



## TRADITIONAL COSTUME OF DAO PEOPLE IN YEN SON DISTRICT, TUYEN QUANG PROVINCE: CURRENT SITUATION AND SOLUTIONS

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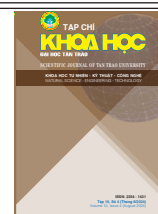
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### Abstract:

The Dao people in Vietnam have many different groups, living scattered in the northern mountainous provinces such as Tuyen Quang, Lao Cai, Ha Giang, Cao Bang, Lang Son... In particular, Tuyen Quang province is the province that gathers all 9 Dao groups. Due to the different ethnic history and living characteristics, each group's costumes have their own unique characteristics. The results show that: research on the Dao people, especially traditional costumes, helps them realize the meaning and importance of preserving traditional costumes, conserving and promoting the national cultural identity to apply to building a new cultural life at the grassroots level is necessary today.



## TRANG PHỤC TRUYỀN THỐNG NGƯỜI DAO Ở HUYỆN YÊN SƠN, TỈNH TUYÊN QUANG: THỰC TRẠNG VÀ GIẢI PHÁP

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### Từ khóa:

*Biến đổi; trang phục truyền thống người Dao ở Tuyên Quang..*

### Tóm tắt

Người Dao ở Việt Nam có nhiều nhóm ngành khác nhau, sống rải rác ở các tỉnh miền núi phía Bắc như Tuyên Quang, Lào Cai, Hà Giang, Cao Bằng, Lạng Sơn... Đặc biệt, tỉnh Tuyên Quang là tỉnh hội tụ đầy đủ tất cả 9 nhóm ngành Dao. Do lịch sử tộc người cũng như đặc điểm cư trú khác nhau mà trang phục mỗi nhóm có nét đặc sắc riêng biệt. Kết quả cho thấy: nghiên cứu về người Dao, nhất là trang phục truyền thống giúp họ nhận thấy ý nghĩa, tầm quan trọng của việc giữ gìn trang phục truyền thống, bảo tồn, phát huy bản sắc văn hóa dân tộc vận dụng vào xây dựng đời sống văn hóa mới ở cơ sở là điều cần thiết hiện nay.

### 1. Introduce

Vietnam is a multi-ethnic country with a diverse and unified culture. Each ethnic community has its own cultural characteristics, creating its own identity in the process of cultural exchange and acculturation. Like many ethnic groups living together on the S-shaped strip of land, the cultural and spiritual life of the Dao people is very rich, expressed through the system of festivals, long-standing customs, costumes, cuisine, proverbs, folk songs, and folk performances passed down through many generations.

Among the ethnic minorities in our country, the Dao people have a fairly large population. According to statistics in 2019, the Dao people

had 891,151 people living mainly in the northern mountainous provinces such as Tuyen Quang, Lao Cai, Ha Giang, Cao Bang, Lang Son... The Dao people have many different groups, and reside in many localities, creating rich and diverse cultural nuances.

Tuyen Quang is a province that converges all 9 Dao groups: Red Dao (Dai Ban), Money Dao (Dao Deo Tien, Dao Tieu Ban), White Pants Dao (Dao Ho), Pants Chet Dao (Dao Nga Hoang, Dao Tam Dao), Cooc Mun Dao, Cooc Ngang Dao, Lo Gang Dao (Dao O Gang, Dao Thanh Phan), Thanh Y Dao, Ao Dai Dao (Dao Tuyen, Dao Lan Tien) and Yen Son district is one of the districts with a large concentration of Dao people.

The costumes of the Dao people in Yen Son district, Tuyen Quang province play an important role in the ethnic life. It is the result of the labor process, showing the meticulousness, diligence, hard work, intelligence and creativity of the Dao women here. To have the products, the Dao people have to go through a process of hard work, which is growing cotton, weaving fabric and decorating with embroidery patterns. Besides the material role, the costumes of the Dao people also show the values of ethnic cultural identity in all activities from daily life to festivals and holidays in the family and the whole community. It can be said that costumes have great significance for the Dao people, it not only shows the simple need to “wear” but also is attached to rituals with sacred and profound meanings.

With the current trend of industrialization, modernization and international integration, preserving national cultural identity cannot be done without preserving costumes. Making costumes not only meets the clothing needs of family members but also contributes to the development of the household economy. Moreover, the costumes of the Dao people in the current context also contribute to promoting the culture of their people to tourists and friends around the world. However, the costumes of the Dao people in general and the Dao people in Yen Son district in particular are increasingly being “Kinhized” by the costumes of the Kinh people. That is the result of the process of cultural exchange and acculturation. There is a combination of tradition with modern elements.

