

ABSTRACT

During the Dutch colonial period, Bandung served as a residence and recreation spot for Europeans, maintaining their lifestyle and attire. Over time, tourism areas were developed, creating an appealing environment for foreign tourists. The emergence of streetstyle/subculture fashion first occurred in the 1980s in the United States, originating from subcultures such as surfing, skateboarding, hip-hop, punk, and graffiti. In Bandung, streetstyle/subculture fashion flourished in the 1990s, influenced by communities interested in underground music genres like Hardcore, Metal, and Punk. Communities played a crucial role in Bandung's streetstyle fashion industry, especially with the rise of local brands like Reverse, 347 (Unkl 347), NoLabel, Riotic, Twoclothes, Airplane, and Harder. The term "subculture" refers to movements or groups that oppose mainstream norms, using clothing as a means to express the values of the subculture.

To depict its dynamic development, the initial step involves gathering data through qualitative research methods. This approach aims to objectively and comprehensively present information about the evolution of Bandung's streetstyle/subculture fashion to the public. After data collection, analysis is performed using matrix analysis, referencing similar existing projects. The proposed media strategy arising from this analysis involves creating a zine that showcases the evolution of streetstyle/subculture fashion in Bandung. The primary objective is to generate media that not only provides accurate information but also offers a creative depiction of the evolution and individuals within the world of streetwear/subculture fashion in Bandung. This zine is expected to enhance references and visibility within the local fashion scene.

Keywords: *Fashion, Subculture, Zine.*