

**ABSTRACT**

The phenomena of fashion blogs have occurred recently following the development of fashion bloggers in Indonesia. Fashion blog is a product of the bloggers that contains the theme concerning fashion, vintage-fashion, photography, art, craft, lifestyle and make up lesson in which the blogger tries to combine three aspects of art, photograph, and fashion. Fashion blogs become media to share knowledge about fashion, since fashion recently is no longer an expertise of designers, stylists and fashion journalism, but it is also practically done by people who concern fashion. One example of fashion blogs in Indonesia is *A Diary of: The Riotous Belle* written by Sonia Eryka. This study aims to analyze and reveal the representation of urban female teenagers' fashion trend through Sonia Eryka's fashion blog. This analysis uses qualitative method supported by Semiotic theory by Roland Barthes as the main theory to reveal the representation Sonia Eryka's images. For the results, the writer finds that Sonia Eryka's fashion blog represents urban female teenagers' fashion trend related to contemporary culture print, feminine, and passion to be creative. Recently, urban female teenagers prefer mostly the casual and sporty style. Moreover, it is also known that urban female teenagers' fashion trend tends to have the expensive and branded ones from online business or online shops. The most interesting findings is that there is a shifting of the function of the blog itself from personal journal or private space to public space which is also part of urban female teenagers' lifestyle.

**Keywords** : *Fashion Blog, Fashion Trend, Female teenagers, Representation, Urban culture*

