



## PHILOSOPHICAL VALUES OF BRIDE AND GROOM ATTIRE IN THE TRADITIONAL MARRIAGE CEREMONY OF GORONTALO SOCIETY

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### ABSTRAK

Busana pengantin tradisional merupakan bagian penting dari warisan budaya yang tidak hanya berfungsi sebagai elemen estetika, tetapi juga mengandung makna simbolik yang mencerminkan nilai, identitas, dan pandangan hidup masyarakat. Dalam budaya Gorontalo, busana pengantin pada upacara pernikahan mengandung nilai filosofis yang berkaitan dengan prinsip moral, status sosial, identitas budaya, serta ajaran agama yang berlandaskan falsafah “Adat bersendikan syara’, syara’ bersendikan Kitabullah.” Namun, modernisasi dan globalisasi telah memengaruhi penggunaan dan pemaknaan busana tradisional sehingga menimbulkan pergeseran nilai dalam praktik pernikahan. Penelitian ini bertujuan untuk mengkaji nilai-nilai filosofis yang terkandung dalam busana pengantin pria dan wanita pada upacara pernikahan adat Gorontalo. Penelitian menggunakan metode kualitatif deskriptif dengan pendekatan studi literatur. Data diperoleh dari buku, jurnal ilmiah, arsip budaya, dan dokumentasi terkait, kemudian dianalisis menggunakan analisis isi kualitatif untuk mengidentifikasi makna simbolik pada unsur warna, ornamen, aksesoris, dan struktur busana. Hasil penelitian menunjukkan bahwa busana pengantin adat Gorontalo merepresentasikan nilai martabat, kesucian, kemakmuran, kepemimpinan, keharmonisan, tanggung jawab, dan keseimbangan sosial. Busana pengantin wanita (Bili’u) melambangkan keanggunan, kehormatan, dan peran perempuan dalam keluarga, sedangkan busana pengantin pria mencerminkan kepemimpinan, perlindungan, dan kesiapan menjalankan tanggung jawab rumah tangga. Dengan demikian, busana pengantin tradisional tidak hanya berfungsi sebagai pelengkap upacara, tetapi juga sebagai media pelestarian nilai budaya dan pewarisan makna filosofis kepada generasi berikutnya.

**Kata Kunci:** *Nilai-Nilai Filosofis, Pakaian Pernikahan Tradisional, Budaya Gorontalo, Pernikahan Tradisional, Simbolisme Budaya*

### ABSTRACT

Traditional wedding attire is an important part of cultural heritage that functions not only as an aesthetic element but also as a symbol reflecting the values, identity, and worldview of a society. In Gorontalo culture, wedding attire embodies philosophical values related to moral principles, social status, cultural identity, and religious teachings, as reflected in the philosophy “Adat bersendikan syara’, syara’ bersendikan Kitabullah.” However, modernization and globalization have influenced the use and interpretation of traditional attire, leading to shifts in values within contemporary wedding practices. This study aims to examine the philosophical values embedded in the traditional wedding attire of both the bride and groom in Gorontalo traditional marriage ceremonies. The research employs a qualitative descriptive method with a literature review approach. Data were collected from books, academic journals, cultural archives, and relevant documentation, and analyzed using qualitative content analysis to



identify symbolic meanings in elements such as colors, ornaments, accessories, and structural designs. The findings indicate that Gorontalo traditional wedding attire represents values of dignity, purity, prosperity, leadership, harmony, responsibility, and social balance. The bride's attire (Bili'u) symbolizes elegance, honor, and the role of women in family life, while the groom's attire reflects leadership, protection, and readiness to assume household responsibilities. Therefore, traditional wedding attire serves not only as ceremonial clothing but also as a medium for preserving cultural values and transmitting philosophical meanings to future generations.

**Keywords:** *Philosophical Values, Traditional Wedding Attire, Gorontalo Culture, Traditional Marriage, Cultural Symbolism*

## INTRODUCTION

Indonesia is widely recognized as a multicultural nation characterized by diverse ethnic groups, languages, traditions, and cultural expressions. This cultural diversity forms an important foundation for the social and cultural life of Indonesian communities. Each ethnic group maintains distinctive traditions that shape social practices, cultural identity, and collective values (Koentjaraningrat, 2004). Among the many cultural traditions preserved by Indonesian communities, traditional marriage ceremonies represent one of the most important cultural events. Marriage is not only a personal union between two individuals but also a social institution that reflects cultural norms, moral values, and collective identity within a community. Through traditional marriage ceremonies, communities reaffirm their cultural identity and transmit cultural values from one generation to the next (Nuraini et al., 2025). In addition, traditional ceremonial elements such as clothing and ornamentation have been continuously developed and studied as part of cultural adaptation and educational processes in maintaining traditional heritage (Hariana, 2021).

