

Analisis Fashion-Political Statement terhadap Ukraina Melalui Berlin Fashion Week 2023 = Fashion-Political Statement Analysis on Ukraine Through Berlin Fashion Week 2023

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Abstrak

Dalam mengekspresikan identitas, orientasi seksual, dan gaya hidup dapat diwujudkan melalui salah satu kesenian, yaitu mode. Selain itu, mode juga dapat memproyeksikan pesan-pesan tertentu, contohnya melalui media sosial. Media sosial memiliki daya tarik yang tinggi serta kekuatan yang mampu menarik isu-isu tertentu ke dalam masyarakat, misalnya ketidakpekaan budaya, ras, politik, dan sebagainya. Salah satu contohnya adalah platform Instagram yang banyak digunakan oleh masyarakat untuk bertukar informasi atau pun menyebarkan suatu wacana, salah satunya isu politik yang terus berkembang dan seringkali didukung oleh acara-acara tertentu seperti Berlin Fashion Week. Tema yang diangkat dalam Berlin Fashion Week 2023 adalah isu fashion-political statement terhadap Ukraina yang baru saja diinvasi oleh Rusia. Sebagai pemilik identitas pusat mode masa depan, Berlin tentunya ikut andil dalam merepresentasikan pernyataan mengenai isu teraktual publik. Dengan demikian, penelitian ini akan membahas bagaimana keterkaitan Instagram Berlin Fashion Week 2023 dalam perspektif anti-perang invasi Rusia terhadap Ukraina yang dianalisis dengan teori representasi oleh Stuart Hall. Hasil penelitian menunjukkan bahwa adanya representasi sikap anti-perang pada rangkaian fashion show Ukraina melalui Berlin Fashion Week 2023.

.....In expressing identity, sexual orientation, and lifestyle can be realized through one of the arts, namely fashion. Apart from that, fashion can also project certain messages, for example through social media. Social media has high appeal and power that is able to attract certain issues into society, for example cultural insensitivity, racial, political, and so on. One example is the Instagram platform which is widely used by the public to exchange information or spread a discourse, one of which is a political issue which continues to develop and is often supported by certain events such as Berlin Fashion Week. The theme raised at Berlin Fashion Week 2023 is the issue of fashion-political statements against Ukraine which was recently invaded by Russia. As the owner of the identity of the future fashion center, Berlin certainly takes part in representing statements regarding the public's current issues. Thus, this study will discuss how Instagram Berlin Fashion Week 2023 is related to the anti-war perspective of the Russian invasion of Ukraine which is analyzed with representation theory by Stuart Hall. The results of the study show that there is a representation of anti-war attitudes in a series of Ukrainian fashion shows through Berlin Fashion Week 2023.