

Creative Pedagogy of Jombang Bridal Clothing on Generation Z's Interest in Fostering Fashion Creativity

Peppy Mayasari¹, Marniati²

{peppymayasari@unesa.ac.id¹, marniati@unesa.ac.id²}

Fashion Design Education Study Program, State University of Surabaya, Indonesia^{1,2}

Abstract. Media development leads to the development of HoTS (High Order Thinking Skills), which includes several skills in analyzing, evaluating and creating a product. Local-based product development and modern technology in Jombang wedding dress to maintain the characteristics and features in the Jombang area. This research is a type of qualitative research with data collection in the form of 1) direct and indirect observations, 2) interviews and 3) exploration and interest related to generation Z. The study results show that 1) Creative pedagogy can foster creativity that can interact with a problem in the development of Jombang Bridal Clothing. 2) Generation Z's interest in developing creativity Jombang bridal clothing is high. This is reinforced by the application of the concept resulting from several creative ideas in the Jombang area.

Keywords: Pedagogy, Bridal Attire, Interests Generation Z's

1 Introduction

Facing changes in culture and civilization that are growing so fast and unlimited, one of which can be done through educational media that emphasizes the development of the 4C: Communication, Collaboration, Critical Thinking and Creativity. The development of educational media leads to the development of HoTS (High Order Thinking Skills), which includes several skills in analyzing, evaluating and creating [1].

In fashion, clothing is a form of aesthetic expression that was very popular at the time and on occasion. Indonesian bridal clothing has the characteristics and privileges of each region [2]. Jombang is an area that has the potential to explore the region's quality and potential as a capital strengthening in developing innovative products in the fashion sector.

Local-based product development and modern technology in Jombang's wedding dress must continue to be considered. This is because bridal clothing, especially in the Jombang area, does not lose its characteristics and features due to the growing trend of fashion in modern bridal clothing [3]. The choice of traditional Jombang wedding dresses and modifications can also affect consumer interest in the current generation, especially Generation Z, in creativity. Creativity is an essential component because it is the main asset of the next generation to develop sustainably in the face of an unexpected future [4].

Generation Z is a continuation of Generation Y, one of the groups born and developed along with technological developments. Generation Z is different from other generations. The most visible difference is that this is an up-to-date generation that cannot be separated from the internet [5]. The most distinguishing characteristic is that Gen Z is more sensitive to technology and the virtual world, flexible and open-minded. Gen Z can think broadly. Based on the explanation above, an in-depth study will be conducted on how much interest Generation Z has in the creative pedagogy of Jombang Bridal Clothing.

2 Theoretical Basis

Creative pedagogy is creativity that can consider several activities that interact with a problem and provide solutions through new habits [6]. These habits can be developed by utilizing a form of creativity, one of which is in the field of fashion. The development of creativity and originality marks this creative pedagogic activity through imagination and innovation in Jombang wedding dresses adapted to learning strategies. Applying creativity to Jombang's wedding dress can modify the results of cultural works and local products. Local products can influence a generation's interest to start developing their work [9].

Slameto (2010: 180) argues that interest is a sense of preference and interest in a thing or activity without anyone telling. Interest can also be interpreted as a form of attention, giving rise to feelings of pleasure as a desire or action [7]. Interest is a motivation that shows the direction of a person's attention and activity towards an object because he feels interested and desires to act to achieve a goal. A person's interest will arise if the individual has a need that must be met. If the basic needs have been met, the desire arises to start choosing other types of needs tailored to their interests and tastes.

Interests and teenagers can be concluded that teenagers' interests are attention, feelings of pleasure and desires for a particular field or thing that is considered necessary that makes adolescents feel related and give full attention to the object they like without coercion. This can be related to the conditions in the Unitary State of the Republic of Indonesia related to the diversity of tribes, cultures and customs that can be developed according to the interests of the next generation.

According to the Central Statistics Agency (CSA), in 2020 released data that in Indonesia, there are more than 300 technical groups and 1340 ethnic groups, each of which has its characteristics [8], especially in the fashion or style of dress. Fashion is an expression or personal expression that is not always the same for everyone. Fashion is not only needed to meet basic needs, but fashion is a part of a lifestyle that can influence a person to look according to their character. The benefits of fashion include a means of communication. The means of communication in question can be used as a communicative medium. Besides that, fashion also contains several non-verbal messages conveyed to the viewer. Fashion can also infer and judge social class according to what people wear. Another benefit of fashion is also as a self-identity that can show one's identity and personality [9].

One of the developments of the times at this time is bridal clothing. Today's bridal attire is different from ancient wedding attire. These changes can be seen from several things, including fashion model, material color, and decoration used which are adjusted to the needs of the mechanism. For example, the following wedding dress from various regions according to the development of the era:



Fig 1. Old Javanese Bride
Credit: Brightside via hu.pinterest.com



Fig 2. Classic Bride (IG: Bridestory.com)
Credit : <https://www.bridestory.com/id/aisya-argubi/projects/klasik-sunda-siger>



Fig 3. Modern Bride

Credit : <https://id.pinterest.com/yufiyulinarfirdaus/gaya-pengantin/>

Bridal dresses have different characteristics and advantages. What distinguishes usually is in terms of the development of wedding dress designs. According to DPP HARPI-MELATI and nationally, modifications in Jombang wedding dress have good potential that can be useful for preserving local culture in Jombang City, which can foster the interest of generation Z to foster new creativity in bridal clothing in the Jombang area and areas that are other.

