

**ANALYSIS OF WOMEN’S PERCEPTIONS IN BERKAIN DEPICTED  
FROM @RANIAAYAMIN EDUCATIONAL TIKTOK CONTENT**



**FINAL THESIS**

Submitted to Fullfill the Requirements for Obtaining a bachelor’s degree in  
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**Universitas Islam Indonesia**

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**2025**

**STATEMENT OF ACADEMIC ETHICS**

## STATEMENT OF ACADEMIC ETHICS

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Through this letter I stated that:

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Hence this statement is truly sincere

Yogyakarta, January, 2025



Maysa Kalila Kamajaya

## MOTTO

فَاِنْ مَعَ الْعُسْرِ يُسْرٌ ۖ اِنْ مَعَ الْعُسْرِ يُسْرٌ ۚ

*“Indeed, after hardship there is ease”.*

*“Sesungguhnya sesudah kesulitan itu ada kemudahan”.*

*-(QS. Asy-Syarh [94]: 5-6)*

*“Be enthusiastic in what is beneficial to you, ask Allah for help, and do not be lazy  
[discouraged],”*

*- (HR Muslim, no. 2664).*

*“Success begins with the courage to try.”*

*- Walt Disney*

## Dedication:

I dedicate this work to:

**My family, myself, and everybody who has ever been supporting, motivating by my  
side.**

## FOREWORD

**Assalamualaikum, Wr, Wb.**

Alhamdulillahirabbil'amin, praise and gratitude to Allah SWT for all His blessings and gifts so that researchers can complete this thesis entitled **“Analysis of Women's Perception in Berkain Depicted from @raniaayamin Educational TikTok Content”**. This thesis was prepared as one of the requirements to obtain a Bachelor of Communication Science degree from the Communication Studies Program, Faculty of Social and Political Sciences, Universitas Islam Indonesia. During the process of preparing this thesis, the researcher felt fortunate to get extraordinary support from family, friends, and relatives.

This support was very meaningful in overcoming various obstacles and difficulties that arose during the research. Therefore, the researcher would like to express her deepest gratitude to:

1. I would like to thank my dear, proud, and loving parents, Dwi Lestari and Jose Falceso Bautista JR II, who have provided invaluable prayers, financial support, love, and encouragement for this only daughter. Their efforts and hard work to educate, raise, and always choose the best education for me. They never get tired of hearing all my stories and supporting me in my best and worst times during this thesis. My parents are the main reason for the researcher's enthusiasm in completing this thesis and being able to reach the stage of making them proud. For the two cats that I love and take care of from childhood until now, Grey and Cikhu, who have become one of my friends at home during this thesis work, and with their behavior that makes me happy until this thesis process is complete.
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**Wassalamualaikum, Wr, Wb.**

**LETTER OF AGREEMENT UNDERGRADUATE THESIS**

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**STATEMENT OF ETHICAL CLEARANCE UNDERGRADUATE THESIS**  
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**@RANIAAYAMIN EDUCATIONAL TIKTOK CONTENT”**

Maysa Kalila Kamajaya

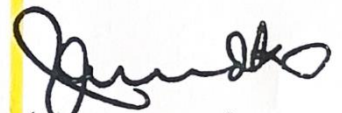
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## ABSTRACT

**Kamajaya, K. M. 21321144 (2025). Analysis of Women's Perception in Berkain Depicted from @Raniaayamin Educational Tiktok Content. Final Thesis Bachelor of Communication, Faculty of Social and Cultural Sciences. Universitas Islam Indonesia.**

The art of outfit Berkain (wearing traditional Indonesian clothing) in the current era has again received significant attention from the community, especially the younger generation as a form of cultural preservation. This study analyzes women's interest in wearing traditional Indonesian clothing as portrayed in educational content on TikTok by the account @raniaayamin. Using a qualitative method, this research explores how TikTok's digital platform influences women's understanding and interest in re-using the outfit berkain which can have a good or bad impact in the current era. Supported using purposive sampling method where the research subjects are focused on female gender, aged 18-23 years, domiciled in Jogja, and like or have worn berkain outfits. Data was collected through observation and interview approaches to several female students as well as analyzing from campuses located in Yogyakarta. The findings of this study illustrate how the perceptions of modern women with different family backgrounds, friendships, and also the social environment (campus) of the Berkain itself, while showing that the account of @raniaayamin has succeeded in bridging cultural appreciation by bringing positive changes in views of traditional fabrics such as cloth with modern trends. Other factors that support women in feeling comfortable when using Berkain are influenced by several aspects such as, comfortable material factors, mobility, the attractiveness of interesting and good fabric motifs, and finally the psychology of comfort. This research also highlights the role of TikTok social media as an educational tool for cultural preservation that offers insight into the evolving role of traditional practices in contemporary contexts.

**Keywords:** *Women's perception, Berkain, Social Media TikTok, Raniayamin, and Traditional Clothing.*

## ABSTRAK

**Kamajaya, K. M. 21321144 (2025). Analysis of Women's Perception in Berkain Depicted from @Raniaayamin Educational Tiktok Content. Final Thesis Bachelor of Communication, Faculty of Social and Cultural Sciences. Universitas Islam Indonesia.**

Seni outfit Berkain (mengenakan pakaian tradisional Indonesia) di era sekarang sudah kembali mendapat perhatian yang signifikan dari masyarakat khususnya generasi muda sebagai bentuk pelestarian budaya. Penelitian ini menganalisis minat Perempuan tentang berkain yang digambarkan dalam konten edukasi di TikTok oleh akun @raniaayamin. Dengan menggunakan metode kualitatif, penelitian ini mengeksplorasi bagaimana platform digital TikTok mempengaruhi pemahaman dan minat perempuan dalam kembali menggunakan outfit berkain yang bisa berdampak baik atau buruk di era sekarang. Didukung menggunakan metode purposive sampling yang dimana subjek penelitian difokuskan kepada gender perempuan, umur 18-23 tahun, berdomisili jogja, dan menyukai atau pernah memakai outfit berkain. Data dikumpulkan melalui pendekatan observasi dan wawancara ke beberapa mahasiswa dan sekaligus menganalisis dari kampus yang berlokasi di Yogyakarta. Temuan penelitian ini menggambarkan bagaimana persepsi dari perempuan modern dengan latar belakang keluarga, pertemanan, dan juga lingkungan sosial (kampus) yang berbeda akan berkain itu sendiri, sekaligus menunjukkan bahwa akun dari @raniaayamin telah berhasil menjembatani apresiasi budaya dengan membawa perubahan pandangan positif terhadap kain tradisional seperti berkain dengan tren modern. Faktor-faktor lainnya yang mendukung perempuan dalam merasa nyaman ketika menggunakan berkain dipengaruhi oleh beberapa aspek seperti, faktor material bahan yang nyaman, mobilitas, daya tarik dari motif kain yang menarik dan bagus, dan terakhir adalah psikologi comfort. Penelitian ini juga menyoroti peran media sosial TikTok sebagai alat edukasi untuk pelestarian budaya yang menawarkan wawasan tentang peran yang berkembang dari praktik-praktik tradisional dalam konteks kontemporer.

**Kata Kunci:** *Persepsi Perempuan, Berkain, Sosial Media TikTok, Raniaayamin, Pakaian Tradisional*

# CHAPTER I

## INTRODUCTION

### A. Background

According to Liputan6 (2024), It is Common knowledge that TikTok social media has become popular as a means of expressing oneself or finding information. The use of several social media platforms is growing rapidly and rapidly, one of which is the TikTok platform, which is now successfully becoming a social media platform favored by millennials around the world, one of which is Indonesia. TikTok itself is an internet-based platform that features several different types of video content every day and through the TikTok platform users can revive the nation's culture in a fun and innovative way.

TikTok has become one of the most popular social media platforms for internet users around the world. As of April 2023, the short video app has 1.09 billion global users. By country, the United States (US) is the country with the most TikTok users, reaching 116.49 million users. While Indonesia ranks second with 112.97 million users. This number is only 3.52 million users different from the US (We Are Social, 2023). TikTok is an internet-based platform that displays videos with various actions and different musical expressions every day. Each content creator can upload videos that can be commented on, liked, and shared on other social media platforms, providing entertainment for users (Aulia et al., 2023).

Behind the high number of TikTok application users, several reasons encourage users to use this application, one of which is the emergence of several types of new trends offered by TikTok, namely trends in fashion that are unique to each era (Purnamasari and Tutiasri, 2021). Many fashion trends from TikTok attract attention such as OOTD (Outfit Of The Day) and mix-and-match outfits, these highly varied trends sometimes make people feel confused about finding the right clothes and are followed by difficulty following trends.

Regarding following fashion trends, this is supported in the Goodnews from Indonesia quote (2023), on the TikTok platform itself the #Berkain hashtag has reached 124.1M views (October 30, 2023). Some so many videos and photos present *tips and tricks* on how to use it. Starting from being used as a skirt, *vest*, *outer*, *dress*, *jumpsuit*, and others. The versatility of this batik cloth is a *plus* because it can be combined with anything and can suit both formal and non-formal events. Even just by combining a plain t-shirt, batik cloth wrapped around a skirt, and *boots*, it can become a cool and contemporary *fashion*.

Kompasiana (2023), the rise of the cloth fashion trend on TikTok has brought fresh air in preserving the nation's culture. In a modern and innovative style, TikTok users are

reviving traditional fabrics and paying tribute to local craftsmen and artists. This trend also helps the younger generation to appreciate and understand their cultural heritage.

It is an element of the kebaya and is used as a medium to encourage women to talk and think about their self-perception and further evolve towards society's values of who they are (Victoria Cattoni, 2003). However, the view of kebaya by the younger generation has slowly changed into something rigid, old-fashioned, and has many rules. From the emergence of this stigma, many young people began to stay away and did not want to involve themselves in Berkain. This also proves that our culture is shaped by how we communicate and human existence is determined by changes in communication modes, one of which is through the internet (McLuhan, 1964).

Notty J. Mahdi, an anthropologist and observer of the archipelago's fabrics, highlighted the issue of preserving traditional customary fabrics which involves the challenge of inspiring the younger generation to preserve this cultural heritage. With platforms like TikTok, preserving the nation's culture has become easier, more fun, and connected to a caring community. However, we also need to remember that fashion is just one aspect of preserving the nation's culture. Beyond fashion trends on TikTok, it is important to involve ourselves in broader activities, with collective efforts we can honor and preserve our rich culture and pass it on to future generations.

However, recently a trend has re-emerged that shows the re-interest of the community, especially the millennial generation, in cultural heritage, especially in the use of fabrics in fashion (Yasmin and Ivanna, 2023). This is evidenced in 2021 that the use of traditional Indonesian fabrics as fashion products is getting bigger and growing, this is evidenced by the results of the #BerkainItuKeren campaign analysis report based on the results of SPSS 26.2023 research data processing written by Bagus Kurnia Sanady and Dyva Claretta that the correlation coefficient between the #BerkainItuKeren campaign variable and the attitude of using traditional fabrics is 0.692 which is a strong category. the result of the coefficient of determination is 0.478 or 47.8%. This means that 47.8% of the variation in the attitude of using traditional fabrics can be explained by the #BerkainItuKeren campaign variable.

Apart from the #BerkainItuKeren campaign, there is another trend that is still related to Berkain which is also successfully followed by millennials, quoted through Ipmbalans.com (2021) the #BerkainBersama trend which is disseminated by many content creators through the TikTok platform, and has the aim of increasing the popularity of batik culture. The presence of the #BerkainBersama trend has reached 208.2 million views from

the accumulation of videos using the trend hashtag. *Content creators* who participate in enlivening the hashtag are expected not only for content but also as education about batik and an invitation to continue using batik cloth. This is the beginning of a *fashion* trend that is favored by young people and an effort to preserve and maintain Indonesian culture.

Based on this phenomenon, a trend that is very striking and has to do with cloth indirectly succeeds in showing an increasing interest in the use of traditional fabrics as part of the younger generation's style. They are pushing back the trend of fabrics that were once considered old-fashioned or outdated and combining them with modern elements in contemporary fashion.

Indirectly, re-wearing fashion in public spaces, especially in today's digital era, can arouse curiosity, interest, or even positive views from others. This also has a positive impact which can inspire the wider community to return to using traditional clothing (*berkain*), because they have seen how the younger generation brings *berkain* harmonized with a more modern style.

In the field of communication science, there is a theory of perspective according to Joel M Charon, a conceptual framework, set of values, and set of ideas that influence a person's perceptions that will ultimately affect a person's actions in certain situations. More precisely, it can be defined as the point of view used by someone to assess a fact or not the fact itself, so based on the perspective we use, it will produce a different assessment from other people. The communication perspective has two specific characteristics, namely some communication rules are a sign that it is the result of a causal process. Second, the rules are made to be a reflection of the behavior that humans do in life.

According to David Krech and Richard S. Krutch (2007), the theory of perception or perspective is influenced by functional factors and structural factors. Functional factors come from needs, past experiences, and other things that are personal, such as the learning process, horizons, and knowledge of the cultural background, especially in understanding the culture of cloth in Indonesia. Perception can be formed by three factors including the perceiver, the object or the target, and the situation. This study will focus more on the perceiver factor, where the perceiver factor itself contains components of attitudes, motives, interest experiences, and expectations from women towards *berkain* depicted by the educational TikTok account of a @raniaayamin.

The perception process in this study uses visual views, interests, experiences, and also expectations from the public, especially women, about how to wear *kain* depicted by the educational TikTok video platform from @raniaayamin. TikTok itself can create

perceptions with culture, quoted from Kompasiana (2020) Culture has a huge influence on perception because a person's perspective or perception is closely related to culture. This relationship between perception and culture is influenced by the moral values or beliefs held by the culture. So that someone indirectly, someone will judge or perceive something both right and wrong according to the moral values and beliefs that exist in their culture.

The elements contained in TikTok fashion content are in the form of audio visual and video which are important aspects in the representation process system as well as the construction of meaning. The audio aspects in question include dialogue, the character speaking style, and accompanying music, while the video aspects include shooting in TikTok's educational video content.

The perception of Berkain culture in media such as TikTok can occur because a concept of cultural identity produces certain meanings in a communication process received by the TikTok application user community. The communication process of TikTok media is carried out by users to interact with fashion in a way that is not limited by geography. This will indirectly create a global community connected by common interests and intentions that allow users to share ideas, inspiration, and solutions to the challenge of stabilizing the younger generation in the use of Berkain fashion.

Referring to the discussion of communication, according to Deddy Mulyana in the book *Communication Science An Introduction* (2010), perception is the core of communication. This means that inaccurate perceptions will make someone unable to communicate effectively. In communication, perception helps individuals determine the meaning of words and the content of messages that will and have been communicated. The phenomenon of social media influencers that are currently rife also has a considerable influence on building brand awareness of products to be marketed. This is related to the lifestyle and prestige of the community where the presence in cyberspace encourages people to pay more attention to their self-image. So that it is carried away by the latest trends popularized by social media influencers (Nurhayati and Islam, 2022).

A large number of users of the TikTok application indirectly gives some fashion influencers many followers and has a considerable impact on other TikTok users, so the term *celebtok* emerged. *Selebtok* (TikTok celebrity) is a nickname given to someone who uses Tiktok social media and has quite a lot of fans or admirers. The TikTok application which was originally used as entertainment, along with the development of various kinds of content and ideas made TikTok an educational application regarding lessons and general knowledge, especially about fabric.

Rania Maheswari Yamin known by her account name @raniaayamin is the great - granddaughter of national hero Mohammad Yamin and also a woman of Mangkunegaran descent whose great-grandmother is Gusti Putri Mangkunegaran VIII. The TikTok account @raniaayamin has generated 552.1K followers and 19.1M likes as of March 24, 2024. Rania is now active as a fashion influencer and uses TikTok social media to share educational content about kebaya that she uses in all activities.

Reported through Sasanti.id (2023), as a Javanese princess Rania, has a characteristic of mixing and matching traditional fabrics and choosing playful bright colors and unique kebaya motifs, of course, this is maintained by Rania so that creating traditional fabrics still does not eliminate the millennial impression considering that Rania belongs to the younger generation. Through her TikTok account @raniaayamin not only shares education about kebaya, and knowledge about the struggle for Indonesian independence which she is proud of the struggle of her great-grandfather Mohammad Yamin but also shares some fun and interesting facts about the contents inside the palace such as showing the contents of the bathroom, bedroom, and grooming room at Mangkunegaran Palace Solo. The results of the content uploaded by @raniaayamin were welcomed by netizens, especially the younger generation, many of whom were amazed and felt the history and could find out the life behind the people who played a role in the Solo Mangkunegaran Palace.

