

UNIVERSITI TEKNOLOGI MARA

**THE CHANGES OF MALAY
WOMEN'S FASHION CLOTHING IN
RELATION TO SOCIO-CULTURAL
CONTEXT BETWEEN 1950s- 1990s**

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Thesis submitted in fulfillment
of the requirements for the degree of
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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Postgraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Fashion compositions are determined by pieces of clothing that enhanced by accessories as an overall style portraying the aesthetic phenomenon that underlies culture and origin of the wearer. The globalisation caused by developed nations had encouraged the Malay culture to compete and adapt to the most popular foreign culture across the globe by giving an option to the wearer to choose any culture as preference. The process towards the wave of globalisation makes it difficult to recognise values related to customs, the tradition of societies, and religions which lead to the loss of national pride, shows that practicalities or pragmatism not only transforms physical appearance but also changes the way towards appreciating the values in Malay fashion clothing. The past fashion changes in Malay physical appearance needs further investigation to assist in identifying fashion clothing identity during the 1950s until the 1990s based on Malaysia's socio-cultural context. This study used a combination of textual and visual content methodologies. A systematic literature review was conducted to justify the scenario and determine factors that had contributed towards Malay women fashion clothing changes. Content analysis was conducted to justify the clothing content-characteristic. Visual analyses through printed photography of image-clothing from the Malay local magazines were performed to examine the physical and appearance of fashion changes. The method was concluded with interviews with several experts as conformance to the evolution. The Malay women's fashion clothing framework model of 'MCCC' displayed the key features of garment that reflects the design principles of Malay fashion. Findings showed that the underlying concept of the Malay clothing was vital as this possesses elements of styles and details component of the Malay clothing that have social and cultural values and attributes. The key findings demonstrated that Malay women's fashion clothing that evolved during this period served as an appearance of women that portrayed myriad achievements acknowledged by society. This research study somehow offered an insight and a novel discovery into the design model of the Malay women's fashion. The uniqueness values of the Malay fashion clothing are crucial to be sustained as it holds the historical features of the garment that will be treasured and passed to the future generation.

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TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	xii
LIST OF FIGURES	xiv
LIST OF IMAGES	xv
LIST OF ILLUSTRATION	xxii
LIST OF ABBREVIATIONS	xxiii
CHAPTER ONE: INTRODUCTION	1
1.1 Introduction	1
1.2 Research Background	2
1.2.1 Malay Women's Fashion Clothing	4
1.2.2 Fashion Clothing Changes	7
1.2.3 Socio-cultural	9
1.2.4 Malaysia During the Era 1950s until 1990s Period of Time	10
1.3 Problem Statement	10
1.4 The Aim and Objectives	12
1.5 Research Question	13
1.6 The Scope of the Research	14
1.6.1 Limitation	14
1.6.2 Delimitation (Clothing Categorisation)	16
1.7 Significance of the Research	17
1.8 Definition of Key Terms	19
1.8.1 Malaysia	19
1.8.2 Malay	20
1.8.3 Malay Clothing	20