

## Dampak globalisasi terhadap perkembangan mode di federasi Rusia = The effect of globalization to the world of fashion in the Russian federation

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### Abstrak

Skripsi ini membahas dampak globalisasi terhadap dunia mode di Federasi Rusia dengan tujuan untuk mengetahui dampak perubahan ideologi pemerintahan dan globalisasi dari Uni Soviet ke Federasi Rusia tahun 1998-2011 dalam bidang mode menggunakan metode deskriptif-analitis dan dianalisis menggunakan dua teori, globalisasi dan the trickle down theory of fashion.

Hasil penelitian menunjukkan perubahan ideologi pemerintahan dari Uni Soviet ke Federasi Rusia membuat dunia mode Rusia semakin berkembang maju menghadapi tantangan globalisasi, pecinta mode di Rusia kemudian menggunakan mode untuk mengekspresikan era baru yang mereka alami.

.....This thesis discussed the effect of globalization to the world of fashion in the Russian Federation (1998-2011) with a purpose to acknowledge the effects of change in ideology in the government and in globalization from the Soviet Union to the Russian Federation in the world of fashion using an analytical descriptive method and analyzed using two theories, globalization and the trickle down theory of fashion. The outcome of this research shows that the change of the governmental ideology from the Soviet Union to the Russian Federation establish the expand of the world of fashion in Russia against the challenges of globalization, the fashionistas in Russia then uses fashion as a tool to express a new era.