CONCLUSION

5.1 Conclusion

Punk is not only about the music, but also the fashion and the lifestyle. It consists of the attitude, the ideology, and the way they live their life. Punk came from working class. It was well known with the ‘rebellion and anarchism’ message on it. It first came from the middle class in the US in the mid of 60’s and proliferated in UK, especially in England in 1970’s. The intriguing history behind this subculture creates its own characteristics. As the conclusion from the analysis of this research, it is found that the disposition of punk fashion and lifestyle in Alternative Press Magazine can be seen through two points of view; punk as a subculture which construct new meanings through object representation, and punk kids as the subjects who reflect those meanings.

The disposition of punk fashion and lifestyle in the first article shows that punk as a subculture tends to construct new meaning through object representations. Those representations are Vivienne Westwood, Richard Hell, Malcolm McLaren and Johnny Ramones. Vivienne Westwood represents her aim to destroy class culture in Britain through her designs, it is also represented in the sixth article in which she uses tartan
pattern in her design to construct the meaning of working class which she adopts from Scottish Kilt. The other adopted object representations are bull piercing and chokers. In the third article, it is found that bull piercing originally represented the journey of soul-searching in Native American Tribe (Zulch, 2015), but punk subculture constructs new meaning of bull-piercing as the object representation, it represents rebellion. Meanwhile, choker was the object representation of prostitution in Victorian period, but punk constructs it into the meaning of powerlessness.

Another representation is Johnny Ramones, who brought Chuck Taylor with him. It is affirmed in the second article which found that the disposition also tend to construct new meaning through object representation. Chuck Taylor, as the object representation, represents antiestablishment. Furthermore, in the seventh article, it signifies that Chuck Taylor represents antiestablishment because it was thought as rebellious to wear this kind of shoes outside the gym (Ramone via Filippa, 2018). However, this antiestablishment statement contradicts with the representation in the sixth article. In the sixth article, it is shown that punk fashion get involved in the mainstream culture for it has collaboration with hype brands such as Off-White and Bape.

From the contradiction above, it can be concluded the disposition of punk fashion and lifestyle tends to construct new meaning of multiculturalism. Additionally, the modification of hairstyles which is explained in the fifth article also shows multiculturalism. In the fifth article, multiculturalism disposition is shown when punk
kids tend to imitate the figures who become trend setter. It is represented through the creativity of punk figures who often change their hairstyles; from straight to curly and from dark color (e.g. black) to bright colors (e.g. pink, yellow, blonde, and orange). Another creativity which is reflected by punk kids can also be seen in the fourth article where they beautify their plain jacket by sewing and patching it with safety pins, studs and patches.

Another disposition of punk fashion and lifestyle can be seen in the seventh article. It shows that the disposition is balanced between reflecting and constructing meaning because the narrations and the pictures often contain of the classic and contemporary figures. The contemporary figures tend to reflect the classic punk look which was constructed by the classic figures, and then construct new meaning of it. It can be seen through Chuck Taylor (in the seventh article) which represents the meaning of gender equality that in the fourth article is supposed to be represented through ‘Riot Grrrl movement’. Meanwhile, in the second article, Chuck Taylor is the language representation which means antiestablishment. It absolutely shows that contemporary figures reflect the style and construct new meaning of it at the same time.

5.2 Suggestion

From this study, the researcher has found disposition on punk fashion and lifestyle in Alternative Press Magazine. Besides using the theory of circuit culture from Stuart Hall, the researcher suggests this study to be developed in order to get
further analysis using other theories. The thing that is interesting to be analyzed in this community is the gender equality in punk community. The gender equality could be seen through some movements such as Riot Grrrl in 1990 and Pussy Riot ‘Punk Prayer’ in 2012.