Faced with the changes in the costumes of the Dao people in Yen Son district, Tuyen Quang province, in this article, the author will delve into the survey, research, and study of the costumes of the Dao people in the district, in order to clarify the value and preserve traditional costumes, eliminate negative changes, and contribute to promoting the national cultural identity in the current period.

## 2. Research history

Research on Dao family and Dao customs in China includes research works such as: Dao ethnic group by Hoang Ngoc and Hoang Phuong Binh; History of Dao ethnic culture by Tu To Tuong; Traditional culture of Dao ethnic group by Ta Minh Hoc and Ngoc Thoi Giai.

After 1975, foreign research on ethnic minorities in Vietnam was expanded. Typically, researcher A. Bonifacy published a series of works on the Dao people in Vietnam such as: Man Quan scut, Man Quan trang, Man cham, Man tieu ban or dem tien... These can be considered the first research works by Western scholars on the Dao people in Vietnam.

Author Dang Truong - Hoai Thu with the research work on Traditional Costumes of Vietnamese Ethnic Groups has researched in detail the unique characteristics in the traditional costumes of the Dao, Tay, Nung, Mong ethnic groups... (Ngo Duc Thinh, 2019).

Research on the Dao people, culture and traditional costumes of the Dao people... by researchers such as: Do Quang Tu (CB) Dao people in the community of Vietnamese ethnic groups (Do Quang Tu, Nguyen Lien, 2021); Ngo Duc Thinh (CB) Traditional costumes of Vietnamese ethnic groups; Vu Quoc Khanh (CB) Dao people in Vietnam; Ban Tuan Nang (CB) Cultural identity and traditions of ethnic groups in Bac Son district... (Vu Quoc Khanh, 2002). These works have researched quite detailedly about the Dao people, but mainly focus on the ethnic cultural perspective to describe customs, beliefs, material culture and spiritual culture...

In addition, there are a number of research works such as: Ninh Van Do (CB) Traditional culture of the Tay, Dao, San Diu ethnic groups in Tuyen Quang (Ethnic Culture Publishing House, Hanoi 2003); Bui Thi Mai Anh, Dang Tran Quan, Hoang Thi Thu Dung Traditional culture of

the Dao people in Tuyen Quang (2016); Tuyen Quang Gazetteer compiled by the Provincial Party Committee - People's Council - People's Committee of Tuyen Quang province, published in 2014; Research to learn about the unique features in the traditional culture of the Dao people in Tuyen Quang province chaired by Tan Trao University (2011-2013) all researched the unique features in the traditional culture of the Dao people living in Tuyen Quang land.

In magazines, many authors have paid attention to this issue. In the article Traditional house building customs of the Dao people in Tuyen Quang (T.M. Tu, 2021); The article Changes in the wedding customs of the Red Dao people in Na Hang district, Tuyen Quang province (N.T.L. Thao, 2020); and the article The Cap sac ceremony - a unique feature in the traditional culture of the Dao people in Tuyen Quang (H.T.T. Dung, 2018) ... all research the customs, architecture, festivals ... of the Dao groups in Tuyen Quang.

Each of the above research works has mentioned the origin, history of the name, architecture, customs, costumes, festivals, etc. of the Dao people. However, there has not been any research topic on the traditional costumes in the community life of the Dao people in general and the Dao group in Yen Son district, Tuyen Quang province in particular. Thereby, some solutions have been proposed to preserve the traditional costumes of the Dao people in Yen Son district, Tuyen Quang province.

### **3. Research methods**

From published research works, related documents and secondary data collection from ministries and branches, the author conducted surveys, interviews, analyzed, synthesized, systematized and generalized theoretical documents related to the issue of ethnic culture and traditional costumes of the Dao people in Yen Son district, Tuyen Quang province today.

## **4. Result**

### ***4.1. Current status of traditional costumes of Dao people in Yen Son district, Tuyen Quang province***

Yen Son district is located in the southwest of Tuyen Quang province, with an area of 113,242.26 hectares (2013). The district consists of 28 communes and Yen Son town, with a population of 162,795 people (Tran Minh Tu, 2021). There are many ethnic minorities living here such as: Tay, Dao, Mong, Nung, San Diu, San Chay, Pa Then, Thai... Each ethnic group has a unique and distinct nuance in terms of material and spiritual culture with ethical standards, customs, costumes, behavior... formed through thousands of years of survival and development of the ethnic group. In the conditions of living close to each other, the interaction leads to the acculturation of the original culture, each ethnic group has foreign cultural elements, influenced by the surrounding cultures.

