

CHAPTER 1

INTRODUCTION

1.1 Background of The Study

Nowadays, fashion has developed significantly including the development of garment and fashion designs around the world. However, the important thing that supports the development of fashion is media. In this case, media has an important role to spread the development of fashion as its purpose to give any knowledge and information about fashion to the readers. Hence, it can be utilized as fashion references whether to follow or update the latest trend fashion. In fact, people use many media to fulfill their fashion requirement from both printed media and electronic media. Fashion magazine, newspaper, and tabloid are the examples of printed media that are commonly used by many people as their references in fashion the same as television, as the electronic media, all these media provide fashion trends information and their development.

In distribution, media has its own targets for examples media for adults, teenagers, or children. The printed media that are published in Indonesia for teenagers are *Youngster*, *Girlfriend Indonesia*, *Sister*, *Cerita Kita*, *Gadis*, *Gaul*, *Go Girl*, *Cosmo Girl*, and many more (Indoline 2012). Those media are magazine and consumed by teenagers that usually contain column of fashion, those magazines are very useful for teenagers in this modern era where they can grasp a lot of information and references about many things including fashion. However, as the development of media, not only printed or electronic media that are used for

references in fashion but also internet media such as online newspapers, online magazine, and blogs.

Fashion blogs become the latest phenomena in the cyberspace. Fashion blogs has have similarities with the other blogs in general in which a blog commonly provides the ideas of bloggers, bloggers' experiences, and photographies. According to Kelleher and Miller in Maharani (9), blog is a web page which might be defined as a personal journal or diary which contains with ideas and opinions of the bloggers and it also contains with favorite hyperlinks suggested by the bloggers. However, fashion blogs concern with the theme of fashion, vintage-fashion, photography, art, craft and make-up lesson. Meanwhile, Racamora argued that fashion blogs or sometimes called as personal fashion blogs or personal style blogs are the references in which the authors or the bloggers post their pictures to document their outfits in their regular basis (409). In the fashion blogs, the bloggers also display the detail information about the brand of their outfits or items.

Recently, fashion blogs become the new phenomena in Indonesia since they are created by young female teenagers. As we know, fashion might become the most important thing and primary focus for many young female teenagers. Due to the development of fashion in this age, teenagers have biological change that affect their taste of fashion unconsciously it persuades them to have good appearance and they try to show the best of them. Another reason is that they begin to have a fascination to the opposite sex. Thus, there is an effort to draw out the attention from the opposite sex through fashion (cited

<http://marianofoala.wordpress.com/2013/02/12/pentingnya-fashionable-bagi-remaja/> on 26 September 2014). Therefore, in this case, they are very enthusiastic to be fashionable and often they share the outfits and the ideas about fashion to the blogs. Further, their blog started called as fashion blogs. Through the fashion blogs, the bloggers try to combine three aspects such as art, photography, and fashion. Those bloggers in general use their blogs as media to express their creativity and interest to play dresses and to improve their self-creativity towards fashion.

In Indonesia, the phenomena of fashion blogs has begun in last seven years ago (cited in <http://www.thejakartapost.com/news/2010/02/28/local-fashion-scene-moves-online.html> on 15 August 2014). It is began from the hobbies of the fashion bloggers where they use a blog as a medium to express their creativities and interest to play dresses in fashion.

Nowadays, there are many fashion blogs in Indonesia that have developed and they were mostly written by female teenagers from the range of age fourteen to twenty years old. Those fashion bloggers have high creativity and imagination to play dresses, such as Charlene Gondo with her blogs “*Summer Flounce*”, Sonia Eryka’s “*A Diary of: The Riotous Belle*”, Diana Netaneel Cathilin’s “*Call Me Diiyn!*”, Diana Rikasari’s “*Hot Chocolate and Mint*”, Michelle’s “*Glisters and Blisters*”, Evita Nuh’s “*Jelly Beans*” and many more. One of the most famous fashion blogs is *A Diary of: The Riotous Belle* by Sonia Eryka which have high followers in her social media accounts like *Instagram* and it is regarded as productive fashion blog in 2013. She has thirty one thousand followers in her

