

## CHAPTER I

### A. Background of Study

Clothing, costumes and make-up can be classified into forms of artifactual communication which are interpreted as communication that takes place through clothing and the arrangement of various artifacts, for example: clothes and ornaments, to jewelry. Fashion, clothes, or clothes are able to convey nonverbal messages, so they can be categorized as nonverbal communication (Barnard and Malcolm, 2006). Fashion has the meaning of fashion that does not last long, which may involve language styles, behavior, hobbies of certain clothing models (Soekanto, 2014). That is, fashion also has time to time and is not always in just one mode. According to The Contemporary English Indonesian Dictionary of English Language by the Houghton Mifflin Company in America in 2004, fashion is defined as a style or habit, for example in behaving or dressing. Along with developments related to its function, fashion or style of dress has also experienced various developments. Changes in fashion or style of dress are of course influenced by various aspects, such as culture to trends that develop from time to time. Although dominated by various aspects of its development, trends are considered as one of the most dominant aspects influencing the rate of development of fashion and fashion styles in various parts of the world.

America has become a place for the development of a large fashion industry ranging from well-known brands and also culture. One of the growing fashion culture in America is streetwear fashion. Streetwear was born from a cultural phenomenon that came down and influenced the lifestyle of young people, namely street culture. Street culture itself can be interpreted as a culture that moves on the undercurrent that is identical to the streets and punks (Island, 2015 in Tri, 2018). How can it impact young people because they are one of the main targets in making fashion as well as the majority consumers in society. The younger generation is very concerned about skills especially in this day and age where looking trendy is one of the desires of every young person, namely by how from fashion itself they can show their identity or preference for something like a brand, for example A Bathing Ape and Stussy. Streetwear is a fashion trend that was born and rooted in surfing and skate culture in the United States (Pratama & Farantika, 2015). Streetwear is a huge fashion trend and is popular with the younger generation, especially in urban areas. On the other hand Floyd Montana – Floyd Avenue designers define streetwear itself as a movement of people exhibited through clothing (Mkhondo, 2018).

Streetwear emerged in the early 1990s in the United States and also the phenomenon of the marriage of two subcultures, west coast surf and east coast hip-hop. The major conflicts that took place in the 1970s between several street groups was the ongoing issue of how they fought over their respective areas. As the conflict between the groups progressed, they began

to abandon violence and turned to music, dance, and graffiti to express their feelings and frustrations. Fashion was an important part of this, as oversized jeans, polo shirts, Puma sneakers and hats became the standard attire for dancers at the time called "B-boys". Amidst the rise of fashion being an important part in this case but basically they use fashion not as a race in wearing expensive goods, but as an effort for how they can show an attractive and neat appearance even though they don't have money.

In line with how Hip-hop developed at that time, many visual artists began to use graffiti media to be used in conveying social protests against problems that arose in the community at that time. Graffiti became one of the important parts of Hip-hop culture, namely music, dance, clothing and graffiti art. How from the emergence of the spirit of rebellion at that time by the youth that they finally conveyed through Hip-hop culture in the aim of breaking the existing rules and there they could express themselves with the clothes they wore.

At the beginning of its emergence, hip-hop was closely tied to streetwear and had a great impact or influence on clothing styles. In 1970 was the beginning of Hip-hop's emergence in the general public with a music genre that did not have a specific style of clothing as a differentiator between musicians and their audiences. Hip-hop dress styles initially wore sportswear from various brands such as Adidas, Reebok, Champion and Fila when they played at several Hip-hop performance events. Some fashion brands realized that rappers, a term for Hip-hop and rap musicians, used the

products they created but major brands often refused to acknowledge that Hip-hop minority group as their main consumers. Sean Combs and Jay-Z decided to create their own brand in the early 1990s. This brand became part of the growing pop culture in society.

One of the big icons in the Hip-hop community is Run DMC, he joined the Hip-hop community which became a music group in the 1980s. Run DMC released the song "My Adidas", adidas then offered them an endorsement. The popularity of sneakers became so great that they could be found on almost every city street and also impacted various Hip-hop, Basketball, and Graffiti communities. This created a strong bond between sneakers and the subculture called streetwear. Streetwear began to grow to represent the youthful, rebellious and avant-garde spirit and streetwear showed how to look "fresh" even when there was no money.

Shawn Stussy, considered the creator of streetwear fashion, founded his own fashion brand in the 1970s. It started with handmade skateboards with their unique shapes and colorful graphics, and later on, his signature became an iconic symbol. As a fast-growing streetwear fashion brand, stussy traveled all over the world and became more popular around the world, especially in some cities such as New York, London, Paris, and Tokyo. He met many people in the city who shared the same perspective on streetwear and gave him inspiration for the stussy brand. After that, many streetwear brands emerged with their own identities and characteristics. Some of them are A Bathing Ape, FUBU, and Spitfire.