Among the three ethnic groups using the Mong - Dao language family in Yen Son district (Mong, Dao, Pa Then), the Dao ethnic group has a larger population and a very unique cultural identity, and to this day still preserves many traditional cultural elements. Along with language, costumes are not only the first factor to distinguish between ethnic groups but also a cultural beauty, containing the artistic creativity of each ethnic group. In the life of the Dao people, especially women, the matter of dressing is highly regarded, demonstrating creativity and sophistication in every stitch.

Traditional costumes are created from natural materials and hand-cut by women. They grow cotton, until they have enough cotton, then process it into yarn to weave into fabric, cut and sew into clothes, then embroider, sew, cover colored fabrics with patterns and embroider decorative patterns. Therefore, to have a traditional costume takes a lot of time and effort. Traditional costumes mainly include: headscarves, shirts, pants, skirts,

leggings... decorated with motifs such as pine trees, people, horses, birds, dogs, water waves, stars... The embroidery technique is airy to reveal the black background, the indigo background hidden in the motifs has the effect of reducing the brightness of the original colors, making the color harmony soft and deep.

In the current context, there are very few Dao people in Yen Son district who maintain the profession of growing cotton and processing cotton into yarn to weave cloth according to their traditional customs. Dao women buy available fabrics from the market to cut and sew clothes for their family members. This also makes the traditional costumes of the Dao people more abundant and diverse in types, designs, patterns, and decorative motifs... but because of this, the traditional costumes of the Dao people have also changed somewhat. The traditional costumes of the Dao people with decorative motifs and colors on scarves, skirts, shirts, and leggings, although very diverse, must follow mandatory rules that are culturally unique to the ethnic group. This has become a natural habit and is deeply ingrained in the consciousness of the Dao people in Yen Son, as well as the Dao people in general. The transmission from generation to generation through traditional patterns has been taught by the previous generation to the next generation, following each needle and thread, the way of weaving, sewing and covering the fabric with many colors. These factors contribute to creating a unique and characteristic culture of the Dao people.

The appearance of ready-made clothing stores with a variety of designs has also changed the costumes of the Dao people here. They buy ready-made clothes to wear for convenience in traveling and communicating in daily work... A part of the youth with the trend of catching up with trends also choose modern clothes... therefore, traditional costumes are rarely used, and are only used on important days of the family and clan.

One of the reasons for this change in costumes is that the transmission and preservation of traditional costumes of the Dao people is difficult due to the intermingling of ethnic groups and the limited number of people who understand customs and practices, especially the elderly. Preserving traditional costumes is also difficult, because they are often not washed but only dried in the sun and then stored, without attention to moisture resistance and prevention of damage by rats, cockroaches, etc. This creates a challenge in the work of preserving and maintaining valuable traditional costumes, which have been passed down from generation to generation and are currently kept in Dao families and ethnic minorities in general, especially in Yen Son district, Tuyen Quang province. Preserving and preserving these costumes is extremely important, in order to protect and promote the value of national culture in the modern context.

Furthermore, the economic development has created conditions for the Dao people in Yen Son district to have more contact with the cultures of other ethnic groups, and to have contact with the products of the market economy, leading to many changes in traditional costumes. Along with that, the change in the way the Dao people dress is due to external social influences. It can be their own absorption, or their voluntary learning and drawing experience from the way of sewing and wearing costumes of ethnic groups in many different regions.

Traditional costumes are not completely lost, but they are no longer as strong as before, because the clothing products sold on the market are numerous and suitable for people's tastes. The traditional costumes of family members are gradually used less and less due to the influence of modern social life. They have to go far away to work, build new economic zones and they are influenced by the way of dressing of indigenous peoples, thus leading to the decline of their ethnic



clothing culture. Another reason is that a part of the younger generation somewhat underestimates the preservation and protection of ethnic cultural identity. They often follow the trend of integrating with modern life in terms of eating, living and dressing, which are similar to the Kinh people. It cannot be said that adopting the sewing and dressing methods of other ethnic groups is not good, there are very beautiful and luxurious costumes. But that adoption must be moderate, selective and not let the traditional costumes of one's own ethnic group fade away.

