Revitalizing kebaya in the digital era: Qualitative analysis of Rania Yamin's TikTok

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ABSTRACT

Kebaya, a symbol of national identity and cultural heritage in Indonesia, has evolved through the nation's historical and social journey. In the digital era, kebaya is being revitalized on social media platforms like TikTok. The research aims to discover how Rania Yamin popularizes Kebaya through TikTok media by combining modern elements to make it fashionable and attractive to the younger generation. This study employs qualitative content analysis to understand and interpret visual data. Researchers analyzed Rania Yamin's ten most popular TikTok posts from January to December 2023. The findings reveal that kebaya is central to Rania's content, often paired with contemporary fashion styles that reflect the dynamic lifestyles of women. TikTok is an effective platform for cultural promotion, particularly in visualizing kebaya, thus increasing public interest in Indonesia. The study highlights that Rania Yamin's content strategies, such as personal narratives and engaging visuals, significantly contribute to kebaya's popularity among young audiences. These findings suggest that TikTok and influencers like Rania Yamin play a crucial role in preserving culture through a flexible approach accepted by young people. This research provides insights into using social media platforms like TikTok to popularize and preserve cultural heritage in a modern context. It also shows how relevant and engaging content can boost Audience engagement and participation, especially among younger generations who frequently use TikTok.

Keywords: Content analysis; digital culture; kebaya; Rania Yamin; TikTok

Revitalisasi kebaya di era digital: Analisis kualitatif TikTok Rania Yamin

ABSTRAK

Kebaya *menjadi bentuk identitas nasional dan warisan budaya yang sudah melalui perjalanan sejarah dan sosial masyarakat Indonesia. Kebaya di era digital ini mengalami revitalisasi melalui platform media sosial seperti TikTok. Penelitian ini bertujuan untuk mengetahui bagaimana Rania Yamin mempopulerkan Kebaya melalui media TikTok dalam memadukan unsur modern sehingga menjadi modis dan menarik bagi generasi muda. Penelitian ini menggunakan metode analisis isi kualitatif. Metode analisis isi kualitatif merupakan teknik penelitian yang digunakan untuk memahami, mengitepretasikan, dan menarik kesimpulan dari data teks atau visual secara mendalam. Penggunaan metode ini peneliti menggunakan 10 konten TikTok paling populer dari Rania Yamin selama periode Januari hingga Desember 2023. Hasil analisis menunjukkan bahwa kebaya menjadi elemen utama dalam konten Rania, yang sering dikombinasikan dengan gaya busana kontemporer untuk mencerminkan gaya hidup perempuan yang dinamis dan aktif. Media TikTok menjadi platform efektif untuk promosi kebudayaan, terutama dalam melakukan visualisasi kebaya sehingga berdampak terhadap ketertarikan khalayak masayrakat Indonesia. Penelitian ini mengungkapkan bahwa strategi konten yang digunakan Rania Yamin, seperti penggunaan narasi personal dan visual menarik, berkontribusi pada popularitas kebaya di kalangan audiens muda. Temuan ini mengindikasikan bahwa penggunaan media Tiktok dan peran influencer seperti Rania Yamin dapat memainkan peran signifikan dalam melestarikan budaya dengan pendekatan yang fleksibel dan diterima oleh kalangan muda. Penelitian ini memberikan wawasan tentang bagaimana platform media sosial seperti Tiktok dapat digunakan sebagai alat untuk mempopulerkan dan melestarikan warisan budaya dalam konteks modern, serta bagaimana konten yang relevan dan menarik dapat meningkatkan engagement dan partisipasi audiens, terutama dari generasi muda yang sering menggunakan media sosial Tiktok.*

Kata-kata kunci*: Analisis isi, digital culture, kebaya, Rania Yamin, TikTok*

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INTRODUCTION

Culture and Indonesia are closely intertwined. Among Indonesia's cultural products, the kebaya stands out as a visual national identity. As national clothing, the kebaya effectively represents the nation's cultural identity and has been recognized as such since the 1978 workshop in Jakarta (Suciati et al., 2015). Culturally, the kebaya is significant not only as an aesthetic expression but also as a symbol of national identity and pride. It has witnessed Indonesia's historical and social journey, from the royal era to the colonial period and independence.

The current problem is that traditional kebaya clothing, once a staple of Indonesian culture, is now neglected by some Indonesian women, reducing its presence as everyday attire (Winuriska, 2024). To maintain the popularity of kebaya today, a medium is needed to reintroduce it to the younger generation. Often perceived as stiff and traditional, the kebaya can be revitalized through social media platforms like TikTok. Influencers such as Rania Yamin can play a crucial role in promoting kebaya culture, showcasing it as versatile traditional clothing suitable for daily activities.

Rania Yamin has swiftly risen to prominence on TikTok since early 2023, gaining attention for incorporating kebaya into her daily routines in various activities and events. Her style blends traditional Indonesian fabrics and attire like kebaya with contemporary fashion, making them trendy and modern. Since her TikTok debut in January 2023, Rania's account has grown significantly, amassing 497.35 thousand followers by October 2023. Through her videos, she elevates the appeal and significance of kebaya in contemporary culture.

Rania Yamin's use of TikTok underscores a broader trend of cultural appreciation in modern digital contexts. By integrating traditional Indonesian attire with contemporary fashion trends, she exemplifies the evolving nature of cultural expression in the digital age (Ydeayu, 2023). Her considerable following reflects a growing interest in traditional garments and the platform's role in facilitating cultural dialogue and exchange. Through her content, Rania positions the kebaya as a symbol of cultural pride and innovation, appealing to audiences both within Indonesia and beyond. Digital

Source: TikTok, 2023

Figure 1 Rania Yamin's TikTok Account

Source: TikTok, 2023

Figure 2 Rania Yamin's Looks with Kebaya & Modern Ornaments

platforms like TikTok shape cultural narratives, highlighting the relevance of traditional attire in contemporary society.

