

**LIFESTYLE AND FASHION AS COMMUNICATION
(Semiotics of Lifestyle and Fashion as Shown for
Self-Identity Yogyakarta Teenagers)**

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Abstract

Fashion and lifestyle had already become part an integral from teenager life society today. Both—no longer essence, however, like packaging. Economy globalization and media industry globalization allegedly is the factor which format that condition. Capitalism is not only succeed embracing young teenage girl, but also the boy. This research aims for reveal the meaning of lifestyle and fashion in Yogyakarta teenager. This research use qualitative method. This research categorized into interpretive social research. Interpretive perspective associated with hermeneutics, that is—a theory about meaning. In method using semiology of communications analysis. Semiology used for pointed or saying the science of signs. Resource data obtained from observation, interview, and literature. The result of research pointed that the first, self-actualization is the first requirement of human. This is seen, when eating in the best restaurant isn't survival, but consumed it for self-actualization is the part of urban middle-class bourgeois empire. Second, meaning of objects is not used as it should, but images of the bourgeoisie who surrounded the stuff. Third, our lifestyle is no longer decisive. Ranging from how to think, how to eat, how to dress, how to behave. Economic globalization and the globalization of media industries are factors that format the condition

Keywords : *lifestyle, fashion, communication, self-identity, and semiotics*

INTRODUCTION

Development of Yogyakarta society over time, particularly in the city is appraised tend to be consumptive. Society average consumption level is so high, that is 1,09 time more than society total incomes. It means, their expenditure budget is more than their incomes, so that almost their incomes run out to be consummated. This based on the finding of Priyonggo Suseno MSc, Chief of PPS-LP UII Researcher Team, entitled Pola Konsumsi Masyarakat Yogyakarta : Factor that affects and related to Inflation (Kompas, 24/11/2005). Suseno explained that respondent total income

average aged between 20-60 years old, life time range from 1 up to 20 years old, is Rp 1,39 million per month, obtained from permanent income range Rp 1,1 million, and impermanent income Rp 0,29 million. Noted, the professional has highest consumption level, followed by pensioner, student, and employee. On the other hand, laborer, manager, and entrepreneur have lower consumption level. Related to PPS-LP UII research result, DI Yogyakarta Governor Sultan Hamengku Buwono X declares, increasing of consumptive life pattern tend to change society social behavior. Young consumer that consists of

young generation, for producer it is a tender target. Such young community is a *flamboyant* market and every time getting greater. (Kompas, 24/11/2005)

Young community is one of target categories that is interesting for capitalism. As a consumer, they are big potentially for business and industry area. Commonly in determining the consumptives pattern and current makes people unsatisfied if the demanded products or goods have not been possessed. They give priority to life style crossed on *felt need* when purchasing an offered product than purchasing the *real need*.

Estimated that the consumptive behavior is an impact of economy and media industry globalization that form the condition. Economy globalization marked by increasing of shopping center, fashion industry, food industry, beauty cares, and other life style industries. Promotion penetration packed in sinetron, quiz, talk show, music show, fashion show, or marketing promotion that offer the product. Consumptive life pattern also causes various things related to dependence factor attributed to them. Technology and industry progress make materialistic value dominates modern human life. Increasing of the industrial type or product volume facilitate society to be materialistic consumptive.

Life style said by Fitherstone sociologically (with limited definition) refers to typical life style. (Featherstone, 2001:197). But in contemporary consumer culture (modern society) the term of life style connotes individualism, self-expression, and stylistic self-awareness. Body, fashion, speaking style, entertainment, food and drink choices, house, vehicle, even information source choices, and more that viewed as a indicator of appetite individualist, and taste from someone. (Fitherstone, 2001:197)

Fashion becomes a part that can't be separated from performance and daily style. The things like clothes and accessories are not only for body cover and ornament, more than that also become a communication tool to show the personal identity. If looking at someone wearing long sleeve shirt and tie, completed with a set of coat and phantofel shoes, also luxurious watch like Rolex circling in a wrist, people will appraise that he is a rich person. This appraisal will be different when looking at someone else, wearing t-shirt, short and jeans jacket, and mountain sandals, people will appraise as a easy going person. (Retno Hendariningrum & M. Edy Susilo, Communication Science Journal, Volume 6, Number 1, January-April 2008)

According to Barnard (2006:10), fashion come from Latin, *factio*, means making or doing. Hence, fashion meaning

refers to activity; fashion is a thing people do, not like nowadays, that defines fashion as a thing people wear. It also refers to idea about *fetish* or *fetish* object. This explains that the fashion and clothes grains are the most fetish commodity, shows that in West contemporary, the term of fashion is often used as a synonym of finery, style, and clothes.

