

Pemaknaan dan proses pembelajaran terhadap pakaian bertema fesyen streetwear kasus: komunitas north sneakers squad = Meaning and learning process of fashion streetwear outfit case north sneakers squad community

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Abstrak

ABSTRAK
Perkembangan fesyen streetwear di Jakarta membuat beberapa anak muda dalam komunitas North Sneakers Squad mulai mengoleksi beberapa pakaian bertema fesyen streetwear. Mereka mengoleksi beberapa pakaian dari merek dagang internasional. Dari berbagai macam merek dagang tersebut anggota komunitas North Sneakers Squad hanya mengoleksi tiga merek dagang yang dianggap sebagai merek dagang eksklusif. Bagi anggota komunitas tersebut, pakaian bertema fesyen streetwear ini memiliki makna tersendiri yang mana antar setiap anggota memiliki pemaknaan yang berbeda dengan yang lainnya. Pemaknaan tersebut berkaitan dengan pengalaman pribadi yang dialami oleh aktor dalam komunitas tersebut. Adanya pengetahuan baru tidak lepas dari proses pembelajaran terjadi dalam komunitas North Sneakers Squad dalam pemilihan style dalam fesyen streetwear.

ABSTRACT
The development of Streetwear fashion industry in Jakarta made some young people in North Sneakers Squad community start collecting streetwear labels of fashion industry. They collect some clothing from international brands. Of the various clothing brands, members of the North Sneakers Squad community only collect three brands that are considered to be exclusive brands. For members of the community, this streetwear clothing has its own meaning which between each member has a different meaning from the others. This streetwear fashion context exhibits how the actors in the community give meaning of their highly individual experience. The existence of their knowledge is also cannot be separated from the learning process occurs in the North Sneakers Squad community in the selection of styles in streetwear fashion.