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The Transformation of Social Values in The Meaning of Traditional Bridal Attire For Bugis Makassar Women by Mua (Makeup Artists) in Makassar City

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Abstract

Bugis Makassar traditional bridal fashion is not just a dress worn by the bride-to-be, but as a symbol that has requirements with cultural meanings and traditional values. This research is a qualitative descriptive research that aims to explore the transformation of social values in the meaning of traditional Bugis Makassar bridal fashion by MUA (makeup artists) in Makassar city. This research uses observation, interview and google form methods with several MUA communities in Makassar city. Research data was taken from websites, scientific journals, with the research subjects being 5 makeup artists. The data analysis technique used is qualitative presentation. The results showed that social values are reflected in several aspects, such as fashion designs that are modified from traditional to modern models, changes in interpretation of meaning and symbols of the traditional clothing of Bugis Makassar. Despite efforts to maintain cultural authenticity, pressure from the market, fashion development trends and the desire of brides-to-be to look more modern often cause a shift in the meaning and values of the traditional bridal attire. The importance of education and in-depth understanding of cultural meanings and values for makeup artists to maintain the balance between innovation and local wisdom culture. Thus, this research contributes to the discussion on cultural preservation in the context of modernisation and globalisation, and provides recommendations for makeup artists in their professional practice.

Keywords: social value, meaning, traditional clothing for bugis bride in makassar.

Introduction

Changes or shifts in social values that occur in a society can affect the norms, behavioural beliefs and attitudes of individuals or groups. When social values are transformed, it can lead to changes in the way people think and view things such as fashion, work ethics, or how they interact with others. When traditional cultures interact with the influences of modernity and globalisation. This transformation can occur in various aspects, ranging from aesthetics, symbolic meaning, to social functions such as in traditional bridal fashion. Modernisation and globalisation bring great influence in various sectors, the process of change that occurs in the value system, social norms, and society's outlook on life over time brings many changes, one of which is the traditional Bugis Makassar bridal dress. This fashion is one part of the local wisdom of South Sulawesi culture that has a deep message, meaning and symbolism. Not only does it function as clothing worn in wedding contracts and receptions, traditional bridal clothing also reflects the social values, traditions, and cultural identity of a community. Every detail of the bridal outfit, from the colour, shape, to the accessories used, contains messages that are closely related to the belief system, social status, and expectations for the married life lived by the bride and groom. A community in a certain area when conducting events such as births, welcoming big guests, cultural arts performances and rituals, traditional clothing becomes a symbol of the culture of a particular region, this traditional clothing also shows the name of the area of origin of the traditional clothing (Gamriana Sagala 2017).

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Humans as social creatures will certainly experience social change which is influenced by various factors. External and internal factors include cultural, social, personal, and psychological factors. Cultural factors include culture, sub-culture, social class; social factors include reference groups, family, role, status, personal factors include age, life cycle, occupation, economic situation, and lifestyle; and psychological factors include motivation, perception, learning, and belief (Kotler 1989). If in the past all preparations for the wedding procession were organised by the family, this has now changed. Women in Makassar city in choosing and even asking for a traditional bridal dress to be designed generally follow fashion trends, social status, and economic status. Traditional bridal fashion is not only an aesthetic representation, but also a reflection of the social, cultural, and psychological complexities experienced by individuals as social beings. In this context, changes in social values and social dynamics directly affect the traditional bridal fashion chosen and perceived by the bride-to-be.

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Traditional bridal fashion is closely related to the fashion designer who designed it, thus allowing the creation of new meanings of the clothing. The meaning of the traditional wedding dress of the Buton people in its use is closely related to the social stratification that exists in society and is implied through certain symbols Asis (Heriana 2020) Along with development, there have been changes in the design of this traditional bridal fashion model following the fashion trends that are understood and applied. Every form of clothing development that is in vogue will become a fashion that can be followed by personal or communal. The fashion of clothing will apply to a certain place and time. This fashion of clothing is usually much influenced by clothing materials (Kawamura 2005) Fashion creation will always pay attention to fashion trends at certain times. The bridal fashion created will also be adjusted to the taste of the wearer. The process of transformation is felt at this time, local culture is transformed into a new culture, in the era of globalisation like today people tend to choose instant without any complexity or long process, as is the case with traditional bridal fashion but the impression of luxury and elegance that is displayed on the bridal fashion. (Arie Toursino Hadi 2019) that the type of clothing in the Malay wedding of the Sultanate of Johor Darul Ta'zim shows an attempt to create a new identity in this region. The new identity raised by this sultanate is an amalgamation of European and Middle Eastern cultures, but it can still show the characteristics of Islamic Malay, which distinguishes itself from Europeans, Chinese and Indians.