In many Indonesian societies, traditional marriage ceremonies incorporate symbolic elements such as rituals, ceremonial objects, music, and traditional clothing, all of which function as representations of community values and cultural beliefs. Traditional clothing plays a significant role as a visible symbol of cultural identity and social status, where design, color, ornaments, and materials carry meanings related to moral values and cultural beliefs. Cultural symbols function as systems of meaning through which societies express their worldview and social structures (Geertz, 1973), and therefore traditional clothing in ceremonial contexts serves as a symbolic medium for expressing cultural identity and social norms (Logan, 2020). From an anthropological perspective, clothing is not merely a material object but a symbolic representation of social values and cultural identity, conveying meanings related to social status, morality, and belonging, especially in rites of passage such as marriage where symbolic elements guide individuals through social transitions and reinforce community norms (Smith, 2019). This understanding is also reflected in regional cultural artifacts in Indonesia, where traditional symbols such as Karawo in Gorontalo function as identity markers that reflect local wisdom and social values within the community (Laisa & Rosidi, 2023), while recent studies further emphasize that traditional attire strengthens cultural identity in contemporary societies facing globalization (Arbi et al., 2025).

Traditional attire also reflects the historical and cultural experiences of a community. It represents artistic traditions, cultural identity, and social meanings that evolve across generations (Saputra et al., 2025). In Indonesia, the diversity of traditional clothing reflects the richness of the archipelago, where each ethnic group possesses distinctive ceremonial attire



representing philosophical values and social traditions. These cultural expressions demonstrate the dynamic relationship between tradition, identity, and community life.

Traditional wedding attire is designed to reflect the philosophical worldview of a society. Colors, ornaments, and structural elements often symbolize values such as purity, dignity, prosperity, leadership, and harmony. These symbolic meanings function as cultural messages that communicate moral expectations to individuals entering married life (Nurhasanah & Septiyani, 2025; Minhus & Liang, 2021). Scholars also highlight that traditional costumes are an important form of intangible cultural heritage reflecting collective identity and historical experience (UNESCO, 2019). More recent perspectives emphasize the importance of preserving symbolic cultural expressions to maintain cultural continuity in modern society (Arbi et al., 2025). Beyond aesthetics, traditional wedding attire contains symbolic meanings in its colors, ornaments, and structural design. For instance, gold symbolizes prosperity and nobility, while white represents purity and sincerity. These elements communicate moral expectations for newly married couples. Traditional attire also functions as a medium for transmitting cultural knowledge across generations and maintaining cultural continuity (Arbi et al., 2025; Logan, 2020).

One of the regions in Indonesia that preserves strong traditional marriage practices is Gorontalo. The Gorontalo community upholds the philosophy “Adat bersendikan syara’, syara’ bersendikan Kitabullah,” which integrates customary law with Islamic teachings (Tahir, 2018). This philosophy shapes social life, including cultural traditions, social norms, and ceremonial practices. The influence of this philosophy is reflected in the structure of traditional marriage ceremonies, which consist of ritual stages symbolizing cultural values, family honor, and religious teachings. Among these elements, traditional wedding attire represents a central symbol of cultural identity. The bride’s attire, known as *Bili’u*, symbolizes elegance, honor, and the role of women in family life, while the groom’s attire represents leadership, protection, and responsibility within the household. Colors and ornaments in these garments reflect philosophical values embedded in the cultural worldview of the Gorontalo community.

However, modernization and globalization have significantly influenced cultural practices, including traditional wedding ceremonies. Contemporary practices often adapt or modify traditional attire, which may reduce understanding of its philosophical meanings. Studies indicate that modernization can lead to the erosion of cultural knowledge if symbolic meanings are not preserved (Nurhasanah & Septiyani, 2025; Minhus & Liang, 2021). This condition highlights the urgency of documenting and analyzing cultural symbols as part of cultural preservation efforts. Despite the continued practice of traditional marriage ceremonies in Gorontalo, research specifically examining the philosophical meanings embedded in traditional wedding attire remains limited and fragmented. Previous studies have largely focused on ritual stages or general cultural practices, with limited attention to the symbolic meanings of clothing elements. Moreover, recent studies tend to emphasize broader cultural transformations rather than detailed symbolic interpretations of traditional attire, indicating a clear research gap in the literature. This gap underscores the need for focused analysis on the philosophical symbolism embedded in traditional wedding attire.

