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**ANALYSIS OF ROLAND BARTHES' SEMIOTIC THEORY AS AN APPROACH TO ASSESSING URBAN FASHION**

**Farisya Inayatullah1, Deddy Wahjudi2**

Institut Teknologi Bandung, Indonesia

Email: farisyainaya@gmail.com

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| **ABSTRACT**  **Abstract:** Semiotics is a technique of studying the workings and functions of signs. The researcher analyzes Roland Barthes' semiotic approach which develops the ideas of one of the semioticians, Ferdinand de Saussure, and tries to apply the study of signs more broadly. The focus of this research is to find the meaning of a fashion phenomenon, namely urban fashion. Over time, the urban word developed as a person's lifestyle, so that the urban word was associated with fashion. In this study, the method used is qualitative. Carrying out a qualitative method system, researchers can analyze an image or photograph with Barthes' semiotic approach developed from Saussure, namely denotation, connotation, and myth.  **Keywords:** Theory Analysis; Roland Barthes Theory; Urban; Urban Fashion |

**Introduction**

Phenomena that occur socially in society or culture are signs. They have more abilities as humans compared to other creatures, namely in terms of communication and the ability to create symbolic language [(Sihabudin, 2022)](#Bibliography). Studying the systems, conventions, and rules that allow signs to have meaning, namely semiotics. The word semiotics comes from the Greek word simeon which means "sign". From the sign itself, it can be interpreted as something that can be represented by something else, such as a cloudy sign that there will be rain. Semiotics terminologically can be defined as a study that includes objects and events of all cultures as signs [(Muhammadiah, 2017)](#Bibliography).

According to Hoed, semiotics is a science that studies signs in human life. In general, humans have the power to find meaning in every social phenomenon that occurs around them. The tradition that exists in semiotic theory has the core of communication seen as a mediation or intersubjective transition between signs. Communication media explain and develop that the use of language and other sign systems is a form of exchange or mediation between various perspectives. The problems that exist in the communication media in the semiotic paradigm are problems of representation and transmission of meaning, in this case, there is a gap or void between subjectivity which is overcome through the use of agreed signs [(Hasbullah, 2020)](#Bibliography)

At least every day humans think about what clothes to wear from clothes to accessories. This makes fashion a lifestyle. Lifestyle determination occurs due to the habit of socializing or activities with the environment of his choice so that the choice of lifestyle provisions with a group of people who have references, is the same as fashion [(Çelebi et al., 2017)](#Bibliography). The formation of characteristics in fashion because of the choice of a group. If it is an individual then it will be called style not fashion [(Hendariningrum & Susilo, 2014)](#Bibliography). There is a choice of style to become fashion when it is adopted by more than one person. In addition, fashion can be used as a way to identify someone by how they dress. The selection of clothes to accessories will appear depending on the purpose or event to be addressed.

Modern society defines lifestyle regarding one's attitudes, values, wealth, and social position [(Sukirno, 2017)](#Bibliography). The connotation of the term lifestyle according to modern society is individualism, self-expression, and self-awareness for style. Indicators of an individualist are found in the body, clothing, way of speaking, entertainment during free time, choices in food and drink, place of residence, vehicles, and information choices [(Rachmawati, 2013)](#Bibliography). The phenomenon of the lifestyle of the Indonesian people can be explained by the fact that the Indonesian consumer society grows along with the history of economic globalization and the transformation of consumer capitalism which is marked by the proliferation of shopping centers [(Hendariningrum & Susilo, 2008)](#Bibliography).

**Research Method**

The method used in this research is qualitative. Describe qualitative research as research that aims to explain a phenomenon that is discussed in depth in the collection of data that has been sought. Nawawi and Hadari, describe the definition of qualitative as a set of activities or processes of network information in natural conditions in the life of an object. The qualitative research carried out is inductive, where inductive reasoning flows of thought originate from several specific facts and then become general [(Wijaya, 2020)](#Bibliography). Then it is connected with solving a problem both from a theoretical and practical perspective.

Furthermore, this study uses a semiotic theoretical approach such as Roland Barthes, focusing on the idea of ​​two-stage signification (two orders of signification) which significance The first stage is the relationship between the signifier (marker) and signified (sign) in a sign-to-external reality. The designation made by Barthes is denotation, which is the most obvious meaning of the sign, and connotation is the term used by Barthes to indicate the second stage of significance. On significance the second stage is related to content, the sign works through myth [(Wibisono & Sari, 2021)](#Bibliography).

In this study, the authors collected secondary data from several studies and library research that had been filtered by selected authors that were similar to the research topic. The selected literature studies and research are in the form of publication documents and then used as research information data. In addition, the unit of analysis in this study is photographs. Then, the author will make observations on the photo and will review it to make a description and summary that aims to explain and understand the differences in the observed photos.

**Result And Discussion**

Semiotics generally aim to analyze the meaning of signs in the world of art and design which is nothing new. An example from the world of design, quoted from the journal by A'yun Nikmatus Shalekhah and Martadi with the title Roland Barthes Semiotic Analysis on the film posterParasite English country version. From the poster, the author explores the meaning of the object available poster and then describe the meaning of the picture the.

