ABSTRACT

The titled of this paper is “Perubahan Fungsi dan Makna Pada Pakaian Tradisional Cheongsam di Medan”. Metods of research conducted in this paper is a qualitative research method in descriptive. This paper used theory of Fungsionalism and Semiotic theory. Who were respondents of this study are people of Chinese descent in the village of Sei Putih Timur II Medan. The function and meaning of the motif at traditional cheongsam dress has changed a lot, as a part of decoration. Sei Putih Timur II partially Chinese woman who still have a cheongsam. The survey results revealed that many of the residents who did not have the cheongsam and do not understand function and meaning of motif from cheongsam dress.

Key words: Cheongsam, Changing, Function and Meaning, Motif