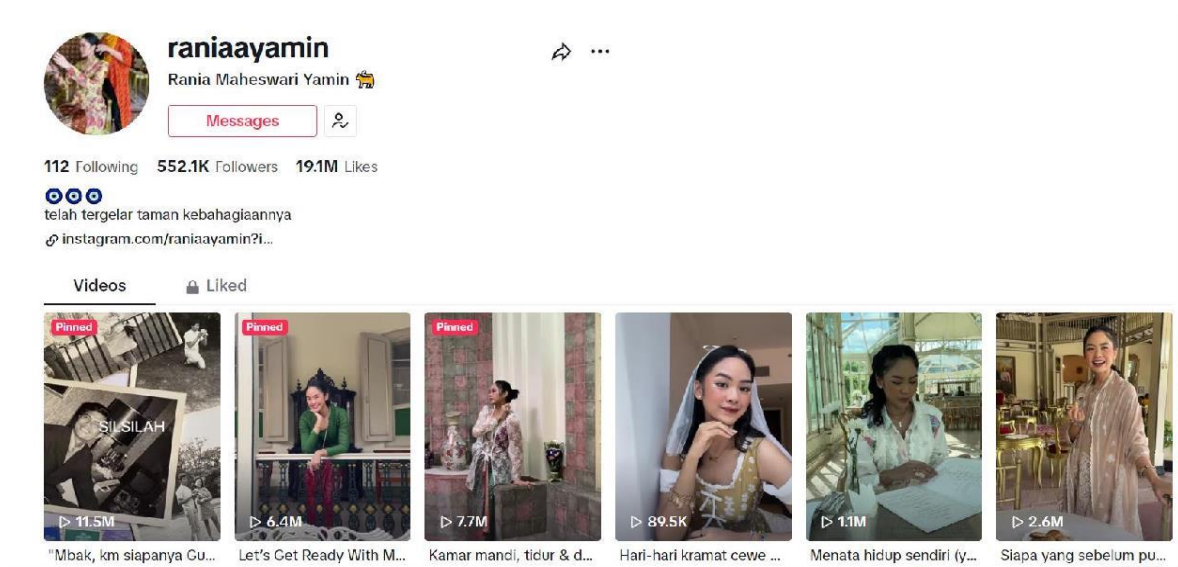


Figure 1. 1 @raniaayamin TikTok Account Sources: @raniaayamin TikTok Account (2024).

Based on the content of @raniaayamin's TikTok content, it outlines her life in using cloth, the contents of the Mangkunegaran Solo Palace, and the hereditary traditions carried out by members of the Mangunegaran kingdom. In detail, starting from the discussion of

the first 3 videos pinned by @raniaayamin, video 1.1 shows that in this content, Rania briefly tells the profile of her figure and the genealogy of her family history followed by a caption that reads “Sister, who is Gusti Bhre?” where Gusti Bhre himself is now the youngest king who reigns at the Mangkunegaran Solo Palace. Followed by Video 1.2 where this content explains how Rania’s parents are educated in romanticizing her life as a descendant of the Javanese princess Solo, in this content Rania provides information that the side of her father and mother in educating herself has a different way.

The last content pinned by Rania in video 1.3 in this content Rania participates in providing learning as well as understanding to her followers what are the contents of the Solo Mangkunegaran Palace starting from the bathroom and bedroom. Followed by a caption that supports the content of the video content “This bathroom, sleeping & grooming was a wedding gift from Mangkunegoro VII and Gusti Kanjeng Ratu Timur (Daughter of HB VII).

Video 1.4 of this content contains the fandom that Rania personally has, namely as “swifties” where her desire from childhood to watch Taylor Swift’s concert was realized, in addition, this content contains encouragement from Rania to her followers to always be eager to achieve their desires without being discouraged.

In the last two videos 1.5 of this content, Rania shared fun facts with her followers about how busy Mangkunegara Palace was in holding events for a week in a row, such as the ruwahan event, cap gomeh in the pavilion, and djumenengan. The last content 1.6 in the @raniaayamin TikTok account explains again the story of how the inner servants who work in the Solo Mangkunegaran Palace, especially when there is a “ruwahan” event where the inner servants cook food dishes that will be served to the king and also his guests at Mangkunegara Solo.

Referring to the discussion above, the TikTok account @raniaayamin with an innovative creative approach and empowerment communication shows how social media, especially TikTok, can be utilized to disseminate education and provide motivation to the younger generation. One of the efforts to preserve traditional fabrics at a young age, Rania started a business in the fashion sector called Bergaya Ceria and Kain Gembira. Both businesses specialize in marketing traditional clothing in the form of kebaya and cloth. Rania’s dressing style is supported by the findings in a study conducted by Nurhayati and Islam (2022) which showed that batik cloth is a material that can be mixed and matched into official clothes or more modern OOTD (Outfit of The Day) clothes.

In this study, we will analyze the perceptions of women in Berkain described by @raniaayamin through her educational TikTok account. This analysis will include a picture

of what women think about Berkain before and after the existence of @raniaayamin's educational content, whether it will create a positive perception of Berkain or even a negative perception of Berkain itself. The results of this study are expected to provide insight and also an understanding of women's views on how the effectiveness of @raniaayamin's educational TikTok account changes the interest of modern women to preserve Indonesian culture, especially the use of traditional fabrics.

So, based on the above problems, the researcher is interested in raising the research title **“ANALYSIS OF WOMEN’S PERCEPTIONS IN BERKAIN DEPICTED FROM @RANIAAYAMIN EDUCATIONAL TIKTOK CONTENT”**.

## **B. Research Question**

Based on the preliminary background described above, the following research problems can be formulated:

1. How is the perception of women in Berkain depicted through @raniaayamin's TikTok account?
2. What are the factors that influence women's perceptions of feeling comfort when using Berkain?

## **C. Research Objectives**

1. To find out whether the perception of women in Berkain depicted through @raniaayamin's TikTok account has a positive impact or a negative impact.
2. To present an understanding of how TikTok can be a platform to strengthen or change perceptions in the context of fashion, especially in Berkain.

## **D. Benefits of The Research**

The benefits of this research include:

### **1. Academic Benefits**

Academically, it is hoped that the findings of this study will be an important contribution to the literature on perception material in communication science and provide guidance for future researchers.

### **2. Practical Benefits**

- a. For the wider community, the results of this study will provide insight into women's portrayal of Berkain on social media, especially the TikTok platform.
- b. For researchers, hope that this research will be a valuable source of knowledge,

experience, and learning in carrying out qualitative research.

- c. For women, the results of this study are expected to encourage efforts to empower women in the fields of fashion and culture by strengthening prioritization and self-expression through traditional clothing, Berkain.

## **E. Previous Research**

### **A. The Title**

1. **“ANALISIS MINAT GENERASI Z DALAM MENGGUNAKAN BATIK SEBAGAI TREN FASHION Negeri Medan University (Putri Yasmin & Julia Ivanna, 2023)”**.

This research examines the art of batik, which is a traditional art form passed down through generations to preserve and cultivate its use. It emphasizes the importance of maintaining and promoting the use of batik to prevent it from fading over time. The significance of batik is highlighted by its recognition by UNESCO. The specific focus is on the interest of Generation Z in using batik as a fashion trend. The research aims to provide a thorough understanding of Generation Z's inclination toward incorporating batik into fashion trends. The research methodology employed is a quantitative method, which aims to provide a detailed portrayal of the attitudes and phenomena related to the subject.

The difference between this research and the research I will conduct is the population of the research, The population of this research is Generation Z which is still broad while the population of my research is focused on the female gender. Thus, will differentiate the significance of data

2. **“PERSEPSI MAHASISWA TENTANG TREND FASHION SAAT PERKULIAHAN SEBAGAI PERILAKU DI FISIP Slamet Riyadi Surakarta University (Juki Danis, Dr. Hening, & Sihabuddin, 2023).**

This research examines the significance of trend fashion among university students, particularly those in the Faculty of Social and Political Sciences at Slamet Riyadi University. It explores how trend fashion influences their behavior and perceptions, emphasizing the close relationship between trend fashion and individuals' information processing and communication meaning-making. The study employs qualitative phenomenological research, focusing on the phenomenon of trend fashion and its impact on students. It also highlights the importance of comfort in choosing trend fashion and advises students to ensure that their clothing and accessories choices are comfortable and not overly burdensome. The research emphasizes the varying perceptions of trend fashion among students, ranging from

positive to negative and neutral, and suggests that trend fashion is influenced by societal developments, social media, culture, and lifestyle.

The difference between this research and the research I will conduct is the population of the research and the specification of the trend fashion itself. The population of this research is students in college which is still broad while the population of my research is focused on the female gender. The specification of fashion trends in this research does not explain in detail what fashion is, but my research focuses more on fashion trends in the use of *berkain*.

**3. “PENGARUH TREND FASHION BERKAIN BERSAMA DI MEDIA SOSIAL TIKTOK TERHADAP ANIMO MAHASISWA FISIPKOM UNIVERSITAS DJUANDA BOGOR (Dian Septarina, 2023)”.**

This research examines the social phenomenon of the “BerkainBersama” fashion trend on the TikTok social media platform that has influenced popular culture and changed societal perceptions of Indonesian art and culture. It originated from SwaraGembira and has gained popularity among millennials, particularly students. The research aims to describe the “BerkainBersama” trend on TikTok among FISIPKOM students, analyze their enthusiasm towards it, and understand its impact on their attitudes. The study adopts a quantitative approach with descriptive quantitative research methods, including simple linear regression analysis, coefficient of determination, and hypothesis testing.

The difference between this research and the research I will conduct is not only the population but also the aim of the research, in this research the aim is clearly to find out the influence of fashion trends “BerkainBersama” on Social Media TikTok while my research is more see the perception of how “berkain” in women’s pov.

**4. “PERSEPSI FOLLOWER AKUNINSTAGRAM @PAHL.ID TERHADAP HYPEBEAST STYLE SEBAGAI IDENTITAS SOSIAL REMAJA Pancasila University (Muhammad Afoifudin, 2020)”.**

This research explores the strong connection between fashion as a social identity and an individual’s social status, noting that changes in social status lead to corresponding shifts in identity. The study employs a qualitative descriptive study conducted to understand the perception of Instagram followers of PAHL.ID towards hypebeast style as a social identity among urban teenagers. Data collection involved purposive sampling, observation, and interviews, with data validity ensured through source triangulation. The findings indicate that millennial teenagers generally view hype beast as a popular style among urban communities, emphasizing age-appropriate, visually appealing, and simple fashion.

The difference between this research and the research I will conduct is not only the media social use but also the trend of fashion itself, this research focuses on hypebeast fashion style while my research explores more about *berkain* as traditional clothing.

## **F. Theoretical Framework**

### **1. Perception of Digital Content Theory**

In the field of communication science, there is a perspective theory according to Sarwono (Ardi and Linda 2010) explaining perception as a person selects, organizes, and interprets incoming information to create a meaningful overall picture. What we perceive is closely related to knowledge and experience, feelings, and desires, and is also incompatible with how people perceive or observe the appearance and behavior of others.

In addition, according to other experts such as Joel M. Charon (in Mulyana, 2001: 7) perception is a concept of a conceptual framework, set of values, and set of ideas that influence a person's perception which in turn will affect a person's actions in certain situations. More precisely, perspective can be defined as the point of view used by a person to assess a fact or not the fact itself, so that based on the perspective we use will produce a different assessment from others. The communication perspective has two specific characteristics, namely some communication rules are a sign that it is the result of a causal process. Second, these rules are made to be a reflection of the behavior that humans do in life.

In this research that the researchers will do, the perception theory used describes a simple communication process that only involves 2 components of mass media, the sender of the message, which is the media that shows the *Berkain* educational TikTok content which is depicted from the @raniaayamin account, and the mass media audience described by the women in this study who are recipients who respond to it by showing a response so that it is called perception theory.

### **2. Aspect of Perception**

The aspects of perception according to Rokeach & Hamka Walam in Bimo Walgito explain that the aspects of perception are divided into 3, including:

#### *a. Cognitive Aspects*

This aspect is related to the recognition of cognitive aspects, it involves the components of knowledge, expectations, ways of thinking or gaining knowledge, and past experiences, as well as everything that is obtained from the minds of individual

perception actors.

b. *Effective Aspects*

In this aspect, it relates to the components of feelings and the emotional state of individuals towards certain objects and everything that concerns good or bad evaluations based on a person's emotional factors. A person's feelings are related to the needs that each individual has. Objects that can serve my needs, I will value positively while objects that hinder will be valued negatively. So, evaluative is closely related to cultural values or systems.

c. *Conative Aspect*

This aspect relates to the motives and goals of the emergence of a behavior that occurs around which is manifested in the attitude of individual behavior in everyday life according to their perception of a particular object or situation.

| An Example of The Perceptual Aspect Process Through Fashion, Berkain |                                     |                                         |
|----------------------------------------------------------------------|-------------------------------------|-----------------------------------------|
| <i>Cognitive Aspect</i>                                              | <i>Effective Aspect</i>             | <i>Conative Aspect</i>                  |
| Knowledge of Berkain Types                                           | Personal Preference                 | Attention to Purchase a Particular Kain |
| Knowledge of Fashion Trends                                          | Emotional Associations              | Wearing Decision of Kain                |
| Evaluation of Kain Quality                                           | Attitudes towards Fashion and Style | Buying Behavior for Particular Kain     |

### 3. Characteristics of Perception

Apart from having general aspects, perception also has several general characteristics including:

- Modality*: the stimuli received must match the modality of each different sense, namely the basic sensory properties and senses (sight, smell, taste, and hearing).
- Space Dimension*: perception has spatial properties such as (up, down, high, low, narrow, foreground, and background).
- Time Dimension*: perception has a time dimension (such as fast, slow, old, young, etc.).
- Context structure*: symptoms in the world of observation have a structure that is integrated with their context. This structure and context are a unified whole.
- Meaningful world*: perception here is defined as a meaningful world, as we tend to

make observations or perceptions on symptoms that have meaning for us that have something to do with us.

From some of the characteristics described above, it can be concluded that the human sensory organs have a very influential role in the formation of a perception process. Perception begins with a stimulus or stimulus from outside our sensory organs, from the stimulus our sensory organs then continue the process so that they can determine the information of what is happening.

#### **4. Factors that Influence Perception**

Perception has several influencing factors such as attention, needs, actions taken, decisions, and so on. For this reason, the factors that influence our perception are described here, including the following:

a. *Personal Effect*

the connection between an individual's characteristics and their perception of the environment. It emphasizes that this connection involves factors such as perceptual abilities and experiences or familiarity with environmental conditions. It highlights the variability of perceptual abilities among individuals and the multitude of influential factors that shape their perceptual backgrounds. According to Sugihartono (in Arifin, Fuady & Kuswarno, 2017) perception is the ability of the senses to translate stimulus or the process to translate stimulus into human sense and there is difference in sensing something that is good or positive perception and negative perception that will affect the human action.

It also delves into the process of an individual's experience or recognition of other environmental conditions, which typically involves comparing them to previously known conditions and automatically generating the basis for resulting perceptions. It suggests that the discussion of influential factors in shaping perceptions is extensive and complex.

b. *Cultural Effect*

Gifford views that the cultural context in question relates to the place of origin or residence of a person. The culture brought from the place where a person comes from and lives will form a different way for each person to "see the world". In addition, Gifford mentions that educational factors can also affect a person's perception of the environment in a cultural context.

c. *Physical Effect*

The natural conditions of an environment will affect the perception of someone who

observes, recognizes, and is in that environment. The environment with its attributes and forming elements that produce a certain character or typical will create an identity for the environment. For this reason, it can be concluded that perception occurs as a result of the external environment that is noticed by certain individuals and is also influenced by abilities that end up being interpreted as a certain meaning. Therefore, the perceptions formed by each individual can be different.

