
Journal of Creativity Student

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Kebaya Fashion Quality 'Veloura Merupa' with the Application of Illusion Bustier

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Abstract

Modern kebaya continues to develop through the application of various fashion design and construction techniques that aim to improve aesthetic value and product quality. One of the techniques that is widely used is the bustier illusion, which is a construction technique that creates a visual illusion on the bustier so that it produces an elegant look and blends in with the wearer's body. This article aims to describe the quality of Veloura Merupa kebaya clothing that applies the illusion bustier technique. The method used is descriptive with a product analysis approach. The aspects analyzed include design quality, fashion construction, material suitability, application of decorative techniques, and the quality of the final appearance of the fashion. The results of the analysis show that the Veloura Merupa kebaya has good quality through the application of an illusion bustier that is able to shape the body silhouette proportionally, the use of materials that support comfort and aesthetics, and application details that give a luxurious and elegant impression. The combination of burgundy colors, transparent lace, draping, and sequin applications strengthens the feminine and classy character of modern kebaya. Thus, the application of the illusion bustier on the Veloura Merupa kebaya is able to improve the visual quality and aesthetic value of the overall fashion.

Keywords: fashion quality, modern kebaya, illusion bustier, bustier, fashion aesthetics

INTRODUCTION

Kebaya is one of Indonesia's cultural heritage that continues to grow following changes in lifestyle, fashion trends, and the needs of modern society. Currently, kebaya is not only used as traditional clothing at traditional events, but also develops into formal clothing and party clothing that prioritizes aesthetic values, comfort, cultural identity, and personal expression of the wearer. Various innovations are carried out through the development of silhouettes, material selection, construction techniques, and decorative applications to produce a more modern kebaya without eliminating inherent cultural values. These developments show that the quality of kebaya fashion is not only determined by aesthetic aspects, but also by the quality of construction, suitability of materials, and comfort of wear¹. In addition, contemporary fashion trends show a growing interest in designs that combine traditional elements with couture approaches to produce products that are exclusive and have high artistic value².

One of the innovations that is increasingly applied to modern kebaya is the use of bustiers as the main construction element. Bustiers function to shape the body silhouette, improve fitting accuracy,

¹ Angelica Khoirul Agustin and Lutfiyah Hidayati, "REDESIGN OF MODERN KEBAYA DI MAYA RAISA KEBAYA & MAKE UP SURABAYA: Redesign of modern kebaya di maya raisa kebaya & make up surabaya," *Online Journal of Fashion* 12, no. 1 SE-Articles (August 23, 2024): 8–14, <https://doi.org/10.26740/jurnal-online-tata-busana.v12i1.54223>.

² Handini Audita, Bernardo Figueiredo, and Lauren Gurrieri, "The Fashion Development Process for Traditional Costumes in the Contemporary Global Fashion Market," *Journal of Global Fashion Marketing* 14, no. 1 (2023): 108–22, <https://doi.org/10.1080/20932685.2022.2085595>.

and provide a stronger structure to the outfit. Research by Widiyanti et al. (2023)³ shows that modification of kebaya with a sticky bustier can improve the accuracy of the shape and aesthetics of the fashion. These results are supported by Anburika and Yuniati (2023)⁴ who state that the quality of the bustier is greatly influenced by the precision of construction, material selection, and finishing techniques used. Meanwhile, Putri and Indarti (2026)⁵ explained that the application of front bustiers in contemporary kebaya is able to strengthen the character of modern design while maintaining the cultural identity contained in kebaya.

In addition to the construction aspect, the quality of fashion is also influenced by the ability of design to create an interesting visual experience. One of the approaches that is widely used in fashion couture is the application of optical illusion or visual illusion. This technique utilizes design lines, colors, textures, material transparency, and fashion structures to create certain visual effects on the wearer's body. Research by Choi and Park (2021)⁶ shows that optical illusion in fashion design is able to increase visual appeal, strengthen design character, and produce a more proportionate perception of body shape. The results of Li and Kim's (2022) research⁷ also show that the application of visual illusion design is able to increase aesthetic attention and perception of a design product.

In modern party fashion design, the illusion bustier is one of the most widely used techniques because it is able to combine construction and aesthetic functions at the same time. Transparent material combined with a bustier can create the impression of blending with the skin resulting in an elegant, feminine, and luxurious look. Imam (2020)⁸ explained that the application of the concept of visual illusion in party clothing is able to create an attractive aesthetic effect and improve the quality of the appearance of the clothing. In addition, the use of lace, sequins, and beads as decorative elements also contributes to improving the visual quality of fashion. Research by Aini and Nahari (2024)⁹ shows that the application of sequins and beads in lace materials is able to strengthen the design character and increase the aesthetic value of fashion products.