Based on observations and some research results that have been conducted, the traditional women's bridal fashion used by MUA (Makeup Artists) in Makassar city has undergone many changes in the current era has undergone various transformations of meaning that reflect a blend of tradition and modernity. although still deeply rooted in traditional cultural values and symbolism, traditional bridal clothing has also undergone adjustments to meet the tastes and needs of the community. for this reason, the purpose of this study is to explore the transformation of social values in the meaning of traditional Bugis bridal clothing by MUA (makeup Artists) in Makassar city.

Methods

The research used is a qualitative descriptive method. (Bungin, M.Burhan. 2005) research approach conducted to understand and describe social phenomena or human behaviour in depth and detail. In this method, the researcher focuses on collecting non-numerical data, such as words, texts, images, or observations, to explore the meaning, experiences, and views of the subject under study, then analysed as a guideline reference to determine the results, summarize, give an overview, to make it easier for researchers to find research data, present data, explain data and provide a brief description of the data and draw conclusions (Esterbeg, Kristian G. 2002). To collect accurate data, observation, observation, interviews and google forms were used. According to (Koentjaraningrat 1994) descriptive research, aims to describe precisely the characteristics of an individual, situation, symptom or certain group or to determine the frequency or distribution of a symptom or the

frequency of a certain relationship between a symptom and other symptoms in society. The data validation technique used in this research uses triangulation techniques. Triangulation is a process of supporting evidence of the findings, analysis and interpretation of data that has been carried out by researchers who come from: a. different individuals (informants), b. types or sources of data (interviews, observations and documents), and c. data collection methods (interviews, observations and documents).

Results

This research explores the transformation of social values in the meaning of Bugis Makassar traditional bridal wear by MUA (makeup Artists) in Makassar city. The social values contained in the traditional Bugis Makassar bridal fashion have changed along with the times. The bridal fashion, which was originally qualified with philosophical, cultural, and spiritual meanings, is now more influenced by aesthetic values and modern trends. Sources of information obtained from several MUA (makeup artists) in the city of Makassar explain that the traditional bridal dress of Bugis Makassar today is part of a bride's identity, part of an existing tradition, and a cultural heritage of the Bugis Makassar community. Each part of the traditional bridal outfit is usually filled with symbolism that has a deep meaning and serves to convey social messages. As well as the symbolic meaning of the attributes worn in the traditional clothes of Lampung, the combination of symbols that Lampung province is surrounded by nine major rivers, one's degree is a symbol of peace and protects from evil things, avoids various diseases, family ties, perfects worship (marriage) cleanses the body and freedom of opinion (Suyatno and Lelapri 2021).

The meaning of Makassar Bugis women's traditional bridal fashion based on interviews that in terms of clothing explains that fashion designers and makeup art collaborate in terms of:

- a. Fashion design, bridal fashion designed by modifying traditional designs and modern touches to meet the preferences of prospective brides who seem luxurious and modern style, designs by displaying traditions, motifs, decorative garniture and symbols in bridal fashion will show ethics and aesthetics as well as comfort in using clothing, modernise the design, but still ensure the bridal wear reflects the cultural heritage.
- b. Colour. The use of Bugis-Makassar traditional bridal wear in terms of colour has important social values and is filled with symbolic meanings that reflect various aspects of culture, beliefs, and social status. Each colour used in Bugis-Makassar traditional bridal wear has a special meaning associated with social and spiritual values, and represents cultural identity. Colours in Bugis-Makassar traditional bridal wear are not just decoration, but have a deep social value. Each colour is carefully chosen to reflect the values to be conveyed in the wedding ceremony, such as purity, courage, prosperity, and honour, the choice of colours in this bridal outfit becomes an integral part of the cultural and social identity of the community. In terms of the colour of bridal attire, it is not only aesthetic, but also reflects social stratification, wealth, and position in society, such as the use of datu green (moss green) which is only used for noble daughters, lombok red or blood red for teenage girls, dark red for married people, purple for wives whose sums have died (widows), black for elderly women (aging), white for caregivers. Tuti Bahfiarti 2013 but currently the selection of colours for the traditional Bugis Makassar bridal wear mostly does not play an important role for people who have a more established position, education and economy.
- c. Makeup and hairstyling of traditional brides of Makassar Bugis women. modifications to bridal makeup, which are generally limited to the colour aspect of makeup, so that the values contained can still be maintained. In the use of decorations on the dadasa and traditional bridal accessories such as rocking areca nut, nigubah flower and headdress lice, if the bride wears the hijab, it will be adjusted and designed so that the forehead decoration and accessories are not used, replaced by using the hijab according to Islamic law.
- d. Modernisation. This process brings a big change in the perspective of society, which is increasingly modern, thus affecting traditional values. The meaning of the traditional Bugis Makassar bridal wear is more about personality expression, individual identity and freedom from traditional symbols. The influence of social media inspired by Western culture can be integrated into traditional bridal wear. Designers and MUA have the freedom to express creativity and personality by modifying traditional bridal wear, designing unique outfits that are not completely bound by traditional rules but still respect the essence of Bugis-Makassar culture. The development of technology and social media plays a big role in spreading and changing social values. It influences perceptions of beauty, success, and social relationships, which in turn can change the values held by society.