Fashion can be a small display about someone for others. Dressed style is a first someone appraisal matter. Besides, fashion becomes a way to express their self. People's effort to make up in order to be good in performance is not a new thing anymore. It's been far prior to modern era like today this effort is done. This can be seen in historical museums or temple reliefs. Where on that era the clothes and accessories used is made from shells, beads, nature stone, gold that used as an important attribute of someone performance. (Retno Hendariningrum & M. Edy Susilo, Communication Science Journal, Volume 6, Number 1, January-April 2008)

The producers also compete to make goods that not only for a function, but also how the product can reflect the wearer personality. For example, the Fossil watches producer and Puma Football shoes. Fossil tries to adopt modern vintage philosophy, creating watch that is not only a watch to show the time but also become a art piece through the designs. Fossil also

makes a compromise with Sony Erricson to launch watch completed by *Bluetooth* connection. These enable Fossil makes not only time indication but also a tool that is capable to serve some functions. Puma Football adopts the campaign "Until Then" through the V1.08 shoes product that has futuristic, stylish, and modern performance. In that printed version campaign Puma Football associates between photography art and "Speed Legs" animation to reflect the future sport spirit. (Kompas, March 6th 2008 in Retno Hendariningrum & M. Edy Susilo, Communication Science Journal, Volume 6, Number 1, January-April 2008)

In a society, where the style matter is an important thing (or instead style is everything), all humans is *performer*. Dressed style, hair finery, accessories, favorite music, or activity choices, are parts of self and personality identity performance.

Indonesian Life Style Phenomenon

Indonesian Life Style Phenomenon, (Ibrahim, 2007:133-135) can be explained by first, Indonesian consumers grow coincide with the economy globalization history and consumption capitalism transformation marked by the increasing of shopping centers such as mall, leisure industry, mode or fashion industry, beauty industry, food industry, advice industry, gossip industry, real estate, luxury goods

and travelling abroad, luxury schools, dependence on foreign brand, fast food, cellular (HP), and life style through advertising and television industry that really have disrupted private area or maybe on deepest heart. Second, media industry globalization of foreign countries with great modal entered in motherland about 1990s, that is mode tabloids and published life style in Indonesian version special edition that offer unreachable life style by most Indonesian. Third, alternative life style emerges in a partly of society, a movement to 'back to nature', to simple things, homesickness; and new spiritualism life style that all of them will be antithesis from the glamour fashion and now it's not an embarrassing thing for borjuis community, new rich people in Indonesia. Indonesian is not ashamed to show their wealth (of course the observance on their religion). Who won't be happy to be rich and pious? Furthermore what for we have to be rich hardly if we have to live simply, cannot feel how happy being rich. Maybe it's the logic.

Spectacle Society and Life Style Industry

In a life style era, performance is everything. Attention to performance is not actually a new thing in history. This performance or self-presentation has been sociology and culture critic topics. Erving Goffman, for example in *The Presentation of Self Everyday Life* (1959), he explained

that social life particularly consists of theatrical performance ritual, then known by dramaturgy (dramaturgical approach). It means that we act as if on the stage. For Goffman, most area usage, goods, body language, social interaction ritual performed to facilitate daily social life. (Chaney, 2004:194)

In life style era, self-performance experiences the aesthetics. Body/self and daily life become a project, life style seeding. "You are stylish then you are!" is a suitable expression to reflect the dependence of modern human to a style. That's the cause life style industry is a performance industry.