Rania Yamin's fashion style, characterized by fusing kebaya with modern elements, has garnered attention in both traditional and digital spheres. Her approach to fashion extends beyond aesthetics, rooted in a desire to maintain cultural identity and contribute to a broader historical narrative (Karundeng et al., 2023). Despite not being compelled by familial expectations, her choice to wear kebaya reflects a personal commitment to cultural heritage. This autonomy highlights individual agency in shaping cultural representation within contemporary fashion discourse. Rania's strategic use of TikTok aligns with trends in digital marketing and cultural dissemination. By utilizing the popular "Outfit of The Day" (OOTD) format, she engages her audience effectively, enhancing consumer perception in the era of fashion 4.0 and reinforcing the cultural significance of kebaya in modern contexts.

Besides her fashion content, Rania's vlogs are complemented by narratives, speaking style, and the aesthetics of the places she highlights.

TikTokers typically display videos of daily activities, fostering a closer and more informal connection with their followers (Barta et al., 2023). Rania's presence on TikTok exemplifies the platform's capacity for facilitating social movements and cultural diffusion. TikTok's user-friendly interface and cross-promotional features enable content creators like Rania to raise awareness quickly, garner widespread attention, and engage with younger generations, especially Gen Z (Pradana et al., 2023). The app's interactive features, such as stitch and challenges, encourage participation and collaboration, fostering a sense of community among users. User-generated content (UGC) on TikTok promotes sharing opinions and exchanging experiences, potentially leading to viral trends (Riama, 2021).

TikTok's low participation threshold and user-driven creativity foster the virality of cultural phenomena (Lee & Abidin, 2023). Thus, TikTok becomes a powerful tool for increasing the global visibility of kebaya and other cultural symbols. Fashion influencer Rania Yamin showcases her style on TikTok, reflecting broader socio-cultural dynamics (Putri, 2024). By fusing kebaya with modern elements, she navigates cultural representation complexities, asserting her identity while preserving Indonesian heritage (Kusumadewi & Jerusalem, 2023). Her strategic use of TikTok highlights its potential for cultural exchange and social activism, demonstrating the enduring relevance of traditions in an interconnected world.

The kebaya has significantly evolved with changing societal preferences and fashion trends (Fadlia, 2022). Once formal wear for older women, modern kebaya now appeals to teenagers and young women (Fitria & Wahyuningsih, 2019). Contemporary designs incorporate modern elements, reflecting flexible and adaptable trends. This evolution, driven by modernization and technological advancements, preserves cultural heritage while adapting to changing lifestyles (Rohmah & Legowo, 2022). This blend of tradition and modernity highlights kebaya's resilience. Research shows modern consumers seek kebaya designs that align with current fashion trends, emphasizing the need for continuous innovation (Stephanie & Suhartini, 2021).

Kebaya's integration into contemporary women's wardrobes is crucial, symbolizing an active lifestyle and blending cultural heritage with modern sophistication (Trismaya, 2019). Its versatility as both formal and casual wear enhances its appeal, allowing diverse expressions of identity. Recently, kebaya has become more popular due to its adaptation to modern fashion trends (Fadlia, 2022). Modern women increasingly incorporate kebaya as a

symbol of cultural heritage and style (Trismaya et al., 2022). Digital platforms like TikTok are powerful tools for promoting kebaya to diverse audiences, including teenagers and young women.

The fashion landscape is rapidly evolving, with kebaya modernizing to meet consumer preferences (Purnomo, 2023). This adaptability has revived kebaya as a fashionable choice for women of all ages. Digital platforms like TikTok offer new opportunities to engage diverse audiences. Social media has transformed trend dissemination and consumption, with Vejlgaard noting its power in shaping trends (Vejlgaard, 2012). TikTok's wide reach and interactive features make it particularly influential for promoting kebaya and driving cultural narratives, allowing content creators to showcase kebaya creatively and foster cultural pride.

TikTok democratizes content creation, empowering individuals to promote and celebrate kebaya (Akbari et al., 2022). Its participatory culture fosters user engagement and inclusivity, allowing cultural expressions like kebaya to thrive. The revival of kebaya on TikTok presents a significant opportunity for contemporary fashion and cultural discourse. Digital media enables creators to reimagine kebaya, bridging tradition and modernity while preserving Indonesian heritage. It underscores

the transformative potential of digital platforms in shaping cultural narratives and promoting cultural pride globally.

Social media platforms, especially TikTok, have revolutionized cultural promotion and dissemination (Dwivedi et al., 2021). These platforms serve as dynamic mediums for creating, sharing, and transmitting cultural heritage, empowering users to shape cultural narratives and expressions (Wagner & de Clippele, 2023). TikTok, in particular, facilitates the spread of cultural stories, fostering global community connections (Liang et al., 2021). Social media amplifies cultural narratives and promotes cross-cultural understanding (Shaw & Krug, 2013). Its participatory nature builds broader networks, connecting individuals with shared interests and contributing to cultural heritage sustainability. Jenkins' concept of participatory culture highlights user empowerment in content creation (Jenkins, 2006). Social media blurs the lines between producers and consumers of cultural artefacts, allowing diverse voices to be heard and celebrated.

Social media platforms hold significant potential as drivers for cultural revitalization and appreciation (Hariyanto, 2022). By nurturing a participatory culture, social media provides unparalleled opportunities for individuals to connect, exchange, and honor their cultural heritage (Zaw, 2018). This evolution signifies

not just technological progress but also a cultural shift in how we perceive, interact with, and preserve our collective cultural legacy.

Social media's potential to foster participatory culture has gained attention in academic discourse, particularly for marketing and promoting local culture. Its transformative role in promoting and marketing local cultural heritage (Arifin, 2023) offers a unique way to showcase cultural heritage and attract diverse audiences. Promoting cultural heritage on social media enhances users' knowledge and fosters awareness for preservation. Thus, social media is a powerful tool for raising awareness and promoting cultural heritage preservation globally. Research shows that social media facilitates collaborative decision-making in cultural heritage management (Liang et al., 2021). It engages various stakeholders in discussions on preserving cultural heritage and enables collaboration on conservation and sustainability initiatives.

