

**Aacademic Article**

## **Role of Japanese street fashion**

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### **Abstract**

This article focuses on the role of culture presentation. The dress is called Japanese street fashion. This street fashion is a tool that shows the social, cultural conditions and reflects the ideas of the new generation today. This type of fashion is a symbolic representation of society and has become widely popular both locally and abroad. The group of informants involved people, artists, designers, studying together with the document and related academic works.

It was found that Japan is a country with unique arts and culture and a new cultural perspective through various media that is clearly found. "Japan street fashion" is unique. And there is a variety that is popular today. These fashion expressions are a form that is a process of resistance to something or to communicate symbolic expression that affects the Japanese society and culture Equality communication to demand something to be expressed through culture of dress, clothes, fashion according to the body. Japanese culture is a culture that is not open to other civilizations, thus creating a meaningful expression and it reflects the cultural and social problems that arise. To express the equality that came after Japan lost the war. This allows the younger generation to use this fashion space as a tool to claim something that they want.

**Keywords:** Role, Japan, Street Fashion, Symbol, Culture

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## Introduction

Most social psychologists agree that it is a person's behavior change As a result of group pressure, that is, when a person who is amenable to will change behavior or beliefs from the original standpoint to have feelings, beliefs, or behave like other people who act as a result of pressure from individuals within a group or a conceived understanding of a person (Bucha, 2018)

Japanese society is known as a closed society, not open to different opinions including traditions and cultures; that are different from the original society. It is a society that builds walls to create safety for themselves and people in society. The nature of the abstract culture ( Sunpongsri, 2013) has become a society that conforms to each other. It is not wrong, that is right. More than alienation or different whether its thought, dress, ethnicity or culture, if it is not the opinion of the mainstream society. Japan will consider such things as bad, not good, and alienated from society. In the other angle, being alienated creates feelings of inconsistency. It is easy to be opposed by mainstream societies like Japanese street fashion, which is a fashion that is bold and different from normal fashion. Having high self-esteem and not listening to mainstream voices makes it perceived as something unsuitable for society.

Japanese street fashion is known as a fashion tool against mainstream social trends; otherwise known as it is a fashion of a group of troubled teens from the family institution. Or there are conflicts with those around them, such as different opinions from family, school, or popular trends in the mainstream society, income inequality. The relationship with significance ( Acrhavanankul, 2012) was caused by various pressures that occurred on oneself. Therefore, it chooses a way of expressing itself to counteract those ideas in a concrete way by choosing to use symbolic media to dress for social sarcasm. To dress differently, to do different hair makes the mainstream social trends reflect in the form of interpreting such actions as it is a group of people who are not creative, out of society and it is a shame. Therefore, the view towards street fashion is in the wrong direction. Time has changed the context of street fashion. Street fashion has been applied to more mainstream fashion trends, including artists, celebrities, and actors who have presented street fashion in a good direction for society, thus causing the government. Recognize the emergence of subcultures and make

contributions to promote the country's economy and cultural exports. Japanese street fashion is a fashion that is now popular all over the world. Many people poured into Japan. To explore fashion studies and want to find a variety of fashion in Takeshita Street Harajuku Tokyo ( Prathumwong, 2018 ), which is the center of street fashion, is a collection of diverse fashion and a point of offering. There is always an opportunity for people who are interested in fashion to come together and do activities together. This makes this street famous for its street fashion and is the attraction of many interested people due to the gathering of interested persons. As a result, a large number of shops and designers have opened, making it a showcase for street fashion.

From the foregoing, it can be seen that the dress culture Being in fashion is another way to express some of the implications that young people have on Japanese society. It is also a reflection of the behavior of a group of people to express their thoughts freely cultural style of dress.

## Objective

To study subcultures or subcultures through dressing in Japanese street fashion and understanding of social conditions symbolic expressions of youth in Japan.

## Method

Study the styles of Japanese street fashion. History and its role in society by focusing on the understanding of meanings and symbolic expressions.

