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The Classic Trend of White Shirts in Indonesia

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ABSTRACT

The white shirts are one of the basic types of clothing for men, which have become a classic fashion trend and are recognized in almost all parts of the world. White shirts have a long history in Western clothing. Changes in this clothing usually lie in the type of collar and sleeves as the inner for suits as men's formal wear. White shirts were originally worn by elite consumers rather than the middle class. The middle-class people rarely wore white shirts because a special washing treatment was needed for white shirts. In addition, since shirts were used for work, they were used repeatedly as many times as possible. In Indonesia, the use of shirts or clothing similar to shirts was discovered in the 17th century as the inner layer of a jacket (kalambi) that was influenced by Western clothing. The purpose of this research is to found out the role of white shirts in Indonesia, since as found in Western culture, white shirts in Indonesia have their own history after the colonial period. The method of this research is a historical approach to see how they experience changes related to social identity that distinguishes the wearer from the upper and lower classes and also political identity. Political identity is one of the identities of white shirts especially in the 2010s during President Joko Widodo's administration. The research found that the embedded political identity does not principally change the function of white shirts in Indonesia as they do not always reflect political tendencies. Moreover, like clothing, they are neutral and do not mark the identity of either men or women.

Key Words: Clothing style, identity, Joko Widodo, white shirt, Indonesian trend fashion.

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1. Introduction

Clothing serves to protect the body from bad weather and can hide certain parts of the body (Barnard, 2007). It is one of the clearest markers of many markers of appearance, with which people distinguish themselves from others and then are identified as a member of a certain group. Selection of clothing can function as a statement to show that a person is from a certain group sharing a certain set of ideas. One need and actualization of the use of clothing is one of them refers to tastes, while tastes refer to the level of acceptance - popularity - of a particular style at a certain time in a particular social

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system. The style that is trending may be appropriate or not according to taste, so therein lies its uniqueness (King, 1980). Fashion has various dimensions and perspectives, but basically, fashion is the result of design, visually. Before fashion is considered to be a social entity, fashion involves the design process with various considerations so as to produce an appearance. The appearance of fashion which is the basis of one's perception in evaluating fashion (Solomon and Rabolt, 2004).

In Indonesia, fashion is one of the cultural elements whose ownership and usage varies according to the concept of thinking of the people in a region in Indonesia (Hutabarat, 1999), however, the function of clothing has developed and it is focused more as a means of actualization of the wearer nowadays. Fashion has the understanding as a style of product consumers or ways of behaving that are temporarily adopted by a number of members of a social group because the chosen style or behavior is felt to be socially appropriate in terms of time and situation (Sproles, 1974), so is in Indonesia where a people in region constructs its specific characteristics, whether it is referring to the current fashion trends or not.

One indication of the actualization is having a fashion style preference based on current fashion trends. Fashion trend is one of the implementation of the principles of the trend in social contexts that can describe the visual culture and identity of the consumers in a specific environment based on factors of consumer preference for a certain fashion style (Saravanan, 2001). Trends, in general, is not subjective to be applied, although the tastes and preferences of many people are taken into consideration, but trends are symptoms that are captured in general, so that what is liked or favored is that which applies relatively to many people or society (Frings, 1987). Another understanding of trends is that trends are the direction of movement of a trend that affects other aspects such as cultural aspects, community behavior to business (Raymond, 2010). Fashion trends in Indonesia in the 1930-1940 era followed the pace of Western trends, with an international style that was young, casual and sporty, at this time also began to emerge figures in the world of fashion such as Maria Ulfah, Herawati Diah, Mien Soedarto dan S.K. Trimurti (Zaman, 2002).

Shirts are one of the oldest types of modern tops and they are worn in various parts of the world with different terms and meanings. In general, shirts can symbolize one's status, occupation, and leisure time. White shirts, in particular, have a long history and their own identity such as in the case of work. In the 20th century, there was a separation between "white collar" and "blue-collar" workers, white-collar is a term for workers who use their hands in their work such as in administrative and banking-related work (Hu, et al., 2010). Blue-collar is attached to workers who use physical strength and not higher education. The white-collar workers are also described as office workers and blue-collar workers are usually placed on sites, factories, and other menial jobs (Blaszczyk, 2008). Technically, the color blue was chosen because the white color requires special treatment. White shirts get dirty easily, which means they are washed more often, thus are not suitable for workers with low wages (Barnard, 2007).