As a cultural heritage, kebaya requires preservation to prevent erosion over time. Social media platforms like TikTok, with their large audiences and high participation levels, are ideal for this purpose. Influencer Rania Yamin aims to revive kebaya using TikTok. This research analyzes 10 of her most viewed TikTok posts from January to December 2023, using views as a benchmark since viewing initiates further user engagement. Rania Yamin's TikTok content, consistently reaching hundreds of thousands of views within a week, demonstrates its virality and wide reach. Using qualitative research methods and content analysis, this study explores how Rania Yamin popularizes kebaya on TikTok. The analysis identifies specific patterns in her content, revealing how she presents information about kebaya to TikTok users and providing insights into how influencers can revive cultural heritage in the modern era.

RESEARCH METHOD

Content analysis involves exploring text data using a qualitative approach. This technique uses a collection of theories that researchers can apply in qualitative studies to gather relevant information. The main difference between content analysis and other qualitative methods is that content analysis emphasizes the content of the information from the data analyzed. For example, the focus is on interpretation in narrative analysis with a hermeneutic perspective. Whereas in context, attention is directed to the story itself and the various tools used to provide meaning to the story (Sandelowski, 1991). In content analysis, researchers treat data not as physical events but as representations of texts, images, and expressions that people create for others to see, read, interpret, and act upon to understand their

content or meaning (Sugiyono & Lestari, 2021).

Researchers integrate content analysis techniques with qualitative methods, such as ethnography, theory, and various phenomena. Although this method is based on perspective investigation, content analysis is a type of technical data analysis. As a result, there is often anxiety regarding the method of inquiry known as qualitative description. The content analysis approach aims to provide practical responses to questions and policies, not to generate theories. In general, researchers use qualitative content analysis to understand a phenomenon better. For example, it can provide a comprehensive content description of a phenomenon, capture participants' perspectives, motivations, and experiences, and explain the meanings derived from those experiences.

This research explains how Rania Yamin can popularise kebaya by uploading her TikTok content. You can describe and analyze visual content in depth through qualitative content analysis. Qualitative content analysis is an analytical technique for understanding, interpreting, and drawing in-depth conclusions from text or visual data (Krippendorff, 2019). In this research, the qualitative content analysis method can describe and represent the content that produces a theme.

This study used purposive sampling techniques in qualitative content analysis to collect data. Purposive sampling is a technique for informants. It takes sample data based on existing knowledge representative of the population. It is also known as judgmental sampling or selective sampling. This technique is carried out by selecting participants based on specific predetermined criteria (Morissan, 2016). The criteria determined are based on Rania Yamin's top ten TikTok content from January to December 2023.

In this study, an inductive approach to qualitative content analysis is employed. Inductive content analysis involves open coding. Data is coded without a preconceived structure, allowing themes and patterns to emerge naturally from the data itself. This approach is beneficial for exploring new phenomena or when existing theories are insufficient to explain the data. Through this method, researchers capture the richness and complexity of the data to a deeper understanding of the subject (Elo et al., 2014).

Qualitative content analysis using an inductive approach: This study involves several technical and methodological steps to ensure a detailed and accurate examination of content elements related explicitly to kebaya featured in Rania Yamin's TikTok videos. The data includes the ten TikTok videos with the highest views from the @RaniaaYamin account, collected from January 2023 to December 2023, as shown in the table above. This data will be imported

into NVivo 12 to analyze the categories formed from visuals, narratives, and user engagement in the form of audience comments.

The initial step in this inductive approach is open coding, where each appearance of the kebaya is examined without predefined categories. This process allows for an in-depth exploration of how the kebaya is represented and used in each video. The analysis focuses on aspects such as the design, context, and presentation of the kebaya, as well as audience reactions and engagement.

Instead of grouping codes into broader themes, this approach focuses on identifying and describing specific content elements related to the kebaya. The goal is to provide a comprehensive description of how the kebaya is depicted and to understand the nuances of its portrayal in contemporary digital media.

The researchers uses ten contents with the most views from the TikTok @RaniaaYamin account as data. The data comes from January 2023 (when the account @Raniaayamin was first created) to December 2023. The researchers analyzes the kebaya used in Rania Yamin's content. The researchers use NVivo 12 software to assist in their research analysis. This software facilitates coding, identifies themes and patterns, and supports research by providing easy-to-use tools for data analysis (Castleberry, 2014).

By using NVivo 12, researchers can generate word clouds and tables that facilitate data visualization and pattern recognition. This method aims to provide a focused understanding of how Rania Yamin popularizes the kebaya on TikTok, highlighting the role of this traditional garment in modern fashion and cultural representation. Through this detailed content analysis, the study aims to capture specific ways in which traditional attire is integrated into digital narratives, contributing to the broader discourse on cultural preservation and innovation in the digital age.

RESULTS AND DISCUSSION

Table 1 shows Rania Yamin's top 10 TikTok contents from January to December 2023, sorted by posting date. These videos vary in type and often lack continuity between visuals and the narrative. For instance, in video 4, Rania does makeup and reviews products while wearing kebaya, but the narrative is about her personal life and fashion style, garnering 13.3 million views. Video 6, with the highest views at 14.4 million, combines clips of Rania doing makeup and discussing the ups and downs of nobility, with scenes showing her in kebaya. Despite the lack of correlation between visuals and story, Rania consistently wears kebaya in different settings. TikTok's recommendation system ranks videos based on user interaction, video information (sound, captions, hashtags), and

Table 1 List of Analyzed Content

No.	Judul Video	Tanggal Upload	Video Views	Likes	Comments	Saved	Share
1	Room Tour KM Mangkunegaran	22 January	7.800.000	689.700	1556	16.200	38.500
2	Pak Roy	7 Februari	4.000.000	410.600	1559	9.818	20.400
3	Get Ready With Me	21-Apr	6.400.000	793.600	1063	5.720	46.700
4	Makeup & Cerita-Cerita	17 Mei	13.300.000	1.100.000	1044	4.577	58.800
5	Kuliah Sastra Indonesia	26 Mei	4.100.000	394.100	1341	4.258	15.900
6	Suka Duka Keluarga Bangsawan	26 Juni	14.400.000	1.500.000	1497	6.111	65.600
7	Silsilah Keluarga	4 Juli	11.600.000	1.300.000	2359	9.312	72.500
8	Foto Carousell	11 Juli	4.000.000	609.400	2803	8.474	25.000
9	Acara Malam 1 Suro	27 Juli	6.900.000	902.000	923	4.992	46.100
10	Acara Istana Berbatik	2 Oktober	6.100.000	679.700	531	1.527	20.600

Source: Researcher, 2024

user settings (language, country, device type), emphasizing the importance of visual and audio aspects to engage the audience (TikTok, 2020).