Therefore, this study aims to analyze the philosophical values embedded in the traditional wedding attire of the bride and groom in the Gorontalo traditional marriage ceremony. Specifically, this research identifies symbolic meanings of colors, ornaments, and structural elements. The novelty of this study lies in its focus on detailed symbolic interpretation of traditional attire, which has received limited attention in previous research. Furthermore, this



study contributes to cultural studies and anthropology by providing insights into symbolic meanings of traditional clothing and supporting cultural preservation efforts in the context of globalization.

## RESEARCH METHOD

This study used a qualitative descriptive approach to analyze the philosophical values embedded in traditional wedding attire in Gorontalo marriage ceremonies. The focus was on interpreting symbolic meanings contained in clothing elements such as colors, ornaments, accessories, and structural designs. The analysis was conducted through documented cultural sources to understand how traditional attire represents cultural values and philosophical principles within the Gorontalo community. The study used secondary data obtained from academic books, scientific journal articles, and cultural documentation related to Gorontalo traditional marriage ceremonies. These sources were selected based on their relevance to traditional clothing, cultural symbolism, and ceremonial practices. The data provided information on clothing elements such as design, ornaments, accessories, fabrics, and color patterns, as well as their symbolic meanings. Data were collected through literature study and document analysis. The process included identifying relevant sources, selecting appropriate materials, and reviewing documents. The researcher focused on extracting information related to the structure and components of traditional wedding attire, including clothing design, ornaments, accessories, fabrics, and colors.

The research was conducted through several stages: organizing data, identifying elements of traditional wedding attire, analyzing symbolic meanings, grouping findings into thematic categories, and interpreting results within the cultural context of Gorontalo society. Data were analyzed using qualitative content analysis. The process involved data reduction, categorization based on philosophical values, and interpretation of symbolic meanings. The results were then presented descriptively to explain how traditional wedding attire reflects cultural values, social roles, and moral principles in Gorontalo society, ensuring that the findings are systematically organized and clearly interpreted.

## RESULT AND DISCUSSION

### Results

#### Philosophical Meaning of Traditional Wedding Attire in Gorontalo Culture

Traditional wedding attire in Gorontalo culture represents an important cultural symbol that reflects the philosophical worldview, identity, and social values of the Gorontalo community. In traditional marriage ceremonies, clothing is not merely worn as decorative attire but serves as a symbolic representation of moral values, social hierarchy, religious principles, and cultural identity. The attire worn by both the bride and groom reflects specific cultural meanings that are deeply rooted in the cultural philosophy of Gorontalo society. These symbolic elements help communicate cultural messages that guide individual behavior and reinforce collective identity within the community.

The cultural philosophy of the Gorontalo community is strongly influenced by the principle “*Adat bersendikan syara’, syara’ bersendikan Kitabullah,*” which emphasizes the integration between customary law and Islamic teachings. This philosophical principle is reflected in various aspects of cultural expression, including traditional wedding attire. The clothing used in marriage ceremonies represents social expectations and cultural values

associated with married life. Through these cultural expressions, traditional attire also functions as a medium for transmitting religious and moral values to future generations.

### **Symbolic Meaning of the Bride’s Wedding Attire (Bili’u)**

The bride’s traditional wedding attire in Gorontalo culture is known as *Bili’u*. This attire is one of the most distinctive elements of the Gorontalo marriage ceremony. The *Bili’u* attire is characterized by luxurious fabrics, elaborate ornaments, and a distinctive crown worn by the bride. These elements visually represent the dignity and honor of the bride during the ceremonial event. The overall appearance of the attire also enhances the ceremonial atmosphere and highlights the cultural identity of the Gorontalo community.

The design of the *Bili’u* attire reflects the important role of women within the family structure. Women are highly respected within the cultural framework of Gorontalo society, and the elaborate design of the attire symbolizes the honor bestowed upon the bride. The attire also marks the transition of a woman into her new social role as a wife. Several elements of the bride’s attire contain symbolic meanings that represent cultural values. These elements include ornaments, jewelry, crown accessories, and clothing design. The symbolic meanings of the bride’s traditional wedding attire are presented in Table 1. These symbolic elements reinforce the cultural expectations placed upon the bride as she enters married life.