In addition to the factors mentioned above, according to Restiyanti Prasetijo (2005), other main factors that influence perception can be grouped into 2 main factors, including:

*a. Internal Factors*

Internal factors include feelings, attitudes and individual characteristics, prejudices, desires or expectations, attention (focus), learning process, physical condition, psychological disorders, values and needs as well as interests, and motivation.

*b. External Factors*

External factors include family background, information obtained, knowledge and need around, intensity, size, opposition, repetition of motion, new things, and familiarity or unfamiliarity with an object.

Back again to the characteristics of perception where in the process of perception the stimuli that enter the five senses do not all have the same appeal, therefore according to Rhenal Kasali in the book "Public Relations Management and Its Application in Indonesia" (2008). Perception is determined by the following factors:

*a. Cultural background*

Perception is inseparable from culture, how we interpret a message, object, and environment depends on the value system we adopt. The greater the cultural differences between two people, the greater the difference in perception of reality.

*b. Experience*

In general, the audience has had at least one certain experience of the object in the past, the more intensive the relationship between the object and the audience, the more experience the audience has.

*c. Values held*

Value is the evaluative component of beliefs that are embraced including usefulness, goodness, aesthetics, and satisfaction. Values stem from larger philosophical issues that are part of the cultural environment, therefore values are stable and difficult to change.

d. *Developing news*

The developing news discussed here is news about products both through the mass media and information from other people that can affect a person's perception. Developing news is a form of stimulus that attracts people's attention, through this developing news it can influence the formation of perceptions in our minds.

## 5. Perception Formation Process

After discussing the theoretical definitions and factors of perception, another important main aspect is the process of how the perception itself is formed. The process of forming perceptions goes through several active stages, Deddy Mulyana in his book *“Communication Science An Introduction”* in 2010 mentions that in the perception process there are 3 stages, namely:

a. *Sensation*

is the earliest stage in receiving information (Mulyana, 2002, p.59). The stimulating sensation causes attention or attention from the communication participants. Sensation refers to messages sent to the brain through sight, hearing, touch, smell, and taste. What we pay attention to is what this part is about. The giving of attention involves our entire consciousness. In another book research also mentions that the first stage of the process of forming perceptions does not just stop at stimulation, after stimulation an individual will select which information or knowledge is suitable to enter the next stage. This is also referred to as the selection stage which is continuous with the stimulation stage.

b. *Grouping (Organization)*

At this stage, an individual will organize the information that has been selected from the previous stage. The organization is by grouping information against the understanding that the communication participant has. This grouping is made in preparation for the next process, namely interpretation or assessment of information/messages. The grouping of existing information is based on the understanding of the communication participants. The columns of understanding are called Cognitive Schemes, which consist of:

- a. Prototypes: which is the closest representation to the message category.
- b. Personal Construct: this is a benchmark that exists in a person's mind regarding the assessment of two sides of a situation.
- c. Stereotype: a predictive generalization about a situation based on the category to which we belong.

d. Script: this is a guide/plan that exists in our minds for how we behave.  
(Wood, 2007, p.75-79)

d. *Interpretation or Evaluation*

The last stage of interpretation and evaluation is the most important in perception. Interpretation of information that we obtain through one or more of our senses. The information we capture and obtain through perception is not knowledge about the actual object, but knowledge about how the object appears. In Deddy Mulyana's book, the process of forming perception ends at this stage, however, Joseph DeVito adds two processes after interpretation, namely the process of memorizing and recalling.

## **6. Social Media Theory**

Social media consists of two words, namely media and social. Media itself is defined as a means of communication or connection, while social means referring to society or other matters of public interest. From the language side, social media is interpreted as a means of communicating and sharing. According to Van Dijk in Nasrullah (2015), social media is a media platform that focuses on the existence of users who facilitate them in doing activities and collaborating. Therefore, social media can be seen as an online medium (facilitator) that strengthens relationships between users as well as a social bond.

In general, social media has a significant role and impact on people's lives which must be designed in such a way that social media remains in the function and purpose of social media itself and has benefits in the lives of each individual. Apart from according to Van Dijk in Nasrullah, social media theory according to Chris Garret (2016) that social media is a tool, service, and communication that facilitates relationships between people and each other and has the same interests or interests. Rohmadi (2016) states that social media is as the name implies a medium that allows users to socialize and interact with each other, various information and establish cooperation.

In social media itself, we can carry out various forms of exchange, collaboration, and mutual acquaintance in written and visual form. Examples of social media that are currently endemic among people in the current era of globalization are *twitter*, *Instagram*, *Facebook*, and *TikTok*.

## **7. The Concept of Social Media**

In today's modern life, interaction is a necessity, where distance and time are no longer a barrier, social media is here to help humans answer all challenges and fulfill their

obligations as social creatures (Abugaza, 2013). It is explained again that social media is an online media, where users can easily participate, share, and create content including blogs, social networks, wikis, forums, and virtual worlds. Blogs, social networks, and wikis are the most commonly used forms of social media in communities around the world.

Social media also has certain characteristics mentioned in Kemendagri (2014), including:

1. The content delivered is shared with many people and is not limited to one particular person.
2. The content of the message appears without going through a gatekeeper and there is no barrier gate.
3. Content is delivered online and in real-time.
4. Content can be received online faster and can be delayed depending on the user's self-determined interaction time.
5. Social media makes its users creators and actors who allow themselves to self-actualize.
6. In social media content, there are several functional aspects such as identity, conversation (interaction), sharing, presence (existence), relationship (relationship), reputation (status), and group (group).

## **8. Social Media Exposure**

Starting from the meaning of media exposure itself refers to a person's behavior in using the media. In addition, it can be interpreted as a condition where social media users are exposed to message content in the media or vice versa. Social Media has emerged as a result of technological innovation. Social Media has a multi-directional nature, Social Media encourages and even accommodates responses and has a variety of forms and content. Social Media, is a communication medium that refers to content that can be accessed anytime, anywhere, on loyal digital devices, and can interact between information providers and information recipients and allows creative participation from various parties.

According to Elvinaro in Nasrullah, Rulli (2016) to measure media exposure can be seen from 3 factors:

1. *Frequency*, based on how often users of the media see, listen to or read the media. The higher the frequency, the more the message will stick in the user's mind and cause attention from other users.
2. *Attention*, this factor includes several elements such as audio, video, and others that play a role in determining the interest and focus of the media user.

3. *Duration*, this factor is defined as a condition of how often users use social media or how long the media is seen, listened to, and also read by the users themselves.

## **9. TikTok Platform as Social Media**

The development of technology in the digital era has successfully made TikTok, which has been available since 2017, a popular social media platform as a means of expressing themselves or finding information. TikTok itself is an internet-based platform that features several different types of video content every day and through the TikTok platform users can revive the nation's culture in a fun and innovative way. As a brief history, the TikTok platform did not originate from the name TikTok itself but "Douyin" which has 100 million users and 1 billion video views every day in just 1 year. Due to its rapidly increasing popularity, ByteDance decided to expand Douyin's reach outside of China with a new name, TikTok (Today's News, 2020).

With its rapidly increasing popularity, especially in the country of Indonesia in 2018, but at that time the Ministry of Communication and Information Technology (Kominfo) blocked TikTok from Indonesia because it was considered not educational. In 2020, TikTok started to become popular again in Indonesia in various circles of society, including artists, officials, and various other public figures (Berita Hari Ini, 2020). This TikTok application can also make the user known or famous. Known or famous for the videos they make, some videos are famous for their creativity, some are famous for their funny videos, and some are famous for the uniqueness of the videos they make. All according to the views of each audience or other users.

From the time of the launch of this application until now, this application is very well known to many people, especially millennial children, school-age children, commonly known as generation Z. There is a lot of content that is inappropriate for minors, millennial children, or generation Z children to see and imitate.

## **10. Factors that Influence The Use of TikTok**

The reason for using the TikTok platform is not only limited to seeking information and education but also based on several factors that are considered capable of influencing the community in using TikTok itself. According to (Mulyana, 2005), there are 2 factors, including:

### *a. Internal Factors*

Internal factors are factors that greatly influence the use of the TikTok application. Internal

factors can also be said to be a learning process in using social media including the use of the Tiktok application. So using social media such as the Tiktok application, is not only for entertainment but also for learning to interact with new people, then also using the Tiktok application can increase everyone's creativity.

b. *External Factors*

In the external factors referred to in the TikTok application, some outsiders get information from sharing videos, if someone does not get information about TikTok it is possible that they do not recognize the TikTok application, and even become its users. Therefore, information is said to be very important in using the TikTok application. One of the influences of social media which is part of information media is that it can affect a person's knowledge. So with information, someone can also be influenced by their knowledge about social media such as TikTok.

## **11. #Berkain Content on TikTok**

#Berkain content on the TikTok platform uses the hashtag #Berkain. The use of hashtags on TikTok is useful for categorizing or categorizing various data related to posts or content shared by TikTok users themselves. This makes it easier for TikTok users to be able to search and find the content they want. Hashtag #Berkain is a collection of content about TikTok users who use traditional clothing or what is also called berkain which has become a trend among millennials and recommends it to other TikTok users. The #Berkain content will contain video or photo appearances that show off traditional mix-and-match clothing outfits mixed with modern hints commonly referred to among millennials as berkain.

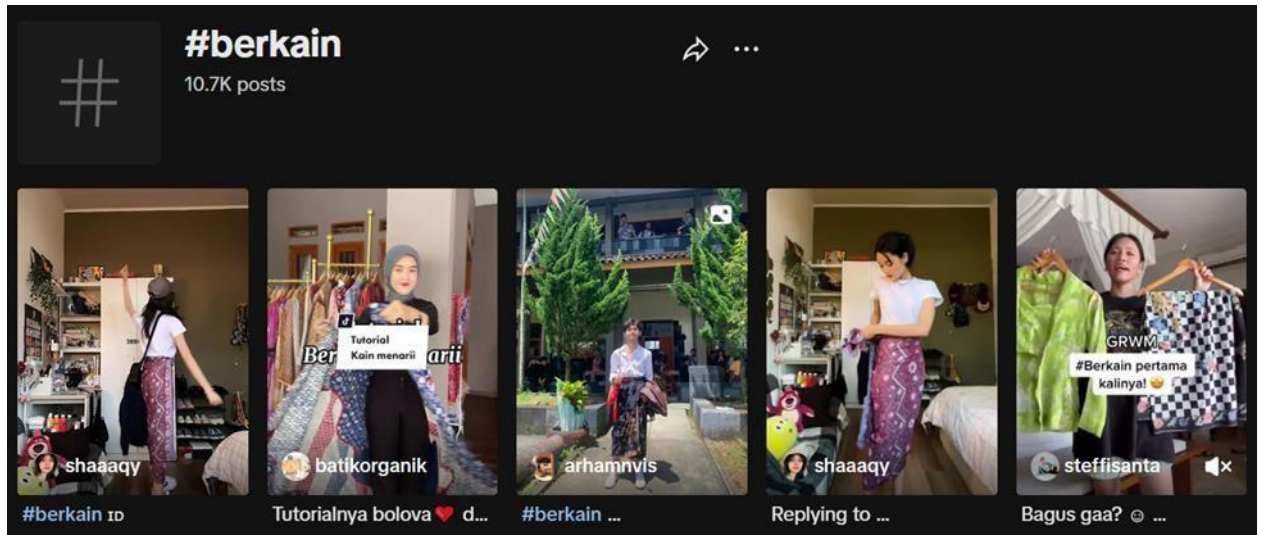


Figure 1. 2 Hashtag #Berkain on TikTok Sources: #Berkain Hashtag on TikTok (2024)

#Berkain content on the TikTok platform must be made as creative and interesting as possible to get the attention of other TikTok users. The points that are often raised in #Berkain content are tutorials on the use of unique fabrics with the aim that other TikTok users can reuse their old fabrics with a modern touch following the current era. As an example of some of the #Berkain content that the researcher provided above, some of these contents, tutorial information on the use of fabrics and also the experience of one of the TikTok content creators in using #Berkain again.

#Berkain content is created by anyone, be it TikTok users who enjoy creating such content, or celebrities (TikTok celebrities) who are paid by certain fabric brands to create #Berkain content. The duration of #Berkain content is usually less than 1 minute so it must be created in such a way that all the information needed can be contained in it and certainly must be able to attract the attention of other TikTok users with a fairly short duration.

The presence of #Berkain content can provide benefits for TikTok users who are content owners, potential future users of Kain, and several Kain-selling brands in e-commerce. For prospective users, #Berkain content, especially in unique video tutorials on the use of kain, can help prospective users make decisions about whether or not to wear the kain itself.

For #Berkain content owners, the more interesting the content created, the higher the views that will be obtained from the content. If you consistently create and share #Berkain content in a variety of interesting ways, the #Berkain content owner's account will

experience an increase in the number of followers. This will provide an opportunity for the #Berkain content owner to become an influencer and earn additional income. For some Kain sellers in e-commerce, if the products sold get good reviews and responses, the sales figures will increase.

## **G. Research Methodology**

The research method is used as a step to collect information and data related to the research under study, this research with the title "Analysis of Women's Perception in Berkain Depicted From @raniyaamin Educational TikTok Content" uses qualitative research methods. According to Walidin, Saifullah, & Tabrani (2015) Qualitative research method itself is a research process to understand human or social phenomena by creating a comprehensive and complex picture that can later be presented in words, reporting detailed views obtained from informant sources, and carried out in a natural setting. Through phenomena related to the research title, researchers can explain and identify related to the issues raised.

In addition, this research focuses on descriptive research which is also expected to be able to identify data that is clearly and completely according to the information experienced or perceptions of informants and then described more realistically as it should be presented by researchers (Nugrahani, 2014). The researcher used a purposive sampling method where the researcher narrowed down the subjects with certain characteristics based on age, gender, domicile, and preference for berkain outfits. The sample selection in purposive sampling is based on the research objectives, where these criteria are adjusted to the research objectives and the type of information to be collected.

Using qualitative research methods here, it aims to gain a deep understanding of human and social problems, not to describe the surface of reality as quantitative research does with its positivism. Researchers interpret how subjects derive meaning from the surrounding environment, and how that meaning affects their behavior. As Moeleng (2005) mentioned qualitative research intends to understand the phenomenon of what is experienced by research subjects, for example, behavior, perception, motivation, and action.

This research was conducted over a period from November 8 to November 18 2024 and took place at several university campus in Yogyakarta, especiall Gadjah Mada University (UGM), Indonesian Institute of the Arts (ISI), and UPN Yogyakarta.

## **H. Research Subject & Object**

*a. Research Subject*

The subjects of this research are young female students whose daily wore kain or use kain outfits and who know the @raniaayamin tiktok account who come from various universities in the city of Yogyakarta, with an age range of 18-23 years old, live in Yogyakarta, and has an interest in using berkain in certain events or everyday life. The informants obtained have information about the problem to be studied so that the research can remain focused and directed.

*b. Research Object*

The object of this research is berkain described from @raniaayamin's educational content as a means of perception of women today.

## **I. Data Collection Method**

*a. Primary Data Source*

According to Abidin Z (2021), primary data is data obtained directly from research subjects using measurement tools or data collection tools directly to research subjects.

The following data collection techniques were used in this study, including:

1) Interview

According to Sonhaji (2017), an interview is a conversation to obtain current constructions about people, events, organizations, feelings, recognition motivations, and so on. Projections of these circumstances that are expected to occur in the future and verification of checking and developing information (Construction, reconstruction, and projects that have been obtained previously). In addition, an Interview is a dyadic communication process with a serious purpose and intention designed for behavioral exchange and involves a question-and- answer process. What is meant by process in this case is the occurrence of a dynamic process that alternates with several variables involved where the degree of system/structure is not too definite (flexible).

2) Observation

Data collection techniques in observation are obtained by researchers by directly seeing and observing the research subject with a specific purpose, observation itself is used to collect research data through observation.

As for this study, researchers also made observations of the university lifestyle, especially among female students from informants and in-depth approaches to find out the perceptions of women in wearing clothes described from @raniaayamin's TikTok content.

### *b. Secondary Data Source*

Secondary data is direct data collected by researchers as complementary data that has been obtained from the previous primary data. This study uses document data as a secondary data source.