According to Chaney, "outside performance" becomes one of important sites for life style. The surface is more important than substantial. Style and design become more important than function. Style substitutes substantive. Skin will cover the content. Marketing of outside performance, surface or skin will be a big life style business. (Chaney, 2004:179-183)

Chaney also explained that all the things we belong will be a show culture (a culture of spectacle). All people want to be viewer and viewed. Wants to be watched and watch. Here the style begins to be modern human existence mode: You are styled then you are! If you are not, you have to be ready considered "nothing";

underestimated, ignored, or even insulted. Maybe people now have to make up their self. Here we are the “dandy society”. (Chaney, 2004:167-170)

Baudrillard said that the fully public area and mark, so it trigger the emergence of new fidgetiness about loss of public area that should be independent and become free area to actualize social problems. The sign that become new creature, in eccentrics soul to change the private thing to be lost, because there’s no more the public and private constraint. No wonder if there’s immorality in public area, but it changes to be public because of the object direction through the media. (Baudrillard, 2006:13-18)

What Baudrillard said in society nowadays become a contagious phenomenon where the rumor and gossip or secret things, being ‘public secret’. In studying this phenomenon Baudrillard has similarity with what Guy Debord studied in *The Society of the Spectacle* (spectacle society), where the society has been poisoned by the sign and various mass productions. Thus conditions encourage the society to make up, stylish, dandy always in every social interaction. The society has been trapped in the stage that cannot separated the real and unreal. (Baudrillard, 2006:xvii)

Media Image and Body Veneration Culture

If life style is understood as a existential project than a consequence of marketing program, then it should have normative implication, and also aesthetics. (Chaney, 2004:186). But when the life style changes to be a commodity consumed by them that considered as a disciplinary concept and body formation as a awareness central. Body constructions are not only implicated on medical aspect, but also enter into aesthetic and ethical level. It is not only experienced by women, but also men in making the ideal body in mass consumption show. (Ibrahim, 2007:63)

Now even in developed country there’s a new man, like cool man, but a little bit vulgar. New man is called by snapshot of the man change as spectacle object, or sex object. Success fever of two muscle-man stars like Sylvester Stallone and Arnold Schwarzenegger in the screen makes many men especially in US absorbed in them. They are getting busy of the muscle. Since 1990s coincide with the increasing of women suffered anorexia. They feel not unsatisfied looking their fat of bodies, although they are thin enough. While, the men suffer body anxiety, continuous anxiousness on their bodies. They appraise themselves through ideal projection on media. (Ibrahim, 2007:63)

It seems that Lookism or Faceism now become a serious problem in looking for a beauty and to be most beautiful (most handsome) not only in fashion world show, but also in daily life. A well-known psychologist of US, Nancy Etcoff, in *Survival of Orettiest: The Science of Beauty* (1999) mentioned the indication as "Lookism". "Lookism" is a theory supposes that if your performance is better, then You will be more succeed. In an image era, image dominates our perception, mind, and appraisal of someone's face, skin, or appearance. (Chaney, 2004:169)

Public Relation and Life Style Journalism

"Twenty-first century society is all about celebrity", thus expression advertising academician, Prof. Thomas C. O'Guinn et al. in their recent work, *Advertising and Integrated Brand Promotion* (2003). Celebrity is a unique sociology category; they can be self-express and also raising aspiration for consumers. Celebrity is a "human pseudo-event" or "heroic image", said Daniel Boorstin in his famed work *The Image*. When describe celebrity roles in media, Boorstin said, "The celebrity is a person who is known for his well-popularity". (in Ibrahim, 2007:142). The recent thought in promoting came unto conclusion that in celebrity based-culture, the celebrities supported in identity forming

from contemporary consumers. (Ibrahim, 2007:89)

Beyond all doubt, as a public relations agency from celebrity is a popular media, especially television. Television for most society even reputed agglomerating the leisure time. Music television channel 24 hours non-stop, like MTV, not only amused young people in around the world with clip videos or famed music group, but also amused them with commercial break and delicately engrafted value and awareness how wonderful it if can filling up time with had a good time and relaxing. (Channey, 2004:181)

Artifactual Cloth and Communication

The important role of cloth, apparel, finery, and jewelry in human communication process got attention from authors. Apparel has a communicative function. Cloth, costume, and finery are artifactual communication. In artifactual communication books usually as communication was defined as communication which is held by apparel and artifact structuring, such as apparel, finery, jewelry, button, or furniture in house and it structure, or room decoration. Cause fashion, apparel or cloth delivered nonverbal messages, including nonverbal communication. (Mulyana, 2008: 384)

Apparel which we wore can present many functions. As a communication form,

apparel can delivered artifactual nonverbal message. Apparel can protect us from bad weather or certain sport from injuries. Apparel also helped us hide certain body parts and cause it has modesty function.

People conclude about who are you from what you wear. Does this conclusion proved or not, frequently it will influence man's mind about you and how they react to you. Your social class, your seriousness and relax, your attitude (e.g. conservative or liberal). Your affiliation politic (Demokrat, Golkar, PDIP or the others), your glamour and elegant, sense of your style, even more your creativity would appraise from the way you wore.

