

COLONIAL REMAINS AND FASHION IDENTITY: INVESTIGATING THE IMPACT OF COLONIALISM IN INDONESIAN FASHION AND BLOGIPELAGO

Bagus Ndari

English Literature Department of Universitas Respati Yogyakarta, Indonesia

ABSTRACT

This study explores the enduring influence of colonialism on contemporary Indonesian fashion, with a particular focus on the fashion platform Blogipelago. Colonialism, through its historical, cultural, and aesthetic imprints, has shaped the fashion identity of many post-colonial nations, including Indonesia. By examining the intersection of colonial remnants and modern fashion trends, this research seeks to uncover how colonial legacies are reflected in the styles and fashion discourse found in Blogipelago, an influential digital space for Indonesian fashion. Through a qualitative analysis of fashion blogs, interviews with bloggers, and cultural references, the study identifies key colonial influences—ranging from textile patterns and garment construction to the representation of Indonesian identity in fashion. The findings highlight the complexity of fashion in post-colonial societies, where colonial aesthetics coexist with national pride and efforts to redefine cultural identity. This paper offers insights into how Indonesian fashion navigates colonial legacies while forging new expressions of self and cultural belonging in the digital age.

KEYWORDS: Colonialism, Indonesian fashion, fashion identity, Blogipelago, colonial legacy, post-colonial fashion, cultural representation, fashion blogs, digital fashion platforms, textile heritage, national identity.



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INTRODUCTION

The influence of colonialism on various aspects of Indonesian society, including fashion, has been a topic of significant interest. Colonial remnants continue to shape cultural practices and expressions, and understanding their presence in contemporary Indonesian fashion is crucial for unraveling the complexities of cultural heritage and identity. This introduction provides an overview of the study, focusing on unveiling colonial remains in Indonesian fashion and exploring colonial influences within the Blogipelago fashion blogging community.

During the colonial era, Indonesia experienced the cultural imposition and assimilation by European colonial powers, such as the Dutch. This historical context created a complex interplay of indigenous traditions and Western influences, which continues to be reflected in contemporary Indonesian fashion. Blogipelago, a prominent fashion blogging community in Indonesia, serves as a platform for fashion enthusiasts to showcase their personal style and trends.

METHOD

Literature Review:

A comprehensive review of scholarly works, fashion magazines, and online resources is conducted to gather insights into the historical and cultural influences of colonialism on Indonesian fashion. This literature review helps establish a theoretical framework for understanding colonial remnants and their manifestations in contemporary fashion.

Content Analysis of Fashion Blogs:

A qualitative analysis is conducted on fashion blogs within the Blogipelago community. The study examines blog posts, visual imagery, and fashion narratives to identify colonial-inspired elements in fashion choices. This includes analyzing the use of colonial textiles, silhouettes, accessories, and aesthetic themes that evoke colonial influences.

Visual Documentation:

Visual documentation is carried out by collecting images from fashion blogs within the Blogipelago community. The images are analyzed to identify specific colonial-inspired elements and how they are integrated into contemporary fashion expressions. The analysis examines the ways in which colonial aesthetics are translated and adapted to suit modern fashion trends.

Interviews and Surveys:

Interviews and surveys are conducted with fashion bloggers, fashion enthusiasts, and industry professionals within the Blogipelago community. These qualitative data collection methods provide insights into the motivations, inspirations, and perceptions of individuals regarding colonial influences in their fashion choices. The interviews and surveys also explore how individuals navigate the complexities of cultural heritage and globalization within the context of Indonesian fashion.

Thematic Analysis:

The data collected from content analysis, visual documentation, interviews, and surveys are analyzed using thematic analysis. This analysis identifies recurring themes, patterns, and connections between colonial remains and contemporary fashion expressions within the Blogipelago community. It also explores the tensions and negotiations between cultural heritage, globalization, and fashion identity in the context of colonial influences.

By employing a mixed-methods approach that includes literature review, content analysis, visual documentation, interviews, and surveys, this study aims to unveil colonial remains in Indonesian fashion and explore colonial influences within the Blogipelago fashion blogging community. The findings contribute to a deeper understanding of the complexities of colonial legacies in Indonesian fashion and shed light on the ways in which cultural heritage and globalization intersect within the realm of fashion

expression.

RESULTS

Colonial-Inspired Elements in Blogipelago: The content analysis of fashion blogs within the Blogipelago community revealed the presence of colonial-inspired elements in Indonesian fashion. These elements include the use of colonial textiles, such as batik and kebaya, the incorporation of Western-style silhouettes, the adaptation of colonial accessories, and the utilization of colonial aesthetic themes.

Adaptation and Modernization of Colonial Aesthetics: The visual documentation of fashion blog imagery demonstrated how colonial aesthetics are adapted and modernized within the Blogipelago community. Indonesian fashion enthusiasts creatively integrate colonial-inspired elements with contemporary trends, creating unique and innovative fashion expressions that reflect a fusion of cultural heritage and modern fashion sensibilities.

Negotiating Cultural Heritage and Globalization: Interviews and surveys conducted with fashion bloggers and enthusiasts revealed the complex dynamics of negotiating cultural heritage and globalization within the context of colonial influences. Participants expressed a range of perspectives, with some embracing colonial-inspired fashion as a way to celebrate Indonesian history, while others expressed concerns about cultural appropriation and the loss of traditional Indonesian elements.

DISCUSSION

The findings indicate that colonial remains in Indonesian fashion are not only preserved but also transformed through the creative expressions of fashion bloggers within the Blogipelago community. The integration of colonial-inspired elements reflects a negotiation between cultural heritage and the influence of globalization in the fashion industry. It highlights the dynamic nature of fashion as a medium for self-expression and cultural identity.

The discussion emphasizes the importance of acknowledging and understanding the colonial influences in Indonesian fashion, recognizing the complexities and sensitivities involved. It prompts a reflection on the power dynamics and implications of incorporating colonial aesthetics in contemporary fashion, including issues of cultural appropriation, representation, and the preservation of authentic Indonesian cultural traditions.

CONCLUSION

The study contributes to unveiling colonial remains in Indonesian fashion and exploring colonial influences within the Blogipelago fashion blogging community. The presence of colonial-inspired elements in Indonesian fashion demonstrates the ongoing impact of colonialism on contemporary expressions of style and identity. The adaptation and modernization of colonial aesthetics by fashion bloggers reflect a creative fusion of cultural heritage and global fashion influences.

The findings emphasize the need for critical engagement with colonial influences in Indonesian fashion, fostering conversations on cultural authenticity, appropriation, and the preservation of traditional Indonesian elements. It is important to recognize and respect the cultural significance of colonial-inspired fashion while promoting ethical practices and cultural exchange.

By uncovering and discussing the colonial influences in Indonesian fashion within the Blogipelago community, this study contributes to a deeper understanding of the complex dynamics between colonial legacies, cultural heritage, globalization, and fashion identity. It serves as a foundation for further exploration and dialogue surrounding the evolving nature of Indonesian fashion and its connections to historical and cultural contexts.

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