White shirts are most commonly recognized as a rudimentary undergarment in western clothing, especially men's clothing. In other parts of the world such as Asia, shirts are known as kameez, a traditional loose garment for the upper body, carefully made from rectangles of woven material to make the body and sleeves with an underarm gusset. In Ancient Rome traditions, shirts are known as *camicia* or *camisa*, evolving to the francophone *chemise* that is mainly used in the terminology of womenswear. While Anglo-Saxon calls it *shift*, *smock*, and *shirt* (Angus et al., 2015). In Indonesia, shirts are referred to as *kemeja* adapted from the Portuguese language *camisa* allegedly because the Portuguese occupied Indonesia around the 16th century and they influenced many aspects in Indonesia, one of which was fashion (Lombard, 1996).

Research on white shirts (or white-collar and button-down, in other terms) in general has been found, both in terms of historical, psychological, or economic, but how the white shirt is used not only as part of one's look is rarely examined, especially when the white shirt image represents something in particular. Similar historical research on distinct Indonesian clothes such as *kebaya* and *sarong* or research related to trends in Indonesia has been found, but the research on assimilation clothes such as shirt that are commonly used by modern Indonesians are still limited. This research has a novelty in examining historically the white shirt as classic trend in Indonesia by initially describing it as originated in Western clothes history to obtain the understanding of the white shirt, how the white shirt first

known in Indonesia and to highlight the recent application of white shirt in Indonesia, mainly because it is used as a political identity in president Joko Widodo era since the election until the presidency era.

1.1 Shirts in the fashion world

In the history of world fashion, white shirts used as undergarments and in practical clothing were found during the Renaissance. Both men and women used them to cover the inside of a cloak or coat (Hennessy, 2012). For higher class people, outerwear was usually fancier and the covering shirts were decorated in such a way that it had sophisticated collars and sleeves with laces and embroidery. In practical clothing, the outer layer of shirts resembled jackets and shirts worn by the lower social class people had less decoration less and diversity. Shirts, especially white shirts as undergarments, when worn are usually visible on the collar and also on the wrist.

Based on fashion history written in Hennessy, 2012 the use of white shirts made of linen in men's clothing is recognized at least during the Baroque and Rococo period around late 17th century, white shirts that function as undergarments are usually only visible on the collar and arms or wrists parts. The collar at that time was so diverse, there are those who use lace ruffle, drape, jabot, stand-up collar, frills, the sleeves are usually tight, but the wrist is made oversize with frill or lace decoration as well. The use of a white shirt as a fancy undergarment survived until around the late 1800s, gentlemen's formal dress became more sombre in shape and tone in the mid 19th century. The three-piece suit emerged in the 1860s, in the next period namely La Belle Epoque and The Jazz Age which later led to an Edwardian style with fashion leader King Edward II (even when he was still the Prince of Wales) men's suit style did not show much change but the white shirt is a basic outfit that is still used (Hennessy, 2012).



Figure 1 & 2. The use of white shirts as undergarments in the Baroque Rococo period. King Edward as a fashion leader and trendsetter namely Edwardian style (photo source: Hennessy, 2012).

The variety of clothing styles that emerged in the next period in European culture did not necessarily make the white shirt lose its identity, although in Veblen mentioned in his book that the white shirt (or white-collar) is identical to the middle-class worker, different from the blue-collar that refers to the lower class but the white shirt on three-pieces remains the choice of formal clothing until nowadays. Seperti yang terlihat pada sumber (Angus et al, 2015) white shirt or blouse also appeared in women's fashion style, initiated in Renaissance era as camisa, in the Belle Epoque era and as a cutting edge fashion style in the 90s era, the white shirt mainly in button-down collars or sport collars also

attached to the fashion icon from Grace Kelly to Julia Roberts, since they use it on their iconic movies or photographs.

1.2 Fashion trends

Trends as knowledge have been known for centuries starting from the 15th century. Trends were implemented in various forms both from individuals and groups, as a result of external factors such as technology and politics. Over the centuries, the changes in fashion have been influenced by dominant social classes, new monarchy, and the power behind them. While in relatively peaceful times, fashion can last for decades. The current trends are dominantly influenced by fashion professionals and the lifestyle of consumers. The trend industry began to develop in 1915 in the United States and France, with the emergence of research to track and predict trends (Holland & Jones, 2017).