#### *1) Documentation*

According to (Hasan, 2022) documentation is a form of activity or process in providing various documents by utilizing accurate evidence based on records from various sources. In addition, the definition of documentation is an effort to record and categorize information in the form of writing, photos/images, and videos. To accommodate this information requires a place/location that can store the document.

## **J. Data Analysis**

According to (Sugiyono, 2010) what is meant by data analysis techniques is the process of searching for data, and systematically compiling data obtained from interviews, observations, and documentation. In this study, researchers used the method (Miles & Huberman, 1992) which has 3 streams of activities that occur simultaneously, including:

#### *a) Data Reduction*

According to (Ahmad Rijali, 2018) Data reduction is a process of selecting, focusing on simplifying, abstracting, and transforming rough data that emerges from written notes in the field. This process takes place continuously during the research, even before the data is collected as seen from the research conceptual framework, study problems, and the data collection approach chosen by the researcher.

#### *b) Data Presentation*

Data presentation is an activity in which a set of information is organized so that it gives the possibility of drawing conclusions and taking action. The form of presenting qualitative data can be in the form of narrative text in the form of field notes, matrices, graphs, networks, and charts. These forms combine the information arranged in a cohesive and easily accessible form, making it easier to see what is going on, whether the conclusions are correct or otherwise re-analyze.

#### *c) Conclusion*

Efforts to conclude are carried out by researchers continuously while in the field. From the beginning of data collection, qualitative researchers begin to look for the meaning of things, noting the regularity of patterns (in theoretical notes), explanations, possible

configurations, causal pathways, and propositions. These conclusions are handled loosely, kept open, and skeptical, but conclusions are provided. At first, it is not clear, but then it increases to become more detailed and firmly rooted. (Ahmad Rijali, 2018).

## CHAPTER II

### OVERVIEW OF THE RESEARCH OBJECT

#### A. Description of The Research Object

##### 1. Rania Maheswari Yamin's History Profile

Rania Maheswari Yamin commonly known as Rania Yamin is a girl born in Surakarta, on June 6, 2002, she is a descendant of Mangkunegara as well as the great-granddaughter of Indonesian national hero and writer Mohammad Yamin. Rania Yamin's family tree all started with Muhammad Yamin who at that time continued his education at IMS Yogyakarta and met the 8th Mangkunegoro where this meeting resulted in Muhammad Yamin being mutually interested in exploring Javanese culture and the desire to have noble descendants, therefore he was married to Rahardian, the son of Muhammad Yamin and Satuti. The results of their marriage were born two children, one of whom was named Roy Rahajasa Yamin, who is none other than the father of Rania Maheswari Yamin. Rania Yamin herself is the eldest daughter of KRMH Roy Rahajasa Yamin and KRAY Endang Purwaningsih who have three brothers named Rajendra Suryomahira Yamin, Radiansyah Yamin, and Suyo Mahadi Putro Yamin.



Figure 2. 1 Family Picture of Rania Maheswari Yamin Source: Instagram Account @raniayamin (2024).

Rania Yamin's closeness to her family is one of the attractions that attracts her followers, where Rania herself proudly tells the genealogy of herself, her family, and also Mangkunegara. Similarly, Rania Yamin's closeness to Kanjeng Gusti Pangeran Adipati Arya Mangkunegara X is known as Gusti Bhre. Gusti Bhre himself here is the uncle of Rania Yamin. As a girl who has a busy work and social life in Jakarta, this girl of Mangkunegara descent always takes her free time to return to Mangkunegara located in Solo where Mangkunegara itself has become a comfortable place for Rania Yamin herself. In addition, not only dubbed as royal blood of Mangkunegara, but Rania Yamin is also active in carrying out activities organized by Mangkunegara Solo, for example, such as the routine ritual tradition of “Malam Satu Suro”.



Figure 2. 2 Rania Yamin with Kanjeng Gusti Pangeran Adipati Mngkunegara X  
Source: Instagram Account @raniayamin (2024).



Figure 2. 3 Tradition Activity “Malam Satu Suro” Rania Yamin

The eldest daughter of KRMH Roy Rahajasa Yamin and KRAY Endang Purwaningsih after graduating from the University of Indonesia by majoring in Indonesian Literature, now active as a content creator or “fashion influencer” on various media platforms such as Instagram and Tiktok, with content dedicated to promoting Indonesian culture, especially traditional clothing. Despite being born into a family with royal blood, Rania herself has no pressure from her family to wear traditional clothes for her daily life. Rania voluntarily chooses to adopt kebaya/berkain as part of her fashion style, even though Rania lives in Jakarta she tries to wear berkain every day when she is in Solo, where her family is from.



Figure 2. 4 Rania Yamin’s Berkain Style Sources: JurnalPost (2023).

## 2. Rania Yamin’s Business & Products In Instagram

In Rania Yamin's efforts to promote Indonesian culture, Rania also opened an online business on Instagram, *@kaingembira* & *@bergayaceria* in 2019, which focuses on fashion and sells her preloved kebaya and other famous artists. Rania utilizes the progress of the current era by creating a new style in her outfit with a modern touch, combining elements of traditional and global culture. This makes modern Indonesians, especially the younger generation, wear kebaya more often in various events, not only in formal events but also in non-formal events.

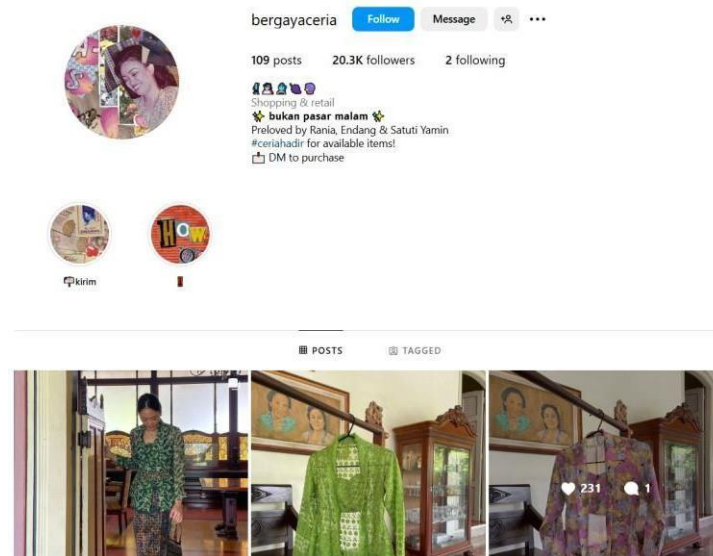


Figure 2. 5 Rania Yamin's Kain Business



**No Posts Yet**

## Figure 2. 6 Rania Yamin's Business

Although the world has developed in the current of globalization, Rania Yamin with her dedication greatly influences the maintenance and development of Indonesian culture, especially in the field of traditional clothing. Rania Yamin has given evidence to her followers that her love for kebaya/kain is not only part of her style but also carries an important message of maintaining local culture.

### CHAPTER III

#### FINDING & DISCUSSION

In this chapter, researchers will compile the results of research conducted under the title

“ANALYSIS OF WOMEN'S PERCEPTIONS IN BERKAIN DEPICTED FROM @RANIAAYAMIN EDUCATIONAL TIKTOK CONTENT”. Researchers will also present answers to the problem formulations contained in the first chapter, the problem formulations are (1) How is the perception of women in Berkain depicted through @raniaayamin's TikTok account, (2) What are the factors that influence women's perceptions of feeling comfort when using Berkain. The data collected is qualitative data, which includes direct observation to several universities in Yogyakarta (Gadjah Mada University, ISI Yogyakarta, and UPN Veteran Yogyakarta), interviews with 6 female students with different social backgrounds, majors, and universities in Yogyakarta, and documentation. The results of this research will be directly presented in detail in Chapter III.

The choice to use qualitative data, such as interviews and direct observation, was chosen by the researcher because the researcher will better understand the experiences, views, and feelings of the informants both in the interaction of their original social and cultural contexts, and provide flexibility during the data collection process. Therefore, interviews and direct observation were chosen to facilitate the data collection process. This research involved 6 female students who have or often use cloth outfits on campus or in their daily activities, including:

| Full Name of informants | Position in the company/institution           | Date of interviews | Location of interview (if offline)                                              |
|-------------------------|-----------------------------------------------|--------------------|---------------------------------------------------------------------------------|
| Marsha                  | International Relations<br>Student Batch 2021 | 8 November 2024    | FISIPOL Gadjah Mada University                                                  |
| Nikoma Mira Diantika    | Communication<br>Student Batch 2021           | 9 November 2024    | UPNVY<br><i>Universitas<br/>Pembangunan<br/>Nasional Veteran<br/>Yogyakarta</i> |

|                           |                                                                        |                  |                                   |
|---------------------------|------------------------------------------------------------------------|------------------|-----------------------------------|
| Sarah Khairunnisa         | International Relations<br>Student Batch 2021                          | 10 November 2024 | Negra Coffee                      |
| Indira Fikri Amalia       | International Relations<br>Student Batch 2021                          | 11 November 2024 | FISIPOL Gadjah Mada<br>University |
| Nadia Azahra              | Management Student<br>Batch 2022                                       | 13 November 2024 | FEB Gadjah Mada<br>University     |
| Tanaya Aly'amara<br>Ghazy | Art Governance<br>Student<br>( <i>Tata Kelola Seni</i> )<br>Batch 2020 | 18 November 2024 | ISI Yogyakarta                    |

## A. Findings

### 1. Women's Perception in Berkain

In the field of communication science, there is a perspective theory according to Sarwono (Ardi and Linda, 2010) which explains perception as the way a person selects, organizes, and interprets incoming information to create a meaningful overall picture. What we perceive is closely related to knowledge and experience, feelings, and desires, and is also inseparable from how people perceive or observe the appearance and behavior of others. This relates to how perceptions are created by each of the female student characters with different backgrounds, relationships, and universities in Yogyakarta, especially when it comes to the context of Berkain. In the stigma of the general public in the context of berkain, it is still often assumed that wearing berkain outfit is one of the old and outdated fashion when compared to the development of the current digital era.



Figure 3. 1 The Old Fashion Style of Berkain Outfit

However, as a cultural symbol that is full of meaning, the researcher found the answer that the use of traditional cloth is increasingly attracting the attention of the younger generation, especially female students who have a salty view of its use in everyday life and certain events. This finding indirectly explores more deeply how the perception of female students in wearing berkain as a cultural identity. Based on interviews that have been conducted previously, all informants have the same view and agree about the outfit of traditional clothing in the current era no longer views it as old-fashioned clothing and began to normalize the use of berkain in the surrounding environment. In addition, the informants also explained by wearing berkain outfits as a form of expression of women's resistance as a standard of beauty for Indonesian women.

However, as explained by several informants who have different backgrounds, namely Marsha, Mira, and Amara, they add perceptions about berkain where they assume that the use of berkain outfits in the current era is supported by various modern creations with bright colors that make it more attractive. This not only increases cultural awareness, but also makes kain a beautiful and relevant symbol of pride for all time.

*“I think what is clear is that kain don't need to be fixated on a certain occasion because it depends on the type of the kain but many kinds of kain are suitable and used in everyday life and I don't think there is anything old-fashioned or outdated about wearing fabric and it should be my pride“.*

*(Interview result with informant Marsha as an International Relation Student Batch 2021 Gadjah Mada University on 8 November 2024).*

In supporting the statement given by informant Marsha as a student of International Relations Batch 2021 Gadjah Mada University, she always uses *berkain* outfits in her daily life, especially when in the campus environment.

*“Nowadays, it's starting to be popular with the current generation of children, which if we look at it in the past, it still seemed old-fashioned in the past, but nowadays it's starting to be looked at by young people too, and I think it's one of the best ways to increase our awareness about culture”.*

*(Interview result with informant Nikoma Mira Diantika as Communication Student Batch 2021 UPNVY on 9 November 2024).*

Based on the answers given by the informants above, it indirectly describes the aspects of perception according to Rokeach & Hamka Walam in Bimo Walgito (2010) explaining that the cognitive aspect of perception is related to the introduction of cognitive aspects, this involves components of knowledge, awareness of fabric feelings, expectations, ways of thinking or acquiring knowledge, and past experiences, as well as everything that is obtained from the minds of individual perceptors.



Figure 3. 2 Style of Berkain Outfit in New Era

In addition to informants of female students majoring in International Relations, researchers get informants who are majoring in communication, which has the results of perceptions of wearing clothes that have alignment with other majors. In the background of socialization and also learning material is not a factor that the perception of female students on the same *berkain*, there are with the results of wearing a *berkain* outfit in the current era began to be favored by the younger generation and became one way to increase awareness of Indonesian culture.

*“As a Javanese, it’s actually traditional clothing such as batik or even berkain is quite familiar in my self and parents view.”*

*(Interview result with informant Nadia Azahra as Management Student Batch 20202 Gadjah Mada University on 13 November 2024).*

*“I see traditional cloth such as berkain is to display the character of a Javanese woman, it means that you can say that berkain is because of the material too, so you wear it is indeed in certain activities, not like everyday life.”*

*(Interview result with informant Tanaya Aly’Amara Ghazy as Art Governance Student Batch 2020 ISI Yogyakarta on 18 November 2024).*

Based on interviews that have been conducted by informants Amara and Nadia who have a Javanese family background, this is included in external factors in a perception process which according to Restiyanti Ptasetijo (2005) these external factors can include family background, information obtained, and familiarity with an object. In the interview Amara herself said that she had been introduced to several types of old kebaya by her grandmother since she was a child (Junior High School), from there Indira's perception of cloth began to open and considered *berkain* to be a fashion inspiration that could be very interesting and beautiful especially if added with different creations from each person. In addition, it is still related to family factors, based on Rhenal Kasali in the book “Public Relations Management and Its Application in Indonesia” (2008) perception is divided into several factors, one of which is cultural background. The cultural background referred to by Rhenal Kasali here is Perception is inseparable from culture, how we interpret a message, object, and environment depends on the value system we adopt. The greater the cultural differences between two people, the greater the difference in perception of reality.

## 2. Women's Perception of Rania Yamin

In this study, researchers chose fashion influencer Rania Yamin who has been recognized among the public through several types of existing media platforms, however, researchers focused more on female students. Based on the results of interviews that have been conducted by researchers to 6 female students with different social and learning backgrounds, it turns out that they also have different opinions and perceptions of Rania Yamin's figure. In addition, from all informants they know the figure of Rania Yamin through Tiktok social media.

*"I know about raniayamin from Instagram and for me personally more follow Instagram more than TikTok."*

*"I think raniayamin is one of the representations of Indonesian women, so it's like if we look at what exactly is the image of Indonesian women we could look up to her and I see her as a figure who is empowered, and also empowers others."*

*(Interview result with informant Sarah Khairunnisa as International Student Batch 2021 Gadjah Mada University on 10 November 2024).*

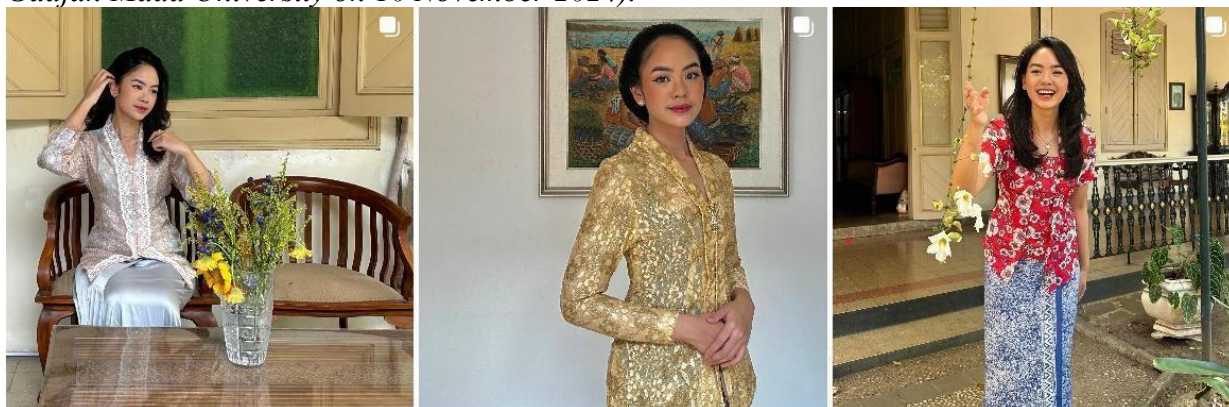


Figure 3. 3 Berkain Outfit by Raniayamin  
(Source: Instagram @raniaayamin)

As we know in general that a fashion influencer Rania Yamin is known as a woman who has a cheerful character, this can be emitted from almost all of her berkain outfit styles that are colorful and full of motifs. In addition, the nature of consistency in her who still maintains to wear berkain outfits among the younger generation at Rania Yamin's age who prefer to use outfits that follow trends.

