



UNIVERSITAS ISLAM INDONESIA
FAKULTAS PSIKOLOGI DAN ILMU SOSIAL BUDAYA
PROGRAM STUDI: ILMU KOMUNIKASI

KONSENTRASI: JURNALISTIK, PUBLIC RELATIONS, MANAJEMEN MEDIA, BROADCASTING
Kampus Terpadu Universitas Islam Indonesia; Jl. Kaliurang Km. 14,5 Yogyakarta 55584
Telp. (0274) 7483050; Fax 898444 Psw. 3267 <http://www.uii.ac.id>; email; komunikasiuii@yahoo.co.id
Website: www.communication.uii.ac.id

Jurnal Komunikasi
Volume 2, Nomor 2, April 2008

Mediasi Batik sebagai Budaya Populer: dari Habitus ke Gaya Hidup

Fionna Christabella¹
(halaman 3341-352)

Abstract

This article explores the mediations of batik commodifications and its implications in popular culture. In some media, batik that commodified forming the assumptions that influence the consumption patterns, life styles, and strategies of social stratification. The media prepares the change and different meaning of batik in contemporary society. Now, batik as fashion can't be understood and identification as material identity of local culture, like batik from Solo or from Pekalongan. Furthermore, some media influence new and popular definitions of batik in contemporary Indonesian society. The definitions are all meanings of batik that relate from commodification in media and modes of consumption in society.

Key words:

Batik media, habitus, commodification, life style, popular culture

Penerbit:
Prodi Ilmu Komunikasi
Fakultas Psikologi dan Ilmu Sosial Budaya
Universitas Islam Indonesia

¹ Mahasiswa Kajian Budaya dan Media, Sekolah Pascasarjana Universitas Gadjah Mada, Yogyakarta.