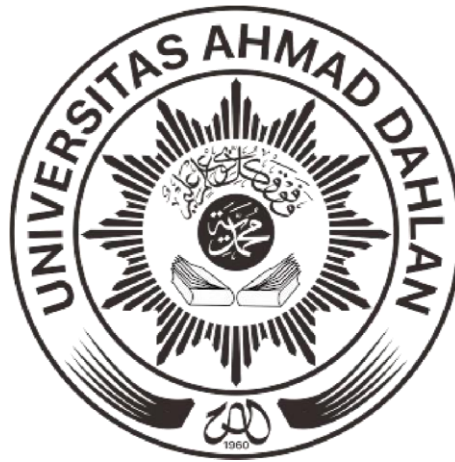


**ANALYZING THE INFLUENCE OF HIP-HOP  
STREETWEAR FASHION AS AN AMERICAN  
FASHION STYLE IN THE MOVIE “8 MILE”**

**AN UNDERGRADUATE THESIS**

Submitted as Partial Fulfilment of the Requirement to Obtain  
*Sarjana Sastra* Degree of English Literature Department in Faculty  
of Literature, Culture, and Communication  
Universitas Ahmad Dahlan



**By**

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**ENGLISH LITERATURE DEPARTMENT  
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**2023**

**APPROVAL PAGE**

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**By  
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**Approved by the consultant on February 23<sup>rd</sup>, 2024**

**Consultant**

A handwritten signature in blue ink, appearing to read "Kasivarno", is written over a faint, illegible stamp.

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RATIFICATION PAGE

**ANALYZING THE INFLUENCE OF HIP-HOP  
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UNDERGRADUATE THESIS

By

**DWIKY RACHMAD PANGERAN**  
1900026230

This Undergraduate Thesis has been examined on February 23<sup>TH</sup> 2023  
and has been accepted as one of the requirements to obtain  
*Sarjana Sastra* Degree in English Literature Department  
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The Board of Examiners Consist of

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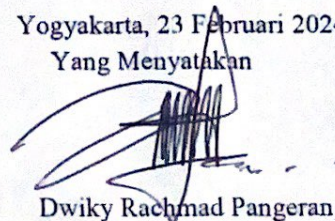
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### *Assalamu'alaikum Warahmatullahi Wabarakatuh*

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2. Wajiran, S.S, M.A, Ph.D., as the Dean of Faculty of Literature, Culture, and Communication, Universitas Ahmad Dahlan
3. Drs. Maftukhin, M.Hum, as the Head of English Literature Department Faculty of Literature, Culture, and Communication, Universitas Ahmad Dahlan.
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6. My beloved parents and my two siblings, Bapak Misno, Mama Rosdiana, Kak Romy Rachmad Kurniawan and Efran Rachmad Pamungkas as the most important support, extraordinary love and prayers given to support researcher.
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The researcher realizes that there are still area for improvement in this research and writing. For this reason, researcher expect constructive criticism and suggestion. Researcher hope that this thesis can be useful in the future.

*Wassalamu'alaikum Warrahmutallahi Wabarakatuh*

Yogyakarta, 23 Februari 2024



Dwiky Rachmad Pangeran

**MOTTO**

*“In life we are given two choices to be a commentator or  
an executor.”*

*“We have a right to ourselves, from happiness to  
sadness.”*

## **DEDICATION PAGE**

**This undergraduate thesis researcher dedicate to:**

Allah SWT and Rasullah SAW. All praises due to Allah SWT and May peace and blessing be upon His servant and messenger, Rasulullah Muhammad SAW. Aamiin.

My beloved and amazing parent, Bapak Misno and Mama Rosdiana. Thank you for everything that Bapak and Mama have given. I am grateful to have Bapak and Mama as parents in this world, and I love you for life.

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**ANALYZING THE INFLUENCE OF HIP-HOP  
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STYLE IN THE MOVIE "8 MILE"**

**By**

**Dwiky Rachmad Pangeran**

**1900026230**

**ABSTRACT**

Nowadays, fashion is not just a type of clothing but has become one of the necessities in everyday life, some types of clothing that are developing in the community are streetwear fashion. Streetwear fashion is one of the clothing styles that grew up in American society and was introduced by several communities in the United States, such as the skate board, graffiti and hip-hop communities. This research discusses the hip-hop community that adopts streetwear fashion in the movie "8 Mile". The purpose of this research is to find out the meaning of streetwear fashion in the movie "8 Mile" and how it affects American society. Streetwear fashion is one of the clothing styles that grew up in American society and was introduced by several communities in the United States, such as the skate board, graffiti and hip-hop communities.