This self-consistency indirectly makes her known as Rania Yamin who represents Indonesian women and enters into the sensation stage perception process according to Deddy Mulyana in his book "Communication Science An Introduction" (2010) where the sensation

stage referred to in this book refers to the messages that Raniayamin sends to her followers through sight, hearing, and taste which indirectly involves all the awareness of women in traditional culture, especially wearing clothes.

*“She's really smart when it comes to matching colors. She knows that even though the colors seem to clash a bit, it turns out that when you wear it, it fits and I honestly like it there. and seeing her daily life with her clothes and doing her activities, it's like she's a girly girl.”*

*(Interview result with informant Marsha as International Student Batch 2021 Gadjah Mada University on 8 November 2024).*

*I see that Rania Yamin is soft-spoken then she has what if we look at her through social media we can judge that she has a good aura, and positive vibes and also her content is very girly, feminine too and her content is very girly, feminine too and her content is very cultured, we can call it cultured and very insightful too.*

*(Interview result with informant Nikoma Mira Diantika as Communication Student Batch 2021 UPN VY on 9 November 2024).*

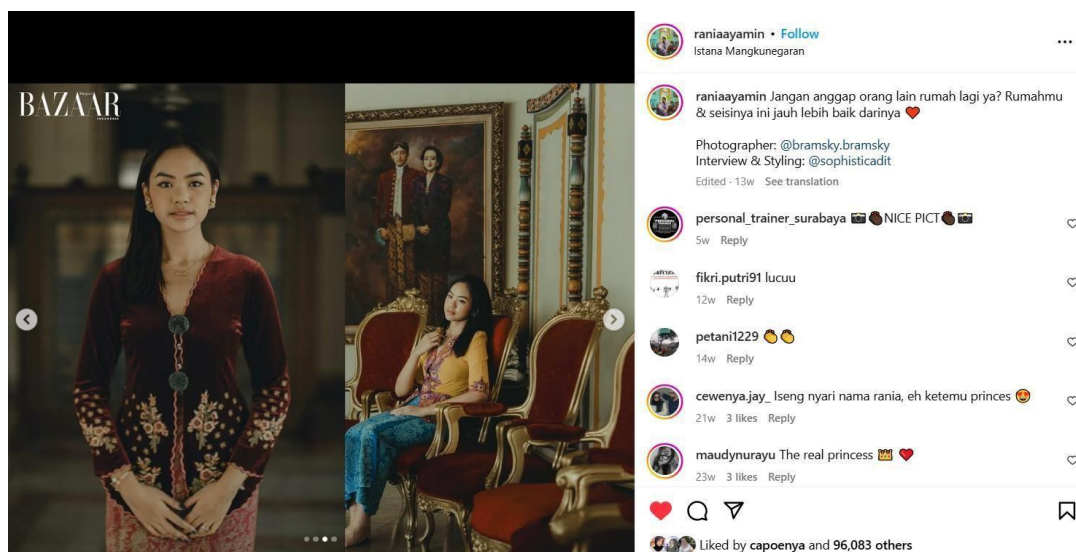


Figure 3. 4 Instagram Feed @raniaayamin at Mangkunegara & The Comment Section



Figure 3. 5 Jumenengan Tradition at Mangkunegara, 2024  
(Source: Instagram @raniaayamin)

Besides being known for her cheerful character and expert in the field of mix and match colorful outfits, Rania Yamin is also known among the younger generation as a woman who loves history, especially in the history of Mangkunegara. As a woman who still has Mangkunegara descendants, Rania Yamin always shares the history as well as her daily life when in Mangkunegara Solo to her followers on social media and this makes her unique compared to ordinary people. This is in line with the external factors of using the TikTok application according to (Mulyana, 2005), one of the influences of social media which is part of the information media is that it can affect a person's knowledge. So with information, a person can also be influenced by their knowledge about social media such as TikTok.

*“I like to see this content of hers, like it really shows her culture as a princess in Solo, so that really shows where she lives, her very traditional environment, And also her daily habits, maybe she has a very event Then after that she has to prepare for this event, that event According to me, my perception is very interesting to see her life which is different from what we usually find every day as ordinary people.”*

*(Interview result with informant Indira Fikri Amalia as International Student Batch 2020 Gadjah Mada University on 11 November 2024).*

### 3. TikTok becomes a Media Platform for How Women View Traditional Clothing

In today's digital era, it is undeniable that one of the media platforms that is widely downloaded and used by the younger generation is TikTok. TikTok is a medium that not only entertains but also builds cultural awareness through its creative content. social media theory according to Chris Garret (2016) that social media is a tool, service, and communication that facilitates relationships between people and each other and has the same interests or interests. This research also illustrates how women see and utilize TikTok

to explore, promote, and reflect on the meaning of traditional clothing such as *berkain* both as cultural identity and as part of current modern fashion trends.

*“I see TikTok as a form of female empowerment instrument too. It is a form of us as a medium of expression and that's why I see that TikTok really has more power, especially when it is part of the power that strengthens society, I think when it is used wisely, I see that TikTok is a kind of social media that can have an effect in the form of public perception, public opinion. I see how the perception of women, especially on TikTok, towards wearing *berkain* becomes romanticized at some point, but I also think it is part of how these women can express themselves more freely.”*

*(Interview result with informant Sarah Khairunnisa as International Student Batch 2021 Gadjah Mada University on 10 November 2024).*

In addition, based on the results of interviews conducted by researchers, there are 2 informants who mentioned that the way women perceive cloth on TikTok is also supported by the way TikTok's algorithm works, which prioritizes content based on the use of the trending #Fabric hashtag which tends to get a wider reach. Algorithmic hashtag assistance is able to recommend content to the younger generation who are interested in *berkain* outfit content.

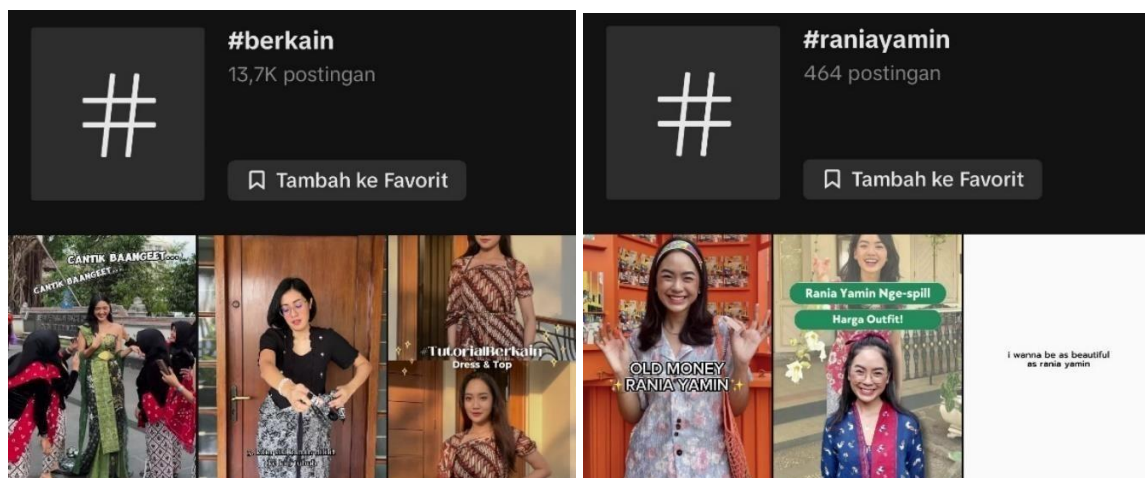


Figure 3. 6 Hashtag of #Berkain & #Raniayamin on TikTok  
(Source: Popularity Hashtag on TikTok)

*“I think why TikTok is successful because it adapts to the algorithm too, for example, if once people have liked about kain or are interested in kain, automatically everything comes out about *berkain*, automatically everything comes out about *berkain*. Which can also be *Raniayamin*, it can be easier to spread that impact. So TikTok is very impactful and is a very useful app to spread positive things like this.”*

*(Interview result with informant Nikoma Mira Diantika as Communication Student Batch 2021 UPNVY on 9 November 2024).*

*“TikTok it's very accessible and digestible compared to for example in the past, when people used to share their daily habits and with TikTok, people can share their daily life in shorter clips and people can easily access it, it is indeed a more accessible thing. So that it affects perceptions of all kinds it is very easier when people continue to be exposed to things like this on a large scale like raniayamin.”*

*(Interview result with informant Indira Fikri Amalia as International Student Batch 2020 Gadjah Mada University on 11 November 2024).*

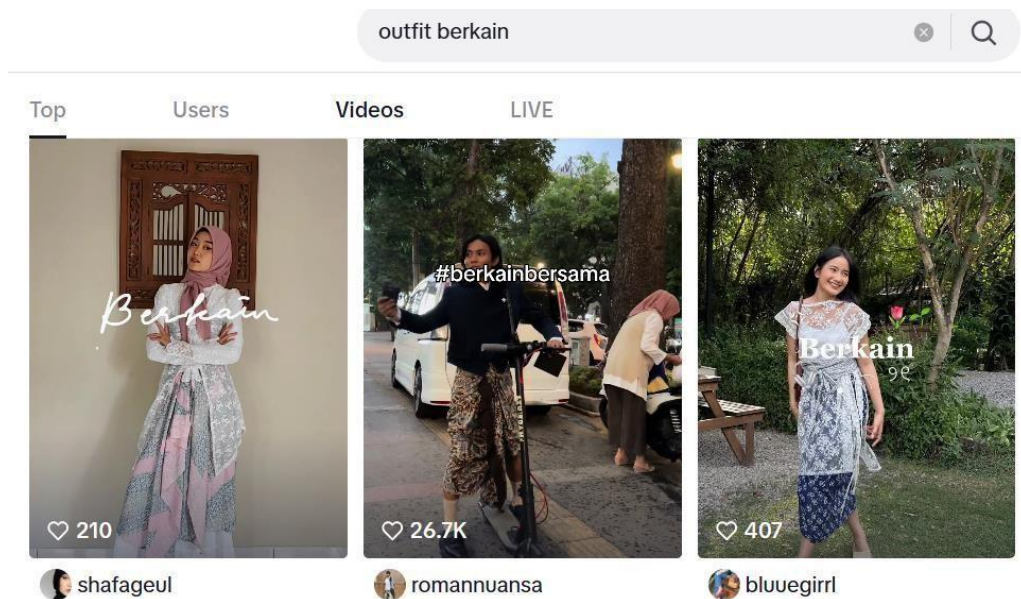


Figure 3. 7 Videos Outfit Berkain on TikTok Platform (2024).  
(Source: Popularity Videos Berkain on TikTok)

With the mechanism of all the ways TikTok works, it indirectly enters the social media exposure process which is based on Elvinaro in Nasrullah, Rulli (2016) to measure media exposure can be seen from 3 factors. The first factor is frequency, this factor can be seen from how often the younger generation, especially women, see TikTok @raniaayamin content. Second, attention, at this stage the more often women watch @raniaayamin's berkain content indirectly encourages the cloth outfit trend to become better known and in demand by the younger generation who want to wear Berkain outfits while learning how women view traditional clothing such as Berkain. Finally, duration, this stage is defined as a condition of how often users use social media or how long the media is seen, listened to, and also read by the users themselves.

#### 4. Women's View of TikTok Content @raniaayamin

Rania Yamin is known as a fashion influencer who often shares her activities and

ideas about *berkain* outfits with her followers on TikTok. As a creator who actively promotes traditional *kain* through modern and attractive styles, the content created by @raniaayamin has managed to attract the attention of many users, including female college students. Based on the results of interviews conducted by researchers, 3 out of 6 informants stated that they were interested in @raniaayamin's cloth-style content. Meanwhile, others are more interested if @raniaayamin's content is more directed towards the history of Mangkunegara. This research explores how female students interpret the content, both in terms of aesthetics, cultural values, and its relevance in everyday life.

*“I think the point is that it's educative and she's done a great job in prioritizing kain which was previously considered an old-fashioned and out-of-place thing.”*  
(Interview result with informant Marsha as International Student Batch 2021 Gadjah Mada University on 8 November 2024).

*“I see it as one of the instruments or media channels that is very effective to change and normalize the idea of the *berkain* earlier and I see that her content from her presentation it's like we've been seeing Mangkunegara is so closed, it's part of this exclusivity from the federal government and I think with her TikTok, we feel closer to our own culture.”*

(Interview result with informant Sarah Khairunnisa as International Student Batch 2021 Gadjah Mada University on 10 November 2024).

Aesthetics and creativity in content is one of the things that must be considered by a content creator, including Rania Yamin who is able to package traditional clothing such as *berkain* with a modern and attractive visual approach, making it relevant among the younger generation. If seen in Figure 3.5, it can be seen with the naked eye how the selection of aesthetic and color combinations from the cover of Rania Yamin's content is attractive to the audience.



Figure 3. 8 Visual Konten TikTok @raniaayamin  
(Source: TikTok @raniaayamin)

*“I see that the combination of editing is really good to see like, like the transition is intentional so the editing is like there is an aesthetic side but also educative so there he is like*

*conveying cultural values.*“

*(Interview result with informant Nadia Azahra as Management Student Batch 20202 Gadjah Mada University on 13 November 2024).*

In addition to the results of informants, researchers also found alignment from the effective aspects of perception according to Rokeach & Hamka Walam in Bimo Walgito (2010), where this aspect is related to the components of the feelings and emotional state of the informants towards the cloth content presented by Raniayamin. So evaluative is closely related to cultural values or the TikTok platform system itself.

Data from comments on several TikTok @raniaayamin account content about mix and match fabrics. Seen in Figure 3.6 the response from @raniaayamin's content brings positive results, the public likes the cheerful character of Rania Yamin as well as her good public speaking.

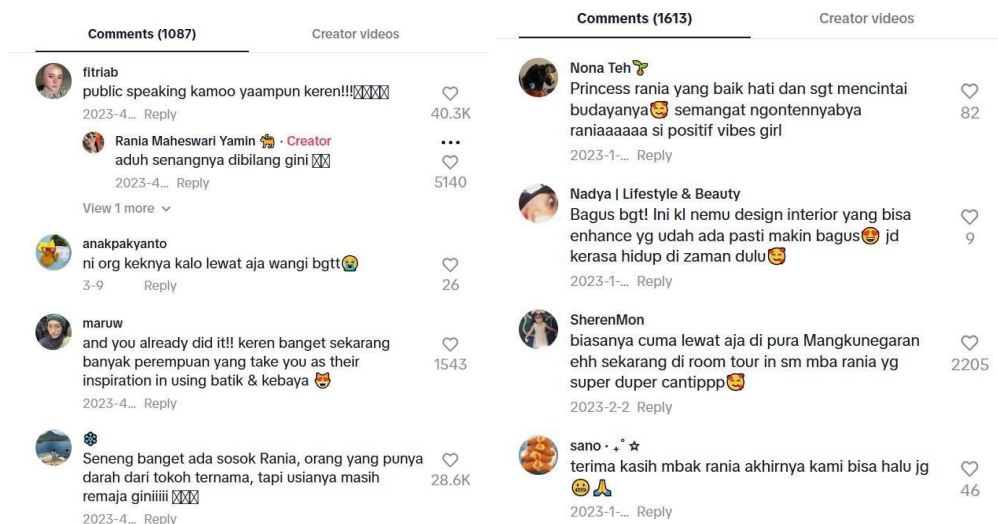


Figure 3. 9 Visual Comment on TikTok @raniaayamin

## 5. The Role of @raniaayamin's Educational TikTok Account in Changing Perceptions and Empowering Berkain as an Indonesian Women's Identity

As a content creator who is consistent in promoting traditional clothing such as berkain, Raniayamin not only displays the aesthetics of berkain, but also conveys the cultural and historical values of kain that are still attached to Mangkunegara. The content offered by Raniayamin itself contributes to changing women's perceptions of berkain, if previously traditional kain was considered an old fashion element but now it is seen as a fashion element that is flexible, elegant, and still maintains cultural values.