## Japanese Street Fashion.

An overview of Japanese street fashion is said to be Japanese street fashion was born in Japan in the 1970s. The wave of high economic growth has passed and we are entering an era where young people work in the fashion industry with the concept of freedom centered on America and creativity in the fashion industry and the spontaneous fashion among young people who go on the streets without sticking to the fashions provided by fashion manufacturers. Thus, street fashion was born in the early 1980s, by imitating the lifestyle of American college students and later formed the basis of street fashion. But in the second half of the 1980s, the "DC trend (designer character)" appeared, and the magazine "olive" Note1 and fashion brand "PINKHOUSE" Note 2

were driven by street fashion in the young, new generation. like anti-cultural style while street fashion created by popular dramas such as Shibuya-based fashion popular fashion leaders transitioned from college students to high school and middle school students in the 1990s, and high school students in uniforms wearing white loose socks are becoming popular. In the second half of the 1990s, "kawaii" (cute) fashion and accessories received a positive response among high school age groups. And styles such as "kogal", "ganguro", and "yamabu" are popular with the media. The launch of street fashion magazine "STREET" in 1985 published "STREET", a photo magazine that introduced London and Paris street fashion to Japan by being aware of the changes in Street fashion of young people in Harajuku in the second half of the 1990s. In 1996, he launched the photo magazine "FRUiTS" Note 3, introducing street fashion in Harajuku. After that, FRUiTS magazine also has higher sales and the number of teenagers who like street fashion as the subject of interviews has increased. The independent fashion of young people published in this magazine, has created various images of Japanese street fashion. Japanese street fashion, mixed with the beauty of youth culture."Gyaru fashion" expressed a unique makeup or the gothic style of a real Japanese street fashion Japanese rock band and get independent ideas without being influenced by religious views and beliefs.

### Japanese street fashion.

The dress culture style of Japanese street fashion. There are many Japanese street fashions introduced overseas. A search for "Japanese street fashion" on English Wikipedia has organized modern Japanese street fashion into the following styles, assumed that "Styles continue to change with the era." There are also Japanese street fashions that are called by style names other than the above. But in this study, 13 styles were divided into 5 large 13 types" as shown in Figure 1.

Japanese street fashion 13 style  
5 type

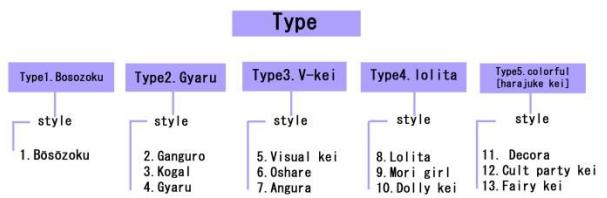


Figure 1 Information showing the type of Japanese street fashion.

From Figure 1, Japanese street fashion shows are divided into 5 large groups, which can be described as follows:

#### 1. Bosozoku

A type of fashion group only in Japan that uses motorcycles and passenger cars to make noise and drive in a chaotic manner. The "Bosozoku" style of fashion is a flashy style that threatens opponents. From the Afro hairstyle Scroll all the way to trinkets like special raid sunglasses and the right-wing stealth contract that showcases the military mindset. Messages and topics in the 1980s as the text of "Takenoko-zoku" that appeared in Yoyogi Park



Figure2 The dress of Bosozoku  
Source: Krachangyut Wansan, 2021

### 2. *Lolita*

There are many styles of dress in this style.

It is called "gothic lolita" follows "Lolita" and the genre includes "cult" and "mori girls" thought to originate from Lolita. "Lolita" is a fashion style. Girls' clothes that create the image of a princess by the fashion of the European aristocracy and use a variety of patterns such as lace, ribbons, pleats and lurking in skirts to increase the swell to look cute and have a femininity that conveys to your child.



**Figure 3** The dress of Lolita style  
Source: Krachangyut Wansan, 2021

### 3. *Gyaru*

The dress type with "Gal", "Ganguro", "Kogal" "Gal", a street fashion style that originally appeared as an excuse for girls to be critical of society. However, with the advent of Namie Amuro. (Famous female artist) transformed into outfits that emphasize slim styles, such as bikini fashions, vibrating skirts, and booth shoes. It is a fashion that opens the character to young Japanese women. Looks like there is a strong reflection.



**Figure 4** The dress of Gyaru style  
Source: Krachangyut Wansan, 2021

### 4. *Visual Kei*

This type of style is a general fashion, can be dressed up for both men and women. Visual kei, "black rainbow", "fashionable" and "underground" are Japanese street fashions that spread under the influence of rock bands. It is also a social stand and provides a space for LGBT people to coexist with this form of fashion without restrictions. Their unique hairstyle and makeup can be said that it is a fashion style that attracts the general public.



