

# Fenomena tren tato dan pergeseran makna seni tato ditinjau dari teori postmodernisme dan teori semiotik Peirce

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## Abstrak

Tattoo is only one of many forms of body art. Tattoo was used by the indigenous to create fear to the enemy. In Indonesia tattoo has a strong relation with religious things, especially for the Dayak. But nowadays tattoo has become an industrial mass product. Tattoos are especially popular among younger people and have already become a life style, a status symbol and a part of fashion. Tattooing is no longer a rarity, but is present in everyday life. Using the postmodern theory and the semiotic theory of Charles Sanders Peirce, this thesis will show how change in the use of tattoo has become a postmodern way of life.