



Research Summary

“Research on Visual Communication Language of The Japanese Look Style as a New Pop Culture Phenomenon in Indonesian Teenagers” has resulted in a number of findings:

First, the young people got bored of the conventional mode. They begin to search and find out some attire style, accessories wearing, get dressed, than can reveal their identification, mirror their selves and characters. They would like to reach “free expression of mine” without losing their feminine and/or masculine characters. They seem to show and expose themselves in order to express “this is my very me” through their attire.

Second, The Japanese Look Style in Indonesia is an evidence that physical culture is easily accepted by Indonesian teenagers, This evidence cannot be separated from the contribution of globalization era especially by the way of media and information technology. The huge wave of communication and information technology causes the Indonesian teenagers pay much attention and appreciation to the outer world. In spite of the fact that in the process of appreciation, there is a cultural and social transformation whose end results is the acculturation between the Japanese and Indonesian cultures. And this (acculturation) indicates difference with the root cultures and has certain characteristics.

Third, the characteristics of The Japanese Look Style in Indonesia has a style tendency which is different from the “rebellion” motivation conducted by the Japanese youth (in Japan). When the Japanese youth execute their style as street style which, in turn, becomes mass style as well as stage style (catwalk), in Indonesia this does not happen. Indonesian teenagers, on the other hand, mostly execute it at the malls, clubs or certain communities. The Japanese Look Style is considered as “freedom of expression”. Indonesian teenagers does not view The Japanese Look Style as a “concept” but it is motivation shift instead in fashion and attribution which tends to be a consumerism.

Fourth, The Japanese Look Style in Indonesia presents a visual communication language which is “fairly outrageous” in nature with a complex and complicated style. Indonesian teenagers consider that the visual materials as well as appearance of what-so-ever is not a problem as long as the desired style can be achieved. But then, there are a number of notes in regard to the freedom of choice viewing from standards or yardstick that have to be adapted with individual condition, as illustration: politeness culture especially those related to religious demands. The cultural condition in Japan created the style as a mirror of prosperity and sophisticated technology. The creation is a “rebellion” phenomenon in the form of chauvinism resulted from the influence of the street style that have been absorbed so far. While culturally in Indonesia, the Style is still limited to “copying” due to the huge wave of communication and information technology. Indonesian teenagers do not belong to the group which intensively involved in the movement of The Japanese Look Style. They are predicted not to comprehend the conceptual values of The Japanese Look Style since they are not possessing the strong educational concept.

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