instagram account. Because of her hobby to post her outfits of the day photos, she becomes an endorse for some advertisement labels (cited in <http://wolipop.detik.com/read/2013/09/06/172833/2351712/233/5/8-fashionista-indonesia-yang-populer-karena-hobi-foto-outfit-of-the-day-ootd-> on 28 November 2013). Moreover, Sonia Eryka's fashion blog is also included on top 5 fashion blogs in Indonesia (cited in <http://weinitandiyanti.blogspot.com/2012/11/top-5-indonesian-fashion-blogger.html> on 28 March 2014).



Figure 1.1 Sonia Eryka's Fashion Blog
Courtesy of <http://soniaeryka.blogspot.com/>

Figure 1.2 Sonia Eryka's Fashion Blog Contents Courtesy of
<http://soniaeryka.blogspot.com/>

A Diary of: The Riotous Belle – soniaeryka.blogspot.com – is a fashion blog founded by its editor, Sonia Eryka in 2009. Sonia Eryka's fashion blog has invited many attention and appreciation because the fact that Sonia Eryka has successfully created her fashion blogs attractively and brought her fashion blogs very popular not only in Indonesia but also in the foreign countries. It is proven by Sonia Eryka, as the fashion blogger who was invited to attend New York Fashion Week that was held on September 2013 because of her fashion blogs existence. According to Jakarta Post article, Sonia Eryka's fashion blog has proved that fashion development is not only from western bloggers but also from Indonesian's blogger, one of those is Sonia Eryka.

“Western bloggers aren't the only barometer in fashion week around the world, much to a surprise an Indonesian fashion blogger named Sonia Eryka was sponsored by Fimela.com and TrèsSemme to attend the New York Fashion Week. Since she went to New York, she used her website domain name Soniaeryka.blogspot.com for updates her daily while travelling in New York. Through her blog, *A Diary of: The Riotous Belle*, guides readers to walk through the New York Fashion Week by featuring travel journal videos. This young Indonesian blogger also starred in Teen Vogue's Fashion Click, a section on teenvogue.com that presents daily chosen top outfits by various personal-style bloggers around the world (cited in

<http://www.thejakartapost.com/news/2013/09/29/messengers-fashion.html/> on 26 March 2014).”

That article shows that Sonia Eryka’s fashion blog has its consistency and contribution for the development of fashion to bring herself to the international event like New York Fashion Week.

A Diary of: The Riotous Belle written by Sonia Eryka since 2007 but she just launched her blog in 2009. Based on an the interview with Glam Asia, she speaks aloud that :

“I started blogging in 2007 but launched this blog only in 2009. The blog is meant to be a personal journal...I posted my daily outfits, and people started to visit and call it at a fashion blog” (cited in <http://www.glamasia.com/2012/02/29/blog-talk-with-sonia-eryka/> on 26 March 2014).

Furthermore, she tells about her blogging style in the *A Diary of: The Riotous Belle* which almost contains with fashion make up as big part of it :

“Since it’s a personal journal, it covers things rather than fashion such as current inspirations, music I’ve been listening to, some video cover of me or my band’s gigs, even some random food recipes I’d tried — basically all of my favorite things, and fashion make up a big part of it” (cited in <http://www.glamasia.com/2012/02/29/blog-talk-with-sonia-eryka/> on 26 March 2014).

Moreover, beside as a fashion blogger, Sonia Eryka is also an Indonesian female actress, a designer of her own clothing line *Riotous*, a fashion stylist, a photographer and also a singer in her band called Syndicate (cited in <http://www.glamasia.com/2012/02/29/blog-talk-with-sonia-eryka/> on 26 March 2014). Therefore, Sonia Eryka's fashion blog also becomes very popular among teenagers in Indonesia particularly those who live in big cities or urban area.

