

ABSTRACT

THE IMPACT OF THE RISE OF THE STREET CULTURE OF TEENAGE URBAN LIFE STYLE

(Studies in Art Market Enggal Bandar lampung)

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In the era of globalization and information networks that can be accessed by anyone at any time led to the development in all sectors and new understanding of culture as well as the applications of the pattern will be applied by other countries. One of the goals and the spread of information networks and global culture is Indonesia, because Indonesia is a developing country with a population that is always increasing and supported by facilities that allow to access the information, be it in the form of data information and global information including foreign cultural elements which are not in accordance with the Eastern culture which is the hallmark of the nation Indonesia. Foreign culture who are new into the Indonesian better known as street culture, this culture arise due to a sense of freedom. This growing cultural influence and shifting local culture because culture Indonesia possessed this easily absorbed by urban youth in particular so that the impact of their lifestyle that tends to mimic the culture. This research aims to know the impact on the lifestyle of the urban youth as perpetrators of street culture. This type of research using qualitative research and the process of determination of informants based on purposif or chosen deliberately by researchers. Method of data collection is done by the method of interview and documentation study. Technique of data analysis performed by reduction of data, data presentation, and drawing conclusions. Based on the research conducted, it can be deduced that the reason and purpose of teens become perpetrators of street culture vary as well as the impact they experienced is divided into two, namely the impact of positive and negative

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