This research uses an interdisciplinary approach, a semiotic approach and a sociological approach, in this study researchers used a qualitative method with the film "8 Mile" as the main data for this study. qualitative method with the movie "8 Mile" as the main data in this research. Secondary data from this research is based on research journals, several streetwear brand websites and previous studies. The movie "8 Mile" provides a visual picture that matches the research data needed and helps in adjusting the theory to answer the problem formulation. The theories used by researcher are Roland Barthes semiotic theory and Hovland et al's S-O-R theory, where semiotic theory is used to determine the meaning of the type of streetwear fashion clothing in the movie "8 Mile" and S-O-R theory to determine the influence of streetwear fashion clothing on American society.

The results of this study indicate that the type of streetwear clothing used in the movie "8 Mile" has a meaning from its use, this streetwear fashion continues to grow in American society until it spreads to American musicians and American brands. Streetwear fashion is also seen as having a meaning of clothing that prioritizes comfort without eliminating a fashionable look for the person wearing it.

***Keywords: Streetwear Fashion, Hip-hop, Film 8 Mile***

# **ANALYZING THE INFLUENCE OF HIP-HOP STREETWEAR FASHION AS AN AMERICAN FASHION STYLE IN THE MOVIE "8 MILE"**

**Oleh**

**Dwiky Rachmad Pangeran**

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## **INTISARI**

Saat ini fashion bukan hanya sekedar jenis pakaian tetapi sudah menjadi salah satu kebutuhan dalam kehidupan sehari-hari, beberapa jenis pakaian yang sedang berkembang di masyarakat adalah fashion streetwear. Fashion streetwear merupakan salah satu gaya pakaian yang tumbuh di masyarakat Amerika dan diperkenalkan oleh beberapa komunitas di Amerika Serikat, seperti komunitas skate board, graffiti, dan hip-hop. Penelitian ini membahas tentang komunitas hip-hop yang mengadopsi fashion streetwear dalam film "8 Mile". Tujuan dari penelitian ini adalah untuk mengetahui makna fashion streetwear dalam film "8 Mile" dan bagaimana pengaruhnya terhadap masyarakat Amerika. Fashion streetwear merupakan salah satu gaya berpakaian yang tumbuh di masyarakat Amerika dan diperkenalkan oleh beberapa komunitas di Amerika Serikat, seperti komunitas skate board, graffiti, dan hip-hop.

Penelitian ini menggunakan pendekatan interdisipliner, pendekatan semiotik dan pendekatan sosiological, dalam penelitian ini peneliti menggunakan metode kualitatif dengan film "8 Mile" sebagai data utama dalam penelitian ini. Data sekunder dari penelitian ini berdasarkan jurnal penelitian, beberapa website brand streetwear dan penelitian-penelitian terdahulu. Film "8 Mile" memberikan gambaran visual yang sesuai dengan data penelitian yang dibutuhkan dan membantu dalam menyesuaikan teori untuk menjawab rumusan masalah. Teori yang digunakan peneliti adalah teori semiotika Roland Barthes dan teori S-O-R Hovland et al, dimana teori semiotika digunakan untuk mengetahui makna dari jenis pakaian fashion streetwear pada film "8 Mile" dan teori S-O-R untuk mengetahui pengaruh pakaian fashion streetwear terhadap masyarakat Amerika.

Hasil penelitian ini menunjukkan bahwa jenis pakaian streetwear yang digunakan dalam film "8 Mile" memiliki makna dari penggunaannya, fashion streetwear ini terus berkembang di masyarakat Amerika hingga merambak sampai ke musisi Amerika dan Amerika brand. Streetwear fashion dipandang juga memiliki makna pakaian yang mengutamakan kenyamanan tanpa menghilangkan tampilan yang modis bagi orang yang mengenakannya.

***Kata kunci: Busana Streetwear, Hip-hop, Film 8 Mile***