According to Storey in Suparmi (2014) the youth culture and urban is a culture in which teenagers take a part in its development since they enjoy and have fun among peers related to their appearance or fashion style among urban teenagers. Basically, youth culture and urban related with 'trend'. Trend has been introduced by people who called *trendsetters*, people who appear in the public (27). Therefore, as part of urban and youth culture, fashion blogs has close relation to represent urban teenagers' fashion trend.

Urban teenagers, particularly female teenagers, use fashion as their tools in representing themselves in the society. They like to buy the luxury products, which through the products, it can represent their class. Thus, it affects their appearances in which urban female teenagers have the high requirements for fashion to express themselves as urban people which modern in versatile (Irene 27). Fashion as the symbol of teenagers particularly in the urban society is used to show their identity, lifestyle, and their attitude toward fashion such as *rock-punk*, *edge*, *vintage*, *Korean girls*, *riots*, *casual* et cetera. Hence, the teenagers always need some references as their guide to choose the clothes for example by using magazines as they tools to gain any information about fashion.

Fashion in urban life much influences to the teenagers since they are as young teenagers were seen to be different, there was seen to be a generation gap, through dress style, music, and so on were seen as important uniform for membership of an age group and generation. Particularly styles of dress were associated with groups of young people for example the mods and rockers. Therefore, youth culture want to be a different groups who were often characterized as different from adults and portrayed in both sociological and the media (Guy Ali 21). In addition, fashion in the urban culture always dynamic as introduced by people who are socially prominent. For example celebrities as public figure have strong influence toward fashion trend.

Adopted from Pleasance (1991) in Guy Ali et al in a book *Through the Wardrobe Women's Relationships* stated that youth magazines influences young women's choices of clothes. Furthermore, she argued that there is a relationship between female youth culture and pop magazine. Besides, She argues that there is an assumption in these magazines that female readers make sense of themselves through identification with particular musical genres or styles (Guy Ali 37). However, as the development of internet, it makes easier for teenagers to find other media for their fashion references including fashion blogs. Through fashion blogs, they can adopt the latest fashion trend by the bloggers where the blogger's outfits can represent the urban teenagers' fashion trend.

Particularly in Indonesia, fashion in the urban area much related with the latest trend, including outfits and accessories which proposed by people who have power in society for example public figures such as celebrities, *celebgrams*,

politicians, and fashion bloggers. Those people proposed their original fashion trend through the outfits and publish to the social media. As public figures, their appearance brings a power to show the identity in the society. Therefore, people begin to follow their fashion trend. Particularly celebrities, they give much influence toward urban fashion in Indonesia, since they have been creating their label product in fashion (indonesiakreatif.net 2014). People admitted that they are prefer to buy outfit or accessories created by celebrities because it is high quality and not only as a symbol of ordinary things, but also contain with the symbol of satisfaction (Jawapos 2015). Brand introduces by celebrities Indonesia for example Daniel Mananta's, *Damn! I Love Indonesia* specialized for clothing and merchandise, Ariel NOAH introduced his shoes label *ARL Shoes by Hardware*, Luna Maya's *LM Hardware*, Cinta Laura's *CLK* and et cetera. Therefore urban fashion in Indonesia not only proposed by the fashion trend of celebrities, but it also proposed by brand which produced by celebrities. Beside celebrities, urban fashion closely related with the existence of fashion bloggers, within fashion blogs that become phenomena in Indonesia recently.

Through fashion blogs, bloggers shows the latest outfits combined with professional photography. Blogger's photos outfits indirectly creates fashion trend through their fashion blogs. Therefore, there is a possibility for a fashion blog to represent the development of fashion trend. In this case fashion blog, the blogger could be also said as a taste maker. Taste maker is very influential to determine which fashion that is stylish and fashionable in the fashion trend. The

blogger, as a taste maker, also spreads the newest fashion trends through his or her outfits as the representation of fashion development.