Thus your jewelry communicated message about you. Engagement and wedding ring are the models of jewelry which is communicated special and personal message. Alumnus jacket and party shirt also delivered certain message. If you wore Rolex watch or beautiful gemstone, people might presume you are rich. Man with earring or woman with tattoo and anklet or young people with dumbbell were judged differently from they aren't. The way you comb your hair also revealed who you are. Your hair might communicate sense of the latest model, desire to be over, or uncared style. Man with longhair or woman with bare head generally were appraised conservative less than shorthair man or longhair woman. It's

reveal that personal apparel and appearance less more was determined by social conventions which inherited culturally generation by generation. (Retno Hendariningrum & M. Edy Susilo, Jurnal Ilmu Komunikasi, Volume 6, Nomor 1, Januari-April 2008)

METHOD

The type of this research is qualitative research. Neuman (2000:65) mentioned there are three perspectives in social science which differentiated in research technique, i.e.: positivist, interpretive and critical. Quantitative approach under positivist perspective, whereas qualitative approach under interpretive and critical perspective.

This research involves in interpretive social research category. This assumption can be searched since Germany sociologist Max Weber (1864-1920) and Germany philosophes Wilhem Dilthey (1833-1911). Dilthey differentiated basically two type of science, that is: Naturwissenschaft (based on abstract understanding) and Geisteswissenschaft (based on empathetic understanding). Whereas Weber had a notion that social science needs study of social act meaning.

Generally interpretive perspective assumed that: (1) The goals of the research are understood and described social act meaning, (2) social reality being off-balance by human interaction, (3) human

characteristic is social which is make meaning and permanently give meaning their world, (4) Common sense as a powerful theory in daily life's common people, (5) theory is the description about how meaning system group was generated and developed, (6) explanation concerned right attribute to what is studied, (7) Good evidence attribute to the off-balanced social interaction context, (8) Value reside in social life integral, no wrong values, only values difference (Neuman, 2000:85)

In this research, major data is the result of observation in many young people, especially young executives and students. That is including in range age 20-40 years old. The other supporting data is interview, book, magazine, and website which is correlated and supported the research. Interview like Dexter defined in qualitative research as conversation with a purpose (Lincoln and Guba, 1985:268)

While literature study is a source data from book or literature, by collecting data from printed source especially book about opinion, theory, and the others which are related to the problems research. In the qualitative source, this functioned as supporting data, because the logically and rationally evidence from opinion, propriety theory, either refuse or support this matter. In this research, literature study is necessary because from this data, author can get the data either theoretic or practical. Literature

was obtained not only from books about communication science or the other social science, but also from press in magazine or website.

Analysis from this resource used communication semiology analysis. For many people, it's easier to call it semiology than semiotics. According to Purwasito (2001:1-2), semiology used to indicate or call science about signs, whereas semiotics used to indicate methods process and analysis. But in Indonesia, popularly it called as semiotics.

Short definition about semiotics almost has a tend as the study of sign. This matter not only involves study about what correlated with sign which is used in verbal, but also everything which is has role in represent other thing. Sign which is studied in semiotics, involve word, picture, sound impression, body language, and the other objects. There are doesn't self-supporting, but become a part of sign system. In short, semiotics studied about how the meaning was made (Fiske, 2004:58). According to Sudjiman and Zoest (1996:5) semiotics is study about sign and symptom which is correlated with: the functions way, relationship with the other signs, the delivery, and acceptance by they who used it.

In the communication process, people transmitted message by using of signs. People used signs to deliver their mind in

order to perceivable by other people. Encode signs, in order to perceivable need decoding process, where interpretation process happened and interpretation when communication process happened. Notion of meaning is the important aspect in human communication. Where: meaning has self-patterns; meaning was formed entirely in communicator's mind and communicant; and meaning was delivered from social interaction. (Purwasito, 2001:9-10)

Semiotics was used as approach to reveal the relationship inter-perception pattern and meaning. Semiotics as an instrument that reveals sign, looked not only by meaning, interpretation or reveal these significances but also signs were developed and created to more pragmatically purpose or goal, to public. Therefore semiotics is appropriate enough as interpretation tool or instrument which used to reveal mystery of sign and everything related to the sign. (Purwasito, 2001:10)

In this research was used some of formula from 9 formulas by Purwasito (2003:37-41). Several these formulas are:

1. Who is the communicator

Communication semiology from sign interpretation by communicator. In here, communicators have to explainable social-culture background and space time where they lived.

