

CHAPTER I

INTRODUCTION

I.I Research Background

Culture is way of life that is developed and shared by a group of people and passed down from generation to generation. It made up of many complex elements, including religious, and political systems, customs, language, tools, clothing, building, and artwork. Clothing or we called it as fashion, as well as culture, is a term to describe a style that is considered prevalent a certain period. Fashion is no longer a primary requirement, but it has become a medium to show the existence and quality of one's life.

According to Reza Oktiva, following Kawamura's book, described fashion as the mode of dress, etiquette, furniture and style of speech adopted in society for the time being (2005:2). This happens along with the development of industry, entertainment, and technology. Fashion is usually different in one community group depending on age, social class, generation, profession, and also time. The rise of fashion in everyone making fashion accessibility widespread throughout the world. Industry fashion around the world is competing to continue to grow and create new work is expected to be a role model in the world of fashion. Industry fashion has a trend that is always changing and not lasts long.

The fashion industry in Indonesia began to grow in the late 1960's, in which the influence of the West influenced greatly fashion Indonesia. As it once happened in 1970, pants with bootcut pieces become a fashion trend used by almost every young child at that time. Whereas in 1980, almost every woman was wearing a shirt with tall shoulder strapping and having curly hair expands. Industry fashion in Indonesia can be said to grow very rapidly in decades this last. This is supported by the potential of local designers who always make innovative new work.

In the era Globalization, fashion industry growth through the media since. it has the power to spread any fashion style in the world. The Grunge fashion style is one of the well-known fashion which almost the country knew it. The term of Grunge itself is used to define a specific moment in twentieth-century music and fashion. Hailing from the northwest United States in the 1980s, grunge went on to have global implications for alternative bands and do-it-yourself (DIY) dressing. While grunge music and style were absorbed by a large youth following, its status as a self-conscious subculture is debatable. People who listened to grunge music did not refer to themselves as "Grungers" in the same way as "Punks" or "Hippies." However, like these subcultures, grunge was co-opted by the music and fashion industries through its promotion by the media.

The media has begun to show the portrayal of Grunge style through electronic and printed media. then, the printed media such as magazines, bulletins, pamphlets, books, and novel have achieved

prominence (Rinaldo, 2009, p. 230). In the fashion magazine industry, fashion magazines become more popular among the others. The content of these fashion magazine focuses on the Grunge style which almost equal to women's magazine in general especially in Indonesia such as Femina, Gadis, Kartini, Cosmopolitan, Vogue, Bazaar, and many more. Even so, those are different packages because this study focuses on the Grunge style which looks like a rocky girl.

As argued by Cakti Annisa and Diah Ariani journal, magazine appeal to their readers by means combination of entertainment and useful advice (cited in Storey, p. 153), it is through rubrics or articles that appear in fashion magazine which aim to help women by providing a solution to their problem. most of the fashion magazine features a representation of fashion style that looks modern and fashionable. It is if the fashion magazine wants the reader to look stylish and have the same stylish with the western style like The Grunge style.

Therefore, this research is aimed to analyze the representation of Grunge style fashion by chooses Indonesian Bazaar magazine. The article of the magazine is the research object to be analyzed. Then, this study focused on how Indonesian Bazaar magazine represents Grunge style fashion, which is using the social semiotic by Kress and Van Leuween They theory are three metafunctions, that are Representational, Interpersonal, and Compositional. The theory is suitable for this analysis to identify the image

and text of the magazine. The important role of images in current newspapers, magazines, public relations materials, advertisements and various kinds of books cannot be disregarded. (Kress & Van Luween, 2006). These media involve a complex interplay of written text, images and other graphic elements that combine into visual designs by means of layouts.

I.2 Research Question

How does Indonesian Bazaar magazine represent Grunge style fashion?

I.3 Purpose of the Study

To investigate the representation of Grunge style fashion in Bazaar magazine by using social semiotic theory.

I.4 Scope of the study

This study focuses on Grunge style fashion in Indonesian Bazaar magazine. However, the writer chose five articles with within 15 pictures published in 2013 and 2016. This study only analyzes the pictures of the article that represent the grunge styles only, therefore the writer did not analyze the written text in these articles which is a weakness of this study.

1.5 Significance of the study

In this study, the writer is expected to give more information and contribution about social semiotics, especially in media. And also, the writer hopes this study can be used and contributed much for who want analyzing in the media discourse and the cultural study.