

ABSTRACT

The phenomenon of exaggerated manner of consumption that turns out to be consumerism in our society is being the topic of this study. Specifically, observing the consumerism among the readers of Go Girl magazine. The readers in this case are the female teenagers has significant implications towards the consumerism in society and it is correlated with the influence of fashion rubrics in that magazine. This study uses qualitative method and interview towards the readers. The Consumer Society and System of Objects, theories by Baudrillard are being applied to conceal the consumerism pattern and the elements beyond it. As in result, it is revealed that the readers purchasing certain products of fashion because what they learn in the page of the magazine in purpose they compete to stylish person. Being a difference as they acquire social status among their peers is the element of the consumerism that tied to the matter of shaping individual's identity.

Keywords: *advertisement, consumerism, fashion, identity, teenagers.*