Content reaching 1 million views per week among the top ten content with the highest views qualifies as viral. Despite Rania Yamin's account not yet being verified, she is categorized as a popular creator or macro-influencer with over 100,000 followers and engagement rates above 10%, which means she receives at least 1,000 likes, comments, or shares per post (Ling et al., 2022). Rania Yamin, who has established a strong presence on TikTok as a creator often wearing kebaya and sharing her life at Pura Mangkunegaran, with high content engagement, indirectly showcases the kebaya used in every activity of her content to the audience.

Researchers analyzed the engagement of Rania Yamin's TikTok content promoting kebaya culture from January to December 2023, as shown in Table 1. The data includes views, likes, comments, saves, and shares, illustrating Rania's branding in cultural promotion. With an average of 7,860,000 views per video, her content captures significant public interest. The average of 928,020 likes indicates substantial audience influence and approval, shaping audience perception. The 1,467 average comments foster interaction, enhancing Rania's personal branding. The 7,098 average saves suggest her content is inspirational for daily kebaya use. Additionally, the 82,080 average shares highlight the content's appeal, encouraging audience promotion of kebaya through their TikTok accounts. Overall, the engagement data demonstrates effective communication patterns

in Rania Yamin's kebaya content on TikTok.

From the coding conducted on Rania Yamin's ten contents using NVivo software, the researchers grouped the attire worn by Rania in the top 10 popular contents in 2023. After running the query, the researchers explored the word cloud formed from the grouping of attire used by Rania in these contents. By utilizing Word Cloud analysis, the researchers gained more profound insights into the clothing worn by Rania in her TikTok content. Leveraging the data generated through the coding process, the researchers adapted video elements using words as visual representations of the frequency of clothing appearance. It allowed the researchers to discern Rania's clothing preferences more easily through her TikTok content.

The graph in Figure 3 displays the results of the ten analyzed contents of Rania Yamin.

Two bars of the same color show traditional kebaya with a quantity of two contents and modern kebaya with a quantity of six contents, both categorized under kebaya. The green bar indicates six contents categorized as non-kebaya.

Out of the ten analyzed contents, there are six contents where Rania wore kebaya, with specifications of modern kebaya and traditional kebaya. The difference between traditional and modern kebaya can be seen in design; traditional kebaya often has distinct patterns with looser and more classic cuts. Traditional kebaya uses natural materials such as woven fabric, silk, and lace. According to Kusumadewi and Adam Jerusalem, there are two types of kebaya, including Kartini kebaya and Kutu Baru kebaya, which later evolved into other kebaya styles (Kusumadewi & Jerusalem, 2023). From the

Source: NVivo, 2024

Figure 3 Word Cloud of Rania's Attire

analysis results, there are two contents where Rania Yamin wore Kartini kebaya, which falls under traditional kebaya.

Rania wears traditional kebaya like Kartini kebaya when attending official events such as the Istana Berbatik ceremony. In that content, Rania created a vlog attending the Istana Berbatik event as a representative of Puro Mangkunegaran. In the video, Rania also explained her reason for wearing Kartini kebaya. She said,

> I don't know what the rules are like in other kingdoms, but in Pura Mangkunegara, teenage girls or at least unmarried girls at big events are better off not wearing kutu baru, so I wore a Kartini kebaya on top and a parang motif batik cloth on the bottom.

Kartini kebaya is a type of kebaya similar to the one worn by R.A. Kartini. Initially, this kebaya was classified as a Javanese kebaya with folds at the chest. The folds on the collar form a straight line downwards, making the wearer appear slimmer and taller. This kebaya is also quite long and covers the hips. It is usually made of cotton with simple embroidery or lace decorations (Azrin, 2019). Based on Javanese tradition, the Kartini kebaya is worn by the noble class (priyayi), while ordinary people wear the kutu baru kebaya (Trismaya, 2019).

