

# The Vintage Lifestyle as a Group Identity (Study in Alfred Schutz Phenomenology on Indonesian Pinups Community)

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**Abstract**— Indonesian Pinup Community, commonly known as Indopinups, is a community for women who love Pinup Lifestyle. In their daily lives, Indopinups community members always wear the regional clothing, makeup and vintage hairstyles (an old American culture). This study aims to determine the motives, the meaning of lifestyle and communication behavior of Indopinups community members. The related theories were Alfred Schutz phenomenology theory and Herbert Mead's symbolic interaction theory. This study used a qualitative research approach. The method used was Alfred Schutz Phenomenology. The research participants were 20 people. The techniques of data collection used were in-depth interviews, observation and documentation. The results showed that there are three participants' motives joining the Indopinups community such as, hobby motives, increasing knowledge, and business motives. The mean of Indopinups community for the participants is a sister in passion and lifestyle existence. The mean of a vintage lifestyle for the community members is a valuable culture, the pin up is a lifestyle, is not a cosplay, and it never dies. The communication behavior was carried out by Indopinups community members verbally included a special call for the members and special terms in the genre and pinup style. In addition, the Non-verbally included the appearances (dress style), choice of dress color, and use of attributes such as hats and boots. Besides, the appearance tended to be open and sexy.

**Keywords**— Pin up community, Community identity, Lifestyle, Vintage.

## I. INTRODUCTION

One of the important communication context is a group communication. The existence of groups figures as a conversation context where individuals have references for a group forming in showing their own boundaries and certain communication patterns of the community (group) (Littlejohn: 2011: 263).

The group communication in the community context is interesting to study, because each community group has its own characteristics and uniqueness includes a group of vintage lifestyle enthusiasts who became the object of this research.

The vintage lifestyle enthusiast groups are a part of the new culture (counter culture). They are part of the counter culture based on the phenomenon happening in Indonesia. A set of values in the form of local wisdom from a culture that is inherited from generation to generation or often referred to as a high culture (benevolent) begins to get a counter-culture (Farid Hamid, 2012: 3).

Based on the phenomena happening in Indonesia, this vintage culture that is now loved by Indonesian youth has existed since the 1950s, especially in America and Britain. Greaser is a subculture that developed in the

United States around the 1950s. During that year, many young people loved Rock & Roll music, and it further developed their creations into automotive arts, murals, fashion, and even hairstyles. Greaser is a counter-culture form as part of a society that strongly adheres to, or embrace one or more cultural values that are different from the values that exist in the dominant culture.

The phenomenon of the outbreak of the Greaser can be found in various major cities in Indonesia. Their existence also relies heavily on social media. The Greasers generally form communities based on their interests. Currently, in Indonesia there are a variety of vintage communities consisting of a community of vintage automotive enthusiasts, old music communities, graffiti communities, Pomade fan communities, and pin-up girls who are female fashion icons of the era.

Pin up comes from the word pinned up which means sticking to the wall. During World War II, American soldiers had the habit of attaching photos or posters of women such their wives or artists on the walls of the planes and ships to encourage them during the war. Pin up girl actually had been around since the 1890s. The booming of Pin Up girl occurred when Esquire Magazine published

Varga's Girls by Alberto Varga and the works of George Petty, both as front cover, calendar and match book. It came more hugely when Dior created an advertising campaign using the concept of Pin Up Girl. Pin Up style spread everywhere throughout the United States. This era began from the end of 1940 to 1960.

Indonesian Pin Up Community, commonly known as Indopinups, is a community for women who love Pin Up Lifestyle. It became a Lifestyle, because the concept is different from occasional cosplay. Everyday life members of the Indopinups community always use the characteristics of clothing and makeup and vintage hairstyles in appearance. Since it was formed on April 27, 2015, the Indopinups community currently has around 150 members. The members aged 18 years and they come from various major cities in Indonesia such as Jakarta, Bogor, Bandung, Yogyakarta, Surabaya, Bali, and others. In this community, they share knowledge about fashion of vintage lifestyle.

Indopinups Community is a community that is open to anyone who has the requirements as a member, such as, women and at least 18 years old, have an interest, passion and love the Pinups and Vintage culture, and possess Good attitude, because being a pinup is not only fashion and style, mostly it is about an attitude.

This community has a unique communication behavior, so that it can maintain the existence of Western culture in the past amid the rise of popular culture influence in modern America and even Korea or Japan which is growing rapidly at this time.

The existence of Pin up community has a variety of unique symbols or attributes that distinguish them from other groups. This symbol becomes part of a social identity that they affirm. Marker (2008: 221) suggests that social identity is equality and difference, personal and social questions, about what you have together with several people and what distinguishes you from other people. Social identity is someone's definition of who he is, including personal attributes that he shares with others (Byrne, 2003: 163).