**Semiotics on fashion**

In the journal, [(Suharno et al., 2021)](#Bibliography) discusses semiotics as a construction method for creating clothing. It was explained that there was no research on the use of semiotics to construct signs in clothing, this issue deserves research because it can be one of the formation of visual signs in works fashion both from the visual and the meaning that can be built. Some experts allude to semiotic theories that discuss clothing, such as Klaus Krippendorff in Vihma and Väkevä ed. [(Pramasheilla, 2021)](#Bibliography) explains the semiotics of use in the context of design products except clothing. Meanwhile, Danesi (2010) discusses how clothing and fashion provide space for everyone and create meaning for their message. Some examples of clothing specific to motifs in Indonesia have their own meaning [(Poernamasari, 2019).](#Bibliography) First, in the tradition of the Yogyakarta palace, there is a prohibition on wearing batik with motifs. This happens because it is constructed and then produces a symbolic meaning that indicates the social class of the wearer. Next is the broken machete motif. according to the book Batik: Fable Cloth of Java by Inger Mc CabeElliot, the motif on the machete may not be used by ordinary people because it has a meaning that implies the strength and growth worn by the king [(Suharno et al., 2021)](#Bibliography).

The phenomenon in batik that has been discussed previously is related to the proposition Barnard (1996:26) says that fashion and clothing are forms of nonverbal communication in that they do not use spoken or written words. Barnard's point of view is relevant because clothing is a sign of the existence of the wearer, in the context of a certain time and space. In other words, the clothes a person wears are an implicit "order of words" to convey a certain message [(Situmorang, 2020)](#Bibliography). This message is packaged through constructions on collective and/or individual signs that can be explained semiotically through icons, indexes, and symbols [(Suharno et al., 2021)](#Bibliography). Understanding semiotics as an approach to analyzing phenomenal fashion requires a semiotic approach that seeks to find cultural meaning in clothing or uses visual semiotics to understand art.

The basis of the discussion of the semiotic approach to phenomenal fashion is found in the book Fashion System by Roland Barthes. The first book published in French is entitled system in 1967. In the book, Barthes tries to distinguish three types of clothing, namely (1)image clothing, clothing shown as a photo or image; (2)written clothing, clothing that is described in writing or translated into a language; and (3)real clothing, clothing that is worn on the human body or clothing as an object (Barthes, 1983: 3 - 5; Barthes 1981: 25 - 27). Through this semiotic approach, the aim is to understand how clothing can function as image clothing and real clothing as signs in the process of meaning production and construction [(Himawan, 2018)](#Bibliography).

**Application of Roland Barthes' Semiotic Theory to UrbanFashion**

The term fashion is known in people's daily lives. Fashion is also associated with new elements or novelty, so characteristics of fashion are usually temporary rather than eternal. Because fashion keeps changing, fashion is often associated with clothing. According to Thio (1989), as long as there is something new about an artifact that involves many people, then the artifact can become fashionable. As can be seen from fashion has a semiotic value, namely the side of denotation and connotation, fashion is one of the creative industries that is experiencing rapid development every year. This is not only reflected in the trends that emerge from time to time but also in the many creative industries that are oriented toward fashion and many fashion shows in the world [(Novidia & Nanda, 2015).](#Bibliography)

According to Sobur (2004), the terminology of semiotics is a science that has a broad scope of objects, events, and all cultures as signs. Signs (signs) are the basis of all communication. Clothing as a cultural phenomenon is a practice of meaning in everyday life that helps shape culture as a system of meaning. According to Kris Budiman, the signifier is a sign element that looks like physical or material, while the signified is the mental concept or meaning referred to by the signifier. These two elements produce forms of verbal and visual signs. According to this view, explaining that clothing and its parts are signs related to signs as something meaningful. In other words, the parts that make up a garment can be treated as a sign consisting of a signifier and a signified. Here's an urban example fashion which will be described through semiotic theory according to the characters in the pictures provided by the author.



**Picture 1. Urban ExampleFashion (Source: Pinterest)**

The denotation in the picture above describes that women wear suits with dominating light colors, choosing oversized pieces of clothes and pants or oversized and thick patterns of clothes, and the shoes worn are of a comfortable type. Complete the outfit with accessories such as earrings, glasses, and rings. So that the connotation is, someone who wears or chooses urban fashion most are concerned with comfort because these clothes will be worn all day long. In addition, bright colors on clothes aim to highlight or express yourself. There is no escape from the character, the nature of individualism is shown in bright-colored clothes so that other people or those who pass by see their clothes. The myth of urban users' fashion has a rebellious nature. The intention of the rebels is those who choose urban fashion like to mix types of style like formal mixed with casual In addition, urban users' fashion doesn't follow the trend. They choose and wear clothes according to their own will

**Conclusion**

The use of the semiotic theory explained by Roland Barthes can elaborate on the meaning of events from pieces of art to places. The phenomenon of urban fashion can be understood through semiotics as an approach to analyzing this phenomenon trying to find cultural meaning in clothing or using visual semiotics to understand fine arts. Urban, which is a phenomenon in society, actually has an impact on lifestyle, so the fashion industry is one of the results of its impact.

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