

ABSTRAK

Penelitian ini bertujuan untuk menemukan makna *brand Desigual* dikalangan kaum sosialita *Lovely Mom* sebagai representasi *fashion*. Adapun fokus penelitian ini yaitu : (1) Persepsi kaum sosialita dalam memaknai *brand Desigual* sebagai representasi *fashion* (2) Motif kaum sosialita dalam memaknai *brand Desigual* sebagai representasi *fashion* (3) Pengalaman kaum sosialita dalam menggunakan *brand Desigual* sebagai representasi *fashion*.

Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan fenomenologi Schutz. Sumber data diambil melalui wawancara dengan tiga *key informan*, observasi partisipan, data *online* dan kepustakaan yang berhubungan dengan penelitian ini. Teori fenomenologi (Schutz) dan konseptual mengenai persepsi interpersonal, dan *brand* merupakan pendukung dalam penelitian ini untuk mengungkap fokus dan pertanyaan penelitian.

Berdasarkan hasil penelitian, ditemukan persepsi kaum sosialita dalam memaknai *brand Desigual*, yaitu corak dan warna yang unik, pembentukan konsep diri, pembentukan karakteristik, dan *fashionable*. Ditemukan motif “untuk” (*in-order-to motives*) yaitu percaya diri, pusat perhatian, tampil unik dan berbeda. Pada motif “karena” (*because motive*), yaitu melihat orang lain menggunakan, nyaman dan eksklusif. Pengalaman kaum sosialita dalam menggunakan *brand Desigual*, yaitu mengenal *brand Desigual* dari 3-7 tahun, pengaruh profesi, pengalaman unik membeli *brand Desigual*, mengikuti perkembangan di negara lain, juga melalui media sosial *instagram*, web dan *catalog brand Desigual*.

Kata kunci : Makna, Brand, Representasi, Fashion, Sosialita

ABSTRACT

The purpose of this research is to find meaning of brand Desigual among socialite of Lovely Mom as representation of fashion. The focus of this research are : (1) Perception of socialite Lovely Mom to the brand Desigual as representation of fashion. (2) Motives of socialite Lovely Mom to perceive the brand Desigual as representation of fashion. (3) Experience of socialite Lovely Mom in using brand Desigual as representation of fashion.

This research used qualitative study with approach of Schutz phenomenology. Data taken through interview with three key informers, observation of the participants, and library online data which connected to the research. Theory of phenomenology (Schutz), concept of interpersonal perception, and brand is a supporting this research to reveal the problem and the research question.

The results of the research, found that the perception of socialites in interpreting the brand Desigual was : unique pattern and colour, form a self-concept, form a characteristic, and fashionable. It was found that in-order-to motive was : being confident, being the center of attention, appeared unique and different. Then because motive was : seeing others use, comfortable and exclusive. The experience of socialite in using the brand Desigual was : knowing brand of 3-7 years, the influence of the profession, unique experiences of buying Desigual brand, follow the development product in the other countries, through social media instagram, web and catalog Desigual brand.

Keywords : Mean, Brand, Representation, Fashion, Socialite