

**ISLAMIC FASHION TREND PHENOMENON
IN SEMARANG OLD CITY AREA**

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Abstract: Tourism in Semarang's Old Town is a phenomenon that has a significant impact on tourists' dress preferences. This article presents an observational analysis of how age, economy, and culture influence tourists' dress choices in the context of Semarang's Old Town. The research method used is an ethnographic approach involving in-depth observations, interviews, and active participation in the traveller community. The results revealed age variations among tourists, with young people and older generations visiting. The implications of age are reflected in dress preferences, with the younger generation being more experimental in Islamic fashion styles, while the older generation is more conservative. Economic characteristics also play an important role, with high-income travellers opting for luxury clothing while low-income ones opt for more modest clothing. The influence of Islamic values creates diversity in clothing choices, with visitors who identify themselves as Muslims more likely to choose clothing in accordance with Islamic teachings. A sense of respect for a particular culture also influences clothing choices. In conclusion, tourists' dress preferences in Semarang's Old Town are reflected through a complex interaction between age, economy, Islamic values, and culture. Knowledge of these factors is important in the development of inclusive and sustainable tourism experiences.

Keywords: Dress Preferences; Islamic Fashion; Old City of Semarang.

INTRODUCTION

Tourism destinations require good and planned management. Tourism can be managed by an organisation with efficient management with the aim of becoming a leading organisation with a broader mandate that includes strategic planning, coordination and management of various activities within an adequate governance structure with the integration of various stakeholders operating under a common goal (Putri et al, 2023). Tourism destinations are broader integrated spaces, which build their tourism integrity on the concept of cumulative attractions, because the impression they offer and the additional tourism infrastructure they have will make them a tourism hotspot (Damanik et al, 2018). One of the characteristics of tourist attractions that are attractive to tourists is strategic, fun, and efficient tourism (Amilla et al, 2023).

Tourism is not only limited to travel and entertainment, but also includes significant social, cultural, and religious implications (Hermawan and Brahmanto, 2018). In the context of Indonesia, where the majority of the population is Muslim, Islamic values play a key role in daily life. This includes how to dress according to Islamic principles, which view modesty, humility, and adherence to dress codes as important values. Along with the development of time and technology, the tourism industry is growing rapidly, making it one of the most important sectors in the tourism industry (Rusyidi and Ferdiansah, 2018). In this article, we will explore various aspects related to tourism, including the age conditions of travellers, the characteristics of travellers based on their socio-culture and economy.

Semarang's Old Town, as a tourism destination rich in historical and cultural heritage, has been an interesting place to see how tourists' dress preferences evolve and are influenced by various factors, including age, economy, and religious values. Semarang's Old Town, with its Dutch colonial architectural charm and rich cultural nuances, has become an attractive destination for various groups of tourists (Junianto, 2017).

The choice of Semarang's Old Town as the location for this research is particularly relevant. The city blends historical heritage with modernity, creating an ideal environment to explore the role of dress preferences in honouring local culture while preserving religious values, especially Islam which is dominant in Indonesia. Through an ethnographic approach, this research will attempt to understand the role of Islamic values in the dress choices of tourists in Semarang's Old Town.

Through this report, it is hoped that readers will gain a more comprehensive picture of how tourists age in tourism destinations, assessing how tourists behave based on socio-cultural, economic aspects and how they dress. By understanding the complex interactions between age, economics and Islamic values in the context of this tourism destination, we can provide deeper insights into how culture and religion come together in dress preferences, which may help in the development of more inclusive and sustainable tourism experiences in Semarang's Old Town and perhaps in similar places in the future.