On another occasion, Rania wore a black Kartini kebaya at the Malam Satu Suro event at Pura Mangkunegaran. During Malam Satu Suro, everyone participating is required to wear black clothing. Through her content, Rania stated
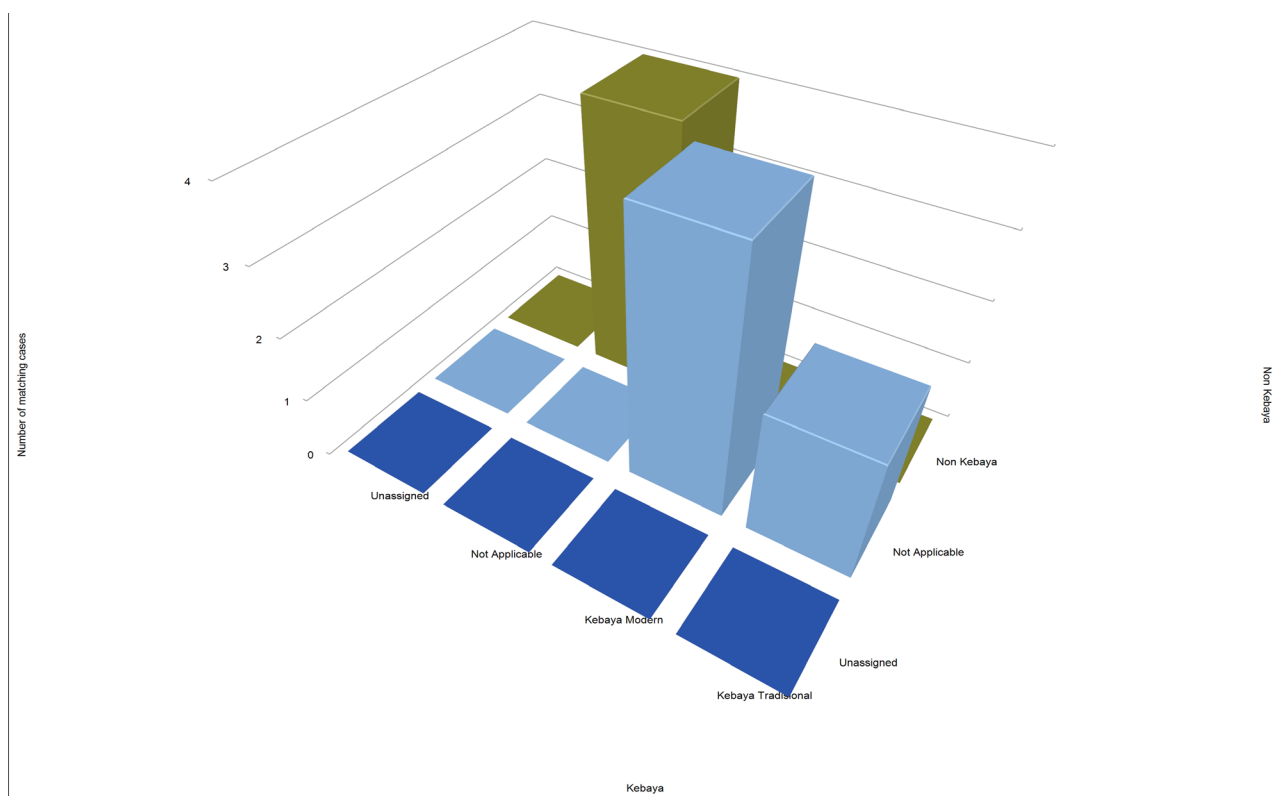
Source: NVivo, 2024

Figure 4 Graphic of Rania's Attire

Source: TikTok @RaniaaYamin, 2024

Figure 5 Rania Yamin with Traditional Kebaya

that during Malam Satu Suro, beskap (Javanese formal attire for men) and kebaya should be black because the key is not to stand out and to keep it simple. According to PR Solo Raya, the kebaya worn during Malam Satu Suro should not be modern or kebaya encim, should be made of plain fabric, and should not use velvet or gold border decorations (Rahayu, 2023). The Kartini kebaya, worn by Rania Yamin at formal events, symbolizes Indonesia's elegance and cultural heritage. It embodies luxury and grace and is typically crafted from brocade fabric with traditional motifs and paired with batik or songket skirts. Historically, the Kartini kebaya was associated with noblewomen and reserved for significant occasions. In the modern era,

the Kartini kebaya has undergone revitalization and has become increasingly popular as formal attire for state events, weddings, and traditional ceremonies. Its development now integrates traditional elements with contemporary design touches, maintaining classic elegance while remaining relevant to current fashion trends. From the two contents where Rania Yamin wore traditional kebaya, approximately 13 million TikTok users were exposed to Rania's kebaya content, thus becoming more aware of traditional kebaya in this digital era.

Rania Yamin's content frequently showcases modern kebaya, reflecting a contemporary adaptation of traditional designs. Unlike the rigid and historically patterned original kebaya, the modern version is more flexible and innovative, aligning with current fashion trends. Modern kebaya features diverse decorative elements, materials, motifs, and styles, enhancing its aesthetic appeal and versatility. A notable change is the alteration of patterns, with dynamic and intricate designs that honor cultural roots while offering fresh perspectives. Techniques in silhouette, cutting, and outlining have evolved, making modern kebaya adaptable to various body types and occasions, ensuring comfort and movement for contemporary wearers. The materials have diversified from traditional cotton and silk to lace, brocade, organza, organdy, chiffon, and

Source: TikTok @RaniaaYamin, 2024

Figure 6 Rania with Modern Kebaya

tulle, adding sophistication and modernity. This blend of traditional woven fabrics and sarongs with modern materials creates a stylish yet respectful homage to its heritage (Fitria & Wahyuningsih, 2019).

Furthermore, the decorative aspects of modern kebaya have seen notable advancements. Embellishments such as sequins, beads, and embroidery are commonly used to add a touch of glamour and individuality. These enhancements elevate the visual appeal of the kebaya and reflect the wearer's style and the occasion's formality. Rania Yamin's preference for modern kebaya underscores its adaptability and role in promoting cultural evolution. By frequently wearing modern kebaya, she highlights its relevance in contemporary fashion, ensuring that this traditional attire continues to evolve and resonate with future generations. Her influence is further demonstrated as she frequently wears modern kebaya in her daily life.

In the video "Room Tour Kamar Mandi Mangkunegaran," Rania wore a kebaya made of embroidered tulle and a modification of kutu baru. Tulle fabric is commonly used in modern kebaya, providing a transparent and lightweight appearance suitable for casual or modern designs. Tulle fabric also has a soft and elegant effect on the kebaya and is often used for formal or semi-formal events (Nagata & Sunarya, 2023). Rania was given a room tour of the bathroom at Pura Mangkunegaran and was not engaged in formal activities. Even though she was in the palace environment, she was not obligated to always wear traditional kebaya. Similarly, in the carousel content, there are three pictures of Rania wearing a modern kebaya at Pura Mangkunegaran. The kebayas she wore were modifications of kutu baru kebaya adorned with embroidered motifs, pictures, or prints, and bright colors like purple and yellow, characteristic of modern kebaya. Besides kebaya, Rania is also known as part of the Mangkunegaran family. Her content shows that she regularly visits Mangkunegaran, and if there are no specific events, she tends to wear modern kebaya more often.