Aesthetic quality is one of the important aspects in the assessment of a fashion product. Hur et al. (2023)¹⁰ explain that the perception of fashion aesthetics is influenced by the harmony of shapes, colors, visual comfort, feminine characters, and the suitability of design with user preferences. Therefore, the success of a fashion design is determined not only by the technical aspects of construction, but also by its ability to create a harmonious and attractive visual experience for both observers and users.

Several previous studies have discussed the development of the design and quality of modern kebaya. Widiyanti et al. (2023)¹¹ examined the modification of the bustier kebaya attached to the So-

³ Eti Widiyanti, Sri Wening, and Emy Budiastuti, "MODIFICATION OF KEBAYA WITH BUSTIER ATTACHED TO THE SOEN SYSTEM," *HEJ (Home Economics Journal)*, vol. 7, 2023.

⁴ Nudia Anburika and Mita Yuniati, "BUSTIER MAKING AND ANALYSIS OF BUSTIER FINISHED RESULTS AT ALBEN AYUB ANDAL BOUTIQUE," *JPBD (Journal of Fashion and Design Research)* 3, no. 2 SE-Articles (September 30, 2023): 47–56, <https://doi.org/10.26740/jpbd.v3i2.34646>.

⁵ Talisa Fasya Laksita Putri and Indarti indarti, "CONTEMPORARY KEBAYA WITH 'BERKAIN' GEN-Z THEME THROUGH FRONT BUSTIER AND WASTRA NUSANTARA," *Home Economics Journal* 10, no. 1 SE-Articles (May 18, 2026), <https://doi.org/10.21831/hej.v10i1.90701>.

⁶ Yoon Hee Choi and Sun Hee Park, "A Study on the Fashion Design with Visual Perceptual Characteristics of Optical Illusion," *Korean Society of Fashion Design* 21, no. 2 (2021): 109–28, <https://doi.org/10.18652/2021.21.2.7>.

⁷ Audita, Figueiredo, and Gurrieri, "The Fashion Development Process for Traditional Costumes in the Contemporary Global Fashion Market."

⁸ C K Imam, "ILLUSION WAVES ON WOMEN'S PARTY CLOTHING," *Wahyuningsih / Journal of Fashion and Textile Design Unesa*, vol. 1, 2020.

⁹ Eli Budi Aini and Inty Nahari, "THE APPLICATION OF SEQUINS AND 3D FLORAL MOTIF BEADS ON LACE DRESSES," *Online Journal of Fashion* 12, no. 1 SE-Articles (August 28, 2024): 15–20, <https://doi.org/10.26740/jurnal-online-tata-busana.v12i1.54234>.

¹⁰ Young Jin Hur, Nancy L. Etcoff, and Emmanuel S. Silva, "Can Fashion Aesthetics Be Studied Empirically? The Preference Structure of Everyday Clothing Choices," *Empirical Studies of the Arts* 41, no. 2 (2023): 525–45, <https://doi.org/10.1177/02762374221143727>.

¹¹ Widiyanti, Wening, and Budiastuti, "MODIFICATION OF KEBAYA WITH BUSTIER ATTACHMENT TO THE SOEN SYSTEM."

En system. Fasya et al. (2026)¹² examined the application of front bustier in contemporary kebaya. Jasmine (2020)¹³ explained that the quality of fashion is influenced by the harmony of design, material selection, decorative techniques, and the final finish of the clothing. Rosyidah and Karnolis (2020)¹⁴ found that design innovation is able to increase the aesthetic value and attractiveness of products. Agustin and Hidayati (2024)¹⁵ discussed the redesign of modern kebaya through draping and fashion embellishment techniques, while Nursari et al. (2024)¹⁶ developed kebaya with a zero waste approach to improve product sustainability.

However, research that specifically examines the quality of kebaya clothing based on the application of the illusion bustier as the main element that forms the silhouette and aesthetics of fashion is still very limited. Most of the research focuses on the process of making bustiers, the development of kebaya designs, the application of decorative techniques, and product quality in general. There have not been many studies that have analyzed how the illusion bustier contributes to the quality of design, the quality of size, the quality of sewing techniques, the quality of aesthetics, the quality of fashion appearance, and the uniqueness of the product comprehensively. Therefore, this study was conducted to analyze the quality of Veloura Merupa kebaya fashion with the application of the illusion bustier as the main design element reviewed from various aspects of fashion product quality.