METHOD

The research methodology chosen for this study is an ethnographic approach. This approach proved to be more appropriate for exploring an in-depth understanding of the influence of age, economy and culture on tourists' dress preferences in Semarang's Old Town. In this study, we actively engaged in the tourist destination environment and conducted observations, as well as in-depth interviews with tourists of diverse ages, economic backgrounds and cultures. We also participated in tourist activities and engaged with the local community to understand how local culture and values influence dress choices. The results of the observations and interviews were analysed within a broader context, including the local culture, history, and social environment, to provide a holistic understanding of the phenomenon of tourists dressing. This ethnographic approach is expected to provide deep and valuable insights in detailing the impact of these factors in the context of Semarang's Old Town tourist destination.

RESULT AND DISCUSSION

Age Condition of Tourists in Semarang Old Town

During the observations in the Old Town of Semarang, researcher identified various age groups of tourists visiting the Old Town of Semarang. Our research findings show significant age variations among tourists visiting the Old Town of Semarang. The following is a brief overview of the age conditions of the tourists found:

Youth/Adolescents

The ability of Semarang's Old Town to attract the younger generation can be attributed to its visual appeal and social media potential (Kadarwati, 2008). One of our key findings is that most visitors to Semarang's Old Town are young people or teenagers. They tend to be between 15 and 30 years old. On a typical day, areas in the Old Town are popular destinations for those looking for unique historical experiences as well as beautiful backdrops for photographs.

Elderly Visitors and Children

However, we also noted that at certain times of the day, most of the visitors were elderly visitors. This group of visitors is often found during tours that visit Semarang's Old Town. Elderly travellers tend to be over 60 years old and visit the destination to relax and reminisce about old memories, while children will get an educational visit and an in-depth historical experience.

Age Changes During Special Events

In addition, researchers have also noted that there are changes in age demographics during special events. For example, when cultural events or festivals take place, researchers can see an increase in the number of young tourists who come to enjoy the performances and related activities (Kusumadewi, 2022). Indirectly, it shows that Kota Lama Semarang has an appeal that can attract various age groups depending on the activities held.

Age Implication in Dress Preferences in the Context of Islamic Fashion and Islamic Values in Semarang Old Town

The analysis shows that age plays a significant role in tourists' dress preferences in Semarang's Old Town, including in the context of Islamic fashion and Islamic values that influence their dress choices.

Younger travellers, such as millennials and generation Z, tend to adopt a style of dress that reflects more modern and up-to-date Islamic fashion trends. They may choose clothing with more experimental designs, including clothing with motifs or accents that reflect Islamic culture. Some of them may wear more colourful clothes or more unique styles that still conform to the principles of Islamic dress. For example, in an interview with a 25-year-old female student traveller, she explained that she tries to wear clothes that reflect Islamic values and blend traditional elements with more contemporary fashion trends.

On the other hand, older travellers, such as generation X or baby boomers, tend to prefer clothing that reflects more classical traditional and Islamic values. They may prefer clothes that are more modest, in line with Islamic teachings, and respectful of their cultural and religious values. A 50-year-old visitor we interviewed might choose to wear formal attire that is in line with Islamic values and gives a more conservative impression when visiting Semarang's Old Town.

In this sense, the results of the analysis illustrate how age can influence dress preferences in the context of Islamic fashion and Islamic values. Younger generations may be more experimental and daring in combining Islamic elements with contemporary styles, while older generations tend to be more conservative in their clothing choices, prioritising Islamic values and tradition in dressing.

Economic Characteristics of Travellers in Semarang Old Town

In observing and analysing the economic profile of tourists in Semarang's Old Town, we found that their economic characteristics significantly influence their dress preferences. Here are some of the key aspects that we found:

Economic Profile of Travellers

In an effort to understand how tourists' economic characteristics influence their dressing preferences in Semarang's Old Town, we conducted an in-depth analysis of the findings. Our results showed significant economic variations among the tourists visiting this destination.

It was identified that tourists coming to Semarang's Old Town can be grouped into several social classes. There is a group of tourists with middle to high economic levels, who tend to have access to higher incomes and can afford to spend more money during their visit. On the other hand, there are tourists with lower economic levels, who may have a more limited budget for spending during their trip.

