

Pengaruh nilai estetika eropa di era victorian dan rococo terhadap lolita kei sebagai kawaii fashion = The influence of victorian and rococo era aesthetics towards lolita kei as a kawaii fashion

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Abstrak

Sebagai sebuah nilai estetika, kawaii memiliki banyak manifestasi. Salah satu manifestasi nilai estetika kawaii tersebut adalah dalam aspek fashion. Dalam kawaii fashion, genre yang paling dikenal luas adalah Lolita-kei. Lolita-kei adalah genre kawaii fashion yang terinspirasi dari gaun bangsawan di Eropa pada era Victorian dan Rococo. Nilai-nilai estetika Eropa pada era Victorian dan Rococo ini diadaptasi ke dalam Lolita-kei lewat nilai-nilai kawaii. Pada akhir skripsi akan terlihat perpaduan nilai estetika Victorian, Rococo dan kawaii menyebabkan lahirnya subgenre dalam Lolita-kei yang masing-masing memiliki porsi nilai estetika Eropa dan kawaii yang berbeda-beda. Nilai-nilai estetika ini tampak dalam warna dan potongan pakaian, aksesoris, tata rias dan tata rambut.

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As an aesthetic value, kawaii has a lot of manifestations. One of those manifestations is in the fashion aspect. Among other genres in the kawaii fashion, Lolita-kei is the most well known. Lolita-kei is a genre of kawaii fashion that is heavily influenced by Europe's aristocrats clothing during Victorian and Rococo times. The classic Victorian and Rococo aesthetics are adapted into Lolita-kei through the kawaii aesthetics. In the end of the research, it is apparent that the mix between the Victorian, Rococo, and kawaii aesthetics caused the birth of subgenres in Lolita-kei, in which each of the subgenres have different proportions of European and kawaii aesthetics. The mix of these aesthetics will be apparent in the color and cut of the clothings, accessories, make-up and hairdressing.