Thus, the writer argues that fashion blogs create fashion trend through the photos of the outfits of the blogger that represents urban female teenagers fashion trend in Indonesia. The existence of fashion blogs in Indonesia recently creates the new phenomena among teenagers as the blogger itself and the readers who have high desires and requirements toward fashion. Based on the reasons, Sonia Eryka's fashion blog *A Diary of: The Riotous Belle* is chosen as the object of the study.

The analysis of this study uses semiotic theory that is proposed by Roland Barthes. In order to analyze the representation of urban female teenagers' fashion trend deeply, particularly related to its results, Semiotic theory is used to specify the data analysis of this study. Semiotics is used as a tool to reveal the representation of urban female teenagers' fashion trend brought by Sonia Eryka in her fashion blog.

Representation as the focus of this study is analyzed through the blogger's outfits that represent urban female teenagers' in general. Fashion blogs and teenagers are related because the readers of fashion blogs are mostly the teenagers also the bloggers of fashion blog. Each blogger has their own style in writing their fashion blogs and they have their own characteristic of outfits. Those fashion bloggers really influential toward fashion trend particularly for teenagers'. Therefore, it inspires the writer to analyze how urban teenagers' fashion trend represented through Sonia Eryka's fashion blog *A Diary of: The Riotous Belle*.

1.2 Statement of the Problem

1. How is urban female teenagers' fashion trend represented through Sonia Eryka's fashion blog *A Diary of: The Riotous Belle* ?

1.3 Objective of the Study

Based on the statement of the problem above, this study intends to analyze and reveal the representation of urban female teenagers' fashion trend through Sonia Eryka's fashion blog *A Diary of: The Riotous Belle*.

1.4 Significance of the Study

The significance of this study is hoped to be useful for people in general as the readers particularly who are concern with fashion blogs, fashion, women and fashion and its development. Fashion blogs as a part of the development technology in media introduce a new way that replace the function of media printed such as fashion magazine to provide information about fashion. Moreover, through fashion blog it can represents the portrayal of fashion urban female teenagers' in our society today.

Despite the fact that fashion blogs have growth rapidly among Indonesian female teenagers as the blogger, this study aims to give a critical analysis on a shifting of the use of media printed to electronic media particularly fashion blog as new media that provide any information about fashion toward teenagers. The writer hoped that the readers will get the benefit from this study and get knowledge about fashion blog and the representation of female teenagers' fashion trend on it. Thus, this study will be useful information for those who are concerned with the phenomena of fashion blog nowadays. This study also meant

to give contribution to the study of culture particularly in English Department of The Faculty of Humanities in this case of analyzing the representation of teenagers' fashion trend through fashion blog. Moreover, the significant of this study for students of Universitas Airlangga especially for Faculty of Humanities students as a reference for next study in the same specific subject major in Cultural Studies.

1.5 Definition of Key Terms

Fashion Blogs : Fashion blogs or sometimes called as personal fashion blogs or personal style blogs is reference to those blogs whose authors or the blogger post pictures of themselves to document their outfit a regular basis (Racamora 2011, p. 409).

Fashion Trend : A fad, sometimes called a trend, is any form of behavior that develops among a large population and is collectively followed with enthusiasm for some period.

Representation : The connection of meaning and culture that is shared and expressed through behaviors, rituals, institutions, myths, or religious beliefs and art (Du Gay 1997, p 12).

Female Teenagers : Female teenagers are female in the range of age thirteen to seventeen years old or called as early adolescent age and the range of age seventeen to twenty one years old which called as the end of adolescent age (Soesilowindradini 1992, p. 21).

Urban Culture : The term *urban culture* refers to the meanings, ways of life, and social practices associated with the modern city. Urban culture is made at the interface of society, community, and the built environment (Hutchison 2010, p. 856)