This research examines the communication process that takes place in the Pinups community to construct the meaning of vintage lifestyle which is carried out amid the different eras attached to Pin Up Girl. This study examines the motives, meaning of the vintage lifestyle of communication behavior that is usually done by the Indopinups community.

A lifestyle is dynamic. Thus, there is a different taste and a continuous lifestyle (Ahmad Mulyana, 2014: 71). Lifestyle depends on cultural forms, such as, style, manners, how to use goods, a certain place and time which

are characteristics of a group, but not their overall social experience (Ibrahim, 2011: 307). Lifestyle is closely related to the relation of a person to a particular group. Lifestyle develops in a group / community that is a group of people who live together who feel the group can fulfill the interests of group members, because they have a strong social relationship between them. The point is the existence of a degree of social relations (Soekanto, 1990: 23).

A person's behavior is based on the meaning given to people, objects, and events. In human interaction or communication, there is a meaningful exchange of symbols (Deddy Mulyana, 2001: 68). The meaning that we create can be traced in actions, works, and activities that we do, but there are still other people's roles in it (Koeswarno, 2009: 1-2). We can estimate the values a person adheres to based on the reference group. Each group has different rules or norms.

Human behavior must be seen as a process that allows humans to shape and regulate their behavior by considering the expectations of others who become their interaction partners (Deddy Mulyana, 2001: 7). In the process of social interaction, humans symbolically communicate meaning to other people involved (Ritzer & Douglas 2004: 293-294).

## II. METHODOLOGY

This study used a qualitative approach where researchers make complex descriptions, examine words, give detailed reports from the views of respondents, and conduct studies on the situation, as it is (Creswell, 1998: 15). The research method in this study was the phenomenology of Alfred Schutz, which focused on the intersubjectivity. Schutz views that understanding of actions, speech, and interaction is a prerequisite for any social existence (Cresswell, 1998: 53). Furthermore, the research subject was chosen by the purpose refer to participants who could explore and articulate their experiences consciously. The participants' characteristics, included in Jakarta, have joined the Indopinups community for more than one year, and actively participate in community activities. Referring to these characteristics, the research participants in this study amounted to 20 people.

The data collection techniques, primary data was obtained based on the results of depth interviews with the participants who had relevance to the data needs of the researcher. In addition, this study used an observation. Observations were made on the activities which carried out by members of the Indopinup community. It was supported through searches for existing data in a number of documents, both those within the research object and other

institutions related to research material. In this study, the data analysis used was the interactive model, which included three components: data reduction (data reduction), presenting data (data displays) and testing conclusions (drawing and verifying conclusions). The conclusions are then verified so that they can be accounted for.

Related to this opinion, in this study, the researcher would conduct a process of checking the validity of the data by preparing a technique of comparing and checking the degree of trustworthiness of the participants obtained by: (1) comparing the observational data with the interview data (2) comparing the participants responses by comparing what was said by the public speaker for example, with what was said personally (3) comparing a person's perspective with other people in his work team (Kusuma, 2018: 53).

### III. RESULT AND DISCUSSION

#### Motives, Meanings and Experiences

The results showed that there were three categories of motives behind the participants who joined the Indopinups community, namely: 1) Hobby Motives/liking the culture of the pinup era. The participants had similar hobbies who love the results of culture in the era of pin up. The members of this community liked the types and ways of dress, makeup, film, and music, 2) Motives Increased knowledge. The members of this community were eager to gain knowledge as well as share information about where to get authentic vintage clothing and accessories, how to care for, match solid clothing and also how to make up / dress up and pinup style hairstyles. Besides, it was a sharing art and cultural knowledge such dances, for example, Lindyhop dance, and 3) Business Motives. Another motive was to benefit from their hobbies. The participants in this motive try to develop a business such the production of vintage clothing and accessories.

The results of study also showed that the participants' interest in vintage culture actually referred to his childhood experience. Some childhood experiences had left their mark in their consciousness. They also loved the vintage, such as: 1) Some members had been introduced to vintage culture introduced by the family such their parents or grandmothers. Even using vintage clothing owned by their parents or grandmothers, their families even some who have joined in other vintage communities, such as lowrider bikes, and 2) The habit of listening to music or was also inspired by the film he watched as a child. Like Jhonny's Depp film titled Cry Baby. Members of the Indopinups community have their own meaning for the

community, including: 1) Community as a sister in passion.