Based on the results of interviews obtained by researchers, it was found that 6 out of 6 informant answers agreed that the tiktok educational account from Raniayamin succeeded

in changing the perception of *berkain* for the better among the younger generation, especially women.

*“Raniayamin can make the young generation especially women feel they can make sure that people can remain fashionable by the way they show it directly, they don't need to say it but they can just wear the clothes, and still be able to convey to the public that you want to wear anything.”*

*(Interview result with informant Nadia Azahra as Management Student Batch 20202 Gadjah Mada University on 13 November 2024).*

*“From me personally, the role of Raniayamin in influencing women's perceptions it's very successful through her Rania Yamin's outfit or inspired content and making us interested in *kain* and also we can wear *berkain* or more beautiful In the style of the current era.”*

*(Interview result with informant Nikoma Mira Diantika as Communication Student Batch 2021 UPNVY on 9 November 2024).*

The presence of Raniayamin's educational TikTok account is not only able to change women's perceptions of wearing *berkain* outfits again in the current era. However, researchers get an answer from one of the informants which is based on the informant's personal experience that men also often use *berkain* outfits in the current era, especially in the campus environment.

*“I personally think it succeeded in empowering it in some way because it so happens that my campus is FISIPOL We don't wear formals so often. I can see my friends, either it's a woman or men still wear *berkain*. We even have a special day for batik and *berkain*.”*

*(Interview result with informant Sarah Khairunnisa as International Student Batch 2021 Gadjah Mada University on 10 November 2024).*

This change in perception provides space for Indonesian women to make traditional *kain* such as *berkain* as a unique symbol of identity as well as a means of self-expression in the midst of globalization. Researchers found a similarity in the conclusion of the answers obtained from informants in accordance with Rokeach & Hamka Walam in Bimo Walgito (2010) at the conative stage of aspects in perception, where this aspect relates to the daily attitude of informants in choosing to use cloth outfits and also interest in purchasing *kain* again in the current era of course with support from the social environment and college. In the long run, the efforts and endeavors of Raniayamin contribute significantly to the

preservation of traditional kain such as berkain as a cultural heritage that continues to live and develop in the next era.

## **6. Factors of Comfort in Berkain for Women**

Berkain as a form of preservation of Indonesian traditional culture is often a concern, especially in the context of comfort for women who wear it. The comfort factor is one of the important considerations that influence women's interest in using berkain again. In this study, researchers found that 5 out of 6 informants answered that the main factor of comfort from wearing berkain was finding soft and comfortable fabric.

The mobility factor is also an important aspect in fabric comfort, women who are actively moving tend to need fabrics that do not hinder movement and are still safe to wear in various situations.

*“My perception that makes me feel comfortable when I wear berkain is first because it’s a simple garment and because it’s shaped like that, there’s more air circulation, technically speaking. Then it also makes me free to move and it makes me look more graceful, and elegant.”*

*(Interview result with informant Marsha as International Student Batch 2021 Gadjah Mada University on 8 November 2024).*

In addition to comfortable materials, the design of a kain also contributes to the comfort of wearing berkain for women. The confidence of a woman will indirectly increase if she knows that the kain motif used has a historical meaning behind it. Not only does it add the charm of the beauty of the kain but at the same time adds knowledge to those who wear the motif kain.

*“Actually there are several factors, maybe one of them is because I see beautiful people wearing berkain and feel comfortable, and confident. Besides that, I got the feeling that this is a kain that does have a history behind it.”*

*(Interview result with informant Indira Fikri Amalia as International Student Batch 2020 Gadjah Mada University on 11 November 2024).*

Based on the interviews that have been conducted, it becomes clear that psychological comfort also plays an important role. Some women felt that wearing berkain gave them confidence because it reflected their cultural identity. However, there are also those who feel awkward because of the assumption that traditional cloth are not in line with

modern fashion trends. In this case, the role of social media and cultural education, as practiced by creators like @raniaayamin, is crucial to changing these views and increasing acceptance of wearing berkain.

*“If it’s comfortable, the design is okay, people will also like it, the design is okay, and it’s nice to look at. Then maybe the same social factor from the support of people seeing that nowadays, wearing berkain is very much supported, even now there is also a day to wear kain or batik. So there is already support from the social or even the government, it makes us even more confident.”*

*(Interview result with informant Nikoma Mira Diantika as Communication Student Batch 2021 UPNVY on 9 November 2024).*

## **7. Women’s Interest in Berkain in Now Era**

In the context of globalization and the development of modern fashion, traditional kain are no longer considered old-fashioned or limited to formal occasions. Instead, women's interest in berkain is influenced by a combination of cultural awareness, social environment, and the role of social media as a promotional platform. Based on the questions that have been asked by the researcher previously, the researcher found that 4 out of 6 informants have been accustomed to using berkain outfits since high school and also the support of parents who hope to continue Javanese culture.

*“Honestly, I like berkain. Actually, in high school, I was given a kebaya by my great-grandmother and then I tried to mix it with several types of fabrics so I wore it everywhere to campus too.”*

*(Interview result with informant Tanaya Aly’amara Ghazy as Art Governance Student Batch 2020 UPNVY on 18 November 2024).*

One of the main reasons for this increased interest is the growing cultural awareness among the younger generation. Women, particularly from the millennial and Gen Z generations, are starting to see traditional cloth as a way to express their cultural identity amidst the influence of foreign cultures. Another factor influencing women's interest in berkain is the significant role of social media such as TikTok. Campaigns promoted by various cultural communities and content creators, such as Raniayamin, help increase pride in local heritage and encourage women to wear berkain in their daily lives.

Researchers found that 5 out of 6 informants mentioned that the presence of Raniayamin's content about mix and match berkain outfit succeeded in restoring the interest

of the younger generation, especially women, in wearing fabrics again.

*“She can be a role model also for me in using berkain, she can package it into something interesting, something new and fresh. So we can see like, wow that girl is really beautiful, especially if she’s wearing berkain. It must be like that. So, it’s succeeded in restoring women’s perception in berkain and Rania Yamin became a role model for women’s.”*

*(Interview result with informant Nikoma Mira Diantika as Communication Student Batch 2021 UPNVY on 9 November 2024).*

In addition, when compared in the context of the economy, the purchase of local kain in Indonesia and the purchase of non-local kain products are still far behind. Indirectly, the presence of Raniayamin's educational TikTok account that reintroduces traditional clothing such as kain to the younger generation also helps promote the sale of traditional local kain in the Indonesian economy.

*“For me personally, yes. Raniayamin managed to open my view that berkain is very beautiful to use on the bodies of women and men. Besides that, I like to buy kebaya or kain more than buying shirts and so on because when I buy kebaya and kain, I know that I am contributing to the local economy anyway because it is sewn by local tailors and then like it is usually inspired by the local too, the motifs and so on. So I feel like the downstream production process is all local. So I feel like it’s part of empowering society too because besides caring about our own culture, we also contribute more to the local economy.”*

*(Interview result with informant Sarah Khairunnisa as International Student Batch 2021 Gadjah Mada University on 10 November 2024).*



Figure 3. 10 Pop Culture World Politics Conference  
Organized by International Relation Students Gadjah Mada University, November 2024.

In Picture 3.7 above shows the activities organized by International Relations students from Gadjah Mada University in November 2024, The activity will Explore the dynamic of geopolitics and cultural imperialism, followed by a stimulating expo highlighting the transformative power of science, technology, and arts in shaping international relations. and all culminating in a relaxing evening of live Beatles music. Not only is it used as evidence of women's interest in wearing clothes in the current era, but in Figure 3.7 it makes additional evidence not only in the context of women who only wear clothes. However, at Gadjah Mada University, especially International Relations students have also normalized the use of cloth outfits in the *Pop Culture World Politics Conference* event and proudly captured the moment on social media like Instagram.

Furthermore, the support factor from the social contribution of the environment also affects women's interest in wearing *berkain* in the current era. Indirectly, with this support, the confidence of a woman in wearing *berkain* in the community is increasing due to the mindset of the community that wearing *berkain* has become a normalized thing. Researchers found answers from 1 informant who has a background in one of the college environments in Yogyakarta (*ISI Yogyakarta*) where the outfit has been normalized and with the presence of Raniayamin made her more confident in wearing *berkain* outside the ISI environment.





Figure 3. 12 Diluar Kulit Manusia Exhibition  
By Neo Sandya Art Management & ISI Yogyakarta, October 2023.

Still in the activities held by ISI Yogyakarta students, after the Asana Bina Seni Setempat activity, students majoring in Art Governance held the next exhibition called Beyond Human Skin. The exhibition, which was held in October 2023, also collaborated with Neo Sandya Art Management, which in general this exhibition is an open call for Jogja people and is not limited to universities. The activities are exhibitions, graphic woodcut workshops, fun sketches, and music (closing event) which was opened the event by Mr. Landung Simatupang (director & actor).

Overall, researchers found answers from all informants in the context of women's interest in wearing clothes in the current era is influenced by a combination of cultural awareness, social environment, and the role of social media from Raniayamin herself and if linked together according to Deddy Mulyana in his book "Communication Science An Introduction" (2010) women's interest in wearing berkain outfits in the current era is at the interpretation/evolution stage which at this stage is the most important thing in a perception process. Interpretation of information that we obtain through one or more of our senses. The information we capture and obtain through perception is knowledge, which in this thesis is knowledge taken from the education TikTok berkain content from @raniaayamin. After that, Joseph DeVito added two processes after interpretation, namely the process of remembering and recalling in the book "Communication Science An Introduction" by Deddy Mulyana (2010).

With this combination of factors, it is enough to motivate the informants to be

consistent and familiarize themselves with the use of berkain in the current era. In addition, to keep preserving traditional culture such as cloth as part of the lifestyle of the younger generation, especially Indonesian women as well as promoting to the closest relatives of berkain as a pride in cultural identity based on the answers given by the 6 informants.

## CHAPTER IV

### CONCLUSION

#### A. Summary

In the contemporary digital era, the cultural practice of berkain has experienced a resurgence, not only as a traditional fashion choice but also a sensational movement among women, especially on Tiktok. This growing appeal is influenced by various factors shared by the informants, such as the beauty and uniqueness of traditional motifs, the symbolic meaning carried by each kain pattern, and the elegance felt when wearing it. All of the informants expressed admiration for the aesthetic richness of Berkain, describing it as both timeless and empowering, which contributes to its increasing popularity and emotional resonance among younger audiences.

Based on the findings and discussion described in the previous chapter, the results of the research entitled “Analysis of Women's Perceptions in Berkain Depicted from @Raniaayamin Educational Tiktok Content” can be concluded into 2 points while answering the research question of this study, among others:

1. The perception of women in berkain depicted through @raniaayamin's TikTok account:

Based on the answers from all informants with different backgrounds, their perceptions of berkain, have begun to change. By comparing their principles and beliefs, they use berkain outfits to become part of their daily wear and supported by the younger generation and berkain has become a fashion element that is flexible, elegant, and can still maintain cultural values that are used in everyday life. This perception can change to provide space for Indonesian women to make berkain outfits as a symbol of identity as well as a means of self-expression thanks to the role of Raniayamin as a fashion influencer who often shares her berkain content through the TikTok platform.

In addition, according to the informants, the TikTok educational content from @raniaayamin has succeeded in becoming an educational forum in terms of providing an understanding of the history of Pura Mangkunegara and being able to empower Indonesian women through creativity in Raniayamin-style berkain. The success of @raniaayamin's TikTok account is also seen in efforts to build awareness of the preservation of berkain and increase the economic role for the sale of local kain made in Indonesia, coupled with the emergence of the #berkain hashtag trend which indirectly the younger generation will buy local kain products. Overall,

@raniaayamin's educational TikTok account plays an important role in the perception of women especially in the context of berkain, through a creative and informative digital media approach this account not only strengthens cultural identity but also provides inspiration to make traditional cloth in the long run that continues to live and thrive in today's modern life.

2. The factors that influence women's perception of feeling comfort when using berkain:

However, the most important is in terms of the material of the kain itself that makes it comfortable in using it. The mobility factor is also an important aspect in kain comfort, women who are actively moving tend to need kain that do not hinder movement and are still safe to wear in various situations. In addition to comfortable materials, the design of a kain also contributes to the comfort of berkain for women. The confidence of a woman will indirectly increase if she knows that the kain motif used has a historical meaning behind it. Not only does it add charm to the beauty of the kain, but it also adds knowledge to those who wear the kain. Psychological comfort also plays an important role, some women feel that wearing berkain gives them confidence because it reflects their cultural identity. In conclusion, comfort in wearing berkain for women is influenced by various factors, ranging from kain material, mobility, to psychological comfort. The various comfort factors that support will also indirectly increase the interest in wearing berkain outfits in the current era as well as being able to boast a part of Indonesia's cultural identity.

## **B. Research Limitationss**

1. Researchers only focused on collecting data from interviews and observations with female students located in Yogyakarta, so this will have an effect on different data interpretations if the subjects are expanded in location and gender.
2. This research is limited to the TikTok media platform to disseminate educational content about wearing berkain, other social media platforms that might also increase perceptions about wearing berkain are not included in the analysis.

## **C. Recommendations**

From the results of the research entitled "Analysis of Women's Perceptions in Berkain Depicited from @Raniaayamin Educational Tiktok Content" and the analysis that

has been carried out, there are several suggestions that can motivate and support future developments, there are:

1. For the TikTok account @raniaayamin, it is recommended to increase the intensity of uploading content including posting more regularly. This can help maintain followers' interest and ensure that the content produced is always new and relevant. In addition, it is expected to increase interaction with followers through responses to comments, quizzes or open-ended questions. This builds engagement and gives the impression that the @raniaayamin account is responsive to the needs of its followers.
2. For future researchers, it is hoped that they will be able to reach a wider sample of respondents and media platforms other than TikTok so as to enrich research on social media exposure to information needs. In addition, it is expected to develop other factors that influence information needs that are not discussed in this study. Such as more in-depth research related to specific features on certain social media platforms that are able to meet the information needs of their audiences.
3. For Indonesian women, to promote the use of traditional dressing styles in everyday contexts. This can be done through daily photo sessions, experience stories, or comfortable and practical dressing styles for daily activities. So that we can support, preserve and break negative stigmas related to the use of traditional clothing.

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## ATTACHMENT

### List of Informants:

| Full Name of informants | Position in the company/institution                                 | Date of interviews | Location of interview (if offline)                                  |
|-------------------------|---------------------------------------------------------------------|--------------------|---------------------------------------------------------------------|
| Marsha                  | International Relations Student Batch 2021                          | 8 November 2024    | FISIPOL Gadjah Mada University                                      |
| Nikoma Mira Diantika    | Communication Student Batch 2021                                    | 9 November 2024    | UPNVY<br><i>Universitas Pembangunan Nasional Veteran Yogyakarta</i> |
| Sarah Khairunnisa       | International Relations Student Batch 2021                          | 10 November 2024   | Negra Coffee                                                        |
| Indira Fikri Amalia     | International Relations Student Batch 2021                          | 11 November 2024   | FISIPOL Gadjah Mada University                                      |
| Nadia Azahra            | Management Student Batch 2022                                       | 13 November 2024   | FEB Gadjah Mada University                                          |
| Tanaya Aly'amara Ghazy  | Art Governance Student<br>( <i>Tata Kelola Seni</i> )<br>Batch 2020 | 18 November 2024   | ISI Yogyakarta                                                      |

Informants:

**Marsha, Gadjah Mada University International Relations Student Batch 2021**

1. Do you know influencer Rania Yamin?

- Answer: Yes

2. Where do you know Rania Yamin? (What kind of social media)

- Answer: I know raniayamin for the first time from TikTok and have been watching her also

through TikTok and other social media maybe from reels but that's not as often as on TikTok.

3. What is your perception about Rania Yamin herself?

- Answer: She's really smart when it comes to matching colors. She knows that even though the colors seem to clash a bit, it turns out that when you wear it, it fits and I honestly like it there. and seeing her daily life with her clothes and doing her activities, it's like she's a girly girl.