Communicator must be defined as direct or indirect source which is delivered message to receiver. Thus must have an answer who is the communicator, who is the targeted receiver, by what access.

2. Communicator motivation

Communication semiology contains sign interpretation itself in the context of communicator intention builds the purposed message.

3. Physic and social context

Communication semiology interpreted sign based on social and culture context, physical context environment, time and space context where the sign situated. Thus message was constructed by communicator with consider social norm and value, myth, and reliance then considered place where these messages would be delivered to their public (receiver). Message also point toward space and time, when and where these messages placed.

4. Structure of sign and the other sign

Communicate semiology interpreted signs by seeing the structure of these signs and correlating these signs with the other sign which be related each other. Thus always related to interpreted sign with the other closed signs and functionally relevant.

5. Intellectuality

Communicate semiology strengthened interpretation and argumentation by comparing with sign function on the other texts. It called inter-text that is studied interpretation by searching a sort of sources. Inter-text with universally sign existence. Sign was used by another community, in the different culture context and reference.

6. Inter-subjectivity

Communication semiology interpreted sign by getting support from another interpreter in signs which has relevant correlation. It called inter-subjective, that is opinion from many experts who are usually against each other. In here the author postured over this sign meaning based on the context.

7. Common sense

Communication semiology gives the meaning by taking over meaning generally which is developed in community (common sense). This matter based on the signs in message usually social. Sign was used by virtue of collective agreement or social consensus so it will be communities' property conventionally.

8. Author scientific investigation

Communication semiology is the intuitive interpreting by interpreter based on intellectual experience, subjective reliance, and scientific odyssey toward related signs. It's about

credibility and authority of pedant who used intelligence as their thought.

DISCUSSION

By observation and interview, author interpreted the research result be divided into several characteristic reputed as representation of fashion sense and lifestyle for communication. Interpretation that be used based on Ferdinand de Saussure namely *signifier*, *signified*, and *signification*.

The meaning are:

Self-actualization sense is human main need

Signifier and Signified

Fashion and style handpicked by some resource person indicated strong character and stunning the other. The first resource person is a managing director of production house, 31 years old, has habit wearing t-shirt, Levis brand blue jeans pants, relax shoes, Swiss Army brand watch which have strong character as current teenager choice. Same with the second resource person, a college student, 22 years old, t-shirt, jeans pants that is wear often not different with the first resource person. Even, the full accessories that wearing often starting bracelet, and earrings. The shoes choice also casual model.

Like that with the third resource person, a dancer, 21 years old. She stated that her fashion style is comfort, exclusive, but seen natural. Moreover with the fourth resource person, a newspaper photographer, 23 years old, pick out casual model shirt in order his appearance seen relax.

Signification

Lifestyle manifest and fashion concern on how goods are used and activity as self-actualization manifestation. Self-actualization is human main need.

As Adlin noted, individual intake sushi in one of best restaurant in Jakarta is not merely to survive, rather to present his/her self as part of urban middle bourgeois imperium. In major cities self-actualization temples are easily found range from reflection message, boutique, and house of spa to coffee shop. People start identified his/her self to artificial self. Those people believe that others outside the temple were the one who semi-exist. They assumed that real-me is the one who sit in coffee shop, which they free from all routine and surround with various material joy, from taste to eye (Adlin, 2006:27).

Lifestyle loss its history. Past has wanes. The only existed is just future that exerts the present. One had not yet fully used his/her phone the newest has already published.

Good does not always bears its truly meaning, instead bourgeois image attached on brand or the origin shop

Signifier and Signified

The result of observation and interview with third resource person particularly, a dancer who stated that her style desire seen simple, natural but exclusive, so she often choose shirt with crash color. Even she buys her shirt and accessories in certain brand and place. She prefers buy shirt and accessories in mall. Indeed she buys some other goods in Hongkong and Bangkok. And the reason why she chooses that place is comfort, unique, look different and prestige. In despite she also said that origin shop does not highly important, but she prefers give priority to model which exclusive. Therefore, she chooses a mall, Hongkong and Bangkok as option to buying accessories and shirts.

