

GATOTKACA COSTUME ANALYSIS IN SATRIA DEWA MOVIE AND ITS IMPACT TO GATOTKACA'S CHARACTER BRAND IMAGE

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Abstract: Indonesia has many folklores that passed down generation to generation. One of the famous folklore is the epic tale of Mahabharata. The story is about the long last war between good and evil. The god side represented by Pandawa, and the bad side represented by Kurawa. This Mahabharata epic tale, has one character that take interest as one of the main character, the name is Gatotkaca. The story of Gatotkaca was turn into live action movie by Satria Dewa Studio. This movie reshapes the image of traditional Gatotkaca into a new one started by redesigned Gatotkaca. Changing the looks with a new costume creates a new impact and perspective especially the brand image about Gatotkaca in this movie. This paper analyses Gatotkaca new costume in the movie. The methodology approach is qualitative method with descriptive literature study approach. The result of this research is Gatotkaca new costume is changing the image, and gives new meaning in term of representation about character, make the Mahabarata epic story for suitable for young generation as they become the new targeted audience of the movie.

Keywords: brand; image; costume; movie.

Introduction

Indonesia has many folklores that are imbued with a historical and moral message. One of the famous folklore is the story of Gatotkaca. According to Rudy Wiratama, lecturer in Language and Literature from Universitas Gadjah Mada the story of Gatotkaca was taken from Mahabharata Story originally is one of the epic stories from India (Wiratama, 2019). Mahabarata is part of the storytelling in Weda holly book in Hindu religion. The story of Gatotkaca was rewritten from Sansekerta language into old Javanese language. The Story was written began about 10 A.D by Mpu Sedah and Mpu Panuluh. This story was created to commemorate the victory of the Kingdom of Jenggala over the King-

dom of Panjalu during ruling era of King Jayabaya (Rahman Dewantara, 2022).

In early era, this story famous in the puppet show (wayang) adapted from Mahabharata. The story of Gatotkaca was passed down from generation to generation and develop through the time. Wayang was acknowledge by UNESCO as Masterpiece of Oral and Intangible Heritage of Humanity. Because it has value and impact in human civilization through the era (Nurgiyantoro, 2011).

Satria Dewa Gatotkaca movie is part of the Satria Dewa Universe. This universe was created by Satria Dewa Studio (R., n.d.). Gatotkaca is the opening movie in this Satria Dewa Universe. Reseracher

quoting from the official website www.satriadewa.com, it was stated that Satria Dewa Universe focus on the story in Mahabharata epic tale. This universe will be continue in taking stories with Godly character such as; Gatotkaca (2020), Arjuna (2021), Yudhistira (2022), Bhartayudha (2023), Bima (2024), Nakula Sadewa (2025), Srikandi (2026) dan Kurusetra (2027) (Efendi, 2022). The culture and moral value of the story was made by Hanung Bramantyo, a well-known director in Indonesia is decided to brought the story into cinema. The movie was release on June 9th 2022 (Putri, 2022). Satria Dewa Gatotkaca focused about the war between 2 sides. Pandawa representing the god side, and Kurawa will be represent the bad side. The core of the story refers from the epic story in Mahabharata.

Satria Dewa Universe still holds the ethnic touch and approach when making this movie. The background in this movie has some adjustment in the scene, where it was taken in modern situation, looks and feel. It was represented in the movie set, the dialogue, the reference in the script, the environment, the item that was used in the movie, the appearance of the cast, all of it are adjusted to the current situation in the modern era.

The adjustment in this movie, and theme was necessary so the movie can get into the right market. This hypothesis was also supported from a thesis that stated this movie also want to want to explain the transformation about heroic act of Gatotkaca through the movie, and also its correlation the society development in modern era (Ramadhan, 2022).