METHOD

This study uses a quantitative descriptive method that aims to determine the quality of Veloura Merupa kebaya fashion with the application of illusion bustier. Quantitative descriptive methods are used to describe product quality based on the results of panelists' assessment of fashion quality aspects.

The object of the research is the Veloura Merupa kebaya, which is a modern burgundy kebaya that applies the illusion bustier technique as the main design element. The research variable is fashion quality which is measured through six indicators, namely design quality, size quality, sewing technique quality, aesthetic quality, fashion appearance quality, and product uniqueness quality.

The product assessment was carried out by three panelists who have competence in the field of fashion. The data collection technique uses an assessment instrument in the form of an observation sheet with an assessment scale of 1–6. Each indicator consists of five assessment items that are used to measure the overall level of product quality.

Data were analyzed using percentage descriptive techniques with the formula:

$$P = \frac{f}{N} \times 100\%$$

Description:

P = Quality Percentage

f = Score obtained

N = Maximum score

The criteria for assessing product quality are set as in table 1.

Table 1. Product Quality Assessment Criteria

Percentage	Criteria
81 – 100%	Very Good
61 – 80%	Good
41 – 60%	Neutral

¹² Fasya Laksita Putri and indarti, "CONTEMPORARY KEBAYA WITH 'BERKAIN' GEN-Z THEME THROUGH FRONT BUSTIER AND WASTRA NUSANTARA."

¹³ Aisya Jasmine, "THE APPLICATION OF CRINOLINE AS AN INTERFACING MATERIAL IN FLUFFY-THEMED PARTY DRESS SKIRTS," *Journal of Fashion and Textile Design Unesa* 1 (2020): 99–107.

¹⁴ Choi and Park, "A Study on the Fashion Design with Visual Perceptual Characteristics of Optical Illusion."

¹⁵ Agustin and Hidayati, "REDESIGN OF MODERN KEBAYA DI MAYA RAISA KEBAYA & MAKE UP SURABAYA: Redesign of modern kebaya di maya raisa kebaya & make up surabaya."

¹⁶ Faradillah Nursari, Regina Simamora M, and Arini Arumsari, "Zero-Waste Kebaya Design: Integrating the 'FRANGIPANI' Method to Enhance Sustainability and Utilize Leftover Lace," *Stage* 34, no. 3 SE-Articles (September 1, 2024): 418–34, <https://doi.org/10.26742/panggung.v34i3.3211>.

21 – 40%	Poor
0 – 20%	Very Poor

The analysis was carried out to determine the quality level of Veloura Merupa kebaya in each indicator as well as the overall product quality.

RESULTS AND DISCUSSION

Product Description Kebaya Veloura Merupa

Veloura Merupa is a modern kebaya that carries an elegant and feminine concept through the application of the illusion bustier technique. This outfit uses burgundy as the dominant color that symbolizes luxury and elegance. The bustier is formed using draping techniques and combined with transparent material to create an illusion effect that blends into the wearer's body.

Kebaya is complemented by transparent lace applications, sequins, and decorative details that reinforce the impression of couture. The silhouette that follows the curves of the body is combined with the mermaid skirt resulting in a proportional and graceful look. The combination of traditional and modern elements makes Veloura Merupa have a distinctive and classy visual character as shown in the figure 1.



Figure 1. Kebaya Veloura Merupa

Recapitulation of Research Results

Based on the results of the panelists' assessment, the quality data of the Veloura Merupa kebaya was obtained as in table 2.

Table 2. Recapitulation of Kebaya Veloura Quality Assessment in the form of

Indicator	Introduce yourself	Categories
Design Quality	91.11%	Very Good
Size Quality	95.56%	Very Good
Quality Sewing Techniques	83.33%	Very Good
Aesthetic Quality	94.43%	Very Good
Fashion Appearance Quality	55.56%	Neutral
Unique Quality of Products	73.33%	Good
Total Average	82.22%	Very Good

The results of the analysis used descriptive statistics in the form of percentages. Data processing is carried out with the help of Microsoft Excle and IBM SPSS Statistic. The results of the analysis showed that the Veloura Merupa kebaya obtained an average score of 82.22% so it was included in the

very good category.

Design Quality Analysis

The design quality aspect obtained a percentage of 91.11% with the very good category. These results show that the design concept applied is able to create harmony between shapes, silhouettes, colors, and decorative details. The application of the illusion bustier is the center of design attention because it is able to give a modern and elegant impression without losing the character of the kebaya. In addition, the use of burgundy colors combined with lace and sequin details results in a harmonious look and is in keeping with the concept of modern party kebaya.

