

ABSTRACT

Tegar Aliyyu Sulistiawan. 1195030226. *Fashion as a Representation of Greasers' Masculinity in The Wild One (1953)*. Graduating Paper, English Department, Faculty of Adab and Humanities, State Islamic University Sunan Gunung Djati Bandung, 2023. Advisor: 1. H. Lili Awaludin, S.S., M.A. 2. Dian Nurrachman, S.S., M.Pd.

Keywords: film, masculinity, Greasers' culture, cultural studies, film studies, fashion, costum, consumerism, and materialism.

The purpose of this study is to understand the characteristics of the characters in *The Wild One* film and to find the concept of masculinity represented through fashion or costumes in *The Wild One* film. To find out the characteristics of the characters in *The Wild One* film, the researcher uses film studies theory, and to explain the hidden message of the Greasers' fashion that builds the concept of masculinity in *The Wild One* film, the researcher uses cultural studies theory.

The results of this study indicate that there is a sign in *The Wild One* that has a concept of masculinity based on the fashion of the Greasers. The characteristics of the characters and the concept of masculinity built through the fashion of the Greasers in the film *The Wild One* are implied by the author, where masculine men like the Greasers are symbols of world masculinity. They must have a well-built body, a muscular body, an attractive appearance, and always look dashing and brave. All these criteria are concepts that are owned by the Greasers culture.

The conclusion from this study is that the concept of masculinity in popular culture refers to the Greasers concept of masculinity. The researcher also found another sign: the presence of a hidden message in the film *The Wild One*, where the fashion of the Greasers, who represent the concept of masculinity in the modern era, creates the concept of consumerism and materialism.

ABSTRAK

Tegar Aliyyu Sulistiawan. 1195030226. *Fashion as a Representation of Greasers' Masculinity in The Wild One (1953)*. Skripsi jurusan Bahasa dan Sastra Inggris, Fakultas Adab dan Humaniora, Universitas Islam Negeri Sunan Gunung Djati Bandung, 2023. Pembimbing: 1. H. Lili Awaludin, S.S., M.A. 2. Dian Nurrachman, S.S., M.Pd.

Kata Kunci: film, maskulinitas, budaya Greasers, cultural studies, film studies, fashion, kostum, konsumerisme, materialisme.

Tujuan dari penelitian ini ialah untuk memahami karakteristik para tokoh karakter di film *The Wild One* dan untuk menemukan konsep maskulinitas yang direpresentasikan melalui fashion atau kostum pada film *The Wild One*. Untuk mengetahui karakteristik para tokoh karakter pada film *The Wild One*, penulis menggunakan teori film studies dan untuk menjelaskan pesan tersembunyi atas fashion para Greasers yang membangun konsep maskulinitas pada film *The Wild One*, penulis menggunakan teori cultural studies.

Hasil dari penelitian ini menunjukkan adanya tanda dalam film *The Wild One* yang memiliki konsep maskulinitas berdasarkan fashion para Greasers. Karakteristik para tokoh karakter dan konsep maskulinitas yang dibangun melalui fashion para Greasers di film *The Wild One* tersirat oleh penulis dimana para pria maskulin seperti Greasers ialah simbol maskulinitas dunia. Mereka pasti memiliki badan yang tegap, badan yang kekar, berpenampilan menarik, selalu tampak gagah dan berani dan semua kriteria tersebut ialah konsep yang dimiliki oleh kebudayaan Greasers.

Kesimpulan dari penelitian ini bahwasannya konsep maskulinitas budaya populer ialah meruju pada konsep maskulinitas Greasers. Penulis pun menemukan tanda lainnya, hal tersebut ialah adanya pesan tersembunyi pada film *The Wild One*, di mana fashion para Greasers yang merepresentasikan konsep maskulinitas pada era modern ini menciptakan konsep konsumerisme, dan materialisme.