Several of other resource person, shyly also stated that brand and origin shop did not highly important, but that goods just carried its practice function. As said the fourth resource person, a daily newspaper photographer, that shoes and sock choice just on practice function to feet protected. Although main function to feet protected, he persistent prefer choose shoes with a certain brand like Eiger, Filla and Kelme. The selection reputed brands are important.

The reason is to support his activities as a photographer, he believes with brand because according to him he knows the benefit and quality.

As said the sixth resource person, a kindergarten teacher, 33 years old, she prefer casual appearance. To sustain her appearance, she recognize doesn't choose a certain brand. But the most important for her is she prefer buying her sustain goods in boutique or a certain outlet. The reason is exclusive and limited edition, so seen unique and be different from the most people.

Signification

Surfaced lifestyle and fashion manifestation are how goods are selected, used and buy. How goods is selected and used or place to buy became main consideration for their images are highly crucial. Therefore, individual tend to prefer well-known brand and prestigious without consider the price. Place to buy has equal value. These all signaled that goods not just carried its practice function.

The life-style shallowness is product of image regime leaded to diverse simulation set a gap between the genuine and concrete. Occasionally, human loosed their Buddhistic in separating illusion and nirvana. Nirvana fused in the illusion. Good (value) and good (material) melt become one. When we buy a cloth at Ambarukmo

Plaza, we are not only seek for body cover, instead the image delivered by it.

Consumerism lifestyle sometime fused between need and desire. We never enough with just eat; we eat in McDonald (desire). We eat in McDonald not because its burger taste, we seek bourgeois identity symbolized by it (Adlin, 2006: 26). In US, McDonald is just street food-stall; however it prestigious rose by the low per-capita income in Indonesia.

Mostly preferred high-heels frequently criticized by feminist as subjecting female body. Bellhooks, in *Feminism is Everybody*, contended feminism movement had lead shoes industry produces more comfortable low-hill shoes. Moreover, most women stated using high heel made their feet look sexier, they stand higher, and more stylish combined with dress, work-dress or jeans. Woman with 160 cm height, more often wearing 8-12 cm high heel made their body look sturdilier, so their body or feet look ladder. These recognized by Astri Nurdin, Merah Putih actress. She stated that she dislike wearing flat shoes, because the shoes cannot follow sole of foot. (Kompas, Sunday, 18 Oktober 2009.)

Lifestyle and fashion not depended on us *Signifier and Signified*

The result of observation and interview with first resource person

particularly, a managing director that his face, body, hair did not ideal yet. He desire look thinner, his face look smarter, fresh because he feel his face is sticking out. Then, his hair quite long wants to see tidier. Thus, despite his hair quite long, he desire impressing neat and clean. The reason is common, that is want to healthy, but he is not denied in case his desire is inspiration by commercial model and celebrities' appearance. He want to realize ideal because in his opinion that concern is important, mainly he seen thinner.

Same matter is said by second resource person, a college student who feels that her curly hair does not see pretty. She desires her hair be straightened well-suited with her ideal wish. About face and body, she feels that she was ideal because she seen thin. Her desires to straighten her hair in order look neat. Even while the third resource person recognizes that she was Beyonce's fans. Thus, she feels not ideal yet and desire more thinner again. According to her, that is important because her profession as a dancer, appearance with thin body very sustain in order to seen more attractive.

Even while for the fourth resource person, a daily newspaper photographer, his looks and body did not highly important. He has been comfort with all about his self. Moreover, the most important for his is healthy. The fifth resource person stated

same matter with the second and the third resource person that appearance of face and body was very important and basic. Especially she were a woman that feels need to see ideal, and her face must always see clean. Moreover with the sixth resource person, that her looks and body were important thing. She feels her face is not oval, and her body is too thin. She feels need to making her face being oval, and making her body being fatter. According her opinion, all of her ideal desire are appropriate with be myth most people that the perfect face is oval, the perfect body is thin, so she need to make her appearance being ideal

Signification

Ideal in lifestyle and fashion covers used the all space such face look, body, hair, dress, verbal manner, eat, table manner and other stuff that had defined and constructed in ideal standard.

In modern society, capital put as Deity commands every single thing. Even the spirit dynamic depends on capital. Tear is selling through various reality shows. Emotional touched became commodity. The more the story hit audience emotion; the sell-value of reality show will be higher. More than this, even both love and joys are being subjected by capital. That is the fine totalitarianism of cultural capitalism that infected in latent but definite. Start from

mind-frame, taste bitterness to diverse behavior, way of communicate, appearance, all have standard, determined from the outside without our realize it.