**Table 1. Symbolic Meaning of Bride’s Traditional Wedding Attire in Gorontalo Culture**

<b>Clothing Element</b>	<b>Description</b>	<b>Cultural Representation</b>	<b>Philosophical Meaning</b>
Bili’u Dress	Long traditional bridal dress decorated with golden ornaments	Cultural identity of Gorontalo women	Elegance, dignity, and honor
Bili’u Crown	Crown placed on the bride’s head	Symbol of ceremonial importance	Nobility, prestige, prosperity
Golden Necklace	Traditional jewelry worn around the neck	Wealth and prosperity	Hope for prosperous family life
Earrings	Decorative jewelry worn by the bride	Beauty and femininity	Harmony and grace
Decorative Belt	Ornament placed around the waist	Balance and stability	Responsibility in household life
Hair Accessories	Ornaments attached to the crown	Cultural identity	Harmony and femininity
Long Traditional Fabric	Modest clothing design	Religious values	Modesty and moral integrity

Table 1 illustrates that each component of the bride’s attire represents cultural meanings associated with dignity, prosperity, and moral responsibility. Each element, such as the *Bili’u* dress, crown, and jewelry, reflects specific symbolic values related to social identity and ceremonial importance. The use of colors, ornaments, and accessories further emphasizes philosophical meanings such as elegance, harmony, and household responsibility. Overall, the combination of these elements demonstrates how traditional attire functions as a cultural medium for expressing moral values and social expectations within Gorontalo society.

### Symbolic Meaning of Groom’s Wedding Attire

The groom’s traditional attire in Gorontalo marriage ceremonies reflects the social role of men within the family structure. In Gorontalo culture, men are expected to assume leadership and responsibility within the household. The clothing worn by the groom symbolizes maturity, authority, and readiness to guide the family. The groom’s attire generally consists of a ceremonial shirt, formal trousers, a traditional headpiece, and a woven cloth worn around the waist. These elements represent dignity, discipline, and leadership. The symbolic meanings of the groom’s attire are summarized in Table 2.

**Table 2. Symbolic Meaning of Groom’s Traditional Wedding Attire**

<b>Clothing Element</b>	<b>Description</b>	<b>Cultural Representation</b>	<b>Philosophical Meaning</b>
Traditional Shirt	Long ceremonial shirt worn by the groom	Social dignity	Leadership and responsibility
Traditional Trousers	Formal ceremonial trousers	Discipline	Moral integrity
Headpiece	Traditional ceremonial cap	Authority and leadership	Responsibility to guide family
Waist Cloth (Sarong)	Woven cloth worn around waist	Cultural identity	Unity and tradition
Minimal Accessories	Simple ornaments	Humility	Self-control and discipline

The elements shown in Table 2 demonstrate that the groom’s attire represents values of leadership, discipline, and responsibility. Each clothing component, such as the traditional shirt, trousers, and headpiece, reflects the social role of the groom as a leader within the family. The use of simple accessories and structured design emphasizes values of humility, self control, and moral integrity. Overall, the attire symbolizes the groom’s readiness to assume responsibility and maintain harmony within household and community life.

### Symbolic Meaning of Colors in Traditional Wedding Attire

Colors used in Gorontalo traditional wedding attire contain philosophical meanings that represent cultural ideals and moral teachings. Each color used in ceremonial clothing conveys symbolic messages related to social values and cultural expectations. The symbolic meanings of colors used in Gorontalo wedding attire are presented in Table 3. These color elements not only enhance the visual aesthetics of the attire but also serve as important cultural symbols that communicate values to the community.

**Table 3. Symbolic Meaning of Colors in Gorontalo Traditional Wedding Attire**

<b>Color</b>	<b>Cultural Meaning</b>	<b>Symbolic Representation</b>	<b>Philosophical Interpretation</b>
Yellow / Gold	Royal ceremonial color	Prosperity and dignity	Honor and wealth
Red	Energetic ceremonial color	Courage	Strength in facing challenges
Green	Natural harmonious color	Fertility	Peaceful family life

Color	Cultural Meaning	Symbolic Representation	Philosophical Interpretation
White	Sacred ceremonial color	Purity	Moral integrity
Purple	Noble ceremonial color	Authority	Wisdom and maturity
Black	Formal ceremonial color	Strength	Spiritual devotion

Table 3 shows that the use of color in Gorontalo traditional wedding attire functions as an important symbolic system that conveys cultural values and philosophical messages. The selection of colors is not arbitrary, but reflects ideals related to dignity, courage, harmony, and moral character expected in married life. Each color contributes to expressing the emotional and social dimensions of the ceremony, reinforcing the cultural identity of the community. Overall, the combination of these colors illustrates how visual elements in traditional attire serve as a medium for communicating values, guiding behavior, and strengthening cultural continuity. The dominance of gold and yellow colors reflects the cultural emphasis on prosperity and family honor in Gorontalo society.