Size Quality Analysis

The quality of the size obtained the second highest score of 95.56% with the very good category. This value shows that the kebaya has a good size fit for the wearer's body. The application of a bustier that follows the shape of the body is able to produce a fitting that is proportional and comfortable to use. Size fit is an important factor because it affects the comfort and overall appearance of the outfit. The results of the assessment showed that the proportions of length, width, and shape of the clothing were in accordance with the planned design. Quality Analysis of Sewing Techniques

Quality Analysis of Sewing Techniques

The quality of sewing techniques obtained a percentage of 83.33% with the category of very good. These results show that the fashion construction has been made with a fairly neat and strong sewing technique. The joinery of the bustier part, the installation of the lace, and the finishing of the decorative details are well done so that it supports the overall quality of the product. Nonetheless, some parts can still be refined especially on certain finishing details to produce a more precise and professional look.

Aesthetic Quality Analysis

The aesthetic aspect obtained a score of 94.43% in the very good category. The high aesthetic value shows that the Veloura Merupa kebaya is able to display visual beauty in accordance with the concept carried. The application of draping on the bustier, the use of transparent materials, and the application of sequins succeeded in creating a luxurious and elegant impression. The combination of color, texture, shape, and decorative details elements results in an attractive design unity that can increase the visual appeal of fashion. Fashion Appearance Quality Analysis

Fashion Appearance Quality Analysis

The quality of the fashion appearance obtained a percentage of 55.56% with the sufficient category. This value shows that there are still several aspects of appearance that need to be improved. The results of the assessment show that there are several components that have not obtained an optimal score, which affects the overall assessment of this indicator. However, in general, kebaya is still able to display design characters that are in accordance with the concept of Veloura Merupa as a modern couture-style kebaya.

Product Uniqueness Analysis

The unique aspect of the product obtained a percentage of 73.33% with the good category. The main uniqueness of kebaya lies in the application of the illusion bustier combined with draping and decorative details. This technique provides a different visual identity than modern kebaya in general. The existence of an illusion element in the bustier is able to create an elegant look while strengthening the fashion character as an exclusive modern party kebaya.

CONCLUSION

Based on the results of the study, the quality of Veloura Merupa kebaya clothing with the application of illusion bustier obtained an average score of 82.22% so it is included in the very good category. The indicators with the highest scores were the size quality of 95.56%, followed by aesthetic quality of 94.43%, design quality of 91.11%, and sewing technique quality of 83.33%. Meanwhile, the unique quality of the product obtained a score of 73.33% with the good category and the quality of the fashion appearance obtained a score of 55.56% with the sufficient category.

The results of the study show that the application of the illusion bustier is able to improve the visual quality, aesthetics, and proportions of the kebaya silhouette. The combination of burgundy

colors, transparent materials, draping techniques, and sequin applications succeeds in creating an elegant, feminine, and classy look. Thus, the Veloura Merupa kebaya deserves to be used as one of the modern kebaya design developments that prioritize construction quality and aesthetic value.

ACKNOWLEDGMENTS

Praise be to the author to the presence of God Almighty for all His graces, gifts, and help so that the research and preparation of this scientific work can be completed properly. The author would like to express his sincere gratitude to all parties who have contributed to the completion of this research.

The author's gratitude goes to Prof. Adhi Kusumastuti, S.T., M.T., Ph.D., as the supervisor for his guidance and direction in the preparation of this research.

The author also expressed his deepest gratitude to Cici Yoela Meidiana and all employees of the internship who have helped every process of making Veloura Merupa products.

Special thanks were conveyed to three expert panelists, namely Mrs. Neni Sulistian, S.Pd, Mrs. Cindy Purwanita, S.Pd, and Mrs. Febbi Aliffianti, S.Pd who were willing to provide assessments, technical evaluations, criticisms, and constructive suggestions so that these products and research could be developed better.

Not to forget, the author would like to thank his family, friends, and colleagues who always provide prayers, support, and enthusiasm during the preparation of this research. Hopefully all the help and kindness that has been given will be abundant in return. The author hopes that this research can provide benefits for the development of science, especially in the field of fashion design.

DECLARATION OF CONFLICTING INTERESTS

The authors declare that there is no conflict of interest in the research, authorship, and/or publication of this article. This research was conducted independently, and the results were presented objectively without influence from external parties.

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