Rania's content is focused on activities at

Pura Mangkunegaran and consists mainly of vlogs narrating her daily life. Among various contents, two videos show her doing makeup in a studio and at Pura Mangkunegaran. The narratives in these contents center around Rania's personal life, and she consistently wears modern kebaya in these videos. Various types of kebaya worn by Rania were analyzed in this content, including kebaya encim made of chiffon fabric with floral motifs and embroidered edges around the neckline. Kebaya encim is a type of kebaya that emerged from acculturation with Peranakan Tionghoa culture. One prominent characteristic that distinguishes it from other kebaya in Indonesia is the "sonday" (pointed) cut and the use of embroidery on the openings and wrists (Wirawan & Sutami, 2022). The use of chiffon fabric in the kebaya represents a variation of modern kebaya, indicating societal progress in selecting materials for kebaya to maintain public interest in kebaya (Stephanie & Suhartini, 2021). Additionally, the purple color of the kebaya worn by Rania signifies a departure from traditional dark colors used before the 2000s, such as black, brown, dark red, and grey (Suciati et al., 2015).

In the next content, Rania created a makeup tutorial for glass wearers, narrating her life experiences. She wore a modern kebaya made of cotton featuring a vibrant floral pattern and short sleeves. This modern kebaya reflects Rania's unique style that blends traditional elements with contemporary fashion. According to Trismaya's research, short sleeves on a modern kebaya can create a casual yet graceful impression, perfectly embodied by Rania in this video (Trismaya, 2021). Her choice of attire showcases her fashion sense and demonstrates the kebaya's adaptability and ongoing evolution in modern contexts.

From the four contents where Rania Yamin wore modern kebaya, it is observed that when not engaged in formal or official activities bound by rules, Rania tends to wear modern kebaya more frequently, aligning with her fashion style. With time, kebaya has become more flexible and adaptable to various occasions, whether formal or casual, according to individual preferences and needs. Rania creatively styles the kebaya to make it appear fashionable for everyday wear. Besides inspiring her audience to wear kebaya, she aims to revive Javanese cultural origins and contribute to living history (Maulida, 2023). Through her modern kebaya creations, Rania promotes traditional fashion and adapts it to contemporary trends, making kebaya more versatile and relevant for various occasions.

In this modern era, people's interest in expressing their fashion identity through social media is increasing, with many individuals utilizing platforms like Facebook, Instagram, TikTok, and Pinterest to showcase their styles,

try out the latest trends, and connect with fashion communities. Supported by influential figures who hold significant sway in the social media fashion world, influencers create content online that captivates others, particularly in terms of engagement, perspectives, trends, preferences, and fashion (Illera & Benito, 2018). Influencers leverage these platforms to display their unique styles (Fadiora, 2024). Consequently, social media has become a space for individuals to express and discover their fashion identity and connect with communities or influencers aligned with their interests. One example is Rania Yamin, an influencer who utilizes social media to express her unique fashion style on TikTok. She wears kebaya in almost every content, making it her distinctive identity. Studies by Schmidt and Eisend suggest that repetition of an object or element often leads to a more positive attitude towards that object (Schmidt & Eisend, 2015), and an increase in redundant or repeated information can reinforce representation (Huang & Huh, 2018). Therefore, Rania Yamin's identity, with her unique dress style, becomes stronger and more familiar to her audience because they are repeatedly exposed to her content. Consumer attention increases rapidly with repeated persuasion by several credible sources like influencers (Geng et al., 2023).

Using recommendation algorithms, TikTok displays content on users' "For You" page based on their interactions with previous videos. It means that the content shown is tailored to the preferences and activities of each user (Klug et al., 2021), and TikTok tends to recommend posts with high views, likes, shares, and comments (Boeker & Urman, 2022). Throughout 2023, Rania Yamin's content consistently reached at least 500,000 viewers per video, with high levels of interaction. It is one of the reasons why Rania Yamin's content circulated widely on the "For You Page" and went viral.

As Rania's content became popular on TikTok, highlighting her uniqueness in dressing, kebaya also came into the spotlight for the audience. As one of Indonesia's cultural heritages, kebaya became Indonesia's national attire for women since colonial times (Trismaya et al., 2022). In the past, kebaya was worn daily with simple designs made of cotton, but it later transitioned to being worn only at sacred events. Over time, it needed to evolve to prevent the erosion of kebaya's relevance with changing times. This evolution of kebaya followed the desires of its enthusiasts, with modifications to collar shapes, sleeves, silhouettes, and material use. Now, kebaya is not just considered traditional clothing but has become an integral part of the fashion world, expressing individual identities (Nagata & Sunarya, 2023). Rania Yamin stated that she wears kebaya almost every

day to encourage people to adopt the habit of wearing kebaya daily, making it a living history and representation of cultural origins (Sasanti, 2023). Research by Maryati M et al. confirms that besides influencer credibility, cultural relevance is also a vital factor influencing audience decisions regarding clothing styles (Maryati M & Utami, 2023). Rania Yamin, an influencer with a solid Indonesian history and cultural background, shows that her efforts to revitalize kebaya in the modern era resonate with TikTok users. Muthia et al. in their research states that Rania Yamin's audience is familiar with her face and appreciates her physical appearance and behavior, influencing her content on TikTok (Putri, 2024).

Based on the data processed by the researchers, it found that Rania Yamin's Tiktok content formed a theme about kebaya. Thematic content analysis through a three-element approach (Krippendorff, 2019) Video, caption, and user interaction are the three elements that can represent the point of view of content creators and audiences exposed to Rania Yamin's content. The results of the thematic content analysis of "kebaya" are visualized with a bar diagram. This diagram shows the ratio of three content elements that can lead to the formation of the kebaya content theme.

