The Representation of Beauty in Indonesia vs. USA Dove Shampoo Advertisement: A Semiotic Study
Finanastasi Ayu Noeryani

Kelly M. Charenina

Audience’s Response on Polygamy Issue in Ayat-ayat Cinta the movie: A Critical Discourse Analysis Approach of Sara Mills
Eny Anjarwati

The Representation of Female Sex Workers on Photo-Journalism in Sex For Sale By Yuyung Abdi: A Semiotic Study
Dian Sofianty Pratiwi

Gray Chicks: The Ethnographic Study on Self-Actualization Fulfillment of the Peer Group in Bandung, Central Java
Ratih Radiyanthi
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Representation of Beauty in Indonesia vs. USA Dove Shampoo Advertisements: A Semiotic Study</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>Audience’s Response on Polygamy Issue in Ayat-ayat Cinta The movie: A Critical Discourse Analysis Approach of Sara Mills</td>
<td>-</td>
</tr>
<tr>
<td>3</td>
<td>Gray Chicks: The Ethnographic Study on Self-Actualization Fulfillment of the Peer Group in Bandung, Central Java</td>
<td>-</td>
</tr>
<tr>
<td>4</td>
<td>The Representation of Female Sex Workers on Photo-Journalism in Sex For Sale By Yuyung Abdi: A Semiotic Study</td>
<td>-</td>
</tr>
<tr>
<td>5</td>
<td>Girls’ Guide to Beauty: a Semiotic Approach in Analyzing the Concept of Beauty on Teenage girls’ Magazine covers in Indonesia â€œKauâ€•</td>
<td>-</td>
</tr>
</tbody>
</table>
Gray Chicks: The Ethnographic Study on Self-Actualization Fulfillment of the Peer Group in Bandung, Central Java

1. Ratih Radianthi --> The Department of Anthropology, FISIP, Airlangga University, Jl. Airlangga 4-6 Surabaya 60286, Indonesia. Phone: ++62 31 5011 744 / radianth_21@yahoo.co.id

Abstract

This research investigates social phenomena of gray chicks in Bandung city and all of social and cultural aspects affecting them. Gray chick is a term for high school students who have double status. Besides studying at school actively, they also become young prostitutes providing service to their clients. Why do they fulfill their self-actualization needs within peer group by working as prostitutes? The phenomena of gray chicks are analyzed using qualitative method and rapid ethnography. Data were collected through participant observation, interview, and progressive contextual approach, and they were analyzed using causal-historical analytical method. The causal historical method was designed to find out a causal relationship between several variables. The results show that gray chick phenomena occurred because of the inadequate fulfillment of the self-actualization needs and decreased social control. The gray chicks were not always economic oriented, since they also engage in sexual activity with people they consider good and can fulfill their needs for love and attention they deem less from the environment.

Keyword : prostitution, living, needs, rapid, ethnography, student, actualization,

Daftar Pustaka :