

## **ABSTRACT**

### **THE LIFESTYLE OF REGGAE COMMUNITY**

**(A Study to Komunitas Reggae Lampung/ KORAL in Bandar Lampung)**

**By**

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Communication is a process of delivering message from communicator to communicant, which aimed to mutual understanding of means. Communication can be form in languages, gesture, signs and symbols. Communication could not be separated from mankind wherever they are. With all of its attribution, communication has formed into lifestyle. Lifestyle is a tool for one to show the personal or group's identity characteristics. As shown in reggae community, as a social group that has certain character in shaping their lifestyles.

The main questions of this research are; 1) what are the phrases that being used to communicate in reggae community?; 2) What are the meanings that communicated by the appearance (fashion style) of reggae community members?; 3) How does reggae community create positive image to deal with negative view from society?. This research was aimed to find and describe the way of appearance of reggae community, languages or phrase, and the efforts to create positive image. This is a qualitative research with descriptive method, the data were gathered by interview, observation, documentation and literature study.

The research focused on language styles or common phrases which were used to communicate in reggae community, and also the meanings of appearance (fashion style) of reggae community members and how the community create positive image in society. The informants were the members of Komunitas Reggae Lampung/KORAL, where they were chosen by purposive sampling method. Researcher used Cultural Studies theory to support this research. The data were analyzed by reducing, displaying and verification.

The result of this research shows that the appearance of reggae community could be seen in the red, yellow and green colors, it also could be seen by dreadlock hair style. There were special languages or phrase that used in reggae community, these languages were made incidentally and purposely when the members gathered. The appearance of KORAL members could be seen when they performed, where they wore community shirt or band shirt to show the identity of their community. They also wore accessories such as hat, skullcaps, headkerchiefs, eye glasses, shoes, hair bands, bracelets with red, yellow and green colors, watches, and dreadlock hair. The reggae community gave freedom for members to explore their appearance as they desired, so it was not only about red, yellow and green colors and dreadlock hair. Meanwhile the positive image has important role for a community, to maintain the positive image KORAL made events which related to social actions. These events were planned well and had obvious targets. In other words, the events of reggae community were not coincided but planned for certain goals.

Keywords: Reggae Community, Cultural Studies Theory, Dreadlock