Thus, the traditional costumes of the Dao people in Yen Son district are still carefully preserved. Almost everyone has at least one set to wear on important family occasions. However, in terms of awareness of the traditional costumes passed down from previous generations, there is often no inheritance to better adapt to daily life. Because, in the past, the traditional costumes of the Dao people were worn daily, but now they are considered ceremonial costumes, worn by people on their holidays. In addition, the impact of the market economy and cultural exchange also cause the traditional cultural space to change somewhat, and cultural identity tends to fade away, which is clearly shown in traditional costumes.

#### ***4.2. Factors affecting the preservation of traditional costumes of the Dao people in Yen Son district, Tuyen Quang province***

##### ***- Impact of socio-economic conditions***

Currently, in some communes in the district, people's lives are still facing poverty and slow economic development. Traditional cultural values are gradually disappearing. The differences in experience, thinking and lifestyle between generations are increasingly large. For the elderly and predecessors, they always aspire to preserve traditional cultural values such as writing, language, singing, and traditional costumes of the nation. However, they lack interaction with the market and do not know how to preserve and

maintain those cultural values in the context of a rapidly changing society and strong economic development. As for the younger generation, they are lacking in all aspects, including understanding, experience and social interaction. Sometimes, they shun traditional cultural values due to modern thinking and lifestyle.

In the market, the traditional costumes of the Dao people are being strongly influenced, with changes in shape, pattern, color and material. Although these changes are due to the influence of the market, when looking at the whole, it is still possible to recognize and distinguish the traditional costumes of the Dao people from those of other ethnic groups. The diversified commodity economy has reached each village of the Dao people, and many large and small markets have appeared in the area, which are places for trading and exchanging goods, including traditional handicrafts of the ethnic group. This has a direct impact on the thinking and behavior of the people according to the new trend.

However, the decision to change the current costumes is the choice of the Dao community here. For them, traditional costumes are made with great care, meticulousness and have their own unique characteristics. They realize that it is necessary to cherish and preserve traditional costumes carefully. Therefore, in their free time, they teach their children how to embroider dresses even though they know that it is no longer suitable for daily work and life. For the people, that is a way to preserve the unique features of their ethnic costumes from being lost.

##### ***\*Impact of State policy on the preservation of traditional costumes***

Our Party and State always have policies and guidelines to prioritize and develop ethnic minority and mountainous areas. The implementation of many cultural policies for ethnic minority areas has achieved certain achievements such as the awareness of cadres, party members and people of

all walks of life about culture in general and ethnic minority culture in particular has been raised; grassroots cultural life has developed; the work of preserving, conserving and promoting ethnic culture has made new developments in both scale and depth.

In the context of international integration and cultural exchange, the aesthetic perception of ethnic groups is changing. The traditional costumes of many ethnic groups are undergoing rapid transformation, and many ethnic groups cannot maintain the cultural identity of their traditional costumes. The Dao people in Yen Son district, living among many other ethnic groups in the same area, are also not immune to this influence, encountering many problems that need to be overcome. People's lives are still full of difficulties. In this situation, a particularly emerging problem is that the cultural identity of these ethnic groups is gradually fading away rapidly. The work of preserving traditional cultural heritage has not yet received adequate investment from the State, especially the work of preserving and promoting the cultural values of ethnic minorities. There is a shortage of cultural management staff, especially a lack of young, capable and ethnic minority human resources. The number of artisans and experienced people is increasingly decreasing. The system of cultural facilities and institutions at the grassroots level is still in a state of degradation, lack of uniformity and ineffective use. Currently, the mobilization of funding from external sources and non-governmental organizations is still limited, because current policies do not meet practical requirements. The ethnic groups living here have not been properly assessed for their role in preserving and building policies to develop their culture.

