

Nama : Luvdhy Wahyu Sarwo Edy
NIM : 120710250
Angkatan : 2007
Judul Skripsi : Contemporary Pants of Indonesian Urban Female Teenagers : Fashion and Identity from Cultural Studies Approach
Dosen Pembimbing : Diah Ariani Arimbi, S.S., MA., Ph.D.
Abstrak :

Fashion and modernism shared characteristics of urban culture in its role as historical phenomenon. The contemporary phenomenon in Indonesian fashion is the emergence of hot pants, legging and jeans as the popular pants clothing of the female teenagers. This study researched the cultural identities of the pants fashion towards the female teenager consumers within the activity of consumption. The research used qualitative approach with a field study of semi-structured in-depth interview method based on the theory of fashion system to High School female teenagers in Surabaya city because of its urban culture and a fact that the younger consumers are the main target of the fashion industry nowadays. The pants clothing here which are hot pants, leggings and jeans as fashion establish the female teenagers consumers' identity formation in the discourse of freedom of expression, femininity, individuality, social status, and affiliation to social group. Whereas, the power of fashion system often comes from the media. All of those variables finally built the fashion identity of the female teenagers consumers that works as a dialectic dialog between fashion discourse and female identities within the role of pants clothing in the dimension of used garments towards consumption activity to establish the repositioning of the self within the fashion system.

Keywords : pants, fashion system, self, identity, consumption.