Representation of Androgyny Fashion in Fashion Page in Elle Magazine Indonesia: A Semiotic Study

Abstrak:

The phenomenon of androgyny fashion has occurred massively in women fashion. As the media to records the fashion trends, Fashion magazine has a great role in shaping people’s preferences about their fashion. The purpose of the study derives from the occurrence of androgyny fashion in relation with the issue of empowering women in ELLE Magazine of Indonesia, February 2012 edition. The issue comes from the editor’s comment and several taglines in its pages. This study is held to find the underlying meaning behind the usage of androgyny fashion. It attempts to find the relation between androgyny fashion and the subordination women. This study focuses on the clothes as the object of analysis. This study used the semiotic theory developed by Roland Barthes as the tool analyzing the androgyny fashion. Moreover, in this study there are three pictures in the fashion pages that would be analyzed by using the method of semiotics by Roland Barthes. Semiotics works to find the underlying meaning of the representation Androgyny fashion. Through this analysis, it was found that androgyny in women fashion appears as the manifestation of desires and anxiety. The anxiety manifestation comes from the first and second analyses, while the desires come from the third analysis. The anxiety is reflected through the acceptance of women in being dominated by men and less superior compare to men.

Keyword:

Androgyny, Fashion, Representation, Semiotic

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