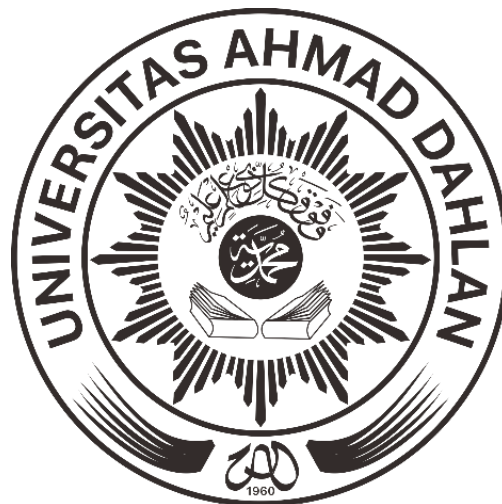


**STREETWEAR FASHION'S TRANSFORMATION FROM 2017
TO 2022 REPRESENTED BY KANYE
WEST'S FASHION STYLE**

UNDERGRADUATE THESIS

Submitted as Partial Fulfillment of the Requirements to Obtain
Sarjana Sastra Degree of English literature Department
in Faculty of Literature, Culture and Communication
Universitas Ahmad Dahlan



By

YENNY SARDI

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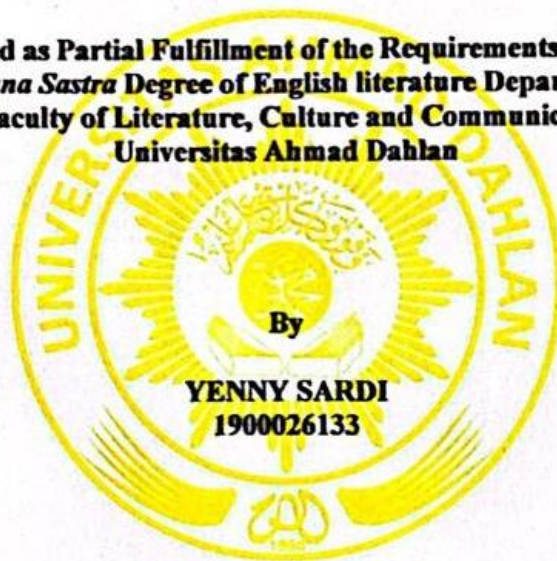
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APPROVAL PAGE

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TO 2022 REPRESENTED BY KANYE
WEST'S FASHION STYLE**

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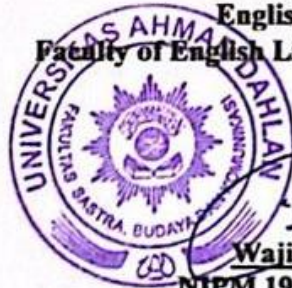
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Lampiran 1

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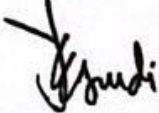
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Mengetahui,
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Ulava Ahdiani, S.S., M.Hum.
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ACKNOWLEDGEMENT



All praises are due to Allah SWT, the Most Beneficent, and Most Gracious. The writer testifies there is no God but Allah, and testifies that Muhammad SAW is His messenger. Without His power and help, the writer is not able to accomplish this undergraduate thesis.

The writer thanks to all people that support her in finishing this research and especially to Mrs. Ulaya Ahdiani, S.S., M.Hum. for her dedications, advices, supports, and guidance with all her patience so that the researcher is able to accomplish this undergraduate thesis.

In accomplishing this thesis, the researcher is grateful to many people who helped her. Therefore, she would like to say her great thanks to:

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2. Prof. Dr. Muchlas, M.T. as the rector of Universitas Ahmad Dahlan.
3. Wajiran, S.S., M.A., Ph.D, as the Dean of Faculty of Literature, Culture, and Communication of Universitas Ahmad Dahlan.
4. Dani Fadillah, S.I.Kom., M.A, as the Vice Dean of Faculty of Literature, Culture, and Communication of Universitas Ahmad Dahlan.
5. Drs. Maftukhin, M.Hum, Head of English Literature Department Faculty of Literature, Culture, and Communication of Universitas Ahmad Dahlan.
6. All the lecturers of English Department, Faculty of Literature, Culture, and Communication of Universitas Ahmad Dahlan.
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8. My family who always give me support and advice to researcher.
9. Her friends of English Literature Department class of 2019.
10. All of her friends in Universitas Ahmad Dahlan.

Finally, the researcher is aware that this thesis is far from perfection. Therefore, any suggestions to make this thesis better are welcomed. The researcher hopes that this research will give contribution to develop English studies and can be continued in the future.

Yogyakarta, May 30TH 2024

A handwritten signature in black ink, appearing to read 'Yenny Sardi', written in a cursive style.

Yenny Sardi

MOTTO

“And he found you lost and guided you.”
(QS. [93] Ad-Duha :7)

“Focus on your actions, not the outcome. It is all you can control”
(Liu Kang “Mortal Kombat 1”)

“Even the smallest step forward is progress. Keep moving forward.”
(Yoon Jaehyuk – Treasure)

DEDICATION PAGE

This undergraduate thesis researcher dedicated to:

Allah SWT and Rasulallah SAW. All praise is due to Allah SWT, and may peace and blessing be upon His servant and Messenger, Rasulallah Muhammad SAW.
Aamiin.

My greatest parents. Your unwavering support, encouragement, and sacrifices have been the foundation upon which my academic journey rests. You have believed in me when I doubted myself, and your love has been a constant source of strength.

My oldest sister and oldest brother. Your support in my life has been a blessing beyond measure. Thank you for your understanding, your encouragement, and for always being there to share both the challenges and the joys of this journey.

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Thank you for being a part of the researcher's life, bringing added richness and depth. The closest friends, acknowledged on the acknowledgment page, hold a special place in the researcher's heart. Your presence has deeply impacted their journey, and for that, they are profoundly thankful.

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ABSTRACT

Over the past decade, streetwear has shifted from a subculture to a major fashion trend, with Kanye West playing a significant role. This research focuses on analyzing the evolution of streetwear fashion, particularly emphasizing Kanye West's impact. It aims to study the changes in streetwear fashion, reflecting Kanye West's evolving style during this period. Additionally, the research aims to examine Kanye West's contributions as an American artist in shaping and promoting streetwear trends from 2017 to 2022. Furthermore, it seeks to explore the symbolization concepts emerging within streetwear fashion during this timeframe.

This research adopts both cultural and semiotic approaches to understand streetwear fashion's transformation. The methodology includes literature review, content analysis, and visual analysis. Literature review establishes streetwear's conceptual framework and Kanye West's role. Content analysis explores public perceptions of Kanye West, while visual analysis tracks his design evolution. This multi-method approach offers comprehensive insights into streetwear's cultural significance and Kanye West's influence.

The result of this research shows from 2017 to 2022, streetwear, epitomized by Kanye West, underwent a notable shift towards high-end fashion, blending brand prestige with urban culture influences. West's collaborations with Adidas and Balenciaga, along with his Yeezy brand, played a pivotal role. His style not only advanced fashion but also served as a platform for cultural expression, reflecting values of freedom, innovation, and courage. Symbolizations in streetwear emphasized inclusivity, creativity, and authenticity, pushing boundaries and blurring conventions. Overall, streetwear mirrored social dynamics, fostering innovation and embracing diverse identities.

Keywords: Streetwear Fashion, Kanye West, Fashion Culture, Represented