

ERVING GOFFMAN'S DRAMATURGY ABOUT THE SELF-EXISTENCE OF YOUTH IN "CITAYAM FASHION WEEK"

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Abstract:

Citayam Fashion Week is an annual event that showcases various aspects of social reality that have a profound impact on people's thinking and behavior. The event is particularly significant for young people as it provides them with a platform to meet and interact with their peers. The unique style of clothing worn by teenagers at the event is a major attraction, and it helps them find their identity. The present study seeks to analyze the dramaturgy and self-existence of the adolescents participating in Citayam Fashion Week. The constructivist paradigm is used, and a qualitative approach is employed to study this subculture in young people's existence in the SCBD area. Data collection involved observation and in-depth interviews with participants. A combination of purposive and snowball sampling was used. The research findings revealed that there are differences in the lives of young people when they are on the front stage and backstage. The study concludes that everyone engages in impression management to present themselves in the best possible way on the front stage. Adolescents have three different sides: frontstage, backstage, and transit stage. The frontstage is where the informants perform their role as teenagers by managing their impressions through interactions, language, attitudes, and behavior with other teenagers at Citayam Fashion Week. The study highlights the importance of understanding the social dynamics of events such as Citayam Fashion Week, which can help shape the behavior of young people.

Keywords: Phenomenon, Dramaturgy, Symbolic interaction, Impression management, Youth, Generation Z, Subculture, Citayam Fashion Week.

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INTRODUCTION

Citayam Fashion Week phenomenon was once popular when teenagers in fashionable clothes came to the dukuh atas area in sudirman, central Jakarta. There are those who like the creative way of youth expressing themselves through fashion, there are also those who consider youth activities in a place to be disturbing and make the place seedy and can cause traffic jams.

Teenagers are looking for an identity, and they can find it by watching and following the action at citayam fashion week. This show is usually performed by teenagers who come from the suburbs of jakarta, namely: Citayam, Bojonggede, and Depok as SCBD. They come from a lower middle-class family, which shows that what they are doing is against the grain of consumerism and shows off their wealth. Citayam fashion week teenagers lost the battle with middle and upper-class teenagers who had entered the city's business space. So "Citayam Fashion Week" is a representation of the lower middle-class youth and becomes part of their new existence in building

urban spaces and forming their own subculture. "Citayam Fashion Week" youth differ from urban youth in that they prefer to buy clothes or buy them at low prices. This is what urban youths criticize, who wear more traditional, industrial-style clothing. "Citayam Fashion Week" teens often dress stylishly, like famous models, and this is what inspired the term "Citayam Fashion Week". Teenagers in the sudirman area who are popular for their street interview content and unique outfits started the "Citayam Fashion Week" event. Anyone can take part, no matter where they come from.

Teenagers want to show that they are part of an up-to-date modern generation. They may choose to dress in a way that shows they are not out of style. For example, the presence of suburban youth in Jabodetabek one of Jakarta's elite areas can be seen as an attempt to show that they belong to the upper class. Citayam fashion week is a new type of cultural event that represents young people's creativity in mainstream culture. This is a public area where they can express themselves freely. The citayam fashion week appearance is part of the formation of a new culture by young people and should be appreciated. "Citayam Fashion Week" is a space where teenagers from Jakarta can show off their creative fashion styles. This space has been aided by the internet, which has allowed this subculture to thrive. However, this trend is starting to fade, and, likely, it will eventually disappear. However, this is not the end of the fashion world for these teenagers – they can still use digital media to showcase their creativity and find new ways to be popular.

Social media has played a big role in "Citayam Fashion Week", teenagers are using social media to become famous and make money. This trend has also influenced the way "Citayam Fashion Week" is organized and is now a new venue for young people to showcase their creative talents. In addition, the growth of social media and the development of this community has also increased awareness that fashion can be enjoyed by people from all socio-economic backgrounds. Based on the description above, the author chose to make a study titled "Erving Goffman's Dramaturgy About The Self-Existence Of Youth In "Citayam Fashion Week"".