4. What is your perception and the meaning of traditional dress such as berkain?

- Answer: I think what is clear is that kain don't need to be fixated on a certain occasion because it depends on the type of the kain but many types of kain are suitable and used in everyday life and I don't think there is anything old-fashioned or outdated about wearing fabric and in fact it should be my own pride.

5. Are you interested in wearing Berkain in your daily life? If so, when do you usually wear Berkain outfits? And if not, why not?

- Answer: Yes, when I was still active in college now that I'm not, I often wore berkain and it wasn't even like, wow I want to wear berkain today but it was like it was already part of my normal wear. I've actually been wearing berkain since 2020 when I didn't have TikTok. I thought that I thought it would be nice to wear a black t-shirt and wear kain underneath, so I just wore kain even at that time there weren't many people who wore kain right, and honestly I was like being seen by people I didn't know the look was a bit strange but I just kept wearing it until it became a natural thing.

6. What do you think about women's interest in wearing Berkain before @Raniaayamin's educational account existed?

- Answer: maybe before berkain became a trendy thing, wearing kain in everyday life was still considered something strange and unfamiliar. because based on my own personal experience, I was once considered overly dressed because I wore berkain, I also happened to wear it to my friend's birthday party like it was considered strange. so it's like before it was still considered a strange thing, but yes after this trend, maybe people can finally see that oh it turns out it's okay to wear kain in everyday life.

7. What is your general view of the Berkain content created by @Raniaayamin on TikTok?

- Answer: I think the point is that it's educative and she's done a great job in prioritizing kain which was previously considered an old-fashioned and out-of-place thing. But she can make

it an okay and acceptable thing especially since she also lives in Mangkunegaranya, so people are like, oh she's not ashamed so I have to not be ashamed too.

8. Are you interested in educational TikTok content from @raniaayamin account? If so, what makes you interested in the way @Raniaayamin presents Berkain content?

- Answer: If I'm specifically interested because she does berkain, no. So it's like I don't intentionally look for his content because I like her. But if for example, I happen to pass by at FYP (For Your Page) on TikTok, I just enjoy it.

9. Do you think a public perception, especially women, of traditional dress in today's era is important? What is the reason?

- Answer: I think it's important because it's klisye, but if we don't preserve it, who will? And besides that, what is it? I think it's the simplest thing we can do to keep our tradition. Besides that, kain has batik motifs and batik is not only made in Java but also in many other regions in Indonesia and the motifs are different so by wearing the cloth we bring a representation of what is made in other regions and it also brings its own story from what we wear so wearing kain, in my opinion, is a simple and fun way to bring that story especially if we understand about the history, about the meaning, the motifs and so on especially when for example we go abroad like many people for example, they must have berkain deh, batik deh and so on and it's always a question for people who see a motif for the first time like what is it you're wearing? oh that looks nice, do you know where can I get it? and like that, so it's a great way to introduce our culture to other people.

10. How is the role of @Raniaayamin in influencing women's perceptions of Berkain as part of Indonesian women's identity?

- Answer: Yes, so it's like changing the first perception so that women who previously might have been embarrassed if they played this, they become more confident.

11. Does the presence of @Raniaayamin account play a role in empowering modern women through the representation of berkain?

- Answer: I personally think it succeeded in empowering it in some way But in my opinion, maybe she could be even more empowering if for example, she could introduced who made the kain. So it's like more Highlighting also to the people who play a role behind it.

12. Why do you think the content on TikTok has an impact on women's identity or perspective on traditional culture?

- Answer: People our age now use TikTok and the way we see what's trending or what's worth to wear, worth to buy is also from TikTok. So maybe that's the reason why TikTok content can have an impact. maybe the other thing is because now everything is all social media so there is a change in how we interpret social reality if, okay this is a bit deep but before social media it's like maybe we weren't overthinking about what other people think about us, because what we know is, yes what other people think about us is what we know from talking everyday but if for example through social media we share what, we think about what other people are like, so what is actually not too real or not on social media is too real or not but it becomes like very decisive. So maybe that's the reason why something posted on TikTok can be so impactful because it might in some ways be seen as a new reality. A reality that is separate from the real world, so it's like its own reality.

13. What are the factors that influence women's perceptions of feeling comfortable when using Berkain?

- Answer: My perception that makes me feel comfortable when I wear berkain is first because it's a simple garment and because it's shaped like that, there's more air circulation, technically speaking. Then it also makes me free to move and it makes me look more graceful, and elegant. I personally feel that if I wear berkain, I feel cool, like wow, Indonesia is really cool.

14. Has the representation of Berkain displayed on the @Raniaayamin account succeeded in restoring women's interest nowadays in Berkain?

- Answer: I don't know, maybe inspiring more people to make kain, maybe yes. But if it returns interest, I'm not sure. I myself because I've been doing the kain before I knew about Rania Yamin so right So it's not really because I've been doing the berkain since the beginning. So it's not like that maybe because my perspective on berkain is also part of my daily life and it's like there's nothing really special about it so for me Rania Yamin is just another influencer who happens to wear kain so it's not that influential if you ask me like that.

15. Does the Berkain content depicted through the @Raniaayamin account motivate you to practice or wear traditional cloth in your daily life? If yes, how do you implement it?

- Answer: Actually, it's more the same, but because I see that she's really good at matching colors, I want to, I also want to be like that. I also want to have a kebaya like her and wear

it. So it will be, it's actually the same thing, it's just that you see more, oh it turns out that the match from this color is actually suitable.

Informants:

**Nikoma Mira Diantika, UPNVY Communication Student Batch 2021**

1. Do you know influencer Rania Yamin?
  - Answer: Yes i know her.
2. Where do you know Rania Yamin? (What kind of social media)
  - Answer: I know about her from my friend and then continued to TikTok and Instagram.
3. What is your perception about Rania Yamin herself?
  - Answer: I see that Rania Yamin is soft-spoken then she has what if we look at her through social media we can judge that she has a good aura, and positive vibes and also her content is very girly, feminine too and her content is very girly, feminine too and her content is very cultured, we can call it cultured and very insightful too.
4. What is your perception and the meaning of traditional dress such as berkain?
  - Answer: Nowadays, it's starting to be popular with the current generation of children, which if we look at it in the past, it still seemed old-fashioned in the past, but nowadays it's starting to be looked at by young people too, and I think it's one of the best ways to increase our awareness about culture.
5. Are you interested in wearing Berkain in your daily life? If so, when do you usually wear Berkain outfits? And if not, why not?
  - Answer: Actually, for me personally, I still don't use berkain unless there is a formal event or there is an event that is told that the dress code is wearing berkain, so I wear berkain.
6. What do you think about women's interest in wearing Berkain before @Raniaayamin's educational account existed?
  - Answer: It's very lacking, it's still like they haven't seen what's the point of wearing berkain like that, what's so beautiful about wearing berkain it looks it's still very traditional, while our people nowadays were following the latest outfits, which before Rania's existence,

berkain it self was very minimal.

7. What is your general view of the Berkain content created by @Raniaayamin on TikTok?
  - Answer: My general view in general is that her content is not too explicit but we can immediately recognize that Raniayamin often wears berkain outfit. Still, she can make us see that it is beautiful.
8. Are you interested in educational TikTok content from @raniaayamin account? If so, what makes you interested in the way @Raniaayamin presents Berkain content?
  - Answer: Content-wise, I'm interested, why? Because of the way she explains her content, she tends to do storytelling as well, using the language that she uses, the diction that she uses, and the editing so that she doesn't make too much noise, the editing is still simple but easy on the eyes. And also the types of content that she offers or that she creates, not many people create cultural or traditional content so that people or our generation are comfortable following her to get new insights if I see it, there are very few influencers in fields like her.
9. Do you think a public perception, especially women, of traditional dress in today's era is important? What is the reason?
  - Answer: I think it's important because once again to further introduce this fabric, we have to introduce kain to the world because kain itself is indeed the traditional clothing of women in Indonesia and how is it important because it is to further preserve the culture as well and make us not to fall into modern ones, modern means like foreign clothes, but it is important that we must keep in mind that the kain is indeed our culture and we must preserve kain or berkain.
10. How is the role of @Raniaayamin in influencing women's perceptions of Berkain as part of Indonesian women's identity?
  - Answer: From me personally, the role of Raniayamin in influencing women's perceptions it's very successful through her Rania Yamin's outfit or inspired content.
11. Does the presence of @Raniaayamin account play a role in empowering modern women through the representation of berkain?
  - Answer: Rania Yamin has succeeded in making us interested in kain and also we can wear berkain or more beautiful In the style of the current era.
12. Why do you think the content on TikTok has an impact on women's identity or perspective

on traditional culture?

- Answer: Maybe TikTok is the most used application in Indonesia too and the content on TikTok is more video. Now if we look at people, they are more interested in videos compared to pictures. If on Instagram itself there are feeds, there are also videos, while on TikTok it tends to be 90% video and people prefer to watch videos I think why TikTok is successful because it adapts to the algorithm too, for example, if once people have liked about kain or are interested in kain, automatically everything comes out about *berkain*, automatically everything comes out about *berkain*. Which can also be Raniayamin, it can be easier to spread that impact. So TikTok is very impactful and is a very useful app to spread positive things like this.

13. What are the factors that influence women's perceptions of feeling comfortable when using *Berkain*?

- Answer: There may be several factors, first maybe the kain is comfortable or not, the second maybe from the design itself. If it's comfortable, the design is okay, people will also like it, the design is okay, and it's nice to look at. Then maybe the same social factor from the support of people seeing that nowadays, wearing *berkain* is very much supported, even now there is also a day to wear kain or batik. So there is already support from the social or even the government, it makes us even more confident.

14. Has the representation of *Berkain* displayed on the @Raniaayamin account succeeded in restoring women's interest nowadays in *Berkain*?

- Answer: Yes, very influential because she can be a role model also for me in using *berkain*, she can package it into something interesting, something new and fresh. So we can see like, wow that girl is really beautiful, especially if she's wearing *berkain*. It must be like that. So, it's succeeded in restoring women's perception in *berkain* and Rania Yamin became a role model for women's.

15. Does the *Berkain* content depicted through the @Raniaayamin account motivate you to practice or wear traditional cloth in your daily life? If yes, how do you implement it?

- Answer: For me personally, to be more interested in wearing *berkain* so yes, more or less you could say that Rania Yamin has succeeded in motivating you for the next one, it turns out that wearing *berkain* outfit doesn't have to be at certain events.

Informants:

**Sarah Khairunnisa, Gadjah Mada University International Relations Student Batch 2021**

1. Do you know influencer Rania Yamin?

- Answer: Yes i do.

2. Where do you know Rania Yamin? (What kind of social media)

- Answer: I know about raniayamin from Instagram and for me personally more follow Instagram more than TikTok.

3. What is your perception about Rania Yamin herself?

- Answer: I think raniayamin is one of the representations of Indonesian women, so it's like if we look at what exactly is the image of Indonesian women we could look up to her and I see her as a figure who is empowered, and also empowers others.

4. What is your perception and the meaning of traditional dress such as berkain?

- Answer: I think it's part of not only as a form of expression but also as a form of women's resistance too because like we have always been taught beauty standards but with berkain, it is usually always portrayed, it's something feminine and so on and I see that kain is actually a neutral thing for both genders because even though the influence is raniayamin but I also see how the men around me also wear kain. So I see that berkain is becoming more grounded because all levels of society feel more encouraged to be part of my identity and this is something like this is us, to not want to show our own identity.

5. Are you interested in wearing Berkain in your daily life? If so, when do you usually wear Berkain outfits? And if not, why not?

- Answer: I usually wear berkain, even i already wear berkain outfit since i was in high school. And for me, there are no special provisions for what day I want to wear berkain. I just want to look good today so I will choose to wear berkain because it seems to me to be one of the berkain choices that makes me, I don't know, but I feel normal, women feel more beautiful when wearing berkain outfit.

6. What do you think about women's interest in wearing Berkain before @Raniaayamin's educational account existed?

- Answer: There is a sense of hesitation to use berkain in everyday life to society because it seems like berkain is too formal and it's only used when there's a foundation event, a

wedding, right, and then like Kartinian, so it seems like there must be a special occasion to use berkain outfit.

7. What is your general view of the Berkain content created by @Raniaayamin on TikTok?
  - Answer: I see it as one of the instruments or media channels that is very effective to change and normalize the idea of the berkain earlier and I see that her content from her presentation it's like we've been seeing Mangkunegara is so closed, it's part of this exclusivity from the federal government and I think with her TikTok, we feel closer to our own culture.
8. Are you interested in educational TikTok content from @raniaayamin account? If so, what makes you interested in the way @Raniaayamin presents Berkain content?
  - Answer: I like her content about Mangkunegara history the most because she often asks about the history of doing countries and so on and she relates it to turns, I think that's really interesting.
9. Do you think a public perception, especially women, of traditional dress in today's era is important? What is the reason?
  - Answer: With the raising awareness in the world that this is like our icon at some point from the daily life to wear berkain. This shift in the view of society where berkain is important is more significant at least. Maybe to say that it is really important it is still plus and minus, there are some circles that are still debated but I see an increase in awareness to the berkain. So I really see how women see berkain as something that is first not exclusive, so it is closer second, it becomes normalized and third, how there is a concern for preserving or being more affectionate with our own culture because we usually see the projecting of wearing berkain as something that is traditional, complicated and so on that is only on special occasions but no, for now we see it as something that is like, oh that's a beautiful dress that can be worn for everyday.
10. How is the role of @Raniaayamin in influencing women's perceptions of Berkain as part of Indonesian women's identity?
  - Answer: Yes, so it's like changing the first perception so that women who previously might have been embarrassed if they played this, they become more confident.
11. Does the presence of @Raniaayamin account play a role in empowering modern women through the representation of berkain?

- Answer: I personally think it succeeded in empowering it in some way because it so happens that my campus is FISIPOL. We don't wear formals so often. I can see my friends, either it's a woman or men still wear *berkain*. We even have a special day for batik and *berkain*.
12. Why do you think the content on TikTok has an impact on women's identity or perspective on traditional culture?
- Answer: I see TikTok as a form of female empowerment instrument too. It is a form of us as a medium of expression and that's why I see that TikTok really has more power, especially when it is part of the power that strengthens society, I think when it is used wisely, I see that TikTok is a kind of social media that can have an effect in the form of public perception, public opinion. I see how the perception of women, especially on TikTok, towards wearing *berkain* becomes romanticized at some point, but I also think it is part of how these women can express themselves more freely.
13. What are the factors that influence women's perceptions of feeling comfortable when using *Berkain*?
- Answer: Something that makes me comfortable, so the changing public perception is one of the factors that makes me more comfortable with wearing *berkain*.
14. Has the representation of *Berkain* displayed on the @Raniaayamin account succeeded in restoring women's interest nowadays in *Berkain*?
- Answer: Yes she has succeeded.
15. Does the *Berkain* content depicted through the @Raniaayamin account motivate you to practice or wear traditional cloth in your daily life? If yes, how do you implement it?
- Answer: For me personally, yes. *raniayamin* managed to open my view that *berkain* is very beautiful to use on the bodies of women and men. Besides that, I like to buy *kebaya* or *kain* more than buying shirts and so on because when I buy *kebaya* and *kain*, I know that I am contributing to the local economy anyway because it is sewn by local tailors and then like it is usually inspired by the local too, the motifs and so on. So I feel like the downstream production process is all local. So I feel like it's part of empowering society too because besides caring about our own culture, we also contribute more to the local economy.

Informants:

**Indira Fikri Amalia, Gadjah Mada University International Relations Student Batch**

**2021**

1. Do you know influencer Rania Yamin?

- Answer: Yes.

2. Where do you know Rania Yamin? (What kind of social media)

- Answer: I actually play Instagram more often, so I know him from Instagram, but I also know that he is more active like on TikTok.

3. What is your perception about Rania Yamin herself?

- Answer: I like to see this content of hers, like it really shows her culture as a princess in Solo, so that really shows where she lives, her very traditional environment, And also her daily habits, maybe she has a very event Then after that she has to prepare for this event, that event According to me, my perception is very interesting to see her life which is different from what we usually find every day as ordinary people.

