## ABSTRACT

### *MEANING A SHIFT IN THE MOHAWK COMMUNITY OF PUNK FASHION IN THE CITY OF BANDUNG*



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*This research under the guidance of,*

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*This study aims to determine the shift of meaning in the mohawk community of punk fashion in the city of Bandung. Purpose of this study was to determine the assessment of the mohawk fashion sense, social values about the meaning of fashion in the mohawk community of punk in the city of Bandung.*

*This study used a qualitative approach to the informant of six students is three key informan and three supporting informan. Data were obtained through in-depth interviews, observation, book study, documentation, internet searching, and triangulation. The data analysis techniques used are data reduction, data collection, data presentation, drawing conclusions, and evaluation.*

*The result of study indicate judgments about the meaning of fashion ion the punk community Mohawk assessed to represent the " Style" they are different from the others and show the characteristics of the child 's own punk. Social value about the meaning of fashion in the mohawak community of punk in the city of Bandung is intended not for a figth but only to represent their caracteristics and only become a force for their.*

*Of the result of the study, concluded that the assessment of the community regarding the meaning of punk fashion has shiftyed mohawk. Mohawk fashio sense which is deemed to represent them because of their unique style. Social values are not propperly addressed and here a shift in meaning of fashion mohawk*

*Provide advice to researchers is not to make a stylish fashion but the mohawk to understand the intent and purpose of the mohawk's own fashion sense.*