

ABSTRACT

*Accountability The program
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Punk phenomenon development in Indonesia is very rapid as time goes by. Punk is one example of subculture. Examples or efforts made by subcultures, for example by using dress styles, symbols, and this method ways of life that are ironic, the stolen from groups of other cultures that are established which is a variety of efforts to build on the symbols of stolen and that's what's to boost the birth of punk, and to go to Indonesia , especially Jakarta. In the cutting edge of the phenomenon to the culture or one of this subculture, so has the potential to cause a phenomenon of fashion. Creating a work of product a jacket with called the ladies a punk look.In grades can save the phenomenon of punk who often was assumed in one eye because her behavior as well as the makeup or the style of dress that is always considered to be accentric even be considered as the class down by the general public.

With research or by doing approach to the punk it self then it will record for what they used (punk) used or what is used as accessories an a daily basis in style as a punk for them. The data will in the analysis by the method of descriptive analysis. The theory used is the theory of culture and the fashion that includes several elements of fashion which is the element of sexual attraction,the element of counter-terrorism and the totemism.

Based on the result of categorizing the diversity of the treasury who used to wear them. As a leather jacket, a canvas, a denim jacket, the ring silver, the spike, a pattern of tiger skins, those nets and so forth is very exciting to be developed in the fashion regardless of ideology that punk.

The key word : Punk, subculture, the treasury, culture and fashion.

ABSTRAK

Pertanggungjawaban Tertulis Program
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Perkembangan fenomena Punk di Indonesia sangat pesat seiring berjalananya waktu. Punk merupakan salah satu contoh subkultur, Contoh atau upaya yang dilakukan oleh *subkultur* misalnya dengan cara menggunakan gaya berpakaian,simbol-simbol,dan tata cara hidup tertentu yang bersifat ironis, yang “dicuri” dari kelompok-kelompok kebudayaan lain yang lebih mapan,yang merupakan berbagai upaya dalam membangun berdasarkan simbol-simbol “curian” dan dari hal itulah yang menjadi dorongan lahirnya punk ,dan sampai masuk sampai ke Indonesia khususnya Jakarta. Didorong dari fenomena budaya atau salah satu subkultur tersebut maka sangat berpotensi menimbulkan sebuah fenomena *fashion*.Menciptakan sebuah karya produk jaket baru dengan berjudul “Jaket Ladies Punk Look”, dinilai dapat menyelamatkan fenomena punk yang kerap dianggap sebelah mata karena tingkah lakunya serta tata dandanannya atau gaya berpakaianya yang selalu dianggap nyeleneh bahkan dianggap seperti “gembel” oleh masyarakat umum.

Dengan meneliti atau dengan melakukan pendekatan kepada pelaku punk itu sendiri,lalu merekam apa saja yang biasa mereka (punk) pakai atau apa-apa saja yang dijadikan sebagai aksesoris sehari-hari dalam bergaya selayaknya anak punk bagi mereka. Data akan di analisa dengan metode *deskriptif analisis*.Landasan teori yang digunakan adalah teori budaya dan teori fashion yang mencakup beberapa unsur fashion yaitu unsur *sexual attraction*,unsur *terrorism* dan unsur *tottemism*.

Berdasarkan hasil pengkategorian beragamnya perbendaharaan yang biasa mereka (punk) pakai, seperti jaket kulit,jaket kanvas,jaket denim, ring, spike, kain corak macan, jaring-jaring dan lain sebagainya sangatlah menarik untuk dikembangkan kedalam fenomena fashion tanpa memandang ideologi punk itu sendiri.

Kata kunci : *Punk, subkultur, perbendaharaan, budaya dan fashion.*