

Brightspot market sebagai representasi identitas "Cool" pada kaum muda di Jakarta = Brightspot market as representation of "Cool" identity of youth in Jakarta / Carolina Junifer

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Abstrak

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Produk lokal fashion masih dipandang sebelah mata oleh masyarakat, terlebih lagi banyak store-store produk fashion Internasional mendominasi pasar. Brightspot Market hadir untuk mempromosikan dan mewadahi produk fashion lokal. Dengan mengusung konsep curated, Brightspot hadir membawa produk fashion lokal dengan kualitas premium. Penelitian ini menjelaskan Brightspot Market yang memodifikasi konsep circuit of culture yang telah dijelaskan oleh Stuart Hall. Modifikasi circuit of culture menjadi pembahasan utama analisa dalam melihat proses representasi identitas yang muncul dalam Brightspot Market. Dengan menggunakan metode kualitatif yaitu wawancara dan observasi terhadap pihak Brightspot, vendor produk lokal dan konsumen, penelitian ini menunjukkan hasil bahwa brightspot Brightspot Market kemudian merepresentasikan identitas ?cool? dengan konsep curated marketnya.

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ABSTRACT

Nowadays, local fashion product is still underestimated by society. Moreover, many international brand?s store seems dominating the market. Then, Brightspot Market comes up to promote and embody local products. With curated market concept, Brightspot presenting local fashion products with premium quality. This thesis describes Brightspot Market which modify the circuit of culture concept by Stuart Hall. Modification of the circuit of culture become the main discussion of this study to analyze the representation of identity that appears in Brightspot Market. Using qualitative methods by interview and observation towards Brightspot owner, local products? vendor and consumer, this study showed that Brightspot Market represents the identity of ?cool? with its curated market concept.