

Budaya bersepeda sebagai gaya hidup masyarakat kota = Cycling culture as urban lifestyle

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Abstrak

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Fungsi sepeda yang awalnya sebagai alat transportasi mengalami pergeseran menjadi hobi yang selanjutnya menjadi gaya hidup masyarakat perkotaan. Adanya berbagai komunitas sepeda, fun bike dan car free day turut berperan dalam menjadikan bersepeda sebagai gaya hidup. Hal tersebut terjadi melalui interaksi antara orang-orang yang bersepeda dalam acara fun bike, car free day atau acara komunitas. Sebagai gaya hidup, bersepeda dijadikan kegiatan untuk menunjukkan tidak hanya mengekspresikan perbedaan, tetapi juga membangun perbedaan. Bersepeda dianggap sebagai hal yang keren dan mempunyai nilai gengsi tinggi. Keinginan untuk memiliki sepeda dengan harga mahal demi gaya hidup membuat seseorang melakukan pengorbanan yang besar untuk sebuah konsumsi yang fungsinya tidak terlalu berarti. Logika konsumsi yang mereka lakukan bukan lagi karena kebutuhan (need), tetapi karena hasrat (desire). Masyarakat tidak hanya mengonsumsi objek, tetapi juga makna sosial yang ada di balik objek tersebut. Dalam masyarakat ini, simbol bisa mengubah suatu barang yang fungsinya sama menjadi berbeda. Gaya hidup seperti ini membuat mereka membeli sepeda dengan harga mahal bahkan mencapai puluhan juta rupiah. Hal ini pada akhirnya menimbulkan konsumerism

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ABSTRACT
Bike's function initially as a mode of transportation shifted into hobby and then urban lifestyle. The existence of various bike community, fun bike and car free day down a role in making cycling as a lifestyle. This occurs through interaction between people who cycling in fun bike, car free day or community event. As a lifestyle, cycling not only used to show the difference, but also build up the difference. Cycling regarded as cool and has a high prestige value. The desire to have a bike with an expensive price for the sake of lifestyle make people do a great sacrifice for a consumption that function's not very meaningful. Consumption logic that they do is no longer because of need but because of desire. People are not only consume the object, but also the social meaning behind the object. In this society, a symbol can change an item that have same function to be different. This lifestyle makes them buy a bike with high price even in tens of millions rupiahs. This eventually lead to consumerism.;Bike's function initially as a mode of transportation shifted into hobby and then urban lifestyle. The existence of various bike community, fun bike and car free day down a role in making cycling as a lifestyle. This occurs through interaction between people who cycling in fun bike, car free day or community event. As a lifestyle, cycling not only used to show the difference, but also build up the difference. Cycling regarded as cool and has a high prestige value. The desire to have a bike with an expensive price for the sake of lifestyle make people do a great sacrifice for a consumption that function's not very meaningful. Consumption logic that they do is no longer because of need but because of desire. People are not only consume the object, but also the social meaning behind the object. In this society, a symbol can change an item that have same function to be different. This lifestyle makes them buy a bike with high price even in tens of millions rupiahs. This eventually lead to consumerism., Bike's function initially as a mode of transportation shifted into hobby and

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