

# NUSAN Streetwear Nusantara as a Form of Cultural and National Expression

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## Abstract

**Background** - Fashion extends beyond the realm of physical aesthetics, encompassing not only the design and types of clothing but also its profound role in social interactions. Clothing serves as a medium that influences and reflects human actions within the societal framework, highlighting the interplay between attire and identity. In this context, streetwear has evolved into a global phenomenon that transcends mere fashion trends, becoming a prominent avenue for cultural expression and identity. In Indonesia, streetwear infused with Nusantara elements is gaining traction by seamlessly blending local and global cultural components. This emerging trend presents a unique opportunity to introduce Indonesia's rich heritage to an international audience through fashion. Drawing inspiration from South Korea a nation that has successfully leveraged its culture as a powerful economic instrument and a significant contributor to its national budget, this study seeks to explore how Indonesia can adopt similar strategies. By developing products that resonate with millennials and Generation Z, integrating local and global influences, and presenting non mainstream yet quality designs, Indonesia's creative economy can be revitalized. Such an approach also encourages consumers to shift from purchasing foreign luxury goods to embracing high quality local brands, ultimately fostering domestic economic growth. The marketing strategy for such fashion products emphasizes leveraging online platforms and social media as primary promotional tools. According to the Indonesian Internet Service Providers Association (APJII), social networking dominates online activities at 87.4%, while online shopping accounts for 11%. This highlights the potential of digital platforms to connect brands with a broader audience. Another pivotal promotional instrument is influencer marketing, which taps into the unique appeal of influencers to sway consumer behavior, as their choices often guide purchasing decisions. NUSAN emerges as a response to this cultural and economic gap, presenting streetwear inspired by Nusantara that merges contemporary designs with traditional Indonesian motifs and elements. With a mission to deliver globally competitive fashion products while promoting Indonesia's cultural identity, NUSAN targets young audiences, particularly in creative and dynamic urban centers like Jakarta, Bandung, and Yogyakarta. Its product line integrates traditional patterns, motifs, and colors into modern streetwear styles, aligning with global trends while retaining a distinct cultural essence. This research aims to explore the potential of NUSAN as a pioneering streetwear brand emphasizing local culture. It examines how Nusantara inspired products can gain acceptance in broader markets and how digital marketing strategies and influencer collaborations can enhance brand awareness and sales. Furthermore, the study evaluates NUSAN's sustainability and growth potential through the use of local materials, partnerships with domestic manufacturers, and well defined marketing strategies. Despite the existence of local brands that incorporate Indonesian cultural themes, few have specifically adapted streetwear with a Nusantara touch. Previous studies highlight the growing appeal of integrating local elements into fashion design, particularly among younger generations who increasingly value cultural authenticity. Moreover, digital marketing studies underscore the importance of utilizing social media platforms to introduce local products to global markets. This research seeks to address these gaps by integrating Nusantara elements into streetwear designs and developing marketing strategies attuned to contemporary consumer behavior. By bridging these cultural and economic dimensions, this study aspires to contribute to the development of Indonesia's local fashion industry while offering insights into NUSAN's potential growth in both domestic and international fashion markets.

**Purpose** - The purpose of this study is to explore the potential of NUSAN as a unique streetwear brand that merges traditional Indonesian cultural elements with modern fashion trends, offering a fresh perspective in the global fashion industry. Specifically, the research aims to understand how NUSAN can promote Indonesian culture to international audiences while driving economic growth within the local fashion sector. Additionally, this study seeks to investigate the effectiveness of NUSAN's digital marketing strategies, including the role of social media and influencer collaborations, in increasing brand awareness and fostering a deeper connection with the global millennial and Gen Z consumer base. Furthermore, the study aims to highlight the brand's commitment to sustainability through the use of local materials and collaboration with local artisans, positioning NUSAN as a key player in the ethical fashion movement. By examining these aspects, the research aspires to contribute valuable insights into the development of culturally conscious, economically impactful, and environmentally responsible fashion brands in both domestic and international markets.