Trends can take place in a short or long time and are usually divided into fads, trends and classic. Fad is emphasized to grow quickly and disappear quickly too, departing from initial adoption to the mass market in a few weeks or short months, while trends develop more slowly, often passing the learning of several seasons or even years. Development of trends that go through learning from 1-2 years and provide enough time to become a marketable product. To overcome the lagging effects of consumer ideas, many retailers use close-to-season or in-season trend tracking, which offers real-time reports on key colors, silhouettes and key products (Holland and Jones, 2017).

Some fashion trends based on a cutting-edge fashion items, then it turns out that most people are comfortable wearing them. These items have the ability to adapt to and they turn into classics. Trends occur based on certain concepts and calculations made by trend forecasters. They can also just happen by chance. When someone who does not conceptualize him/herself as a reformer or an innovator but his/her clothing style is imitated by many people, the adoption process resembles a trend. Trends are generally not subjective and although individual tastes and preferences are taken into consideration, trends are captured general symptom. Thus, that what is liked or favored is something that is popular among many people or the society (Frings, 1987). Fashion trends, in particular, are paired with the term mode that is defined as: 1) fashion style/design or fashion complementary that is always changing from season to season, which also applies to music, art and other areas; and 2) lifestyle, clothing style, behavior, etc., that are applicable and popular in a certain period (Frings, 1987).

Trends refer to Holland and Jones (2017) can be divided by type and time range as follows:

a. Fad: A breakthrough in style at a time that only lasts for a short time (3 to 6 months). Fad has an appeal to a limited audience and its appearance can be phenomenal but only last for an instant. As an example in Indonesia, a film titled "Dilan" influenced in a momentary trend of wearing denim jackets as worn by the characters in the film.

b. Trend (6 months-5 years): Trend, from the point of view of time, is the style or product categories that become popular for a period of time, and affect most consumers, brands, and even various products. A trend is adopted by many before losing popularity and becoming obsolete, bad, or not stylish. A seasonal trend lasts for 6-12 months while long-term trends last for 1-5 years.

c. Classic (10-25 years): Classic is a style or an object of fashion that has mass appeal or utility and is often regarded as a basic outfit and owned by many people. A classic continues to be produced, sold and used, and constantly evolving according to era. For example, the shape and color of jeans always change according to the latest fashion and they can be boot-cut, skinny, snow-washed, colored, and ripped. The classic skinny jeans, when first appeared were seen and sold everywhere. They were something new and can be used by people of all genders and backgrounds.

A trend that has become a classic is the white shirt. White shirts have been used for more than just 10-25 years. They are also timeless whether they come from an era such as Edwardian, Mod, Preppy, or others, because they always exist and become a utility in these fashion styles. The time range indicator is a convenient model to identify the type of trend, mainly in this research the white shirt is mentioned as classic trend, neither in Western clothes nor in Indonesian clothes history. The history of white trend itself relatively easy to find in the fashion history literature, quite different from the existence of a white shirt in Indonesia that has never been researched before, whereas historical data on the existence of white shirts in the past are existed but scattered. Compared to other research on Indonesian clothes such as kebaya, sarong, kain batik, baju bodo that have compiled on other research and easy to find and cited. The use of white shirt in the recent fashion trend also reinforced

that the white shirt is one of the clothing entities that still survive in Indonesia until an unspecified time limit.

2. Research methods

The method applied in this study is qualitative with a historical approach, which traces data from past events. The method reconstructs and observes symptoms systematically to get accurate facts that support the viewpoint of the reconstruction. The method was applied in reading the trends and tendency in visual and textual data about white shirts internationally and in Indonesia in particular. Historical research utilizes data from the past or what has already happened. History has two meanings, namely the discipline that studies everything about the past and events that truly occurred.

The concept of chronology in a historical research has the disadvantage of losing context in each sequence of events. In that context, there is a missing story, namely the causes, meanings and relationships at each point in time. Therefore, the narration is needed in it, as stated by Walker (1989). Two stages, the diachronic and synchronic, were carried out to reveal the relationship between trendsetters and white shirts in Indonesia as well as in-depth reveal the interrelationships between these factors. The identification of the objects that constitute a particular style requires the existence of other objects whose features are general so that the specific character of a style can be clearly seen when contrasted with others (Walker, 1989).