The streetwear industry has its own uniqueness in its development. In general, the streetwear industry is driven by Hip-Hop musicians. Not only through Hi-Hop music musicians, the streetwear industry can also be encouraged through film media. The influence of film on the streetwear industry is currently growing and will continue to increase, this influence greatly affects the younger generation.

The author is interested in this film as a reference for the development and changes in the streetwear industry. This film tells the story of a Hip-Hop musician named Jimmy, played by the famous Hip-Hop Rapper, Eminem. By raising the storyline about Eminem's career journey, this film is a reference for Hollywood-class American musicians in applying streetwear styles that are in line with current fashion trends.

## **B. Problem Formulation**

1. What is the meaning of the clothing used in Hip-hop streetwear fashion in the movie 8 Mile?
2. How has Hip-hop streetwear fashion impacted American fashion?

## **C. Objective of Study**

1. To find the meaning of the clothing used in Hip-hop streetwear fashion in the movie 8 Mile?

2. To find the impact of Hip-hop streetwear fashion on American fashion?

#### **D. Scope of Study**

This paper analyzes the development of streetwear fashion in the United States through the film "8 Mile". Where this study aims to examine the growing fashion in America which is now more dominant used by American society.

#### **E. Review of Related Studies**

This research is not one of the studies that discuss fashion. There are several studies that have previously been done about fashion, some research as follows:

1. A study was conducted by Kautsar and Sulisty (2021) entitled "ANALISIS PERKEMBANGAN SUBKULTUR URBAN STREETWEAR". The purpose of this research is to find out the history of the emergence of streetwear and its development into a subculture, as well as its influence to date, including in Indonesia. This study also aims to identify the characteristics and characteristics of streetwear. The research method used is descriptive qualitative research methodology with the aim of seeking a deep understanding of a phenomenon, fact or

reality. The data collection used is processing the data that has been collected for interpretation and drawing conclusions. Researchers hope that from their research people will know about the development of streetwear and how streetwear is accepted by the public.

2. A study was conducted by Indra, Reiza and Ayu with the title "FASHION STREETWEAR as supporting INDIE musicians in BANDUNG (1990-2004). The purpose of this study is to discuss how streetwear fashion can be a support in the sustainability of indie musicians in the city of Bandung. The method used in this study is a historical method in which there are several work steps such as field studies, literature studies and interviews that support this research. This method is used by the author in order to be an analytical tool to determine the problems discussed and also as an aid from other scientific concepts such as sociology, economics, and communication.

## **F. Research Method**

In this study, researcher used a qualitative descriptive method to analyze the film 8 Mile. Sukardi explained that "descriptive research is a research method that seeks to systematically describe the characteristics of the object to be studied properly." (Sukardi, 2003).

1. Data and Source Data

The main data of this research are several scenes from the movie 8 Mile, the author watched this movie through the Indo XXI movie website. The second source of this research is also assisted through articles, journals, brand websites, pinterest applications and instagram applications.

## 2. Method of Collecting Data

Data collection is one of the important parts for researcher to use to answer questions to achieve the objectives of the study. According to Sugiyono (2018: 224) data collection can be done in various settings, various sources, and various ways. Observation is one of the techniques in collecting data. According to Sugiyono (2018: 229) observation is a data collection technique that has specific characteristics when compared to other techniques. Therefore, researcher use several stages in collecting data.

1. First, it begins with the researcher making observations by watching the movie carefully and understanding the contents of the movie.
2. Furthermore, after understanding the flow of the movie, researcher began to adjust the fashion used in the movie. This process is usually done by repeating watching the movie.



3. After that, researcher began to mark which parts of the movie had clothing models that were strongly related to streetwear fashion.
4. After all that, the researcher began to take some pictures from the movie that would be in the data analysis.

### 3. Method Analyzing Data

According to Knafl & Webster (1988) "The task of data analysis assists in extracting meaning from data sets and is constructivistic in nature, focusing on reconstructing and displaying processed data sets". In this study, researchers used Roland Barthes' semiotic theory and Hovland et al's S-O-R theory to analyze the meaning of each streetwear fashion outfit worn in the film 8 Mile and the S-O-R theory was used to analyze the influence of streetwear fashion on American society.

## **G. Representation**

Researcher designed this research into four chapters. In the first chapter, the author will explain the background of this research and become an introduction to the research along with the formulation of problems, research objectives, data and data sources, data collection methods and techniques, data analysis methods. Chapter two contains a theoretical approach and theoretical framework, in research that explains

the approach and also the framework discussed theoretically. Chapter three discusses the topic analysis of the problem formulation in the study. Then, Chapter four discusses the conclusions of the research results based on the formulation of the problems in the study.