In 1970s and 1980s films such *Inem Pelayan Seksi* and *Montir-Montir Cantik* were produced, promoted well-fed body as beautiful and one of national film attraction. After that period, this kind of body appearance no longer became idol, particularly in 21th century.

According to Cristal Renn, a model and author of *Hungry*, in 1950s was buxom time, in 1980 sturdy shoulder was hit which woman desire to compete male by imitating them, and in 1990s, skinny body was adored (Kompas, Sunday 6 September, 2009).

The reality is never that simple. In 1960s public knew Twiggy, a famous England model for her extra skinny body and androgyny looks. Umberto Eco in *History of Beauty* (2004) stated, second half 20th century is a beautiful era determined by mass media such film, television, and print media though the promoted standards were contradicted. Consumption business clearly has role in defines the beautifulness. Mode industry frequently accused as disseminator of skinny body as ideal beautiful, particularly since 1990s (Kompas, Sunday, 6 September 2009).

If we reopen advertisement in newspaper of magazine or billboard we can see Alya Rohali (the ex-Indonesia Princess, model, presenter, and household-mother) in half lay position with red-dress, exhibit her slender waist. Under her photo a sentence wrote “realized your beautiful body today”. Or we might meet Diah Permatasari with short-tight pants. Present his slim body, also her waist. This was an advertisement. Under her photo the written spell was “Slim with no side-effect”.

Slim body as being promoted by informant in present research also easily seen on drama series. Even advertisement for laptop used a slim Luna Maya clamp a laptop. Are their truly that slim? According Michael Tju (a poster designer), retouch made model body looks more slim, even for advertisement that used only hand. Michael modified some part of body to look ideal such thigh, calf or arm (Kompas, Sunday 6 September 2009).

Naomi Wolf in her book *Beauty Myth*, noted how women movement in west in 1979s raised quality for woman for education and employment even a right to control their own reproduction organ. However, one that remains dominated woman till today is beautiful myth. Therefore, television, magazine for lifestyle, newspaper maintains advertisement on slim body, extra-slim though.

Eat and Self-Actualization as Human Main Need

Lifestyle manifest and fashion concern on how goods are used and activity as self-actualization manifestation. Self-actualization is human main need. As Adlin noted, individual intake sushi in one of best restaurant in Jakarta is not merely to survive, rather to present his/her self as part of urban middle bourgeois imperium. In major cities self-actualization temples are easily found range from reflection message, boutique, and house of spa to coffee shop. People start identified his/her self to artificial self. Those people believe that others outside the temple were the one who semi-exist. They assumed that real-me is the one who sit in coffee shop, which they free from all routine and surround with various material joy, from taste to eye (Adlin, 2006:27).

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The life-style shallowness is product of image regime leaded to diverse simulation set a gap between the genuine and concrete. Occasionally, human loosed their Buddhistic in separating illusion and nirvana. Nirvana fused in the illusion. Good (value) and good (material) melt become one. When we buy a cloth at Ambarukmo Plaza, we are not only seek for body cover, instead the image delivered by it.

Consumerism lifestyle sometime fused between need and desire. We never enough with just eat; we eat in McDonald (desire). We eat in McDonald not because its burger taste, we seek bourgeois identity symbolized by it (Adlin, 2006: 26). In US, McDonald is just street food-stall; however it prestigious rose by the low per-capita income in Indonesia.

Mostly preferred high-heels frequently criticized by feminist as subjecting female body. Bellhooks, in *Feminism is Everybody*, contended feminism movement had lead shoes industry produces more comfortable low-hill shoes. Moreover, most women stated using high heel made their feet look sexier, they stand higher, and more stylish

combined with dress, work-dress or jeans. Woman with 160 cm height, more often wearing 8-12 cm high heel made their body look sturdier, so their body or feet look ladder. These recognized by Astri Nurdin, Merah Putih actress. She stated that she dislike wearing flat shoes, because the shoes cannot followed sole of foot. (Kompas, Sunday, 18 Oktober 2009.).

Lifestyle and fashion not depended on us

Ideal in lifestyle and fashion covers used the all space such face look, body, hair, dress, verbal manner, eat, table manner and other stuff that had defined and constructed in ideal standard. In modern society, capital put as Deity commands every single thing. Even the spirit dynamic depends on capital. Tear is selling through various reality shows.