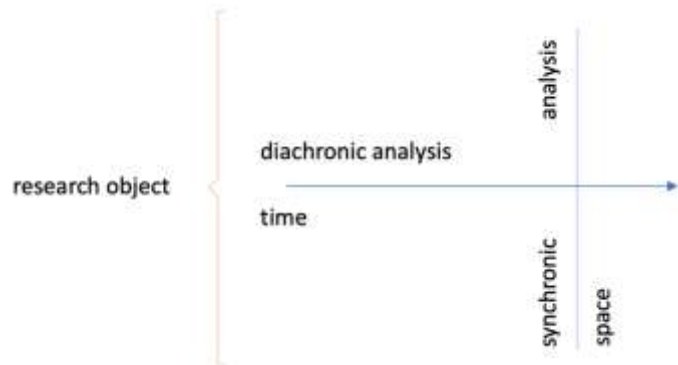


Figure 2. The historical approach on research (Walker, 1989)

The historical method approaches the research topics and problems by marking certain time periods that are the focus of the study and by describing the dimensions of the research object. In this study, there are several periods that mark the existence and change of white shirts fashion trends, both internationally as the background and in Indonesia as the focus of the research. The periods referred to are not sequential in a timeline but they start from the oldest time to the most recent time. This method is expected to reveal the history of white shirt trends and other related dimensions such as the social culture globally and narrowly in Indonesia as a research subject, in particular when it affects the fashion trend at a time. Since the research of white shirt trends in Indonesia is limited and almost nowhere to be found, this research could be a research model to similar objects or approaches.

3. Discussions

3.1 White shirts in the history of Indonesian fashion (pre-colonial period)

White shirts are one of the basic types of clothing found in various parts of the world. They are also found in Indonesia. Indonesia has a national dress for men, which was originally agreed to be pants similar to pajamas (Indian: pajama) with an upper of teluk belanga (men's upper clothing with upright collars, slits along the middle of the face, and loose long sleeves). The upper and the pants are equipped with plaid sarong cloth which is folded and placed around the waist to the pelvis, a peci (a type of cap), and a pair of shoes (slippers that are closed at the front). However, it is inevitable that the Indonesian people also gained a lot of influence from other nations who colonized it until around the 18th century. Dennis Lombard mentioned that Western clothing was accepted by men in the cities and more and more in the countryside too. This means that people wear pants and shirts at in their daily activities, and fully clothed, with suits and ties in ceremonies. This phenomenon is also found in other big cities in Southeast Asia. Based on the choice of words, the word kemeja (shirt) originally came from the Portuguese word camisa, dasi (tie) from the Dutch word dasje, celana (pants) from Hindi, and baju (clothes) came from Persian language. Through the Memoirs of Prince Djajadiningrat, written in 1933-

1934, it was stated that the regents were still loyal to the true Boemipoetra (indigenous) people who wore a cloth, Javanese suit, did not wear shoes but selop (slippers) (Lombard, 1996).

The Prince's memoir also mentioned that by 1910, when he started copra business and socialized with Europeans and Chinese, he often went back and forth to Betawi, he often read newspapers and monthly letters. He found that wearing sarong, slippers, and turban was bothersome when doing heavy work, while wearing pants, shoes, a suit, and a Turkish cap helped his work. Radio was the main source of information about Europe, which gave references to women about the latest fashion in the centers of European fashion namely Paris and New York (Nordholt, 1986).