The symbolic meanings embedded in traditional wedding attire also illustrate the relationship between cultural aesthetics and moral philosophy in Gorontalo society. Traditional clothing does not merely function as a decorative element within the ceremony but serves as a cultural representation of the moral ideals expected of newly married couples. Through the visual elements of clothing, the community communicates social expectations regarding family life, mutual respect, and moral responsibility. The use of ornaments and accessories in traditional wedding attire also reflects the aesthetic traditions of Gorontalo culture. Decorative elements such as crowns, jewelry, and embroidered fabrics represent the artistic creativity of local communities. These ornaments often incorporate traditional motifs and design patterns that symbolize harmony, prosperity, and spiritual protection. In many traditional societies, such decorative elements are believed to convey symbolic meanings related to social status and cultural identity.

In addition, the ceremonial attire worn by the bride and groom reflects the cultural principle of balance between individual identity and social responsibility. The elaborate attire worn by the bride symbolizes honor and dignity, while the more structured attire worn by the groom reflects authority and leadership within the family. This visual contrast highlights the complementary roles of husband and wife in maintaining harmony within family life. Furthermore, this balance reinforces the expectation that both individuals contribute equally to sustaining mutual respect, cooperation, and stability within the household.

## Discussion

The findings of this study indicate that traditional wedding attire in Gorontalo culture functions as a symbolic cultural medium that represents philosophical values, social roles, and moral expectations within the community. The symbolic elements embedded in traditional clothing illustrate how cultural identity and social values are communicated through ceremonial practices. These findings also suggest that traditional attire plays an active role in shaping collective understanding of cultural norms within society. Thus, clothing becomes not only a visual element but also a meaningful cultural expression that carries deep social significance. This role is strongly supported by studies emphasizing that traditional ceremonies serve as a medium for preserving local wisdom and transmitting cultural meaning across generations (Sugandi, 2025; Astari et al., 2024; Arifah et al., 2025).



The symbolic meanings found in Gorontalo wedding attire are consistent with cultural anthropology studies, particularly Smith (2019) and Logan (2020), which highlight the role of traditional clothing as a representation of cultural identity and social values. Traditional attire often functions as a cultural symbol that communicates moral expectations and social responsibilities to individuals entering new social roles. This alignment indicates that cultural symbols embedded in clothing are universally recognized across different societies. It also reinforces the idea that traditional attire serves as an important medium for transmitting cultural knowledge. Similar interpretations are also found in studies on Indonesian traditional clothing, where attire functions as a marker of identity and social meaning within specific ethnic groups (Rosiana et al., 2024; Siano et al., 2023; Kurniawan, 2025). This is also supported by semiotic analyses of traditional wedding symbols in Gorontalo, which show that clothing elements carry layered meanings related to social status, cultural values, and identity construction within marriage rituals (Kadir et al., 2025).

From an anthropological perspective, the symbolic meanings embedded in traditional wedding attire illustrate the broader relationship between material culture and social values. Material objects such as clothing, ornaments, and ceremonial artifacts often function as cultural symbols that communicate shared beliefs within a society. Geertz (1973) argues that cultural symbols play an important role in shaping social behavior because they provide meaning to social practices and cultural traditions. This perspective highlights the importance of interpreting cultural artifacts within their social context. It also shows that material culture is inseparable from the values and beliefs of a community. In line with this, research on traditional ceremonies in Gorontalo emphasizes that adat practices are deeply rooted in local philosophical and religious values that guide social behavior (Tahir et al., 2024).

The elaborate design of the Bili'u attire reflects the cultural importance placed on women within family life. The crown, ornaments, and decorative elements symbolize dignity, honor, and prosperity. Similar findings have been reported in studies of traditional ceremonial clothing in Southeast Asia, where bridal attire often represents social prestige and cultural identity (Nurhasanah & Septiyani, 2025). These symbolic elements highlight the respected position of women within Gorontalo family structures and emphasize the importance of harmony and dignity in married life. This also indicates that women's roles are culturally constructed through symbolic representation. As a result, traditional attire reinforces both identity and social expectations of women. Comparable symbolic constructions of identity and cultural meaning are also evident in studies of regional traditional attire, such as Jambi Malay clothing, which reflects collective cultural identity and social stratification (Rosiana et al., 2024).