The most visible adjustment was the costume that get the audience attention the most. As the previous research state, that costume is not a simple fashion for protecting the body and keeping warm the user, but costume can also become a symbol characteristic to express its own

property and ideological characteristic, and as the external bridge to express the ideological itself to the audience (Aizhen Li, 2019). Hanung Bramantyo as producer understand the urgencies to bring the story to adapt in modern era, so he has to reshaping the image of Gatotkaca through his appearance (costume) so the story can more relate in the mind of the audience.



Figure 1. Satria Dewa: Gatotkaca scene
(Source: www.antaranews.com/berita/1666322/hanung-bramantyo-ubah-konsep-satria-dewa-gatotkaca)

As can be seen in Figure 1, in the movie Satria Dewa Gatotkaca, Hanung Bramantyo as producer in the movie made a bold moved to change all the costumes, that was used by the actor and actress in the movie. The costumes were adjusted so it can represent the exact time and situation, so the viewers feel more related and feel engage in the storytelling itself. This research focus in analyzing the costume that was used by the main character itself Gatotkaca, played by a young actor named Rizky Nazar. Gatotkaca costume is the strongest aspect that grab the audience most attention from movie's promotional campaign.

In this movie, the Satria Dewa Studio came up with new idea about how Gatotkaca will be presented in the movie. With a modern new look in his costume and different from the existing visual of his presentation in the old folklore story, in and also in the comic book, through this movie, Hanung Bramantyo proposes a new ideology how a superhero is presented to the

new market segmentation. The first step to do that is by redesigning the new appearance for Gatotkaca with his new costume.



Figure 2. Comparison in Gatotkaca costumes in theatre performance, and movie.
(Source: Left: Kompas.com, Right: bogor.hallo.id)

As in Figure 2 mention above, we can see the transformation, about Gatotkaca costumes design from different angle. Even though the costume in the movie got a new look and design, the producer still maintains the looks Gatot kaca from the representation in the folklore story, such as the star in the chest, the colour black and gold, the mustache, the helmet. The real appearances of the costume still used combined imbued with creative idea that came up with the new costume that was used in the movie.

The previous research by Jiayi Jing, in her paper called "Analysis of Fashion in Film and Television Works" concludes that costume can be represented to the audience and has major impact shaping audience mind, from unconscious display to intentional motivation in the development process. Through this way, in real life, it becomes a disguised advertising of commercial that has a subtle effect on the audience, to achieve better economic goals (Jing, 2021). Another supporting research was found from the research from journal that analyse the importance of a costume, that a movie as categorized a good movie if the costume can create a harmony in storytelling, a unity visual in the movie. Costume can play an importance variable to create a mise en scene (a

French terminology that was used in Film Industry to describe a harmony come from all element in the movie scene) (Dewi, 2022). This founding research, that made the Satria Dewa: Gatotkaca movie can get more attention even before the movie was launched to the public.

This costume with no time gets more attention from the audience. They were more focused about this Gatotkaca new look. The studio hired a professional costume designer named Naythero from Parallel Life Studio located in Paris, France. The same studio that create a costume design for superhero from Marvel Comic Book, Daredevil. This costume production cost approximately take almost 1 billion rupiahs, weight around 7-10 kilos.

Hanung Bramantyo stated that with this new looks, Satria Dewa Gatotkaca targeted the audience from the family, teenager, and kid segment. The new costume was designed to give a new perspective about the local hero that Indonesia has. It also was purposed to shape the mindset that local hero is not about traditional looks, but also can adapted through time adjusting to the market (Fajri, 2020).

A costume designer must have the ability to transform the story, the play, through a character. This transformation can be represented in visual shown by historical aspect, and the visual storyline. In the process of making a costume the designer must works with everyone in the design team as well as the actors. Communication from each department is an essential key for a great result of the product (Moraska, n.d.). Moraska statement was also supported by statement that mentioned costumes can communicate the details of a character's personality to the audience, and help the actors transform into new and believable people on screen (Landis, 2014).