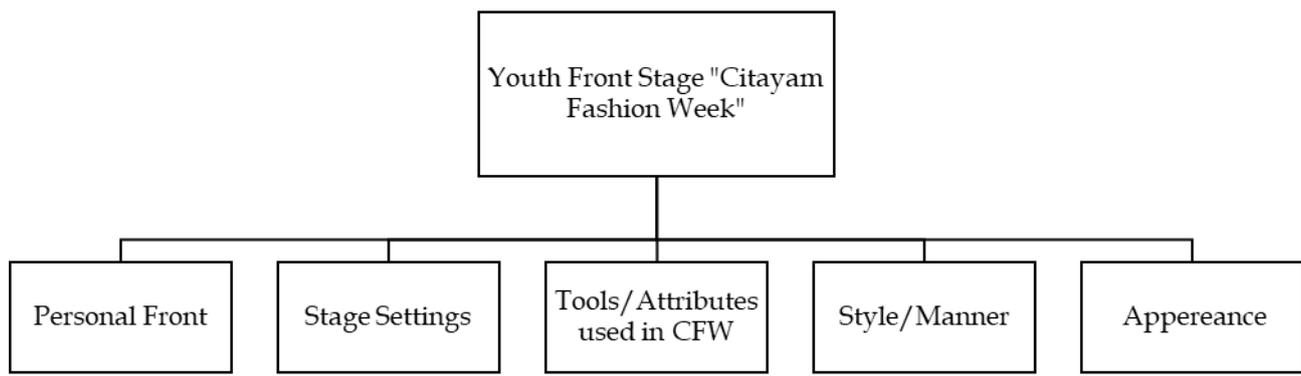
METHODS

This study aims to analyze symbolic interactions, dramaturgy, self-existence in impression management, and communication patterns and determine the communication model of citayam fashion week "Citayam Fashion Week" adolescents. The paradigm in this study is constructivist, and this study uses a qualitative approach to the "Citayam Fashion Week" phenomenon as a subculture in young people's existence in the SCBD (Sudirman, Citayam, Bojong Gede And Depok). (Garna, 1999; Creswell, 1994; Kriyantono, 2015). Data collection in this study used observation and in-depth interview techniques to obtain accurate results. The sampling technique used in this study was a combination of nonprobability sampling methods, between purposive sampling and snowball sampling. (Neuman, 2003; Sugiyono, 2005, p. 53)

RESULT AND DISCUSSION

Dramaturgy. Keywords in dramaturgy theory are show, impression, front region, backstage, setting, appearance, and style (Widodo, 2010:178) Erving Goffman said that social life is divided into "front region" and "back region", the front area refers to social events that show that individuals style or display their formal expression. They are playing their roles on the stage in front of an audience (Widodo, 2010:167). From the results of the research description that has been described above, the researcher will discuss Erving Goffman's dramaturgy about the youth phenomenon "Citayam Fashion Week". This is evidenced by the role they play, that is front stage and backstage. After conducting an interview with informants can be drawn a conclusion that

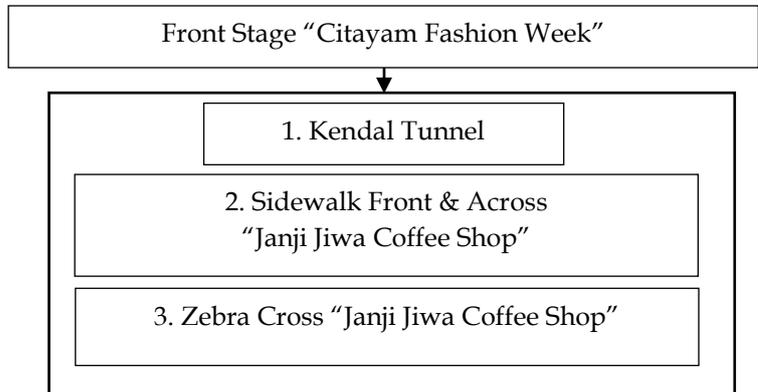
"Citayam Fashion Week" teenagers are almost everything play stage future well in accordance with his hopes for self-existence. Impression management which done covers manipulation symbols such as how to dress, style of language, and attitudes and behavior when they are at the "Citayam Fashion Week" event starting from how they behave when socializing with other friends in the "Citayam Fashion Week". Apart from that, citayam fashion week teenagers also limit their attitude when they are on the front stage. It aims to package their own appearance, and the style of speech they use too at the time it was front stage truly guarded.