Researchers also observed differences in daily spending between different economic groups. Travellers with higher economic levels tend to have higher expenditures, including shopping and eating at restaurants. In contrast, travellers with lower economic levels may tend to look for savings in their spending.

Economy and Dress Preferences

The analysis also shows how economic conditions play an important role in the dress preferences of tourists visiting Semarang's Old Town. The economic condition of tourists affects how they choose and purchase the clothes they will wear during their holiday.

Travellers with a higher economic level tend to choose clothes that are more luxurious, exclusive and stylish. They tend to wear name brand clothes, branded shoes and expensive accessories. In an interview with a high-income visitor, who is a professional with a successful job, she explained that when she visits Kota Lama Semarang, tourists always choose to wear name-brand clothes that reflect their social status and ability to enjoy luxury goods.

In contrast, travellers with lower economic levels tend to prefer simple and practical clothing. They will choose clothes that fit their budget and focus more on comfort rather than brands or trends. One visitor with a more limited income we interviewed stated that she prefers durable and practical clothing when visiting Semarang's Old Town, which suits her tighter travel budget.

The results of this analysis highlight how travellers' economic conditions can influence their dress preferences when visiting tourist destinations. This factor creates great diversity in clothing choices, with some travellers focusing more on style and exclusivity while others prioritise comfort and cost-effectiveness. Understanding the role of economic conditions in these dress preferences can help tourist destinations to provide experiences that are more inclusive and suit a range of budgets.

Culture, Dress Preferences, and Sense of Respect

One of the interesting findings in the analysis is the rarity of dress preferences that reflect a particular culture among visitors to Semarang's Old Town. However, when visitors do choose to wear traditional clothing that reflects a particular culture, it often involves feelings of respect for that culture.

Semarang's Old Town has many diverse cultural features, and it is usually not common to see visitors wearing traditional Javanese clothing or everyday Chinese clothing. However, in some cases, tourists choose to dress according to a particular culture as a sign of respect for the place they are visiting. They see this as a way to honour and experience the depth of culture present in Semarang's Old Town.

In addition to a sense of honour, some visitors also choose to wear traditional or culturally specific clothing for photoshoot purposes or to participate in special events or celebrations. For example, tourists choose to wear traditional Javanese clothing to take pictures in front of an iconic historical building or to celebrate one of the local cultural festivals. Such actions are often a way for them to capture precious moments during their trip.

Moreover, in some situations, visitors may also wear clothing that reflects their culture as a form of participation in national events or celebrations held in Semarang's Old Town. For example, when there is a Chinese New Year celebration, visitors with Chinese cultural backgrounds may choose to wear traditional Chinese clothing as part of celebrating the festivities.

The results of this analysis underscore that although rare, the use of clothing preferences that reflect a particular culture in Semarang's Old Town is often related to a sense of respect for that culture, the purpose of a photo shoot, or involvement in cultural and national events. This creates a unique feel to the destination's cultural celebrations and demonstrates how visitors celebrate the cultural diversity of Semarang's Old Town.

The Role of Islamic Values in the Dress Preferences of Tourists in Semarang's Old Town

In addition to the age and economic factors already discussed, it is important to recognise that in Semarang's Old Town, Islamic values play a significant role in clothing choices. Such values reflect travellers' commitment to Islamic beliefs and teachings, and impact their dress preferences, regardless of their age or economic status.

It is important to understand that Islam is the majority religion in Indonesia, and influences social and cultural norms in the country. Islamic values include aspects such as modesty, humility, and adherence to Islamic dress codes. In the context of tourism in Semarang's Old Town, such values have significant implications on tourists' dress preferences.

