

ABSTRACT

Hardcore music fashion has an identity, so how can hardcore music be more than just music. Music is used as a resource to build individual and collective identities. Fashion and identity are also formed through celebrity or artist-based culture, such as musicians and bands. The purpose of this study is to find out and explain what lies behind or inspires the application of hardcore fashion to the self-identity of fans and the hardcore music community in the city of Bandung. This research was conducted using qualitative methods through a case study approach. The concepts and theories used in this research are fashion and identity, subcultural contextization, fandom and identity, and finally supported by stimulus-organism-response theory. As key informants, 3 people were selected who could answer this research as well as represent fans and the hardcore music community in the city of Bandung, including Arga Infantria Putra (Prejudize/For Futura Free), Noor Al Kautsar who is known as Ucay ex-vocalist of Rocket Rockers (Riotic) , and Endy Ramndhany (Croctic Youth). In addition, this research was filled in by expert informants, namely Delpi Suhariyanto (Greedy Dust) and this research was also supported by several informants who assisted researchers in conducting field observations, namely Idhar Resmadi (Music Journalist) and Ahmad Triana Firdaus (Music Photographer). The researchers found that the fashion used by fans and the music community shows a hardcore identity. Fans and the community want to identify as someone with an affinity for hardcore music. In addition, the fashion used displays symbols of hardcore music and the fashion used is also related to comfort and messages in hardcore music.

Keywords : Fashion, Identity, Hardcore Music, Subculture