Source: Processed from Research Results 2022 - 2023
Figure 1. Front Stage Model Citayam Fashion Week Youth

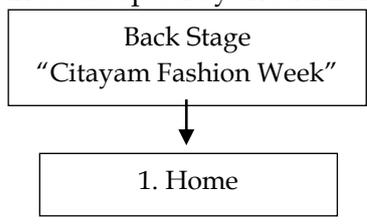
When playing a role on the front stage impression management which done includes manipulation of symbols like wearing of dress, accessories, style of language, as well as attitudes and behaviour that include space the scope of society and family starting from how they behave when socializing with colleagues both at home, school or the surrounding environment.

Aside from that "Citayam Fashion Week" youth limit their attitude when they are on the front stage, it aims to package their own appearance, and the style of speech they use moment is at front stage truly guarded, so that person other consider that they are figure which come on stage perfectly for confronted other teens in "Citayam Fashion Week" . In front of other teenagers, they truly show figures which are interesting in appearance until said language they are limited to use come on stage perfectly in front of the public and also on social media which they often share.



Source: Processed from Research Results 2022 - 2023
Figure 2. Front Stage Model Citayam Fashion Week Youth

They role like an actor in something show drama stage, in matter this condition of acting on a front stage is the audience sees that we are in a performance activity. At that time teenagers tried to play their roles as well as possible so that the audience would understand the objective of the behaviour that they display. Behaviour teenagers are limited by concepts show aim to make that show successful and successful that can be accepted by the audience.



Source: Processed from Research Results 2022 - 2023
Figure 3. Back Stage Model Citayam Fashion Week Youth

On this backstage, para "Citayam Fashion Week" youth truly play a real role, these teens are not who they are at the time front stage which covers circumstances they. Based on the results of interviews with their informants the backstage shows their true character. The backstage behavior of "Citayam Fashion Week" youth is truly shown and nothing limitations that they hide from their character when hanging out with friends playing at home and school. The backstage is a situation where teenagers are backstage, with the condition that there is no audience. So that they can behave freely without care the "scenario" from the director that they have to bring.

On the backstage is a situation where they are backstage, with condition that no there is a viewer. So that they can behave freely regardless of how they should behave. On the backstage "Citayam Fashion Week" youth without thinking draft what will they do to come on stage front, like preparing shirts, pants, hats, shoes, bags, and other supporting equipment for the citayam fashion week event. Backstage it was clear that the "Citayam Fashion Week" youth really prepared as much as possible to appear on the front stage. In terms of this young "Citayam Fashion Week" constructs by packaging the appearance according to what he expects. Self-display packaging that is made by "Citayam Fashion Week" youth is done only for only when they were at citayam fashion week, not in their life daily.

"Citayam Fashion Week" adolescents in the context of dramaturgy, namely their position or their condition when they are on the front stage and backstage in matter this they own something role which very different. "Citayam Fashion Week" youth perform dramaturgy in the process of their lives, their lives are likened to role play. Of course, the role play played by them is customized with objectives they want to achieve before that for their existence so that they can be accepted by other teenagers and also in life in society. Is only just to create an impression certain about self they in front of the audience or some other form of appreciation they get from the game role.

"Citayam Fashion Week" youth in study this ability to play different roles in the process of his life, such as from method look, style talk, a method they interact, activity and their routines are executed in two different roles, and they are capable perform these roles concurrently. This is proven by the existing role they play which is stage front and stage behind, where there is diversity appears. "Citayam Fashion Week" youth come from Depok, Citayam, and Bojonggede. These teenagers dress uniquely and then catwalk on the zebra crossing as if they were models (Naim, 2022). The purpose of teenagers is only to entertain themselves, want to express and want to exist in that way. Some of the "Citayam Fashion Week" youth are teenagers who drop out of

school, run away from home, don't work, and teenagers who don't get the love of their parents. However, few agree with this perception. Most disagree for several reasons, one of which is the way they dress. Young girls look more open at "Citayam Fashion Week" .

