

ABSTRAK

Syafi'i, Imam. 2023. *Filosofi Busana Ratu Kencana Wungu Melalui Kreatifitas Desain Kostum Karnaval Defile Majapahit pada Jember Fashion Carnival* Skripsi, Program Studi Pendidikan Vokasional Kesejahteraan Keluarga – Tata Busana, Universitas PGRI Adi Buana Surabaya, Dosen Pembimbing: Dr. Atiqoh, M.Pd.

Tujuan penelitian ini yaitu 1) Menjelaskan nilai filosofi Busana Ratu Kencono Wungu melalui kreatifitas desain kostum karnaval defile Majapahit pada Jember Fashion Carnival (JFC) 2022, serta 2) Menjelaskan hasil proses dan modifikasi dalam kreativitas desain kostum busana Ratu Kencono Wungu defile Majapahit pada Jember Fashion Carnival (JFC) 2022.

Metode penelitian memakai jenis penelitian kualitatif deskriptif, yang dimana dari hasil observasi, wawancara dan dokumentasi mengenai analisis makna Filosofi Ratu kencana Wungu Melalui Kreatifitas Desain Kostum Karnaval menggunakan media komunikasi nonverbal yang menyimpan pesan sekaligus mengimplementasikan makna dan simbol pengungkapan sosok Ratu Kencana Wungu yang mempresentasikan sosok pemimpin wanita yang anggun, tegas dan khususnya wanita Jawa sebagai wujud pelestarian budaya melalui gelaran pawai kostum karnaval Jember Fashion Carnival pada perkembangan masyarakat era modern saat ini.

Hasil penelitian yaitu: 1) Pesan yang berisikan pengungkapan diri dari sosok Ratu kencana Wungu yang sederhana, berkharisma, elegan, tegas dan cantik dalam menunjukkan simbol sebagai seorang pemimpin pada masa itu; 2) Adanya media komunikasi nonverbal dalam penciptaan kostum karnaval; 3) Peneliti mewakili masyarakat serta sesama desainer yang menonton dan sebagai penampil; serta 4) Jember Costume Carnival Wujud pelestarian budaya tidak hanya mendatangi museum maupun belajar membaca buku, namun lewat jember Fashion carnival mereka dapat mengenali keagungan leluhur mereka yang sangat besar.

Kata kunci: *filosofi, kostum, kostum karnaval, Jember Fashion Carnival*

ABSTRACT

Syafi'i, Imam. 2023. *Ratu Kencana Wungu Fashion Philosophy Trough the Creativity of Majapahit Defile Costume Carnaval Design at Jember fashion Carnaval (JFC) 2022* , Family Welfare Vocational Education Study Program – TFashion Design, PGRI Adi Buana University of Surabaya, Supervisor : Mrs. Dr. Atiqoh, M.Pd.

The aims of this study are 1) to explain the philosophical value of Ratu Kencono Wungu clothing through the creativity of the Majapahit defile carnival costume design at the 2022 Jember Fashion Carnaval (JFC), and 2) to explain the results of the process and modifications in the creativity of the costume design for the Majapahit defile of Ratu Kencono Wungu clothing at Jember Fashion Carnaval (JFC) 2022.

The research method uses a descriptive qualitative research type, which from the results of observations, interviews and documentation regarding the analysis of the meaning of Ratu Kencana Wungu's Philosophy Through Creativity Carnaval Costume Design uses nonverbal communication media that stores messages at the same time implementing the meaning and symbol of disclosing the figure of Ratu Kencana Wungu which represents the figure of a graceful, assertive female leader and especially Javanese women as a form of cultural preservation through the Jember Fashion Carnaval carnival costume parade in the development of today's modern era society.

The results of the study are: 1) Messages that contain self-disclosure from the figure of Queen Kencana Wungu who is simple, charismatic, elegant, firm and beautiful in showing a symbol as a leader at that time; 2) The presence of nonverbal communication media in the creation of carnival costumes; 3) Researchers represent the community and fellow designers who watch and act as performers; and 4) Jember Costume Carnaval The form of cultural preservation is not only visiting museums or learning to read books, but through Jember Fashion Carnaval they can recognize the great majesty of their ancestors.

Keywords: philosophy, costume, costume carnaval, Jember Fashion Carnaval