#### ***4.3 Some solutions to preserve traditional costumes of the Dao people in Yen Son district, Tuyen Quang province***

##### ***4.3.1 Policy mechanism solutions***

Currently, there is no specific policy for the costumes of ethnic minorities in general and the Dao people living in the district in particular. This is a shortcoming in cultural management that needs to be overcome. Without timely solutions, traditional costumes may gradually disappear and no longer be maintained. Therefore, local authorities need to come up with effective solutions and establish consistent policies so that the Dao people understand and appreciate their good traditional cultural values, such as:

Based on cultural policies issued by the State, such as the Law on Cultural Heritage (Hoang Thi Thu Dung, 2018); Resolution No. 24-NQ/TU dated March 12, 2003 of the Party Central Committee on ethnic work (Ban Tuan Nang, 2014); National target program for socio-economic development of ethnic minority and mountainous areas for the period 2021-2030 (phase 1: 2021-2025) with Project 6 "Preserving and promoting the fine traditional cultural values of ethnic minorities associated with tourism development", Circular No. 04/2011/TT-BVHTTDL dated January 21, 2011 of the Ministry of Culture, Sports and Tourism on implementing civilized lifestyles in weddings, funerals and festivals, along with ordinances on museums and institutions on state organization and management, budget institutions... From these policies, local authorities can build a legal framework and consistent policies to preserve and promote traditional cultural values, including costumes, of the Dao and other ethnic minorities. The application and implementation of these policies will contribute significantly to maintaining and passing on good cultural values to future generations.

It is necessary to enhance the responsibility, awareness and management effectiveness of authorities at all levels and sectors directly related to maintaining, preserving and promoting the cultural values of ethnic minorities. It is necessary to develop and encourage the implementation

of scientific research topics on preserving the cultural identity of ethnic minorities in the locality, in order to create a suitable environment to promote the value of traditional costumes and introduce them to the community. In particular, it is necessary to include information and knowledge about costumes in the curriculum at schools, in order to help students recognize and honor the beauty of traditional ethnic costumes. This helps to convey and inherit traditional cultural values to the younger generation, contributing to maintaining and honoring the cultural heritage of ethnic minorities.

It is necessary to develop specific policies and mechanisms for preserving and improving cultural life at the grassroots level; policies and mechanisms for appropriate treatment and honor of the State for artisans and skilled workers so that they can confidently stick with their profession. Promote the role of village elders and clan leaders to help people understand the national cultural identity, including the use and preservation of traditional costumes. In addition, localities must strengthen and focus on opening traditional vocational training classes on brocade weaving and sewing and embroidering dresses for ethnic minorities, encouraging young people to absorb ethnic culture. Preserving the traditional costume culture of ethnic minorities is a long journey, and not easy, so the propaganda activities of the Youth Union and Women's Union also play an important role in helping the Dao ethnic group in general and the Dao people of Yen Son district better understand the preservation of traditional costumes in the current period.

#### *4.3.2 Cognitive solutions*

Nowadays, the traditional costumes of all ethnic groups have changed, many ethnic groups no longer maintain the cultural identity of traditional costumes, especially ethnic groups with small populations, or ethnic groups living in areas with high cultural exchange and influence. The use of

traditional costumes of the Dao people in Yen Son is also the same, has changed rapidly. Therefore, the work of preserving traditional costumes is extremely necessary.

First of all, Party Committees, State and local authorities at all levels need to strengthen propaganda work to raise people's awareness, so that they can see the value of traditional costumes. Encourage people to wear traditional costumes when participating in competitions and festivals taking place locally. Authorities need to record and save images of costumes used by ethnic minorities in specific conditions and circumstances such as going to the fields, going to the fields, during festivals, in spiritual rituals... to have documents for restoration.

It is necessary to promote the role of socio-political organizations such as the Youth Union, Women's Union, and Clubs so that members can teach each other sewing, stitching, and embroidery techniques, and encourage each other to use traditional costumes more often in daily life and on important days of their nation.

Pay attention to building websites to introduce and promote traditional costumes associated with promoting ethnic minority culture. Post videos, photos and manage some channels, social networks such as Facebook, Zalo, Tik Tok... about Dao ethnic culture in particular to let the online community know.

It is necessary to promote the role of Dao families and clans in encouraging their descendants to use traditional costumes, preserve and develop sewing, weaving and embroidery, and feel respect and pride when wearing traditional costumes.

Encourage students of ethnic boarding schools in the province to wear traditional costumes when going to class and on school holidays. Regularly organize art performance competitions and demonstrations of traditional costumes of ethnic groups living at the grassroots level;



organize commendation and reward for groups and individuals with outstanding achievements in using and preserving traditional costumes of ethnic groups.

The use of traditional costumes during holidays, important events of life and of the nation will contribute to strengthening and raising awareness of preserving and conserving ethnic cultural values. The attention and encouragement of the State, local authorities, and policies to support production will help people love, be more attached, and be more responsible in preserving traditional costumes. Along with that, it will help them create brocade products such as: scarves, handkerchiefs, pillowcases, brocade bags, shoe and sandal decorations... to serve life and provide the market with products of community tourism, cultural tourism... to develop tourism.