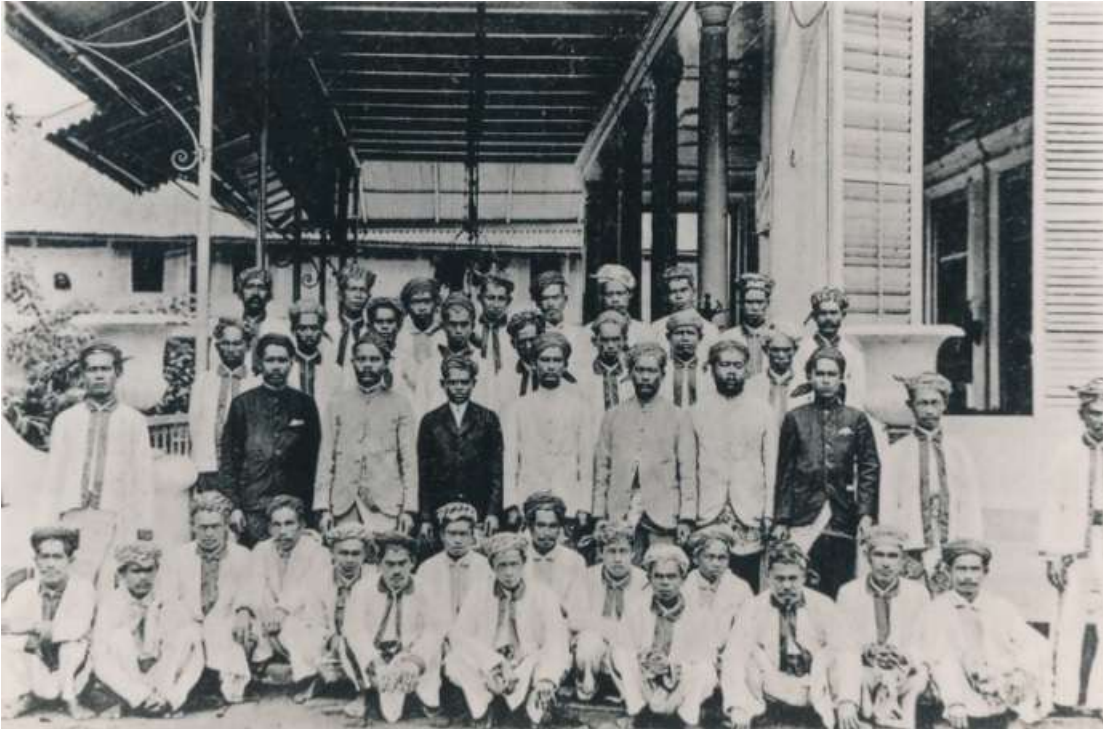


Figure 4. The clothing style of Indonesian men during the colonial era around 1920s with the visual characteristics of teluk belangga upper combined with pants and sarong (Perpustakaan Nasional photo archive, collected in 2018)



Figure 5. The clothing style of Indonesia men around 1930s, documentation of Ismail Marzuki as Indonesian pioneer music figure with his band Liev Java, using white shirt and white pantalon (Femina magazine, number 23/XXIV, June 1996)

S. K. Trimoerti openly referred to clothing when speaking of his experience as a young nationalist in the 1930s. The colors were no longer white and it was not limited to government uniforms and thin summer clothes belonging to the European community in the Indies. Since the 1920s, the Indonesian youth organizations also used white when they paraded in their uniforms, which later took a more military style. Western clothing was preferred by men at that time not for practical reasons, but according to one article published in the 1924 Djawa magazine the reason was more for the cheapness of western clothing. A trousers and a shirt cost only 11.80 gulden (Dutch currency prevailing in Indonesia at that time) whereas to get a piece of cloth, a surjan and a blangkon cost 17 gulden, so at that time economic factors played a role dominantly. Under the Japanese occupation, ties almost disappeared from men's clothing and were replaced by an open collar, while peci widely became a symbol of national unity. When Soekarno proclaimed Indonesia's independence, he wore a white suit and a peci, without a tie (Nordholt, 1986).

3.2 White shirts in the history of Indonesian fashion (modern and post-colonial periods)

In the next period in Indonesia, namely after Indonesia gained independence, white shirts were still used, especially in formal men attire that were based on the Western concept. Thus, white shirts were still commonly found as undergarments. The 1990s marked the many uses of white shirts in fashion. One of which was the influence of the Western fashion styles by tying the lower end of the shirt or tucking it in the jeans. This mix-and-match became more popular after becoming one of the iconic looks in the film "Pulp Fiction", which was worn as a button down by Uma Thurman. When a shirt is worn by a woman, it becomes a blouse. The differences between a blouse and an ordinary shirt lie mainly in the collar, buttons, and sleeves. However, the long blouse has differences in the waist that has a yoke that gives rise to a more feminine silhouette and body shape. Similar to men's white shirt, apart from its trend in the 90s, the white blouse then became the basic clothing for women, had widespread use, and can be combined with various other clothing elements such as outer or skirt.

3.3 Political identity of white shirts in Indonesia

The factors determining the trends in Indonesia are varied and they can be examined using the PEST analysis, which consists of political, economic, social, and technological factors. These factors can be deconstructed one by one. In Indonesia, these four factors play an important role because one and the other are interrelated. A particular note is given to the political factors that play an important role because the each government leader has his/her own policies in controlling the political system, economic system, social life, and the flow of technology. Indonesia as a developing country which has gained independence for less than a century put political figures, especially government leaders as idols, one of which is in terms of their clothing.