Meanwhile, the groom's attire represents leadership and responsibility within the household. The symbolic meanings associated with the headpiece and ceremonial clothing reflect cultural expectations that men should serve as leaders and protectors within the family. This interpretation aligns with previous cultural studies that emphasize the role of ceremonial clothing in reinforcing gender roles within traditional societies (Arbi et al., 2025). The structured design of the attire further emphasizes discipline and authority associated with masculinity. Thus, the groom's clothing visually communicates his expected role in family life. Similar symbolic meanings of authority, responsibility, and identity are also found in studies of traditional wedding attire in Lampung and other Indonesian regions, where clothing functions as a representation of moral and social structure (Kurniawan, 2025; Siano et al., 2023).



The symbolic meanings of colors used in traditional wedding attire also demonstrate the integration of cultural and moral values. Colors such as gold, red, and white convey cultural messages related to prosperity, courage, and purity. These symbolic meanings function as moral guidance for newly married couples as they begin their family life. Color symbolism also enhances the emotional atmosphere of the ceremony. It strengthens the visual representation of values embedded within the cultural tradition.

In addition to representing cultural values, traditional wedding attire also plays an important role in preserving cultural heritage. Through ceremonial practices, symbolic cultural expressions are transmitted from older generations to younger members of the community. Cultural researchers emphasize that preserving traditional symbols is essential for maintaining cultural identity in the context of globalization (Minhus & Liang, 2021). This transmission process ensures the continuity of cultural knowledge over time. It also helps communities maintain a sense of identity amidst rapid social change. This is consistent with studies on local wisdom in Indonesian traditional ceremonies, which highlight cultural transmission as a key mechanism for preserving heritage and identity (Sugandi, 2025; Astari et al., 2024).

However, modernization presents both opportunities and challenges for the preservation of traditional cultural practices. Contemporary wedding ceremonies often incorporate modern fashion elements that may modify traditional clothing. While such adaptations may reflect changing social contexts, they may also reduce the understanding of symbolic meanings embedded in traditional cultural expressions. This situation creates a tension between cultural preservation and innovation. Therefore, careful balance is needed to maintain both relevance and authenticity. Studies on modernization impacts on traditional rituals also confirm that cultural transformation can influence the interpretation and continuity of symbolic meanings in ceremonial practices (Astari et al., 2024).

Therefore, efforts to document and interpret traditional cultural symbols are essential for preserving cultural heritage. Understanding the philosophical meanings embedded in traditional wedding attire can help strengthen cultural awareness and encourage the preservation of local cultural traditions. Such efforts also contribute to academic knowledge in cultural and anthropological studies. In the long term, this understanding can support cultural sustainability and identity preservation. Research on ecological and cultural values in traditional ceremonies further supports the importance of documenting local wisdom as a strategy for sustaining cultural heritage (Arifah et al., 2025).

## CONCLUSION

Traditional wedding attire in Gorontalo culture represents an important cultural symbol that embodies philosophical values, social identity, and moral principles within the community. The findings of this study show that the clothing worn by the bride and groom in Gorontalo marriage ceremonies contains symbolic meanings related to dignity, responsibility, leadership, prosperity, and harmony. The bride's attire, known as Bili'u, symbolizes elegance, honor, and the noble role of women within family life. Meanwhile, the groom's attire reflects leadership, protection, and responsibility within the household. The colors and ornaments used in the clothing convey cultural ideals and moral teachings that guide the lives of newly married couples.

Traditional wedding attire also functions as a cultural medium for transmitting philosophical values and preserving cultural heritage. By maintaining the use of traditional clothing in ceremonial events, the Gorontalo community continues to strengthen its cultural



identity and preserve its cultural traditions. In addition to highlighting the philosophical meanings embedded in traditional wedding attire, this study also emphasizes the importance of cultural preservation in contemporary society. Traditional clothing represents more than aesthetic beauty; it embodies cultural knowledge, historical memory, and moral values that have been preserved through generations. Understanding the symbolic meanings embedded in traditional attire can help strengthen appreciation for local cultural heritage and encourage efforts to maintain cultural traditions.

Furthermore, the documentation and analysis of traditional cultural symbols contribute to the broader field of cultural studies by providing insights into how communities express identity, values, and social relationships through material culture. As societies continue to evolve, maintaining a balance between cultural preservation and social adaptation becomes increasingly important. Future research may further explore the transformation of traditional wedding attire in contemporary Gorontalo society and examine how cultural symbols adapt to social change in the modern era.

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