**Figure 5** The dress of Visual Kei style  
Source: Krachangyut Wansan, 2021

### 5. Color Full

Types of dress styles available " Body decoration," "Fairy," and "Dolly" highlight bright, playful, childish colors, with the word "kawaii", which means cute, as the keywords to dress in colored clothes, bright pastel or elegant dressess. The Mix and match hairstyles, hats, accessories and makeup. As well as carrying accessories such as bags, it is a fashion style that emphasizes cuteness. The most outstanding thing is that there are various accessories that can be used in a variety of ways without limitations.



**Figure 6** The gathering of Japanese and foreign people who dress in street fashion

Source: Krachangyut Wansan, 2021

### Symbolic Expression.

Myths, symbolic communication to tell the truth. But can not confirm or prove such as gods, past lives, hell, heaven, the next world, or the more wealthy; the more happiness is a symbol that people in society create to achieve socialization and make it difficult to access the truth leading to the domination of the primary meaning of things which is the meaning of tactile or useful giving it a new meaning to another level which is the ideological meaning; linked together into a definition known as "myth", including culture, nature, and creation. Therefore, mysticism refers to the interpretation of cultural beliefs that are disguised as being perceived as being natural (Angkasirisap, 2012) Mysticism is a semantic medium, which is characterized by the fact that it is formed on the pre-existing flow of meaning.

Initially, there will be a variety of differences but when captured by mysticism will be

reduced to only a symbolic image to always convey something else; or use it as an expressive expression using the power of symbolic communication.

Therefore, the expression of dressing in a fashion is another expression of some implications that youths have on Japanese society. Society is not open to differences, not accepting the truth or even freedom of life. Due to the social and cultural conditions of Japan, it is important to be seen by the people around you. The group of teenagers or the new generation is therefore subjected to considerable pressure from social functions. Questions and doubts arise in using fashion as a symbol or a tool against the current social concept whether it is about freedom of opinion, a wide variety of genders and the dark side of sarcasm in society. It has been spread out in the form of street fashion at all. It makes this style of fashion; that is not accepted by society because it is sarcastic and anti-social in a symbolic way. In the linguistic sense, it is:

1. Bosozoku refers to gang violence as a mafia.
2. Lolita represents the taste of liking children.
3. Gyaru represents the freedom of women.
4. Visual Kei represents gender diversity.
5. Color full means unique, creative.

### Japanese street fashion and its role in society

Japan's Japanese street fashion society is popular with young people who like to dress freely. This fashion style is different from normal fashion which gives a strange impression but gives a similar impression. Each person's fashion is unique and it seems that the peculiar cultural values for Japanese street fashion which disguise behind the scenes. Consistent with Shiobara Yasutaka (Krachangyuth, 2016)

"The possibility of a culture that is not open to other traditions and cultures; including doing things according to social norms, dress the same, think alike, don't behave differently, no question; we think that is wrong. Being different is not *a bad thing, just being yourself and be creative in their own way.*"

Japanese street fashion has a spirit of criticism of the common people's values. The idea of being "boring" and "not fun" like everyone else seems to be the foundation of this fashion style. Throw the opposite into a formal society; and young

people love to enjoy the grotesque and grotesque appearance. In fact, despite the change in street fashion in Japan; on the subject of outstanding costumes of "Takenoko - zoku" that appeared in pedestrian paradise next to Yoyogi park, Harajuku prefecture; in the early 1980s was associated with the fashion "Bosozoku", based on the different expression of young people who are likely to be buried in hell. Young people thus attracted society with the unorthodox dress in the city. Additionally, patterns such as "Kogal", "Ganguro", and "Yamabusa" that appeared in the second half of the 1990s are essential items for high school uniforms; this demonstrates criticism in a bonded society. And since 2000, when personal values began to be respected. Each youth began to have a firm idea that "Want to live my own life" by focusing on unique fashion and hairstyles that are different from others. Freestyle Japanese street fashion has spread through all coordination: bags, shoes, cosmetics, as well as colors and shapes.