4. What is your perception and the meaning of traditional dress such as berkain?

- Answer: I think it's very interesting and beautiful when people wear traditional clothes Especially now that there are probably more creations that make the colors bright, then the colors may be like collisions of all kinds like that It's very good to see and very beautiful

5. Are you interested in wearing Berkain in your daily life? If so, when do you usually wear Berkain outfits? And if not, why not?

- Answer: Yes, I often do if there is an opportunity I like it when there are moments that I can wear it, I can wear berkain every day, it's better if there is a purpose that makes me wear berkain because I feel comfortable and I also feel good in it.

6. What do you think about women's interest in wearing Berkain before @Raniaayamin's educational account existed?

- Answer: I can't really point out what happened, but what I see these days is that many people are more interested and there is more space for them to wear berkain, in the sense that there are also more people selling them and people who wear them in everyday life are also more often found But maybe like the options, the styles are also growing. So I think it is, I don't know if this can be attributed to Rania Yamin but it does have a shape to people who wear berkain more often I think it highlights its beauty.

7. What is your general view of the Berkain content created by @Raniaayamin on TikTok?
  - Answer: I can say her content is effective in changing and normalizing the idea of the berkain it self.
8. Are you interested in educational TikTok content from @raniaayamin account? If so, what makes you interested in the way @Raniaayamin presents Berkain content?
  - Answer: I'm more interested in the content that shows her daily habits when she tells her life as a princess in Solo and I think it's interesting because it's not something that we can peek at in our daily lives so when she gives access to share her life I'm interested to be like oh oh this is how it is there, oh her daily life is like this Oh, it turns out that Solo princesses like this also wear the makeup that I wear So you can find things that are related but also find things that are much different.
9. Do you think a public perception, especially women, of traditional dress in today's era is important? What is the reason?
  - Answer: I think it's important because it's a form of preserving our culture too, when we realize that eventually, we can wear these traditional clothes at, for example, events that are related to culture or traditional activities, it makes us more like we can wear berkain. And I think it's important to like how we can still preserve our culture but also combine it to create it so that people are interested and they can feel like it's still fashionable and not an old-fashioned thing or a thing that's like okay, I can still use this at times now which is also trendy now.
10. How is the role of @Raniaayamin in influencing women's perceptions of Berkain as part of Indonesian women's identity?
  - Answer: when we look at influencers who are, first of all, beautiful, second of all. They can influence it must indeed move people to follow them too because it's like, oh yes I also want to be beautiful, I also want to wear berkain that are fashionable and it just so happens that this very famous influencer, who is very beautiful, she also wears berkain ke this, she suggests these products.
11. Does the presence of @Raniaayamin account play a role in empowering modern women through the representation of berkain?
  - Answer: I think it succeeds in a certain way, people will be more moved when there is a platform or there is a reference to people they can follow so it helps in making people know

especially about berkain.

12. Why do you think the content on TikTok has an impact on women's identity or perspective on traditional culture?
  - Answer: Yes, very much because it's very accessible and digestible compared to for example in the past, when people used to share their daily habits and with TikTok, people can share their daily life in shorter clips and people can easily access it, it is indeed a more accessible thing. So that it affects perceptions of all kinds it is very easier when people continue to be exposed to things like this on a large scale like raniayamin.
13. What are the factors that influence women's perceptions of feeling comfortable when using Berkain?
  - Answer: Actually there are several factors, maybe one of them is because I see beautiful people wearing berkain and feel comfortable, and confident. besides that, I got the feeling that this is a kain that does have a history behind it.
14. Has the representation of Berkain displayed on the @Raniaayamin account succeeded in restoring women's interest nowadays in Berkain?
  - Answer: Yes she has succeeded, there is indeed a trend that leads to that. And it just so happens that this trend is one of the people who stand out in that trend, but I don't think it's the only one. So with many other influencer supporters and then from for example businesses that develop like Kain thrifting business or batik businesses that are also starting to follow this trend, I think that's what makes this trend very comprehensive for women. who are especially interested in wearing berkain. If I may say it's not only credit Rania Yamin as the only reason she is still a big reason too but without these supporters, in my opinion, it would not be as widespread as we see now.
15. Does the Berkain content depicted through the @Raniaayamin account motivate you to practice or wear traditional cloth in your daily life? If yes, how do you implement it?
  - Answer: Yes, maybe it's a bit similar again, I see that berkain it's especially because the shape is very good and it can make your body look very good and very beautiful especially if you see beautiful people. Moreover, maybe apart from Yamin, we see people around also wearing the same thing.

Informants:

**Nadia Azahra, Gadjah Mada University Management Student Batch 2022**

1. Do you know influencer Rania Yamin?
  - Answer: Yes.
2. Where do you know Rania Yamin? (What kind of social media)
  - Answer: Initially knew her from Instagram in 2021 because at that time I used the platform for fashion research.
3. What is your perception about Rania Yamin herself?
  - Answer: I immediately followed her because it was fascinating and the branding that she brought was probably more towards her like she's like quite attractive in the eyes of those of us who are interested in berkain.
4. What is your perception and the meaning of traditional dress such as berkain?
  - Answer: As a Javanese, it's actually traditional clothing such as batik or even berkain is quite familiar in my self and parents view.
5. Are you interested in wearing Berkain in your daily life? If so, when do you usually wear Berkain outfits? And if not, why not?
  - Answer: Yes, but I wear berkain when there is a special occasion. For daily life, I prefer to wear shirts for activities on campus.
6. What do you think about women's interest in wearing Berkain before @Raniaayamin's educational account existed?
  - Answer: In my opinion, maybe not many people wear berkain daily while there is an addition to Raniayamin's education on her platform on TikTok and Instagram, it can increase the awareness of Indonesians so that they don't just use modern fashion from the west but bring them to know that traditional clothes from Indonesia are diverse and can still be easy to use for business options.
7. What is your general view of the Berkain content created by @Raniaayamin on TikTok?
  - Answer: I see that the combination of editing is really good to see like, like the transition is intentional so the editing is like there is an aesthetic side but also educative so there he is like conveying cultural values. for example, from her origin Mangkunegara Palace, she tells how life is there. She shows that the young generation can create content on how people can wear their berkain outfits but are more modern and still stylish and but can still maintain the

essence of Javanese or Indonesian culture itself.

8. Are you interested in educational TikTok content from @raniaayamin account? If so, what makes you interested in the way @Raniaayamin presents Berkain content?
  - Answer: I'm more interested in fashion items and also she conveyed some products that she suits and I already feel like the way she talks about it is not like an influencer who just endorses but she is easy going so it's easy to be accepted by the public. I also feel that almost all of Raniayamin's content feels alive, like she's really just being herself, it's not like she pretends to be anyone but she is herself who might be more coquettish.
9. Do you think a public perception, especially women, of traditional dress in today's era is important? What is the reason?
  - Answer: It's really important, first of all, in this 21st century direction of globalization, it's really easy for information to be disseminated through social media platforms, websites which are also fun to read, but actually it can be said that traditional culture is quite sliding now and it's like it's important how the community understands that the positive perspectives in the culture still have to be carried out by them, whether it's just basic or related to traditional clothing that they can wear. And to maintain and revive the culture they have is very important to foster a sense of pride in cultural heritage.
10. How is the role of @Raniaayamin in influencing women's perceptions of Berkain as part of Indonesian women's identity?
  - Answer: I can say she is one of the people who lives in Jakarta, so maybe the culture there is more modern, much further from Jogja, so it feels very different but there she can be brave enough to pop up a stand for how to empower women and women can wear whatever color they want and can believe that young people are one of the people who have a voice in the sea, their social platforms are quite active compared to boomers and so on.
11. Does the presence of @Raniaayamin account play a role in empowering modern women through the representation of berkain?
  - Answer: I think it succeeds, Raniayamin can make the young generation especially women feel they can make sure that people can remain fashionable by the way they show it directly, they don't need to say it but they can just wear the clothes, and still be able to convey to the public that you want to wear anything. won't look overdressed unless you just mix and match.

12. Why do you think the content on TikTok has an impact on women's identity or perspective on traditional culture?

- Answer: Okay, if from the statistics, because these young people can play TikTok for hours, scrolling FYP and so on, it means that plus there is a TikTok Shop, people just stray there, like Instagram, maybe it's still a normal price if on TikTok it's like they can give discounts, give what and so on, so the platform is arguably the largest platform in Indonesia for social media. So the impact is really big, plus the visuals are pleasing to the eye, then it's like interactive, for example, the comments continue like they can stitch the video and everything, it's really interesting. So berkain content that Raniayamin brought was packaged as very interesting and could reach many people.

13. What are the factors that influence women's perceptions of feeling comfortable when using Berkain?

- Answer: maybe I wear a hijab too So if I wear cloth, I prioritize comforting so I hope that the batik cloth is not too thick, not too stiff, so the comfort of the material is number one. Plus from there how to wear berkain can make them confident right and most of all how to make their perception more comfortable wearing the fabric has been represented by Raniayamin so how do they show that berkain is easy to wear and but still adaptive to their mobilization like that.

14. Has the representation of Berkain displayed on the @Raniaayamin account succeeded in restoring women's interest nowadays in Berkain?

- Answer: Yes she has succeeded.

15. Does the Berkain content depicted through the @Raniaayamin account motivate you to practice or wear traditional cloth in your daily life? If yes, how do you implement it?

- Answer: Yes of course now it's like I can motivate some people to be able to wear berkain, especially myself because for example at an event like that I can look up to her but maybe for some people they can wear berkain for themselves tomorrow but for myself, I said for special occasions but I can also want to include elements of batik or fabrics for every day.

Informants:

**Tanaya Aly'amara Ghazy, ISI Yogyakarta Art Governance Student Batch 2020**

1. Do you know influencer Rania Yamin?

- Answer: Yes.
2. Where do you know Rania Yamin? (What kind of social media)
    - Answer: I've been following her since 2022 because I saw his content on TikTok.
  3. What is your perception about Rania Yamin herself?
    - Answer: When I see her, she's really fun, and inspirational because she's also one of the descendants of this nobleman, Surakarta, and he continues to speak out about tradition.
  4. What is your perception and the meaning of traditional dress such as berkain?
    - Answer: I see traditional cloth such as berkain is to display the character of a Javanese woman, it means that you can say that berkain is because of the material too, so you wear it is indeed in certain activities, not like everyday life.
  5. Are you interested in wearing Berkain in your daily life? If so, when do you usually wear Berkain outfits? And if not, why not?
    - Answer: Honestly, I like berkain. Actually, in high school, I was given a kebaya by my great-grandmother and then I tried to mix it with several types of fabrics so I wore it everywhere to campus too. but nowadays, maybe it's a bit sultry because the kebaya material that I think the good kebaya or kain motif is sometimes so sultry for Jogja itself.
  6. What do you think about women's interest in wearing Berkain before @Raniaayamin's educational account existed?
    - Answer: There was little interest before there was Rania Yamin, but I was in an art environment, well it turned out that there were many even for example when we go out, turns out that there are a lot of men who wear berkain outfit. So I can say that in the ISI environment, it's already a common thing.
  7. What is your general view of the Berkain content created by @Raniaayamin on TikTok?
    - Answer: I really like it, I'm really interested, I definitely watch it until it's finished.
  8. Are you interested in educational TikTok content from @raniaayamin account? If so, what makes you interested in the way @Raniaayamin presents Berkain content?
    - Answer: Maybe Raniaayamin's content about history of Mangkunegara Palace. I like history and then as she tells you about the jewelry she wears too, well that's what I like about the history, that's what makes me interested.

9. Do you think a public perception, especially women, of traditional dress in today's era is important? What is the reason?
- Answer: It's important because it seems like more and more people don't care about this tradition. So we have to bring back the idea of it.
10. How is the role of @Raniaayamin in influencing women's perceptions of Berkain as part of Indonesian women's identity?
- Answer: I think it starts from how Raniayamin tries to be herself as known the princess of Mangkunegara Palace and her content of berkain. Additionally, Raniayamin shows the audience that they can be different from their version.
11. Does the presence of @Raniaayamin account play a role in empowering modern women through the representation of berkain?
- Answer: I think it works, because after the existence of Raniayamin maybe there are many who stitch right on TikTok, well then it's like they also recreate Rania's style of berkain.
12. Why do you think the content on TikTok has an impact on women's identity or perspective on traditional culture?
- Answer: Maybe because Gen Z today are more interested in TikTok than Instagram and facebook, then most of them are FOMO. But for myself, I don't know the style that suits me so that's why sometimes I like to wear clothes.
13. What are the factors that influence women's perceptions of feeling comfortable when using Berkain?
- Answer: The feelings of when I wear berkain it looks like I want to show my Javanese side. Other than that, the comfort of berkain it also really important.
14. Has the representation of Berkain displayed on the @Raniaayamin account succeeded in restoring women's interest nowadays in Berkain?
- Answer: Yes she has succeeded, especially in ISI environment even before Raniayamin's existence we're as art students wearing berkain is like a common thing. But after Raniayamin TikTok, we feel more confident wearing berkain outside of ISI environment.
15. Does the Berkain content depicted through the @Raniaayamin account motivate you to practice or wear traditional cloth in your daily life? If yes, how do you implement it?

- Answer: It's motivating. Moreover, it motivates me even more, in practice, because I have a lot of outside activities, so it's like berkain only used on certain occasions.

## **APPENDIX**

### **List of questions:**

1. Do you know influencer Rania Yamin?
2. Where do you know Rania Yamin? (What kind of social media)
3. What is your perception about Rania Yamin herself?
4. What is your perception and the meaning of traditional dress such as berkain?
5. Are you interested in wearing berkain in your daily life? If so, when do you usually wear berkain outfits? And if not, why not?
6. What do you think about women's interest in wearing Berkain before @Raniaayamin's educational account existed?
7. What is your general view of the Berkain content created by @Raniaayamin on TikTok?
8. Are you interested in educational TikTok content from @Raniaayamin account? If so, what makes you interested in the way @Raniaayamin presents Berkain content?
9. Do you think a public perceptions, especially women of traditional dress in today's era is important? What is the reason?
10. How is the role of @Raniaayamin in influencing women's perceptions of Berkain as part of Indonesian women's identity?
11. Does the presence of @Raniaayamin account play a role in empowering modern women through the representation of Berkain?
12. Why do you think the content on TikTok has an important impact on women's identity or perspective on traditional culture?
13. What are the factors that influence women's perceptions of feeling comfortable when using Berkain?
14. Has the representation of Berkain displayed on the @Raniaayamin account succeeded in restoring women's interest nowadays in Berkain?
15. Does the Berkain content depicted through the @Raniaayamin account motivate you to practice or wear traditional cloth in your daily life? If yes, how do you implement it?

## **INTERVIEW DOCUMENTATION**

| Interview Details                                                                                                              | Documentation                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| <p>Marsha International Relation Student<br/>Batch 2021</p> <p>8 November 2024<br/><i>(FISIPOL Gadjah Mada University)</i></p> |    |
| <p>Nikoma Mira Diantika Communication<br/>Student Batch 2021</p> <p>9 November 2024<br/><i>(UPNVY)</i></p>                     |   |
| <p>Sarah Khairunnisa International Relation<br/>Student Batch 2021</p> <p>10 November 2024<br/><i>(Negra Coffee)</i></p>       |  |

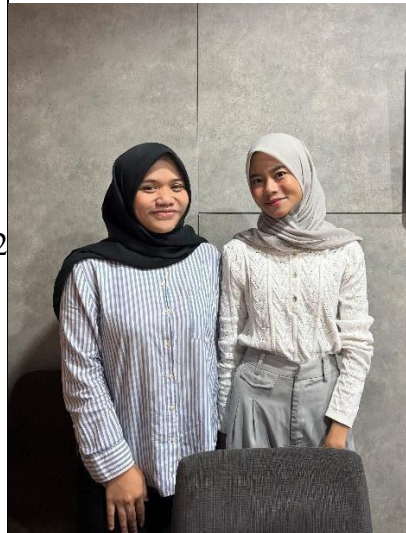
Indira Fikri Amalia International Relation  
Student Batch 2021

11 November 2024  
(FISIPOP Gadjah Mada University)



Nadia Azahra Management Student Batch 2022

13 November 2024  
(FEB Gadjah Mada University)



Tanaya Aly'amara Ghazy Art Governance  
Student Batch 2020

18 November 2024  
(ISI Yogyakarta)