#### *4.3.3 Human solutions*

Tuyen Quang province is praised for its rich cultural heritage and long-standing traditional history. In particular, the province also has universities and colleges specializing in cultural management. This is a place for in-depth training in cultural management activities, providing knowledge for cultural officers in their work. This allows them to share and come up with the best solutions for general cultural management and the preservation of traditional costumes of the Dao people in Yen Son while promoting the good values of traditional Dao culture.

There needs to be close and regular coordination between the cultural department and cultural center with the activities of the village and hamlet. Cultural officers need to be equipped with adequate knowledge and deep understanding of related fields such as architecture, language and have passion for the profession. They need to have practical knowledge and regularly participate in surveys at the grassroots level to promptly provide effective solutions in local cultural movements and activities.

The State needs to ensure budget support for human resource development in cultural management. This includes policies to promote and attract talents to work locally, especially young and potential cadres. Raising awareness among the Dao people in the area about the importance of traditional costumes also needs to be thoroughly implemented and widely promoted.

Cultural officers in villages and communes need to share the good values of the nation to enhance national pride and encourage people to be proactive in preserving traditional costumes. To achieve this, local Party committees and authorities at all levels need to: implement coordination, unity and synchronization between relevant levels and sectors to ensure the preservation and promotion of the cultural values of traditional costumes of the Dao people. At the same time, it is necessary to establish a suitable remuneration regime for individuals, organizations and units participating in this work.

During their work, cultural officers need to work closely with the Dao people. They must help them understand the benefits of preserving traditional costumes. At the same time, cultural officers must also be pioneers and role models in this work, creating harmony and actively participating to achieve the goal of preserving and promoting the value of traditional Dao costumes.

There needs to be coordination between the cultural sector and radio and television agencies in the district, city, and press agencies to effectively propagate and promote programs on preserving Dao people's costumes and other cultural activities of other ethnic groups living in the area.

In collaboration with secondary and high schools, the Youth Union and the Women's Union organize regular thematic activities to educate students about the value of traditional costumes, especially emphasizing the unique beauty of each ethnic group's costumes. At the same time, organize art performances and traditional costume

competitions so that students can admire and love their ethnic costumes more. Organize competitions in skillful hands, hand weaving, and traditional embroidery so that students can understand and grasp the methods of creating their ethnic group's traditional costumes.

Thus, the coordination between the Party Committees, the State, local authorities and the Dao people in Yen Son district is necessary in the work of preserving traditional costumes and ethnic culture. Cultural officials have been very active in promoting the image of traditional costumes and the preservation and development of ethnic cultural identity, while also linking with a number of training facilities, organizing a number of clubs to teach embroidery, brocade weaving, and sewing for the younger generation in the community. Thereby, helping the Dao people understand the value of traditional costumes and maintain the custom of using costumes in daily life, important family days, holidays, and national festivals.

Preserving traditional culture associated with tourism development is a long-term, sustainable direction of the locality. To encourage and create conditions for traditional handicrafts to develop, local authorities must contact businesses to find outlets for products, and plan brocade sales areas at tourist destinations in the area. Thanks to that, the traditional costumes of the Dao people here will be used more often by the people, leaving a good impression on visitors from all over, contributing to creating a driving force to promote tourism development in the area.

## 5. Conclude

In the process of building and defending the Vietnamese homeland today, understanding and raising awareness of the traditional culture of ethnic groups is an objective and inevitable requirement. At the same time, with the development of the new era, the Dao people in Yen Son district have expanded their relationships with the outside world and changed their concept

of costumes, which is reasonable. Finding solutions to preserve traditional costumes is very necessary in the current situation. This responsibility belongs primarily to cultural agencies and local authorities. Strengthening propaganda and mobilization to help people understand the value of costumes is something that needs to be done regularly. Each person needs to be aware and improve their capacity to protect and preserve the traditional costumes of their ethnic group. At the same time, the participation of the community, especially the artisans and the elderly, who have knowledge of traditional costumes in daily activities, work, festivals, etc. is very important to develop sustainable culture and spread the value of traditional costumes. Thereby, the popularization of traditional costumes not only enhances national pride but also contributes to building an advanced Vietnamese culture, imbued with national identity./.

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