ABSTRACT

The development of technology and information affecting urban communities form a pattern of lifestyle behaviors. The made of urban lifestyle have become a lifestyle trend metropolis, one of which is the phenomenon of the male fashionistas. The development needs of human life that is triggered by advances in science and technology continued to increase from time to time. The increasing needs of human life, are increasingly demanding also be an increase in lifestyle (lifestyle). As a result, it requires everyone to always be up to date in terms of fashion, especially for the man who loves fashion.

Researchers found the paradigm of this research is included in the constructivist paradigm, because in reality constructivist paradigm is a social construct created by individuals. This type of research is descriptive research method Semiotics Analysis of Charles Sanders Peirce.

To support the collection of data in this study, the primary data required, namely coding sheets and sheets interpretation (observations on the text). Researchers will use materials that have been documented, namely social media Instagram fashionistas male actors to identify their fashion profile.

Results of research on the identification men fashion in social media Instagram is the selection of fashion they tend toward high-end brands internationally, because they consider using a brand is expensive can increase confidence and as an identity for existence, artifactual as a symbol of successful man and get recognition.