In 2009, the Deputy Chairpersons of the Komisi Pemberantasan Korupsi (KPK, the Corruption Eradication Commission), Bibit Samad Rianto and Chandra M. Hamzah (Bibit & Chandra) were arrested and accused of corruption. Their supporters wore white shirts and black ribbons in the trials and this movement became viral. At that time, some Indonesians began to use Twitter and Facebook, and the support for Bibit & Chandra was also voiced through the one million Facebookers movement. This



Figure 6. The use of white shirt that became one of the trends in 1990s, worn with silk ties and suspenders is one of the prominent styles in the 1990 fashion era (Femina magazine, number 39/XXIV, 1996)

movement became a new way of crowdsourcing to collect votes, opinions, and support, and quantify them through hashtag calculations and the most voiced by the user is known as the “trending topic” (Faisal, 2010). Twitter is one of the media of buzz marketing composing positive word of mouth about products by utilizing certain consumers as messengers. This message then spreads to the concentric twist, from trendsetter consumers to mainstream consumers. The principle is not to shout to everyone but to whisper to the right person (Gastal et al., 2011; Rosen, 2001 in Yahia).

This principle survived and became one of the strengths of the campaign in the 2014 Indonesian presidential election. Joko Widodo marked a political constellation by making clothing his identity, in contrast to previous presidents who did not make this a special concern. In the 2012 Jakarta Governor Election, there were two candidate couples, namely Joko Widodo (Jokowi) and Basuki Tjahaja Purnama (Ahok), and Fauzi Bowo (Foke) and Nachrowi Ramli (Nara). The Jokowi-Ahok couple used an unconventional campaign method and got closer to the younger generation. Hence, a number of young people volunteered to make parodies on YouTube, capture political buzzers on social media, did flash mobs with a simple but powerful campaign tool namely wearing plaid shirts that became a trend, not only in Jakarta but in Indonesia.



Figure 7. White shirts worn by the ministers of the Kabinet Kerja of Joko Widodo shortly after it was announced on 2014 (photo source: redaksiindonesia.com)

In contrast to the Jakarta governor election that resulted in the trend of plaid shirt, the 2014 presidential candidate Joko Widodo made a new trend of wearing a white shirt that he continued to wear until he was elected president, including when inaugurating the Kabinet Kerja or Working Cabinet. White shirts had to be worn by the ministers and became a part of



Figure 8. Joko Widodo, president of Indonesia consistently using white shirt and black pantalon as daily dress, above is Joko Widodo checking the location of forest fires in Pekanbaru (Riau), September 2019 (photo source: liputan6.com)

the uniform of the civil servants working in the Ministry of Public Works (Pekerjaan Umum). When Joko Widodo was elected president, his fashion identity gained another attention but this time with the use of a white shirt with arms rolled as a symbol of the “roll-up of the sleeves” to work.

The selection of the white shirt, as assessed by textile designer Josephine Komara, is a symbol of President Joko Widodo’s readiness to work, representing a common but extraordinary idea because it had a correlation with his cabinet’s tagline “Work! Work! Work!” (Atmasari and Hadriani, 2014). After his leadership period ended in 2019, Joko Widodo ran again as president. The chairman of the winning team or Team Cakra 19, Andi Widjajanto, said that the presidential candidate had made the white shirt as his identity since being elected president in the 2014 election.

Joko Widodo consistently used the identity until the 2019 Presidential Election. The white shirt identity was chosen by Joko Widodo because the color represents neutrality and cleanliness which is also a symbol of novelty at work. The use of white shirts was called on in the Election Day to bring up a communal identity on April 17th, 2019, which was also intended to show the tendency of voters on that day (Ali, 2019).