TikTok Rania Yamin's content analysis results are visualized through the bar diagram in Figure 7. The researchers used 10 video samples from the top 10 content from January to December 2023. These samples can represent all
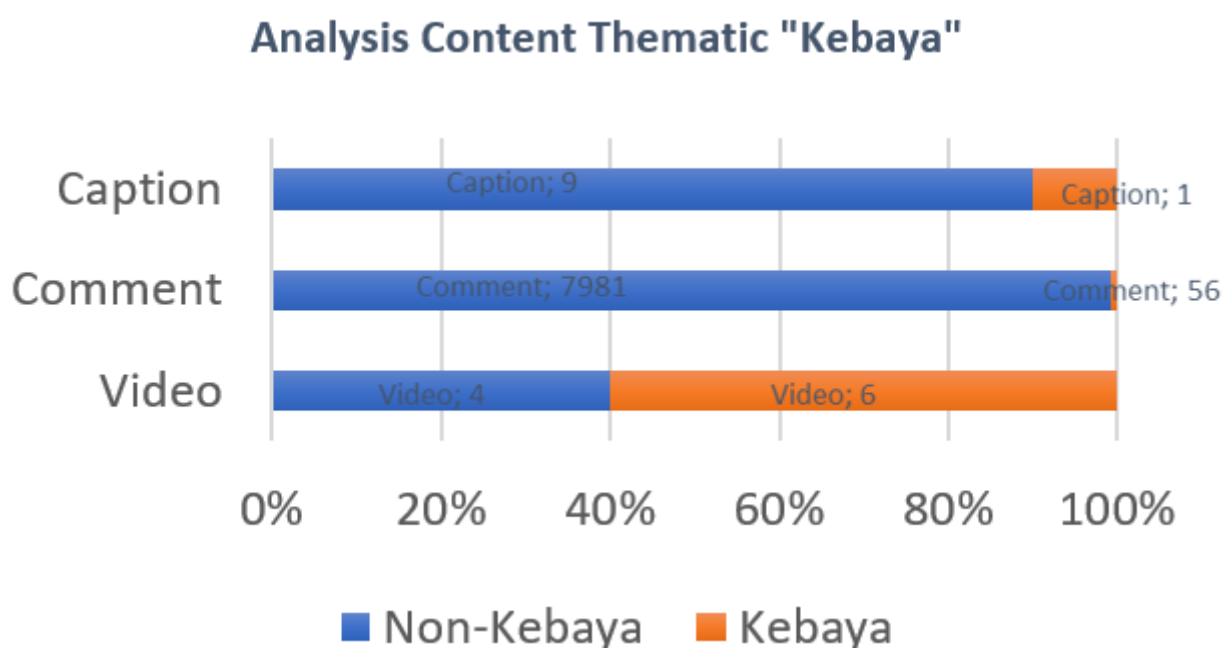
Source: Researcher, 2024

Figure 7 Analysis Content Thematic "Kebaya"

content. The sampling was based on purposive sampling. A purposive sampling technique for informants (Morissan, 2016) Takes sample data based on existing knowledge representative of the population. Purposive sampling, also known as judgmental sampling or selective sampling, is carried out by selecting participants based on certain predetermined criteria.

The data visualization results are shown in Figure 7; comparisons and the number of ratios are depicted in each element of the video content. In the first element, namely video, the number of comparisons in video content visualized with a kebaya theme is six videos out of 10 videos; 4 of these videos do not have a kebaya theme. The number of ratios formed is the ratio depicted, namely 4/10 for videos that do not visualize kebaya, while for kebaya themes, it is shown with a ratio of 6/10. It can be seen as 40%: 60% if interpreted in percentage form. There is 60% more kebaya-themed content than non-kebaya video content.

The data visualization results are shown in Figure 7, and the second element is comments. This element shows that audiences exposed to and interacting through social media become a form of interactive life in cyberspace. Fifty-eight comments discussed kebaya out of 8029 comments, 7971 comments did not discuss kebaya, only reaping praise for Tiktok celebrity figures. The number of comparisons will be seen if we look at the ratios, and there are 58/8029 who talk about kebaya and 7971/8029 who do not talk about kebaya. So if you look at the percentage, only 0.70%: 99.30% are talking about kebaya.

The data visualization results in Figure 7, in the third element, namely caption. The third element looks at the caption, which can create an entity from the content of the message created by Rania Yamin. Captions become an entity form of messages that can produce an identity from the content. The audience will be aware of the message conveyed through the caption. Researchers analyzed that there was 1 video caption that showed about kebaya out of 10 videos, while 9 out of 10 videos did not lead to the kebaya message. If calculated regarding the number of kebaya captions, the ratio is minimal, 10% (kebaya): 90% (non-kebaya).

Based on the results of the analysis carried out by researchers, as shown in Figure 7, a ratio forms the thematic content. Video elements are essential in creating thematic content with TikTok media, especially looking at Rania Yamin's content. The researchers's analysis of kebaya-themed content predominantly uses visuals, namely videos, rather than caption and comment elements. The characteristics of the TikTok media audience tend to focus more on forms of image visualization. Cultural promotion uses kebaya with TikTok media, and

the audience's characteristics are better when using visualization forms in videos or photos.

However, the ratio of caption and comment elements is higher than that of video elements. These elements can be benchmarks to measure content exposure to the audience. These two elements are indicators of implicit messages that trigger a response from the audience to accept the promotion of kebaya culture in everyday life. Based on the three elements of "kebaya" thematic content analysis, Rani Yamin can only create content based on videos and captions from the kebaya culture. Rania Yamin can control these two elements of hegemony (Foster, 2022).

Audiences with a form of self-visualization (personal branding) wearing kebaya so that audiences can receive the content provided. The comment element is only an uncontrolled variable in the form of interaction in cyberspace. Because each audience's thoughts differ when interpreting a message, it becomes an unpredictable framing variable. So, the researchers concluded that the kebaya theme was from the content Rania Yamin created (Foster, 2022,) Based on the number of ratios of each element. Each element formed will produce an implied or explicit message, which can produce thematic content that will impact the content itself. Identity is formed based on the audience's grasping power in creating the framing.

The response or engagement Rania receives from each content can be seen in the comments section. Most comments consist of praise, questions, and positive remarks, such as "because of you, I now wear kebaya as daily attire"; "always love sister Rania with her kebaya vibes 🥰♡🥺"; "Because of Sis Rania, I now wear kebaya as my daily clothes"; "always like mba rania with her kebaya vibes🥰♡🥺"; "aaa I, who really like wearing kebaya, when I saw Rania, I really liked wearing kebaya and was really inspired.". Not only positive comments, but Rania's content also occasionally receives negative comments like, "but i don't know who you are sis🥹🙏"; "I don't understand, it's confusing to understand 😂". Although these comments are not always responded to, the audience still interacts with her content. These comments indicate that Rania Yamin has a significant influence in promoting fashion, particularly kebaya. Her followers show appreciation and actively engage with her content through praise and recognition of the consistent quality of her posts. Such engagement is critical for an influencer as it demonstrates their effectiveness in influencing and inspiring their audience and strengthens the relationship with their followers, which ultimately can increase the popularity of products they promote.

