

Konstruksi identitas dan praktik komodifikasi subkultur skinhead dalam budaya urban di Jakarta dan sekitarnya era 1996-2014 = Identity construction and commodification practices on skinhead subculture in Jakarta urban industry and its surrounding era 1996-2014

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Abstrak

[ABSTRAK

Tesis ini membahas tentang konstruksi identitas Skinhead di dalam komunitas Skinhead di Jakarta dan sekitarnya dengan menggunakan penelitian kualitatif deskriptif analitis serta dampak pada praktik komodifikasi yang terjadi dalam bidang industri budaya Jakarta, era 1996 hingga 2014, dimana narasi besar dari kekuatan modernitas yaitu teknologi, perubahan ekonomi dan sosial budaya menjadi landasan global yang mempengaruhi proses tersebut.

Hasil dari kesimpulan bahwa konstruksi identitas Skinhead di Jakarta dan sekitarnya serta praktik komodifikasi yang dilakukan tidak dapat dilepaskan dari tujuan dan cita-cita komunitas dan individu Skinhead dalam melakukan pemasaran identitas dan subkultur yang berproses melalui dua cara yaitu eksploitasi dan eksistensi dengan mengalihfungsikan menjadi entitas ekonomi dan mereproduksi kesadaran ideologis demi keberlangsungan generasi Skinhead.

Selain itu, penelitian ini juga akan menunjukkan keberadaan komunitas subkultur Skinhead di tengah-tengah banyaknya identitas di dalam kota urban yang merespon dominasi budaya berupa negosiasi sebagai alternatif diluar sekolah dan pekerjaan dengan mempertahankan nilai lokal Indonesia.

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ABSTRACT

This thesis discusses the Skinhead subculture identity construction in Jakarta and its surrounding and the impact on commodification practices by using qualitative descriptive analytic research that occur in various areas of cultural industries era of 1996 ? 2014, in which grand narrative of modernity, including technology, economic and sociocultural change, become a global platform that affect the process.

The conclusion indicates that the Skinhead subculture construction and the practice of commodification which conducted in various arena of cultural industries can not be separated from the aims and ideals of the Skinhead's subculture's identity project in attempt to do marketing identities and subcultures that proceeds through a two-way, namely exploitation and existence by converting to economic entity and reproduce the ideological consciousness for the sake of Skinhead regeneration. Beside that, this research is to show the existence of Skinhead subculture community amongs many other identities in the urban city

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