

ABSTRACT

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This thesis discusses Japanese youth subculture issue in Haruki Murakami's *Colorless Tsukuru Tazaki* through the main male character, Tsukuru, and the other characters related to him. By using Hebdige's *The Meaning of Style*, the analysis presents that Tsukuru's group of friends is a complicated being and full of intricts among them as youth people, because they against the normativity of mainstream culture. And by using Butler's *Gender Performativity*, the analysis presents that a man could be performing gay as the sexual orientation although the gender is masculine. The gender masculinity should be paired with the opposing gender feminine, no matter the sex is male or female. In this case, Tsukuru experience falling and rising in performing his sexual desire from he was 20 until he is 36 when in the end Tsukuru could not be able to feel anything while doing sexual intercourse with a woman.

Keywords: Style, Youth, Culture, Subculture, Friendship, Death, Sexual Orientation, Performativity, Abandon, Japanese.