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Modes and Purposes of Consuming Batik Products: A Case Study of Airlangga University Students

Mode dan Tujuan Mengkonsumsi Produk Batik: Studi Kasus Mahasiswa Universitas Airlangga

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Abstract

Batik is one of the Indonesian cultural heritages, which has already been acknowledged by UNESCO as world cultural heritage. There is a change of batik consumption nowadays. It is seen from the wearing of batik that seems to shift from the "formal" image to "formal" and "informal" image. Due to the change of the batik wearing today, this study wants to discover what modes and purposes of batik products consumption to Airlangga University Students are. This study applies qualitative research method. Circuit of culture theory by Stuart Hall et al. is used in analyzing it and the research of Graeme Turner, in the consumption part, is adopted as well. This study is held in Airlangga University and conducted by using in-depth interview, as data collection technique to 8 respondents, 4 males and 4 females of students aged 18-25 years old. Finally, this study discovers that from batik 'from below' there are two modes of batik consumption namely the contexts of space and the context of time of batik consumption. The contexts of space and context of time are about the reasons of consuming batik products. Ways of batik consumption are the ways they actualize their reasons. It can be seen from the number of batik collection, price awareness, place of shopping, brand awareness, time awareness, and regulation the batik wearing. The purpose of batik consumption can be seen from their identification to batik that indicates the nationalism. These modes and purposes of batik consumption to Airlangga University students indicate its consumption as an active process.

Keyword : Batik, Consumption, Mode, Purpose,

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