Based on the data provided all the reference, there are some prob-

lem that researcher want to analyse regarding to Gatotkaca's costume in Satria Dewa Gatotkaca movie:

1. How can Gatotkaca's new costume shape the perspective in the audience mind and the impact for Gatotkaca Brand image using visual language-costume design and brand image perspective literature study approach?

Methodology

In this research, using qualitative methods with literature study approach as primary data that combine also with various legitimate secondary data. In this research, the approach is also using constructivism paradigm that define a study as a process of discovery itself, namely at the process that a person experiences, due to his or her interaction and then make an observations of the environment that construct their own knowledge. This paradigm was told by Jean Piaget. (Utami, 5)

For further explanation in this research will be shown in the diagram below.

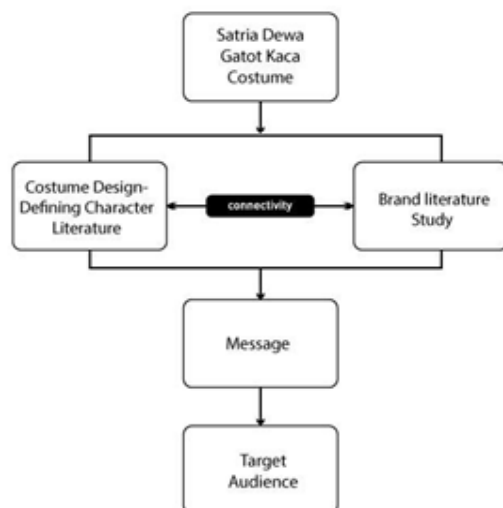


Figure 3. Research Roadmap Diagram
(Source: Researcher)

The detail of analysis variable in this research, will be described in table below.

Table 1. Research analysis variable
(Source: Researcher)

No	Indicator	Metriks/Variables
1	Costume Design Defining Character Theory	Telling the Story
		Creating the Character
		Creating People
		Painting the Frame
		Defining History
		Culture and Identity
2	Brand Image	Superiority in brand (favorability of brand association)
		Brand Strenght (strength of brand association)
		Brand's uniqueness (uniqueness of brand association)

This research also used literature study as a foundation to analyses the phenomenon in the topic. The literature study that researcher used consist two theories; Costume Design Defining Character Theory and Brand Image theory. The two theory was used to analyze and finding answer the research question problem.

Costume Design Defining Character Theory

A movie nor film was made, in the perspective set of time such past, present, or the future, costume design always created in the basic process collaboration between the director, the cinematographer,

and the production designer to tell the story that want to be told to the audience. In the movies, costumes contain to support a story using cinematic language that consists of narrative (the screenplay) and also the visual (the film frame) elements. According to Costume Design Defining Character instructional guide book, a costume has several point of variable that can be show in the cinema. The Variable are; Costumes: Telling the Story and Creating the Character, Costumes: Creating People, Costumes: Painting the Frame, Costumes: Defining History, Costumes: Culture and Identity.



Figure 4 Example usage the costume design in Gatotkaca to define a character scene
(Source: Satria Dewa instagram account)

Costumes that were used by a character that played in the movie are one of many tools the director has to tell the story to the audience. The costume design process begins with studying the screenplay, scripts describe the action (what happens in the scene), the time period (when the action takes place), the location (where the action takes place), and the characters in each scene. A costumes do not have to duplicate exactly match like the film's time or period. The goal is for the costume when it shown to the audience is to blend seamlessly to the story and completely engaged in the story (Deborah Nadoolman Landis, 2014). A costume take an important role in the in films as in increasing in proportion to people's tendency to admire and imitate about the storytelling, the character, and the fashion itself (Adina Fairuz, 2019)

Brand Image Theory

According to Keller, Brand Image was defined as perception, impression, that was manifested about a brand, that was reflected by the brand associations held in consumer memory. In other perspective, brand associations are the other informational nodes linked to the brand node in memory and contain the meaning of the brand for consumers (Keller, 2013).