In terms of trends, in the 2010s, emerged styles that were more casual compared to previous years, even on formal occasions. 2015 was a milestone in the trend of sneakers. They appeared in fashion shows from Milan to New York and World-class brands issued their expensive line of sneakers (Yuswohady, 2019). Additionally, sports brand collaborated with world celebrities that produce top-selling sneakers on the market such as Converse with Kanye West and Adidas with Pharell Williams. Shoe trends turn to choices that are practical, comfortable, functional, casual, fun, and fashionable. The popularity of hip hop music which produces hip hop culture and made the stars very powerful role models and influencers elevated the popularity of sneakers (Yuswohady, 2019). Celebrities, such as film stars, television actors, famous musicians, sports stars, even President Joko Widodo also began using them. Fashion pioneers such as Victoria Beckham and Cara Delevigne who used to wear high heels began to switch to wearing sneakers. In line with these trends, President Joko Widodo and political figures such as the Minister of State-Owned Enterprises, Dahlan Iskan, and young leaders in the government relatively influenced the casual fashion trend such as white shirt with rolled sleeves and sneakers in formal events.



Figure 9. White shirt as women’s fashion style entity in 2010s, published in 2016 and 2017 edition of Dewi magazine (photo source: Dewi magazine January 2016, January 2017 and February 2017)

The casual style that looked relaxed actually gave the impression of being sporty, healthy, deft, and close to the community. The normcore trend in the 2010s also helped to make basic clothing such as white shirts, washed jeans, and T-shirts as choices in daily life and even formal occasions.

Table 1.

Historical recapitulation of the use of white shirts in the world.

Period	Distribution	Use or match	Identity
The late 17 th century until late 1800s	Europe and America	Rudimentary undergarment of cloak or coat	High and low-class social status was determined by the decoration applied to the shirt. The more complicated and beautiful indicated the higher social status.
The 18 th until early 20 th century	Nations that were colonized by Europeans, one of which was Indonesia	Basic garment, undergarment of suits, components in suits or suits and ties	Western suits signified the progress for colonized nations, a sign of acceptance of modernity
Modern period	Developed nations in Europe and America	Basic garment, undergarment of suits, components in suits or suits and ties	Social status and marking of leisure class, that the white collar was an administrative or behind the desk worker, while the blue collar was a worker who uses physical strength.
Modern period until now	Almost all over the world	Basic garment, undergarment of suits, components in suits or suits and ties	In any part of the world it is still part of formal clothing, such as an office look
Modern period until now	Almost all over the world	Basic clothing in the match of top and bottom	The identity of clothing is more melted, evenly distributed throughout the world

In line with Barnard's statement that clothing can reflect differences in status and political or religious views, the way we choose our clothing can function as a statement to show that we come from a certain group that shares a certain set of ideas. In the political sphere in Indonesia, the idea of young people rising was carried by President Joko Widodo. Thus, the political identity attached to the white shirt became one of the approaches that were considered appropriate to campaign for political ideas and obtain support. However, viewed from the long history of white shirts, embedding a political identity is one of the historical richness of white shirts in the history of fashion.

4. Conclusions

White shirts are not only a trend in a certain period or a type of classic but also basic clothing that for everyone. They no longer symbolize a social hierarchy and the status of the wearer. They do not symbolize social the class of the working people in Indonesia. One interesting note is the synchronization of the history of fashion related to white shirts in America and Europe, which was marked in the 17th century with a fancy look, in Indonesia the term shirt itself is derived from the influence of Portuguese who entered Indonesia from the 16th century, but that is only a matter of terminology. While the influence of Western clothes concretely recorded was only discovered in the 18th century almost in line with the use of western clothing in Europe or America.

Initially, white shirts in Indonesia is a basic clothes with extensive use, it lasts for about two centuries, then the political identity given by President Joko Widodo added another meaning of work and political tendencies. In 2014, this white shirts showed political tendencies, but the neutrality of the white shirt was different from the plaid shirt used by the same person, Joko Widodo, on the Jakarta Governor Election. Wearing a white shirt may represent the political identity proclaimed by Joko Widodo, but this does not necessarily make a person wearing a white shirt have a certain political

tendency to become a pro-government person because a white shirt is a basic necessity that is really not permanent. Another reason may be that white shirts do not have a long history in Indonesia as it did in the history of Western fashion that discovered it.

The white shirt is a classic style that has high neutrality and it gained a new meaning, not a change in the meaning. In Indonesia, the age of the white shirt trend is increasing. However, giving the white shirt a political identity is not so special in Indonesia because it does not necessarily indicate a specific political tendency. Wearing white and black do not make the wearers instantly look like a minister. White shirts can function as a formal outfit but also as a casual outfit. Based on the historical pattern, it is certain that they will still last for several periods in the future and the neutral identity of white shirts means that they can be worn by anyone in Indonesia without any tendency.

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