**methodology** - This study employs a qualitative approach with an exploratory research design to analyze the development potential of NUSAN as a streetwear brand integrating Nusantara cultural elements. A descriptive analytical framework guides the research, emphasizing cultural integration in design, marketing strategies, and business sustainability. This methodology is crafted to provide an in-depth understanding of how NUSAN can bridge local cultural identity and global fashion trends effectively. The data collection process includes secondary data analysis, content analysis, case studies, and stakeholder interviews. Secondary data analysis involves reviewing academic journals, industry reports, and previous studies on cultural representation in fashion, digital marketing strategies, and consumer behavior. Content analysis focuses on NUSAN's design philosophy and branding strategies, particularly the use of traditional motifs, patterns, and colors adapted into modern streetwear. By examining these elements, the research identifies how cultural integration resonates with contemporary consumers. To further contextualize NUSAN's potential, the study conducts case studies of successful local and international brands, such as those influenced by South Korea's "Hallyu Wave." This comparative analysis highlights best practices and innovative strategies relevant to NUSAN's aspirations. Additionally, interviews and focus groups are conducted with key stakeholders, including design experts, marketing professionals, and target consumers (Millennials and Gen Z). These interactions provide insights into creative challenges, effective digital marketing approaches, and consumer preferences for cultural authenticity and product appeal. Data analysis is carried out using thematic analysis to identify patterns and themes that align with the study's objectives. The analysis focuses on the aesthetic and cultural value of Nusantara-inspired designs, the effectiveness of digital marketing strategies (including influencer partnerships), and market acceptance of NUSAN's products. The study also examines how local sourcing and production contribute to the brand's sustainability and economic impact. The research adheres to ethical standards, ensuring informed consent and confidentiality for all participants. Secondary sources are properly credited, maintaining academic integrity. Despite its broad focus, the study is limited by the absence of direct observational data from international markets, relying instead on secondary data and stakeholder perspectives. By employing this methodology, the research aims to provide actionable recommendations for the sustainable development of NUSAN. It contributes to the broader discourse on integrating local cultural identity into global fashion markets, offering valuable insights for culturally driven brands navigating contemporary consumer trends.

**Findings** - The research reveals that NUSAN, a streetwear brand incorporating traditional Indonesian patterns, holds considerable promise in appealing to both local and international markets. By blending contemporary streetwear designs with distinctive elements of Indonesian cultural motifs, NUSAN resonates with younger generations, particularly millennials and Gen Z, who increasingly value fashion that not only speaks to modern trends but also reflects cultural heritage. This fusion of style and tradition has been shown to meet the growing demand for clothing that carries a sense of cultural identity and authenticity. Further findings highlight the effectiveness of NUSAN's digital marketing strategy, especially its use of social media platforms like Instagram, TikTok, and YouTube. These platforms, which are particularly popular among NUSAN's target demographic, are crucial for building brand awareness and driving engagement. The collaboration with influencers, who have become key figures in shaping consumer behavior, amplifies the brand's reach, credibility, and appeal, further establishing NUSAN as a brand that represents both style and cultural pride. In addition, the study underscores the importance of NUSAN's commitment to sustainability and local craftsmanship. By prioritizing locally sourced materials and working closely with Indonesian artisans, NUSAN not only supports the preservation of indigenous craft traditions but also aligns with the global shift toward sustainable fashion. This strategy not only strengthens the brand's ethos but also contributes to the broader development of the Indonesian fashion industry, positioning NUSAN as a forward-thinking and socially responsible brand in both the domestic and international markets. Ultimately, the findings suggest that NUSAN's combination of cultural heritage, modern fashion trends, and sustainable practices provides a strong foundation for its growth. The brand is well-positioned to become a significant player in the global fashion scene, successfully merging cultural significance with contemporary appeal.

**Originality** - This research provides a unique contribution to the field of fashion marketing by exploring the integration of traditional Indonesian cultural elements into contemporary streetwear, particularly through the lens of NUSAN as a brand. Unlike many local fashion brands that adopt a more generalized approach to cultural representation, NUSAN specifically incorporates Nusantara motifs and designs, bridging the gap between heritage and modernity in fashion. By doing so, it presents a fresh perspective on how cultural identity can be preserved and promoted through innovative product designs that resonate with both local and global markets. The study offers significant value by highlighting the potential for cultural preservation and economic development within Indonesia's fashion industry. It emphasizes the importance of leveraging local craftsmanship and traditional motifs to create products that appeal to the rising generation of culturally aware consumers, particularly in urban centers. Furthermore, it provides valuable insights into how digital marketing strategies and influencer collaborations can elevate local fashion brands, empowering them to compete in the global fashion arena. This research also underscores the importance of sustainability and ethical practices in the fashion industry, suggesting that NUSAN's approach could serve as a model for other brands seeking to integrate social responsibility and local empowerment into their business models. Through its focus on Indonesian streetwear with a cultural twist, this study opens new avenues for understanding the intersection of fashion, identity, and digital marketing, offering both theoretical and practical insights into the future of global fashion.

Keywords: NUSAN, streetwear, cultural identity

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