

THE SIGNIFICANCE OF SUBCULTURE AMONG MALAYSIAN TEENAGERS IN 2015-2016

Nur Farhana Binti Mohd Sukeri¹

¹Faculty of Art and Design, Universiti Teknologi MARA, Perak Branch, Seri Iskandar Campus,
32610 Seri Iskandar, Perak, MALAYSIA

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In 1970, punk styles also one of the subculture and their dress associated with 1960s mods. According to Hebdige (1979), he analyses this style as trying together disparate fragments of culture, without any attempt to generate a new and coherent meaning out of those elements. Punk is also known as a popular culture. This style also followed by urban teenager. Teenagers love to be like pop rock style bands as Pink Floyd and Yes (Edgar and Sedgwick, 2002).

This artwork's background were made with effect of coffee which is sign of the hipster people always love to hang out at cafe as their port to relax, sharing ideas and discussing about issues. Hipster also categorized as a open minded culture which is they accept all the sequence and cool. The hipsters actually do not hang out at Starbucks, they will hang out at hipster café with hipster concept.

As we know, people choose to be more confident by applying the hipsters fashion on their body because it is simple and style, but who doesn't love the hipster will say that hipster are clumsy fashion and weird style. It's means that hipster is a popular culture that imposed to people and it become a trend for teenager. It such as being true self, which goes against the mainstream. It can be identity by mainstream fashion, the, the signifiers of 'hipsterdom' quickly they are no longer marginal, due to their visibility and as their presence as a spectacle Teenager create their own style to make their own identity and whenever they don't know their name, they can know them with their style. Teenagers in this era are braver to perform their extreme appearance.

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