In this research, to understand about Gatotkaca brand image's that was effected by his new costume must understand the indicator or variables that make a good brand image:

1. **Strength of Brand Associations.** This indicator explains the depth about the mindset and relation between the consumer and the existing information and knowledge about the brand. Two factors that can help to strengthen this indicator are personal relevance and the consistency delivering the information nor knowledge regarding the brand through time.
2. **Favorability of Brand Associations.** This indicator explained about how a brand image can be molded if the brand can create a set of favorability in the mind of the consumer, and to get to this point the brand must achieved certain goals like it can fulfill their need and wants, to create a better and good brand judgment that can triggered a call to action.
3. **Uniqueness of Brand Associations.** The core of brand positioning is a point of view that a brand must possess a set of uniqueness. This uniqueness was needed so a brand can stand out, differentiate in the middle of competitive environment against other brand, and this uniqueness is the reason that gives a compelling reason that triggered the consumer action either to trust or to buy it.

Result

In the first part of analyzing in this topic, researcher will analyze the first indicator as in Costume Defining Character and its metrics:

1. The Gatotkaca costume, still represent the real character of Gatotkaca Character from Mahabrata epic tale. The Satria Dewa Studio that produce this movie only change the Gatotkaca appearance, set of the scene, etc in this movie for needs in storytelling when taking the scene. The whole plot of the story about war between Pandawa and Kurawa still the center of the whole story in the movie.

2. The new costume is also creating the Gatotkaca character more welcomed in front of the young audience. Rizky Nazar as the actor that played as Gatotkaca also was chosen because of the studio want to freshen up the image of Gatotkaca, that resemble the old and traditional generation, and then change it into the new market, there for generation Z.

3. When the new Gatotkaca costume was released, it gained the most attention. This was the first step to build recognition and proud feeling in the heart and the mind for Indonesian young generation about their local superhero. Because of this new costume and appearance, local young generation has their own image about their local superhero.

4. The new looks of the costume took centre when painting the frame in the movie. All the frame in the movie, the colour tone, the location, the item, all the set and property, the script, the choosen actor and actress of the film represent in modern era, relate to the audience behaviour. Even though the plot still about the war between Pandawa and Kurawa that took action in the past.

5. The costume also defines the character in the story and history about the

epic tale between good and evil. The story of Satria Dewa Gatotkaca still represent the Javanese culture but covered in the touch of modern feels, looks and likeness.

The research continues to analyzing the second variables, as in Satria Dewa: Gatotkaca Brand image. This part discusses three main metrics as in; Superiority in brand, Favorability of Brand Associations, Uniqueness of Brand Associations.

1. Superiority in brand: Gatotkaca movie, was hyped even before the movie was launch. The leaked information that came viral in social media about his new appearance (new costume) was become a point of interest in shaping the image of the character. This hypothesis was supported by the review that researcher get from CNN News as their article stated that this movie gets positive feedback when launched, because the appearance all the character, the costume design, the effect, was using the blockbuster Hollywood style (Farras, 2022). As Hanung Bramantyo said, as producer of this movie, he wanted to changing the image of Gatotkaca that fit in the perception of millenial and Gen-Z family segmentation. This was the reason he appointed the Satria Dewa Studio as creative studio and collaborating with Naythero, a costume designer from french. Another reason is Indonesian people refers to the perspective of superhero from the MCEU (Marvel Cinematic Universe) and DCEU (DC Cinematic Universe) character.