Even though it is women who actually have to be covered up, the reality that is happening in "Citayam Fashion Week" is the opposite. Young girls confidently wear crop tops, sleeves that only reach their shoulders, and are also tight. Not only that, already dressed in tight, short, quirky, and tacky, they then proudly "catwalk" at zebra cross. The action of the "Citayam Fashion Week" youth was then witnessed by many people and went viral.

Besides that, "Citayam Fashion Week" is a space for expression as well as part of the formation of a new culture carried out by teenagers which should be appreciated. Expressing yourself through fashion by utilizing public spaces in the city center is an innovative way as a sub-cultural choice. Most of the "Citayam Fashion Week" teenagers come from lower middle-class families who don't need to look expensive and luxurious, but they dare to appear confident with their eccentric appearance. Some of the results of interviews with "Citayam Fashion Week" youth who had reasons for choosing the Sudirman area to find entertainment outside the home besides being a lively and comfortable place were that there were still few public spaces in their area for self-expression which caused them to prefer the sudirman area to seek entertainment, "hang out" or just show existence.

"Citayam Fashion Week" youth who come with outstanding outfits, not only come from dki jakarta but many come all the way from suburban areas such as depok and bogor. Apart from being a place to "hang out" "Citayam Fashion Week" is also a place for them to create any content that is currently viral on social media. The existence of "Citayam Fashion Week" is a means for teenagers to exist for themselves through fashion. Citayam fashion week is a natural phenomenon. This is based on human instincts as social beings to form groups according to certain characteristics and goals (Umm Public Relations, 2022).

"Citayam Fashion Week" teenagers represent their own existence through fashion. They displayed this enthusiasm by "hanging out" while "fighting outfits" in the scbd area. This phenomenon also brings the issue of public space to the surface because the crowd is dominated by teenagers who come from the lower middle class, in contrast to the scbd area which is synonymous with an elite impression. In fact, the area is a public space. Everyone has the right to move around in sudirman, even if they don't have a high income. "Citayam Fashion Week" youth gave rise to a new phenomenon there, as a public area to show self-expression and existence. One of the characteristics of youth is the creator of culture and culture "youth culture". The citayam phenomenon has a cultural effect from that culture (Gusti, 2022).

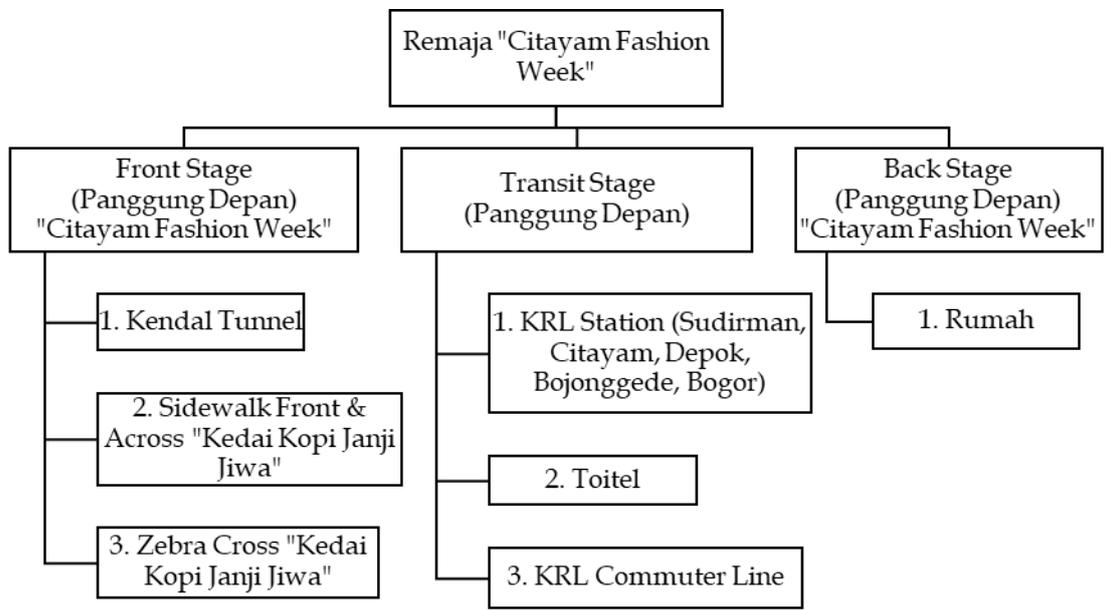
The emergence of those who use public areas in the city center as a location to show their existence and choose fashion as a new cultural choice is extraordinary because fashion is part of a culture that can be accepted by all levels of society. City space offers a new challenge, namely the opportunity to encourage the formation of a culture following an acceptable culture, namely fashion. The teenagers who compete in fashion street outfits on the streets of the capital city generally come from cities that support jakarta. In fact, they also come from lower-middle-class families which seems to show that what they are doing is against the flow of the cultural phenomenon of consumerism and showing off luxury (flexing) which was shown by content creators. "Citayam Fashion Week" youth are indeed unable to compete with middle and upper youth who have entered the city's business space.