Emotional touched became commodity. The more the story hit audience emotion; the sell-value of reality show will be higher. More than this, even both love and joys are being subjected by capital. That is the fine totalitarianism of cultural capitalism that infected in latent but definite. Start from mind-frame, taste bitterness to diverse behavior, way of communicate, appearance, all have standard, determined from the outside without our realize it.

In 1970s and 1980s films such *Inem Pelayan Seksi* and *Montir-Montir Cantik* were produced, promoted well-fed body as beautiful and one of national film attraction. After that period, this kind of body appearance no longer became idol, particularly in 21th century.

According to Cristal Renn, a model and author of *Hungry*, in 1950s was buxom time, in 1980 sturdy shoulder was hit which woman desire to compete male by imitating them, and in 1990s, skinny body was adored (Kompas, Sunday 6 September, 2009).

The reality is never that simple. In 1960s public knew Twiggy, a famous England model for her extra skinny body and androgyny looks. Umberto Eco in *History of Beauty* (2004) stated, second half 20th century is a beautiful era determined by mass media such film, television, and print media though the promoted standards were contradicted. Consumption business clearly has role in defines the beautifulness. Mode industry frequently accused as disseminator of skinny body as ideal beautiful, particularly since 1990s (Kompas, Sunday, 6 September 2009).

If we reopen advertisement in newspaper of magazine or billboard we can see Alya Rohali (the ex-Indonesia Princess, model, presenter, and household-mother) in half lay position with red-dress, exhibit her

slender waist. Under her photo a sentence wrote “realized your beautiful body today”. Or we might meet Diah Permatasari with short-tight pants. Present his slim body, also her waist. This was an advertisement. Under her photo the written spell was “Slim with no side-effect”.

Slim body as being promoted by informant in present research also easily seen on drama series. Even advertisement for laptop used a slim Luna Maya clamp a laptop. Are their truly that slim? According Michael Tju (a poster designer), retouch made model body looks more slim, even for advertisement that used only hand. Michael modified some part of body to look ideal such thigh, calf or arm (Kompas, Sunday 6 September 2009).

Naomi Wolf in her book *Beauty Myth*, noted how women movement in west in 1979s raised quality for woman for aducation and employment even a right to control their own reproduction organ. However, one that remains dominated woman till today is beautiful myth. Therefore, television, magazine for lifestyle, newspaper maintains advertisement on slim body, extra-slim though.

CONCLUSION

Lifestyle in modern society connotation individualism, self-expression, then self-awareness for styled. Body,

fashion, verbal manner, entertainment when spare time, food and drink choice, house, vehicle, information source choice indeed, etc. be regarded as indicator of individualistic and style favor a certain person. Fashion and lifestyle have been not separately pieces of current teenager life. Both are not essence, but rather package. Fashion being appearance and daily style. Goods like costumes and accessories are not just enough as bodies cover and ornament, but they are being a communication tool to bring up personal identity.

The survey finding several meaning of lifestyle and fashion,. First, self-actualization is human main need. Goods are used and activity as self-actualization manifestation. Self-actualization is human main need. These seen from wearing of watch, t-shirt, Levis merk blue jeans pants, relax shoes, all of them have strong characteristic as current teenager choice and self-actualization manifestation. Second, Good does not always bears its truly meaning, instead bourgeois image attached on brand or the origin shop. Surfaced lifestyle and fashion manifestation are how goods are selected, used and buy. How goods is selected and used or place to buy became main consideration for their images are highly crucial. Therefore, individual tend to prefer well-known brand and prestigious without consider the price. Place

to buy has equal value. These all signaled that goods not just carried its practice function. Third, lifestyle and fashion not depended on us. Ideal in lifestyle and fashion covers used the all space such face look, body, hair, dress, verbal manner, eat, table manner and other stuff that had defined and constructed in ideal standard.

In modern society, capital put as “holy book” commands every single thing. Even the spirit dynamic depends on capital. Tear is selling through various reality shows. Emotional touched became commodity. The more the story hit audience emotion; the sell-value of reality show will be higher. More than this, even both love and joys are being subjected by capital. That is the fine totalitarianism of cultural capitalism that infected in latent but definite. Start from mind-frame, taste bitterness to diverse behavior, way of communicate, appearance, all have standard, determined from the outside without our consciousness.

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