

ABSTRACT

COMMUNITY MAGAZINE AS INFOMATIVE MEDIA OF LIFE STYLE

(The Study of the Contribution of Happen Skateboarding Magazine in Life Style Interpretation of Skateboard Division Lampung Community/ LSD in Bandar Lampung)

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Communication could no longer be separated from humans' life, wherever they are, even with all of its attributions, communication has been a life style nowadays. Lifestyle is an instrument or tool used by people to identify and reveal personal or group identity. Life style is influenced by media which exposes the special characteristic of certain group. Skateboard Community is a social group with its typical characteristic which influences the life style of each member of group influenced by Happen Skateboarding Magazine as a media of interaction among other skateboarding groups or communities in the different area or province in interpreting the same meaning of reflecting their group or community identity.

The aim of this research is to answer some questions: How is the contribution of Happen Skateboarding Magazine in interpreting the life style of community members of Skateboard Division Lampung Community/ LSD in Bandar Lampung): 1) How is the contribution of Happen Skateboarding Magazine in interpreting the style of clothing and using typical accessories of Skateboard Division Lampung Community members? 2) How is the contribution of Happen Skateboarding Magazine in interpreting the style of language use or speaking style with typical words or terms of Skateboard Division Lampung Community members? 3) How is the contribution of Happen Skateboarding Magazine in interpreting the understanding of 'skateboard' of Skateboard Division Lampung Community members (LSD)?. The aim of this

research is to identify and describe the way of clothing of Skateboard Division Lampung Community members, the typical language or terms spoken by Skateboard Division Lampung Community members, and the understanding of skateboard of Skateboard Division Lampung Community members which is obtained from Happen Skateboarding Magazine. This research uses the qualitative and descriptive method by applying data collecting technique involving activities of interview, observation, documentation, and literature study.

This research is focused on the way of clothing of Skateboard Division Lampung Community members, the typical language or terms spoken by Skateboard Division Lampung Community members, and the understanding of skateboard of Skateboard Division Lampung Community members which is obtained from Happen Skateboarding Magazine. The respondent of this research is Skateboard Division Lampung Community/ LSD in Bandar Lampung by using the purposive sampling. The theory applied in this research is Symbolic Interactions Theory. The technique of data analysis involves activities of data reduction, display, and verification.

Based on the result of this research, it is revealed that the way of clothing of Skateboard Division Lampung Community members is shown by the use of sneakers specifically used for skateboarding which have thick material. LSD Community gets the reference of clothing style and branding information from Happen Skateboarding Magazine shown by pictures included in the magazine, it contributes to the role of this magazine to inform all communities of skateboard living in the different area, city or provinces to have the same perception of clothing style and using the skateboarder accessories. In interacting and communicating each other, the members of Skateboard Division Lampung Community uses the typical terms or words of skateboarder spoken as their speaking style when they are gathering, those words or terms are obtained from Happen Skateboarding Magazine shown by the pictures in the magazine followed by the typical trick terms of skateboarding. Skateboard is an extreme sport which requires the bravery of its players. Skateboard Division Lampung Community (LSD) considers that skateboard is a medium of interaction and an activity helping young people to express. Skateboard has been a part of life style. Happen Skateboarding Magazine contributes space for members of Skateboard Community from different area of living to share each other in a term of opinion and perception resulting the universal understanding about skateboard.

Key Words: Community Magazine, Symbolic Interaction Theory, Skateboard Community.