So "Citayam Fashion Week" is a representation of middle to lower youth and becomes part of their existence in filling the urban space and at the same time forming urban youth culture. The way they spoofed the name, the way they chose the location, and the way they showed off their

clothes were very typical of initial resistance to a metropolis subculture. SCBD, which we all know refers to the sudirman center business district—the elite business area on jalan Sudirman—changed to Sudirman, Citayam, Bojonggede, Depok. This is the right and genuine abbreviation to show the origin of these teenage children. Teenagers who without hesitation show off cheap outfits have smacked hedonism on social media which has become a medium for showing off rich teenagers from taking advantage of cyberspace. Youth of bogor, depok, bekasi, and tangerang have succeeded in showing what is common, what is ordinary, to be unique and interesting: the fashion show does not only belong to those who are glamorous (Haryanto, Nur 2022).

These youth also use digital media to strengthen their new cultural expression space. This “Citayam Fashion Week” teenager understands that Jakarta is a space that can represent attractiveness and increase the audience. These “Citayam Fashion Week” youth made jakarta a space for cultural creation by means of the fashion styles used for competing outfits who chose to use borrowed clothes or buy them at low prices. In contrast to what is done by urban youth who buy branded and expensive goods, this is what forms a criticism of the fashion consumption of urban youth who are trapped in wearing industrial products. There are those who call the action of the “Citayam Fashion Week” youth with flashy outfits the citayam wave, citayam fashion show, or citayam fashion week. All the dreams of teenagers from the outskirts of jakarta want to become viral and famous at this impromptu event. There is an outfit battle featuring the clothing collection that is considered the most attractive, a style battle in sneakers, looking for acquaintances and even trying to find a girlfriend is a separate color behind "Citayam Fashion Week".