This interaction can be described as parasocial interaction, which depicts the relationship between influencers and their audience. The audience feels like they are spending time and have a real relationship with the influencer (Vancottem, 2021). Simply put, social media users view influencers as friends, and this sense of closeness makes the audience more inclined to praise, ask questions, and seek advice. As this relationship between the audience and influencer develops, consumers will begin to trust them as a source of information. This parasocial concept aligns with symbolic interactionism, highlighting how individuals construct shared meanings and interpret their surroundings through communication and social interaction (CHAN, 2022). Therefore, through her kebaya content on TikTok, Rania Yamin brings kebaya to life visually and builds a relationship with her audience through parasocial interaction based on mutual interest and interpretation.

Figure 8 is an example of content created and uploaded to TikTok to be shared with other users, a concept known as user-generated content (UGC). User-generated content (UGC) is rapidly emerging as a powerful tool for gaining consumer insights and providing valuable information about products or brands that can benefit customers, particularly in terms of the value of the product (Khair & Ma'ruf, 2020).

Source: TikTok, 2024

Figure 8 UGC Kebaya & Rania Yamin

According to Mayzlin, when creating UGC, users have two main goals: to draw attention to a brand and express their satisfaction, to engage deeply in improving existing products, or to develop new original products (Gautama, 2022). In this research, if we look at TikTok, users create several pieces of content about kebaya or Rania Yamin, forming UGC. According to the researchers's analysis, the UGC content created by users aims to attract attention, express

inspiration from Rania, and deeply engage in reviving kebaya. UGC has a positive impact in terms of promotion because it blends with other social media (Mayrhofer et al., 2020). Mayrhofer also states that users generally find content created by other users more exciting and trustworthy (Mayrhofer et al., 2020). As Fadiora states in their research, social media has become a space for individuals to express and discover their fashion identity and connect with communities or influencers aligned with their interests (Fadiora, 2024). Through the use of hashtags, tagging, and geotagging, users can explore diverse fashion communities, enabling them to express themselves more, explore, and connect with influencers or communities.

Rania Yamin with her unique style has profoundly inspired individuals to embrace the kebaya for various occasions, highlighting it as traditional attire and contemporary symbol of cultural pride and identity. Her innovative approach has spurred a surge in organic content on TikTok, where users enthusiastically showcase their kebaya. This trend illustrates social media's decisive role in popularizing and preserving cultural heritage, making it appealing and accessible to the younger generation. This dynamic interaction between tradition and modernity underscores the potential of digital platforms to rejuvenate cultural practices in creative and engaging ways.

CONCLUSION

The content analysis of Rania Yamin's TikTok videos illuminates her method of popularizing kebaya attire among contemporary audiences, particularly on the influential platform dominated by Generation Z users. Through her consistent portrayal of kebaya in her content, Rania adeptly employs implicit persuasion techniques to normalize the wearing of kebaya in daily life. This conclusion stems from examining ten analyzed content pieces, where Rania prominently features kebaya in six instances, skillfully blending traditional styles with modern elements to cater to diverse audience preferences.

Rania's decision to incorporate kebaya extends beyond mere fashion expression; it serves as a profound cultural statement to preserve and promote Indonesian heritage within digital spaces. Noteworthy is her discerning selection of modern kebaya designs and incorporation of contemporary ornaments, indicative of her acute awareness of current fashion trends and audience preferences. This strategic adaptation aligns perfectly with the interests of TikTok's predominantly youthful demographic, effectively positioning kebaya as a relevant and fashionable choice for daily wear. By consistently integrating kebaya into her content, Rania establishes a visual identity

that profoundly resonates with her audience while reinforcing the cultural significance of this traditional attire.

Rania Yamin's repetitive kebaya-related content on TikTok contributes to its normalization and increased representation. Repeated exposure familiarizes viewers with kebaya, associating it with style, authenticity, and cultural pride. TikTok's algorithm further amplifies Rania's content through targeted recommendations on the "For You Page," enhancing its reach and impact. This synergy between Rania's content and TikTok's algorithm underscores the platform's role in cultural dissemination and social influence. By leveraging TikTok's features, Rania transforms kebaya from a niche cultural artefact into a mainstream fashion trend embraced by global audiences, illustrating social media's power in shaping societal attitudes and behaviors regarding cultural representation and identity.

Moreover, this research provides invaluable insights for influencers and marketers seeking to champion cultural heritage and reshape societal perceptions of traditional attire. By scrutinizing Rania Yamin's approach to popularizing kebaya on TikTok, this study sheds light on the effectiveness of consistent content portrayal and algorithmic support in bolstering cultural visibility and fostering acceptance. Additionally, it underscores the significance

of seamlessly blending cultural elements with contemporary trends to resonate with modern audiences. Looking ahead, future researchers could delve deeper into this realm, employing theoretical frameworks to uncover the intricate mechanisms of cultural persuasion and audience engagement in digital contexts. Such endeavors hold immense potential in informing actionable strategies for cultural marketing and advocacy, fostering a deeper appreciation for and celebration of diverse cultural expressions in the digital era. Ultimately, these efforts are pivotal in ensuring the continued vibrancy and reverence for traditional attires like kebaya amidst the ever-evolving digital landscape. Furthermore, this study emphasizes the indispensable role of digital influencers in safeguarding cultural heritage and shaping global fashion trends, highlighting the transformative influence wielded by social media platforms.

Researchers found many findings on kebaya revitalization in the digital era: a qualitative content analysis of Rania Yamin's TikTok uploads. They mainly focus on Rania Yamin's branding, looking at interpersonal communication to create personal branding for the research object. Rania Yamin's branding can reflect how Rania Yamin, through conveying implicit and explicit messages, can dominate the audience. Recommendations for further research include analyzing the interaction

process with the audience to create effective communication. The audience using TikTok media has various characteristics, so the process of building communication can be developed effectively.

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