

CHAPTER I

INTRODUCTION

1.1 Background of the Study

People in this world live in society which can not separate themselves from globalisation and culture. Culture is important part of our live, even our daily activity is also culture. Culture and society are related to each other. Every aspect in human live is related to culture. Culture always transform and grow along with the changing of time. People can be categorized into community or group of people that share culture, so they can be categorized as the member of community or group. Moreover, culture is reflection of someone's identity.

According to Calhoun, society is defined as:

An autonomous grouping of people who inhabit a common territory, have a common culture (shared set of values, belief, customs and so forth) are linked to one another through routinized social interactions and interdependent statues and roles, *et al* (1994), cited in Doda (2005,p 62).

This statement explains that society is people who have same feeling, identity and belongingness, that share common culture to each other in community or group. People's lives are also shaped by the phenomena in their lives. The phenomena in human live are also influenced by what happened the past. However culture grows fast and it brings people to popular culture era.

Popular culture is a product of society which represent social interest in community or society in particular of time. According to Mukerji and Schudson (1991 ,p.3-4) “popular culture refers to beliefs and practices, and the object through which they are organized that are widely shared among population”.

From this point of view, Harajuku style as product of popular culture is regarded as phenomenon in our life nowadays. Chris Barker states that “Popular culture can be regarded as the meanings and practices produced by popular audiences at the moment of consumption” Barker (2004, p.148). Thing which is popular in decades ago has become old fashioned nowadays. For example rock n roll style that is popular in Elvis Presley era in 60’s which affects the society at that era in their fashion style. However, today that style become less popular in society.

Therefore, popular culture can be used for seeing any change of human life in the past and the recent time. However, what human needs that must be fulfilled, are clothing, food and home. Those are the main needs which become the priority because they are human basic needs.

Since the fashion grow up fastly. It change the function of consumption, it change the primary needs itself. Clothing becomes one of the primary needs that is used for protecting our body from heat,cold and it makes us being fashionable.

Now, since fashion grows and becomes people’s interest and there are many models of clothing and people tend to buy it and try to become more fashionable and follow the trend. Besides, along with the development of entertainment, technology, information in the world, fashion becomes the media to express someone’s existence among their community or group. By following certain

trends in fashion style, someone can express their identity. This reflects today's phenomena in fashion style until it becomes people's lifestyle and it becomes important things in people's lives. Fashion can express and reflect people's identity, it can be uses to express it as their social identity. Each group has its own characteristic that making its member different from other societies. One of fashion styles that become lifestyle today is Harajuku style.

The alteration in the function of consumption into lifestyle is much influenced by the development of mass media. Harry (2006, para. 1) states that swift changes in information technology has altered the culture of the most societies in the world especially those who live in cities. Particularly people who live in cities have access to information, they are directly affected and influenced by global culture and trends that grows in the time. Information can be accessed through mass media, internet, television, radio, smartphones and many other technologies, which give easy access to people to choose their taste in fashion or their lifestyle.

Lifestyle grows fast and it developed by media and fashion industry that created new variable in fashion style that making people can choose their fashion style as their identity. Nowadays, one kind of fashion style that become famous fashion style among teenagers is Harajuku style. Harajuku grows fastly and becomes lifestyle in people's communities. Moreover, there are many culture that enter Indonesia and become lifestyle. In this study, the writer wants to conduct a research about Harajuku style community for the development of culture in Indonesia. The writer chooses Harajuku style community to analyze. Harajuku

style community is a community that make a fashion reflecting people's style in Harajuku street in Japan. Harajuku style is expression of freedom in choosing their lifestyle and choose their unique style.

The writer chooses Harajuku community in Taman Bungkul Surabaya as the place of observation where the writer takes the data. Since teenagers in Taman Bungkul Surabaya have been influenced by Harajuku style. Harajuku style community grow fast and becomes lifestyle in Surabaya and Taman bungkul is one of their rendezvous.

Realizing the importance of knowing about culture that grows in Indonesia, the writer tries to find out the reason behind the existence of Harajuku community in Taman bungkul Surabaya. The writer is interested in analyzing the existence of Harajuku community and the reason behind the existence of it.

1.2 Problem of the Study

1. What are the motivations behind the existence of Harajuku style community in Taman Bungkul Surabaya?
2. What are the effects of the existence of Harajuku style community in Taman Bungkul Surabaya?

1.3 Objective of the study

1. To find out the motivations behind the existence of Harajuku style community in Taman Bungkul Surabaya
2. To find out the effects of the existence of Harajuku style community in Taman Bungkul Surabaya