- e. Economic Change. Transformations in the economic structure, such as urbanisation or the shift to an industrialised economy, can change social views and values relating to work, social status, living patterns and lifestyles.
- f. Aesthetic Values in Fashion. The growing fashion design, adapted with a modern touch such as in terms of the beauty of clothing, garniture, accessories, clothing complements, makeup and hair styling of traditional Bugis Makassar brides which as a whole creates an atmosphere that looks luxurious, festive and wisdom has a certain meaning that is valued and prioritised so that it is considered to provide a dynamic balance in life. Traditional wedding fashion as an art product has a symbolic meaning that has been rehearsed. Art as a product of society is created through considerations of a number of factors (Hauser, 1985).



Figure Modified clothing, make-up, hijab styling, accessories, garnitures

Discussion

Based on the description of the results of research on the transformation of social values in the meaning of Bugis-Makassar traditional bridal fashion by MUA (makeup artists) in Makassar city, the traditional bridal fashion of Bugis-Makassar women along with the development of science and technology that entered, gradually the community experienced

- a. Shift in social and cultural values. Social shifts that occur as a result of challenges and community responses to new things so that acculturation and shifts in social values occur. Whereas previously bridal attire was associated with social status, wealth and a symbol of family honour, now its meaning is more flexible and focuses on the expression of personal identity and modern aesthetics. Makeup arts in Makassar city show significant adaptation to emerging fashion trends by balancing the desire of brides to look modern with the need to maintain traditional elements including the use of modern materials and accessories that are not traditionally part of Bugis-Makassar traditional bridal wear. This adjustment reflects changing social values that prioritise a unique and personal appearance, rather than merely adhering to strict customary norms. Hendro Aryanto's 2008 research found that the fashion of the traditional modern Javanese-style bride is a representation of a cultural shift that is seen as the result of a harmonious blend of established values and the effects of modernisation. The goal is to build a higher personality image to reproduce the conditions and situations towards the environment.
- b. Makeup Arts in Makassar city has a wide creative space to collaborate with fashion designers in designing traditional Bugis Makassar bridal wear, experimenting with colours, textures, and accessories to create a unique and attractive look, while still trying to maintain a connection with traditional values and acting as a cultural mediator who helps reinterpret traditional values in a modern context. The influence of religious values and beliefs in transforming the meaning of clothing and makeup and hairstyling, by changing the modified hijab arrangement to the bride-to-be, then providing input advice in integrating elements of a part of a tradition into the bride-to-be's appearance in a way that remains relevant and attractive that is more universal and acceptable to the younger generation who may be less familiar.
- c. Makeup Arts in Makassar City, in doing bridal makeup, combines traditional facial makeup with a modern touch, creating looks that remain respectful of culture, but more relevant to the tastes and preferences of today's brides, remaining better professionals in maintaining

a balance between innovation and traditional values that can be maintained amidst the flow of modernisation that continues to evolve over time.

- d. Mikeup Arts in Makassar City who still lack knowledge about the values and meanings of each part of the traditional bridal attire of Bugis Makassar women and makeup can take part in workshop activities, training and join the mikeup arts community so as not to cause erroneous or incorrect interpretations when providing bridal attire and makeup for prospective brides who still show cultural elements in maintaining a balance between innovation and preservation of culture.
- e. The influence of media and modernisation trends can affect brides' preferences and expectations of appearance, shifting the focus from traditional values to a more modern and international aesthetic. In line with the results of Heri Kurnia's research 2023, modernisation and globalisation also have an impact on the practice patterns of church or civil marriage, which are adopted from Western culture. Bridal attire also no longer consists solely of traditional Korowai clothing, but is also often adopted from Western clothing styles. On the other hand, some Korowai couples still maintain their wedding customs and traditions by wearing traditional clothing and performing traditional ceremonies. In addition, modernisation and globalisation have also influenced the form and process of Korowai wedding ceremonies. The younger generation may be more interested in modern trends compared to tradition, so it is important for MUAs to continue to learn and understand the cultural values embodied in traditional clothing, as well as communicate with clients to create looks that honour tradition and can maintain a meaning that remains visible and relevant to current trends.

Conclusion

Based on this description, the conclusion is that the main challenge faced by Mikeup artists is to find a balance between tradition and modernity, but the opportunity for creative innovation in combining traditional and modern elements, resulting in bridal designs that remain relevant and meaningful. For this reason, dialogue or communication between the older and younger generations in Makassar Bugis society is important to ensure that traditional values are passed on and respected. Mikeup artists can be the bridge that connects these generations by integrating the input of the older generation and the preferences of the younger generation in bridal fashion design. Continuous training on cultural and traditional values, as well as a collaborative approach with clients, can assist Mikeup artists. in creating bridal looks that honour tradition while still meeting modern needs.

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