The members of the Indopinups community interpreted Indopinup as a hobby community that unites their hobbies. In this community, the members of the Indopinups community felt they have found a sister in passion. Not a few of them were initially considered different from most people around them, because in their social environment outside the Indopinups community generally did not understand their love of vintage culture. In fact, in this community they got acceptance and each of their expressions was appreciated. Indopinups based on the community members were who appreciate their works and find people who share common principles and could mutually reinforce each other, and 2) Community as a manifestation of the existence of a vintage lifestyle in Indonesia. Indopinups was a community that showed the existence of a pin up lifestyle where pin up not only adopted costumes (cosplay) but also adopted a vintage culture from its thinking, and its lifestyle. "

The Indopinups community that adopted a vintage lifestyle means that lifestyle as:

1. Vintage lifestyle is a valuable culture. Vintage culture is seen as a lifestyle laden with moral values about; everything that needs to be achieved must be through a process and hard work, each person is required to have the skills and abilities, including women so that they become strong individuals, thus every result of one's hard work and effort becomes valuable and highly valued by others.
2. Pin up as a lifestyle. For members of the Indopinups community, the meaning of the lifestyle they live in is as easy as they choose to dress, a vintage lifestyle is the way they choose to express themselves. They live a vintage lifestyle because of their experiences that make them become accustomed to things that are vintage and they do not also choose to be different from the average person who follows the times in fashion, music, and hair style.
3. Pin up is not cosplay, as is seen by most lay people, who only wear costumes during certain occasions and occasions. For Indopinups community members, dress style and pin up-style makeup are part of the lifestyle they wear every day in carrying out their daily activities under any conditions. For those who run a vintage lifestyle in their daily lives, pin up is not only about fashion styles and hairstyles, but also conservative thinking that is part of the lifestyle.

In living the life of Indopinups community members also hold conservative values that develop during the pin up period including: 1) women must be strong and able to do homework, cheerful and gentle, 2) women must still look beautiful, girly and carry out their nature, and 3) women must be open minded and able to accept differences.

4. Pin up never dies. Vintage lifestyle fans assume that now the vintage era is reborn. Vintage lifestyle never dies and still exists. Vintage lifestyles are timeless and time-bound.

#### **Communication behavior and lifestyle**

The type of communication used in the Indopinups community is group communication and interpersonal communication, this is indicated by the existence of communication conducted in their groups that were more focused on the core group in the community and promote interpersonal communication to interact with fellow community members.

Indopinups community members usually use terms which are also used by other vintage lifestyle enthusiasts. The term is used in their fellow interactions. These terms include; 1) vixen, katz, kitten, rockafellaz and dolls, which refer to the designations for girls in the era of pin up, now the term refers to women who like vintage lifestyle and dress up as pin up girl, 2) The term ready to rumble has the meaning of preparing to do something and also rockin and roll which means something that is considered cool and amazing, and 3) The term and hashtag Viva Las Vegas or VLV is also often used in activities in social media. Viva Las Vegas is the biggest event for fans of vintage culture in the world held in Las Vegas America. In the event, all connoisseurs of vintage culture from all over the world gather and look forward to the Miss Viva Las Vegas beauty event (Miss VLV) which is the biggest beauty contest like Miss Universe which is devoted to pin up girls. In addition, they also exhibited vintage cars and also enjoyed art performances and pin up era music.

Instead of having a special term in the association of vintage lifestyle enthusiasts in the Indopinups community, they also use the same fashion terms as dress and makeup styles during the pin up period, including:

1. Classic pin up or Traditional is a pure and classic pin up genre used in everyday dress styles without using tattoos and piercing on the body.
2. Rockabilly pin up is a genre was carried in the 1950s by its distinctive character using bikers' leather jackets.

3. Alternative pin up is a genre that starts to dare to express with tattoo, face piercing, and colored hair.
4. Dark pin up is almost the same as an alternative pin up, but the impression highlighted is darker and carries a gothic theme, the clothes used are all black with black hair and dark face makeup.
5. Psychobilly pin up also has similarities with dark pin ups and alternatives, but the appearance used is more like the color zombies that are widely used are black, light green, purple and pink.
6. Country pin up is a genre of pin up that is characterized by cowboy-style clothing using cowboy hats, boots, plaid shirts and jeans.
7. Fetish pin up is the appearance of a pin up girl wearing leather and latex lingerie commonly used during a photo session, the style of dress in this genre is classified as very open and sexy.

The communication behavior of community members was also through their appearance in interacting and communicating in their groups, using dress styles and vintage-style attributes as a means of self-identity and also groups. They also have special calls or pseudonyms for some community members and also pinup icons that become his idol, for example Deycha became Miss Baby Velvet, or Jeanette became Miss Plum.

#### **IV. DISCUSSION**

The Indopinups community communicates through the attributes of the pinup lifestyle that are inherent in themselves that show expression and self-interest, both in appearance and in their thoughts and perceptions. The lifestyle they lived in is a form of popular culture that developed and the people in the era of pinup which are brought and disseminated by the influence of the mass media that developed at that time until now.

The communication behavior in this community is very unique and different from other groups, namely having special terms. Instead of the terms commonly used in verbal communication, they also have special calls or more popular pseudonyms such as those often used by pin up icons and Hollywood celebrities. In non-verbal aspects reflected in clothing, fashion or attributes that are worn both formally and in daily life. There are also many special terms for each genre and fashion styles and hairstyles and pin up makeup.

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