ABSTRACT

The phenomenon of androgyny fashion has occurred massively in women fashion. As a media to records the fashion trends, Fashion magazine has a great role in shaping people’s preferences about their fashion. The purpose of the study derives from the occurrence of androgyny fashion in relation to the issue of empowering women in ELLE Magazine of Indonesia, February 2012 edition. The issue comes from the editor’s comment and several taglines in its pages. This study is held to find the underlying meaning behind the usage of androgyny fashion. It attempts to find the relation between androgyny fashion and the subordination of women. This study focuses on the clothes as the object of analysis. This study uses the semiotic theory developed by Roland Barthes as the tool for analyzing the androgyny fashion. There were three pictures in the fashion pages that became the object of the analysis. Those three pictures represent the method of semiotics by Roland Barthes. Semiotics works to find the underlying meaning of the representation of Androgyny fashion. Through this analysis, it was found that androgyny in women fashion appears as the manifestation of desires and anxiety. The anxiety manifestation comes from the first and second analyses, while the desires come from the third analysis. The anxiety is reflected through the acceptance of women in being dominated by men and less superior to men, meanwhile the desires are reflected through the demand of equality between men and women.

Keywords: Androgyny, fashion, representation, women, semiotic, magazine.