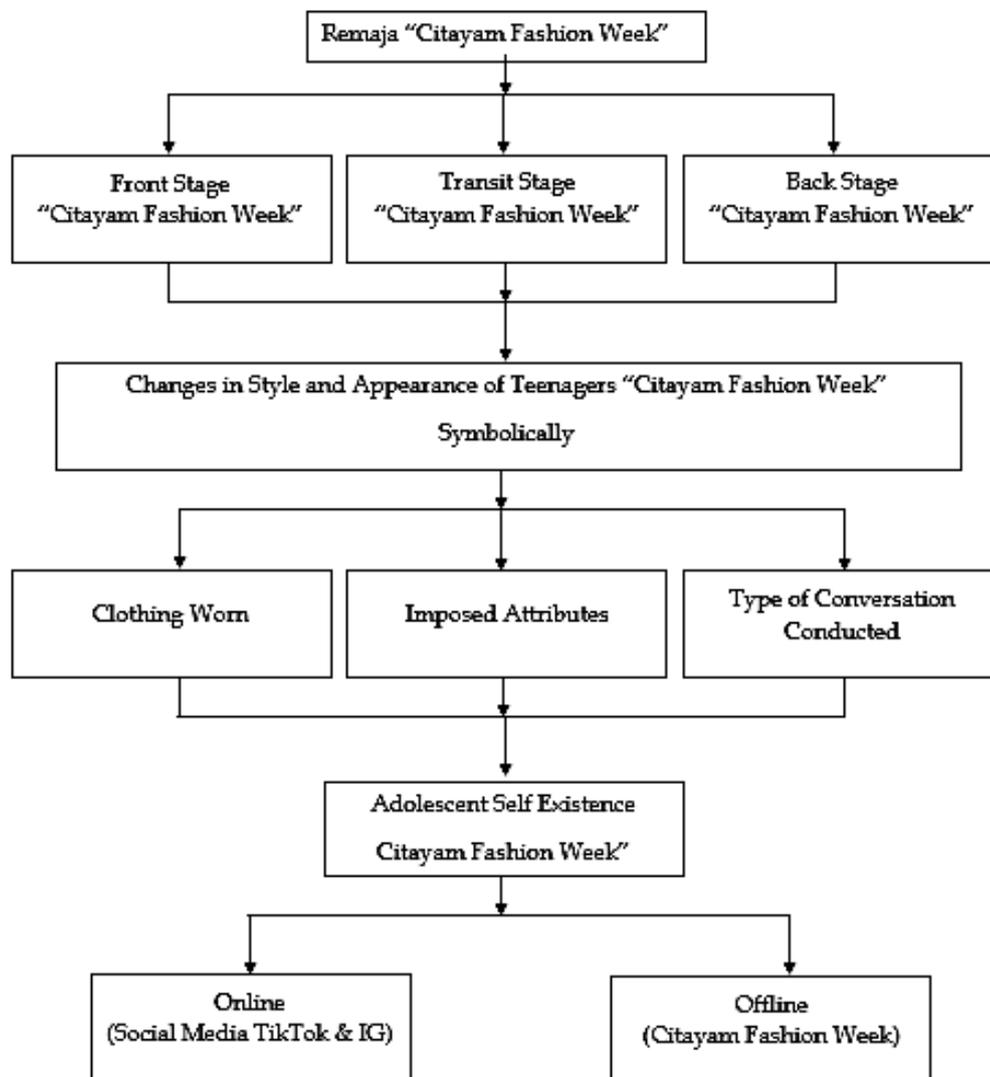
Transit Stage. The transit stage is a stage other than the current official stage the actor communicates his messages, ie front stage the moment they act in front audience but also the outside backstage when they prepare the message. The transit stage is a stage between the front stage and the front stage behind which becomes place stopover para “citayam fashion week” youth. Transit stage also covers various activity and activities outside before they head to citayam fashion week in scbd. This is where the “Citayam Fashion Week” youth prepare all the equipment from start preparing themselves, change clothes, wash face, making up (grooming) even can become “citayam fashion week” youth casual chat place before going to the front stage. From the results of observations of readiness and interviews, informants before heading to the front stage, namely to citayam fashion week, prepared themselves, change clothes, wash their faces, and make up (grooming) to prepare themselves.



Source: Processed from Research Results 2022 - 2023

Figure 4. Citayam Fashion Week Youth Front Stage, Transit Stage, & Back Stage Model

Impressions Management. The existence of self is an effort individual to grow an impression certain in front of a person with a method organize behavior so that person other have the same identity as he or wants. In the process of production identity, there are something considerations carried out regarding the symbol attributes to be used according to and able to support identity which is displayed in its entirety. "Citayam fashion week" youth present themselves on the stage front with planning and impression management which includes manner, appearance, and setting which expects an appraisal similar to what he wants. The presence of teenagers in "Citayam Fashion Week" became one form of existence that was pursued and managed in such a way by them. A condition where the claim is the front stage must produce results or create the impression of conformity what which expected.



Source: Processed of Research Results 2022 - 2023

Figure 5. Impression Management Model Youth Citayam Fashion Week

CONCLUSION

Based on the research observations described above from the findings of researchers in the field, researchers found differences in the lives of "Citayam Fashion Week" youth when they were on the front stage and when they were back stage. Researchers can conclude that basically, everyone will do impression management according to what he wants to be displayed on the front stage, whether it is very inversely proportional to life backstage or there is only a slight difference from him on the backstage. "Citayam Fashion Week" teenagers have two different sides where there is a front stage and also a backstage. The front stage is the stage where the informants present their roles as well as possible as teenagers who have different activities, by managing their impressions in such a way, namely how informants interact, use attributes, use language, attitudes, and behavior with other teenagers at "Citayam Fashion Week".

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