Generations that appear in a social environment become a group that can be used to develop human resource management. According to Mannheim (1952), the concept of generational development shows that the younger generation cannot thoroughly socialize because there is a gap between the ideal values taught by the old generation and the reality of today's young generation [10]. This generation has characteristics and characteristics that are different from the previous generation. However, in recent years, the definition of generation, according to Kopperschmidt (2000), is a group of individuals grouped by year of birth, age, place and similarity of events. Some opinions related to generational differences can be summarized in the following table:

Table 1. Generational Grouping

Sumber		Label			
Tapscott (1998)	-	Baby Boom Generation (1946-1964)	Generation X (1965-1975)	Digital generation (1976-2000)	-
How & Stauss (2000)	Silent generation (1925-1943)	Boom Generation (1943-1960)	13 th Generation (1961-1981)	Millennial Generation (1982-2000)	-
Zemke et al (2000)	Veterans (1922-1943)	Baby Boomers (1943-1960)	Gen-Xers (1960-1980)	Nexters (1980-1999)	-

Lancaster & Stillman (2002)	Traditionalist (1900-1945)	Baby Boomers (1946-1964)	Generasi Xers (1965-1980)	Generation Y (1981-1999)	-
Martin & Tulgan (2002)	Silent Generation (1925-19420)	Baby Boomers (1946-1964)	Generation X (1965-1977)	Millenials (1978-2000)	-
Oblinger & Oblinger (2005)	Matures (<1946)	Baby Boomers (1947-1964)	Generasi Xers (1965-1980)	Gen Y/ Net Gen (981-1995)	Post Millenials (1995-Present)

The development of the times in each generation changes from time to time, with the Baby Boomers generation beginning to decline. According to the results of research from Bencsik, Csikos and Juhez (2016), the decline is related to the working age and labor force as well as the increasing number of X and Y generation groups and the generation that has begun to advance and develop in the community, namely Generation Z[11]. Generation Z is a sustainable group that grows according to technological developments. Generation Z cannot be separated from the internet. It is proven that Generation Z uses the internet for entertainment, study and work. Generation Z can think globally because they often use social media to communicate with people worldwide.

3 Method

This study uses a qualitative method, with the research instrument used as a tool that is needed or used to collect data [13]. Collecting data in the form of 1) observations made directly on implementing the practice of making Jombang wedding dresses. This aims to discover how the development of Jombang wedding dress modifications is currently trending. 2) Indirect observations made via the internet. This activity aims to discover the details of developments related to Jombang confectionery clothing developed by designers and vendors in Jombang City. 3) Interviews with several resource persons and cultural experts in the field of bridal clothing in the Jombang area. This activity aims to discover the characteristics and privileges of the local Jombang culture as a reference and limit in developing the creativity of bridal clothing. 4) Exploration, which aims to create and develop Jombang wedding dress without compromising the original concept and standard of the Jombang City area. 5) The questionnaire was used to find out Generation Z's interest in the development of bridal clothing in the city of Jombang.

4 Results And Discussion

Based on the results of observations and interviews that have been carried out previously, with a total sampling of 93 respondents, the application of creative pedagogics in Jombang wedding attire can provide consideration for several activities that interact with a problem in the creativity of bridal attire, which is equal to and provide solutions through new ideas and concepts in the development of creativity and originality through imaginative and innovation in Jombang wedding dress [6]. The creativity in Jombang wedding dress has good potential. It affects the local culture and products of the Jombang area, which can significantly influence a work's creativity [9]. This can be seen in terms of design, completeness of accessories, and also the elements contained in the details of the Jombang wedding dress.

Based on the results of observations and the distribution of questionnaires to all respondents, matters relating to the creativity of Jombang wedding dress indicate that creativity can be based

on several factors that influence it, including being able to advance new ideas, being able to think ahead, being able to see problems and opportunities market. The Jombang wedding dress shows that the ideas raised in the Jombang wedding dress are very creative, seen from several elements, including design, completeness of accessories and the aesthetics of the bride's attire, as well as the ability to develop ideas and add detail to the Jombang wedding dress idea. This follows the aspects of developing creativity, especially in bridal clothing, namely: aspects of creative thinking ability, flexibility, elaboration and originality in thinking. [12]

The results of this study indicate that the interest of Generation Z in developing Jombang wedding dresses is very high, i.e., 73% of respondents strongly agree with the results of developing ideas and creativity of bridal clothing by considering local products in Jombang City. Interest is a motivation that shows the direction of a person's attention and activity towards an object because he feels interested and there is a desire to carry out an action to achieve a goal. This interest is also supported by several inspirations that can be developed to create a product that is unique and has high creativity for the long term and in the future.

5 Conclusion

From the results of research and data analysis in the form of observations and interviews related to "Creative Pedagogy of Jombang Bridal Clothing on Generation Z's Interest in Fashion Creativity," it can be concluded as follows: 1) Creative pedagogy can foster creativity that is able to interact with a problem in the development of Bridal Attire Jombang. 2) Creativity in Jombang bridal attire has a major influence on generation Z in terms of several aspects and opportunities in the development of creativity, namely: creative thinking ability, flexibility, elaboration and originality in thinking. 3) Generation Z's interest in developing creativity Jombang bridal clothing is high. This is reinforced by the application of the concept resulting from several creative ideas and potentials in the Jombang area.

Furthermore, researchers are advised to explore bridal clothing in other areas and develop local culture and products in several areas. It is hoped that in the future creative ideas from several regions can also be developed and have a high selling value and can be of interest to Generation Z and other generations.

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