ABSTRACT

PHENOMENA OF FASHION STYLE TEENAGE HEDONIC

(Studies in Social Politics Student UNILA)

by

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This study was conducted to determine the style of dress phenomena of dress style teenage hedonicteen which is housed in the Faculty of Social and Political Sciences (Social), University of Lampung. By using qualitative research methods. As for the informants of this research is the student who has a fashion styles and hedonistic lifestyle in the Faculty of Social and Political Sciences. Informants of this study were as many as 5 people informant. Intake informant conducted by purposive sampling, using observation, in-depth interviews (in-depth interview), and documentation as data collection techniques.

Based on the survey results revealed that several some students Faculty of Social and Political Science is a teenager who has a hedonistic view of life assume that by finding and prioritizing pleasure and lust are material, to improve the quality of life with riotous lifestyle, luxury and modern facilities. Teens hedonist has two motives, that is an internal motive impulse arising from within like, expecting praise, self-esteem and self-actualization, making her feel happy, confident and expecting rewards. External motives based on the encouragement from the outside, such as social environment, self-existence, prestige, family, mass media and social media. Teen fashion styles hedonic always updated, prioritize branded products, consumptive items and bought of products only for it was not for the interest.

Key words: Motive, Fashion Style, Hedonist.