

ABSTRACT

Kebaya is one of the cultural wealth of Indonesian women's clothing. Kebaya is not just a thing from the past but a nation's identity that outlived until today. From time to time, kebaya has been through many transformations without vanishing the value of the kebaya itself. In this modern era, the existence of the kebaya as daily clothing is being questioned. There are many younger generations, especially Generation Z whose less familiar with kebaya as everyday clothing. This kind of perspective makes kebaya is seen as just a pure of fabric without having an awareness about its essence as a representation of Indonesian women. An introduction to kebaya as everyday clothing includes efforts to preserve the Indonesian ancestor's culture. The purpose of this research is to find out and introduce various types of kebaya to Generation Z. The method in this research uses qualitative approach. This research was done through an observation stage and interviews with several sources from kebaya enthusiast. In addition, this research was also carried out through literature studies from various journals and books about kebaya. Through appealing visual elements made in information media such as illustration book, the introduction of kebaya for Generation Z is expected to be well delivered.

Keyword: *Kebaya, Daily Wear, Generation Z, Illustration Book*