10 Fakta Perjalanan Film Satria Dewa: Gatotkaca, First Look-nya Ajib!

Satria Dewa: Gatotkaca bakal tayang Juni 2022

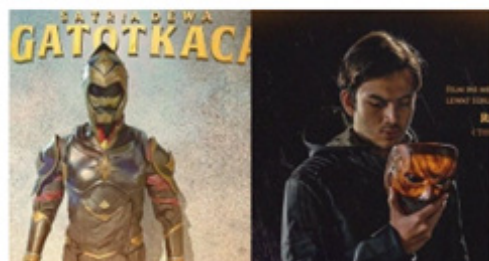


Figure 5. IDN Times review about Satria Dewa: Gatotkaca costumes

(Source: www.idntimes.com/hype/entertainment/muhammad-bimo-aprilianto/first-look-satria-dewa-gatotkaca)

2. Changing the costume and Gatotkaca appearance, leaving all the identity image from the old folklore was a great decision, and as in the result was Gatotkaca gained a great response and massive feedback from the audience. This results also supported from dataindonesia.id that prove this movie create 20.000 impression and reachout in digital search (Jannah, 2022). It showed the enthusiasm among the audience because of Gatotkaca appearance that became the first modern superhero that suit and also aligned with expectation from the audience.

3. Favorability of Brand Associations, as the new costume appeared and showed to the audience, it soon grabs the attention and interest from the audience. The audience appraised this movie when it was launched, the progress, actor and the budget become a major point of interest for the audience, it can be shown from the Satria Dewa Studio Youtube channel, that gets 6,345,145 views since the movie launched (Socialblade, 2019). All the movie audience favor the new Gatotkaca looks, matching to the expectation about local superhero concept in modern era, and cannot wait to see new movie.

4. Even the appearance already come new, but the detailed about Gatot-

kaca's resemblance still appear in the new costume. For example, the iconic mustache from Gatotkaca epic story, still intact in new appearance, the star icon that was put in Gatotkaca shirt still used. This iconic identity was set of image identity as Gatotkaca in old Mahabharata epic tale even though the costume had changed, and still can be recalled it by the audience when the new looks comes up in the social media.

5. Uniqueness of Brand Associations, Satria Dewa: Gatotkaca new costume also set a new positioning in the audience mindset. They look Gatotkaca not as an old character anymore, but the can relate it to their needs about the concept new modern look superhero.

Discussion

Based on the analysis results in the previous chapter, there are several point that researcher can take and summarize in this discussion;

1. The costume still define and become the representative of Gatotkaca character from Mahabharata epic tale, even identity and looks of the costume from the folklore tale already changed, and it is because to adjust in order to fulfill the needs and wants for millennial and Gen-Z expectation about superhero.

2. The new costume still represents and defines the history about the Javanese Culture, that it showed in detail of every each of Gatotkaca costume accessories. The looks became more modern, but the sense of traditional was not left behind. It became the symbol more modern Javanese culture and identity that was brought by Gatotkaca.

3. The costume is also creating a new Gatotkaca Character, that suits to the audience expectation. The storytelling in the movie also adjusted to the modern

timeline, and there for the costume is also creating the people as in the audience, and create segmentation.

4. Because of the new costume, the audience has new positioning regarding the local superhero. That Indonesia movie can make a modern appearance look of superhero even though the story was taken from folklore tale. The creativity of adjusting and understanding the market needs and wants become the core factor to set this new positioning and creating a new brand image about Gatotkaca that became the benchmarking about local superhero movie in the future.

5. The superiority and uniqueness of costume visual identity, creates a new positioning in the mind of audience, in which they like and accept the Mahabharata folklore more and became more favorable by the audience when the movie was launched in the middle of 2022.

Conclusion

Based on analysis above, researcher can take a conclusion, that the Satria Dewa Gatotkaca movie that was produce by Satria Dewa Studio, has taken a great step in redefining the image in Gatotkaca character taken from Mahabharata epic tale. The costume with rich visual language combining with new style in represent Gatotkaca but still can hold the old image is produce a great results of design. The costume is also more suitable for the new market that they want to target. The costume also made the set in the movie more dynamic and lively, enrich the experience that the audience feel. The costume as the main pillar is made the story the story about the war between Kurawa and Pandawa more relate and easy to understand for the audience.

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