

MAKNA TATO ANGGOTA *BIKERS MOTOR ANTIQUE CLUB* INDONESIA (MACI) DI YOGYAKARTA

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TATTOO;SEMIOTIC

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SUMMARIZE

Tattoo phenomenon isn't being a cultural anymore but, it can be said as a "style" which disposed as place for to show someone's identity in the middle of their social life. Recently, attention on identity construction was focused to 'utterance/message' which deliver identity.

Media is not only to present reality or fact, but also to produce it, too. So, in this thesis was chosen four kind of tattoos from the members of biker MACI Yogyakarta such as Retro Classic Cycles tattoo, Dragon tattoo, Biomechanics tattoo and face tattoo "Loverda" an expression to transmits message tattoo a *bikers* for his identity representation*.*

Pilot study was analyzed by semiotic approve Roland Barthes, that is to help understanding the meaning of sign which appear on message non verbal even visual toward tattoo. Denotation is meaning was based on conversion objectively, and Connotation is meaning was added by denotation. For Roland Barthes behind formed the meaning there will be a myth which must be followed in this analysis.

This method can show and explain many symptoms which will appear like as the meaning of sign which was communicated by that tattoo. The important thing is explanation about every appearance meaning of the sign was followed by textual and contextual arguments in order to keep focus on communication.

Retro tattoo, Dragon tattoo, Biomechanics tattoo and face tattoo "Loverda" have many different characters. Retro Tattoo means proud of company, Dragon Tattoo means motivation and spirit of life, Biomechanics Tattoo means love in motor, and Face Tattoo "Loverda" means love to his child. All of these tattoos framed in proud, love, and every tattoo has frame of reference itself to cast in visual tattoo.

Because of that, identity representation among the fourth tattoos by Roland Barthes analysis is identity activity in action of perfecting form (*symbolic self-completion)*. Thus, "Retro Classical Cycles" Tattoo is identity from company logo which is inside to representation proudest about what was constructed by *biker* to build company where inside many strength, heroes and award.

In fact after the fourth tattoos was analyzed found that Retro Tattoo, Dragon Tattoo, Biomechanics Tattoo and Face Tattoo "Loverda" just working to an individual who choose and use that tattoo. It isn't a qualified to be bikers MACI at Yogyakarta itself.

So, the result of this research has found a concept of the meaningful tattoos individually for bikers and it isn't to be a qualified or presentate bikers' identity. It means that tattoo in culture of community isn't be a thing that must be forced or qualified yet. Because of there is a comprehension concept that to decide a person wants to use tattoo or not, needing time and serious thoughtful. Why thus? Tattoo related by law in religion which their believe, cause this tattoo isn't temporary but permanent for his life.

ABSTRACT

Tattoo in bikers member is interesting thing to illustrate identity work to completing identity (*symbolic self-completion)*. Signing on the body such as tattoo, can communicate one or more from these things like: 1) Private Identity, 2) Culture Practice Value, 3) Membership at little community in social which prefer wriggle, edges, marginalization, or separated from mainstream (Grumet, 1983; Hambly, 1952; Mead 1928; Sanders, 1988 in Mulyana, 2000). Then, tattoo isn't be a cultural any more but it can be said a *fashion* which it has tendency to show someone's identity in the middle his life. Finally, attention at identity construction was focused in "Utterance/message" which delivers identity.

This research use qualitative approach by Roland Barthes semiotic analysis which focused on signal and sign is sign image which we believed like as handwriting even voice in the air we listened. (Fiske, 1990:47) Non verbal data and visual at tattoo purpose denotes and connotes as the working of sign in first arrangement. Even, myth is the second way from three ways of Barthes' about the working of sign in the second arrangement. The subject of this research is four tattoos "Retro Classic Cycles", "Dragon", "Biomechanics", and "Loverda" from bikers' member of Motor Antique Club Indonesia (MACI) in Yogyakarta.

The result of study with analysis visual dimension was found that four tattoos which construct representation identity from the tattoo usage individually, not community. Cause there isn't qualification interest of bikers' member MACI in Yogyakarta.

The result of "Retro Classic Cycles" tattoo, "Dragon" tattoo, "Biomechanics" tattoo, and Face tattoo "Loverda" is representation of identity for love and proud where inside content of spirit and struggle.

Key words: tattoo, semiotic of Roland Barthes, purpose