In this way, behind the scenes of Japanese street fashion: thus the spirit of criticism of common social values can be seen and hidden. And such messages as "criticism," "liberty," "difference" and "lifestyle" have encouraged young people living abroad. Thus, it has become a new promotion model to promote Japan. "cool japan" (policy of driving economic and cultural exports) has begun. This makes it recognized that street fashion is a secondary culture of Japan for young abroad people. Japanese street fashion is recognized as a cultural phenomenon in Japan that is classified as a subculture. However, young people seem to agree on the underlying meaning and are trying to express themselves in a constructive way.

### **Japanese street fashion into a new context in society**

The current social context of tourism in Japan, in many tourist destinations in Japan; there is an expression of culture in costume from the call to the policy to stimulate the economy and Japan's cultural exports. The cool Japan is the definition of a policy to promote Japan's economic and cultural exports in 2000 based on content exports from the perspective of secondary cultures; whether cartoons, movies, music, games, food, fashion and

local products that come from traditional wisdom and culture; to be used as a communication method in the new look of Japan. Due to the industry that comes from a secondary culture or entertainment design that has become the main industry of the country and can create a good understanding of foreigners. The role of street fashion has changed and is more acceptable to people in society street fashion has become another issue; that makes Japan interesting and diverse in terms of fashion design and made Japan's fashion industry an international eye, it can be said that Japan's street fashion is the most popular and powerful fashion of Asia. Society, economy and cultural propagation together causing the social context to change over time from calling for freedom need acceptance or social sarcasm. But in the current context, street fashion is a medium or cultural ambassador that gives foreigners a better understanding of Japan. As well as being an attraction for tourists or people who are interested in culture and design work in large numbers to study Japanese street fashion. It is also the origin of street fashion in different countries in Asia as well.

### **Conclusion**

Japanese street fashion is a fashion that is very popular among young people in Japanese society. Nowadays, it is a fashion that has many choices, not monotonous. It is a fashion that represents freedom, originality, individuality which is shown to the society today until it is popular in the youth society. It also expresses opposition to the ideas or practices of society.

Nowadays, Japanese society is a society that likes to do the same thing; do not like differences. Social values are in the same direction all the time until it becomes a social practice that is correct. Perhaps because of the fear of mistakes that are instilled in society, most of them choose to follow a safe path for themselves and their family. This might be correct in many people's ideals. As a result, Japanese families are bred to adhere to social rules that are not alienated and not different; do the same thing, same life, the same dress for the safety of living in society. But the era has changed, these values become a framework to pressure the new generation of children who have their own ideas which are causing social resistance. In various

forms, self-expression, wanting to be different or like no other, it causing expressions in many forms whether its dress, hair, music or even life; who do not want boring monotony must be followed within society. It has become a fashion line that expresses a longing for freedom in life; and thinking outside the box that the society has therefore become a way of fashion in the form of freedom of thought, that is; Japanese street fashion, it is a different kind of fashion. You can choose your own needs without limitations. It is an imaginary world that can express one's self indefinitely and fall out of a defined social framework. Make your own needs come true, have feelings, have a point in society in a unique way have their own uniqueness.

Sometimes these expressions; the general public within the society may be viewed as anti-social, it is against family; so expressed by dressing. In the past, the dress that was different from that society, most of them are children with family problems or school problems. Dressing up as a child's thoughtful claim is a social irony; wanting to be different, divisive; but on the other hand, under dress that society sees as something bad is a false claim. It directly expresses the need for freedom of thought; use your own thoughts have to learn on their own. It is not something that anyone in society says is something that should be done and followed without argument. It is a call for freedom of thought through fashion in the changing modern era. Until then, the implications of this fashion claim have been modified by the social context. It has become a secondary culture or is known as a true Japanese youth fashion. It has become one of Japan's economic and cultural drivers; and become a selling point for tourists and people interested in fashion. Creating a distinctive feature in the secondary cultural process in a concrete way and can be recognized in terms of image. It also creates a way to promote Japan's creative economy as well. It is also a thing that causes a creative economy. There are many activities that have taken place, becoming a new economic engine that empowers different strengths and becoming a cultural cost that comes in the form of a secondary culture and causes the cultural diffusion as well. In a new format called j-pop quickly went all over the world.

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