For example, travellers who identify themselves as Muslim are often more likely to choose clothing that reflects Islamic teachings. This may include the selection of loose-fitting clothing that covers the body, hijabs, or mukenas. Travellers may perceive that adhering to Islamic principles in dress is a way of expressing their faith and maintaining their cultural and religious integrity. Dress choices that adhere to Islamic values such as the above are also considered a form of modesty and respect for the prevailing social norms in Indonesian society. The influence of Islamic values in dress is not limited to a particular age group. It is not only the younger generation that chooses Islamic clothing, but also the older generation that is committed to the teachings of Islam which shows that the influence of Islamic values in dress preferences crosses the age spectrum.

In addition, Islamic values also interact with economic factors in travellers' clothing choices. Travellers with higher economic levels may choose more exclusive and stylish Islamic clothing, which is in line with their Islamic values. For example, they may choose to wear Islamic clothing from prominent designers or clothing that is of high quality. Indirectly they reflect their commitment to their faith and their financial ability to choose clothing that meets Islamic standards while remaining fashionable and stylish. On the other hand, travellers with lower economic levels may also choose Islamic clothing, but focus on more affordable options. They may choose Islamic clothing that is more modest, but still conforms to Islamic values. This reflects their more limited financial means, but also their commitment to adhering to Islamic teachings in dress.

The influence of Islamic values in dress creates diversity in dress preferences in Semarang's Old Town. It is evident that Islamic dress is not only a religious issue, but also a cultural issue that reflects identity and social values in Indonesian society. In addition, the influence of Islamic values in dress preferences can be amplified during cultural celebrations or special events.

For example, during Islamic New Year celebrations, tourists who identify themselves as Muslims may choose to wear traditional Islamic clothing as a sign of participation in the celebration. This creates a festive atmosphere and allows travellers to celebrate an important moment in their Islamic religion. Similarly, during cultural celebrations or other special events, visitors may choose to wear Islamic clothing that reflects the culture or theme of the event.

By considering the influence of Islamic values in tourists' dress preferences in Semarang's Old Town, researchers gain a more comprehensive understanding of the complexity of dress preferences. By integrating aspects of Islamic values in the analysis, it is possible to understand how culture, religion and economics come together to form diverse dressing preferences. This creates a valuable contribution to the development of sustainable and inclusive tourism in Semarang's Old Town.

CONCLUSION

1. This report reveals the importance of understanding factors such as age, economy, and culture in the context of traveller dress in Semarang's Old Town. Tourism destinations such as Semarang's Old Town have diverse appeal to different age groups, economic levels and cultural backgrounds. The results of the analysis show that these factors significantly influence tourists' dressing preferences.
2. Researchers found that travellers' age has a significant impact on their dress preferences. Younger generations tend to be more experimental and daring in their dress, while older generations are more conservative, so there is diversity in tourists' dress choices in Semarang's Old Town. In addition, tourists' economic conditions also influence their dress preferences. Travellers with higher economic levels tend to choose more luxurious and exclusive clothing, while those with lower economic levels prefer simple and practical clothing. Although rare, the use of clothing preferences that reflect a particular culture in Semarang's Old Town is often related to a sense of respect for that culture. These differences create a unique feel to the cultural celebrations in Semarang's Old Town destination.
3. The influence of Islamic values in dress preferences also creates a unique atmosphere in cultural celebrations and special events in Semarang's Old Town. Travellers often choose to wear Islamic clothing that reflects the culture or theme of the event. This creates a festive atmosphere and allows tourists to celebrate an important moment in their Islamic faith. By understanding the influence of Islamic values in tourists' dress preferences, we gain a deeper insight into the diversity of dress preferences in Semarang's Old Town. The integration of aspects of Islamic values in this analysis helps us understand how culture, religion and economics coexist to form diverse dress preferences. This is a valuable contribution to the development of sustainable and inclusive tourism in Semarang's Old Town.
4. Overall, this report reflects the importance of understanding the factors that influence travellers' dress preferences in tourism destinations. With a better understanding of the age, economic, and Islamic values influences, we can take appropriate measures to support the future development of responsible tourism in Semarang's Old Town.

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