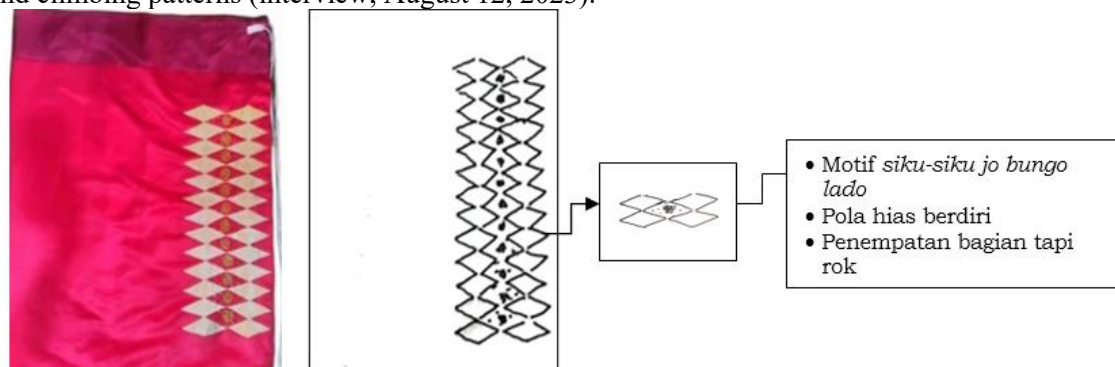


Figure 9. Fabric Motif of Women's Wedding Dress Model 3

Source: Personal Documentation

Wedding attire model 3 uses satin fabric in reddish-orange. The motifs found on this fabric include geometric and naturalistic motifs such as square and bungo lado motifs. These motifs are combined in edge patterns and adapted from the biku-biku motif (interview with Ibu Ayu, August 12, 2023).

3. Changes in the Design of Women's Wedding Attire in South Coastal Regency

The research findings indicate that women's wedding attire in South Coastal Regency has evolved, reflecting a blend of traditional values and modern innovation. Traditional wedding attire still maintains regional elements, such as the use of motifs like, kaluak babungo, coral, and birds on the dress, as well as motifs like anyam, sirangkak, and pucukrabung on the fabric. The decorative technique applied to this attire is gold thread embroidery, which has become a characteristic feature of local traditional fashion aesthetics.

As fashion trends and public preferences evolve, bridal attire undergoes design changes, particularly in the variety of motifs and decorative techniques. Bridal attire model 1 adopts geometric naturalistic motifs such as jasmine flowers, peacock feathers, lotus flowers, and bamboo shoots on the dress, as well as motifs of biku, sirangkak, and saluaklaka on the fabric. The decorative technique used is gold thread embroidery, enhanced with bead accents to create a more luxurious and elegant impression.

Next, the second model of wedding attire features motifs of shells, flowers, and buah palo patah on the dress, while sirangkak and ucuakrabuang motifs are applied to the fabric. This attire

uses gold embroidery technique, with additional hanging beads and sequins, creating a more complex and dynamic decorative effect.

The third model of wedding attire showcases a combination of flower and kaluakpaku motifs on the dress, along with siku-siku jo bungo lado motifs on the fabric. The decorative technique used is thread embroidery with bead accents, providing a modern touch while still maintaining traditional aesthetic values.

4. Motif and Clothing

The change in motifs on traditional women's bridal attire in Pesisir Selatan Regency reflects the Minangkabau philosophy and the influence of contemporary developments. Along with modernization, traditional naturalistic motifs have been replaced by more decorative and geometric designs, in accordance with the research of Dita & Yuliarma (2024) discussing the transformation of motifs in traditional attire. This change focuses on adapting traditional clothing to better align with modern aesthetics and the ideal female body. Ayu & Yuliarma (2024) also emphasize the importance of designs that reflect cultural values and comfort, which aligns with the implementation of raglan sleeve patterns in modern attire.

Gold thread embroidery, which carries profound philosophical value, has also undergone changes. Yuliarma & Sari (2023) reveal that this decorative technique, initially used on bantagadang, increasingly emphasizes comfort and fit with the ideal female body in bridal dress designs. This is also evident in the research of Yuliarma & Ismalita (2023), which links decorative elements with body structure in clothing design. Changes in the design of Minangkabau bridal kebaya, as discussed by Sahira & Yuliarma (2023), also demonstrate a shift toward more structured designs, emphasizing comfort and the silhouette of the female body.

5. Decorative Techniques and Aesthetics

In addition to changes in motifs, the decorative techniques applied to bridal attire for women in Pesisir Selatan Regency have also evolved. The gold thread embroidery technique, which provides aesthetic value, has changed in line with the needs of modern clothing. Yuliarma & Sari (2023) highlight the importance of decorative techniques in enhancing the artistic value of bridal clothing. Research by Yuliarma & Haura (2022) examines the selection of appropriate colors in embroidery, which impacts the perception of the ideal body in clothing design.

With the changes in bridal attire design in Padang, Harmelia & Yuliarma (2021) note a shift from loose designs to more body-fitting styles, which increasingly emphasize the female body shape. The raglan sleeve pattern accommodates comfort and highlights the body silhouette, in line with the development of the aesthetics of the adult female body. Sari, Ramainas & Yuliarma (2015) also observed how bridal attire that highlights body proportions is adapted to create an elegant and proportional appearance, in line with the concept of the ideal adult female body in Indonesia

CONCLUSION

Motif Traditional bridal attire was initially dominated by naturalistic motifs reflecting the maritime environment, such as bird, flower, and shell patterns. Today, decorative motifs are more widely used, such as swan, jasmine flower, and kaluak paku motifs. The fabric, which was originally made from songket with typical Minangkabau motifs, is now more commonly replaced with fabric similar to the dress, adorned with decorative motifs such as biku-biku and saluak laka. Embroidery Techniques – Traditional bridal attire previously used gold thread embroidery, which held deep philosophical significance. Today, embroidery techniques mainly rely on machine gold thread embroidery combined with beads and sequins to create a more luxurious appearance.

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