

SUBJECTIVITY ON PICTURES OF JERINX (I GEDE ARI ASTINA) ON SOCIAL MEDIA

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Abstract: This paper will discuss subjectivity on pictures of Jerinx (I Gede Ari Astina) and RMBL Clothing on Social Media. I Gede Ari Astina or as known as Jerinx is a drummer and song writer of a band named Superman Is Dead, a popular punk rock band from Bali. He has a clothing business labeled RMBL. Through his band and his clothing business, I Gede Ari Astina set himself as a fashion leader, he set an authentic style and put his idealism into his products, that is to protect Bali through organic material utilization, social campaign, and fund raising. Further, through the pictures on his social media, Jerinx states that he is part of ideology and indirectly persuades his followers to take part or become the subject of the ideology. He puts his ideology in his fashion style, music, hobby, and his on going activities. Method of this research is qualitative with descriptive approach. Object of this study are pictures posted by I Gede Ari Astina on his social media such as instagram, twitter and facebook, disclosed through several subjectivity theories. How those pictures becomes a media for a public figure in Indonesia will influence the community, especially his followers. Looking at to Dick Hebdige's statement in his book: *I speak through my clothes*.¹ in this case study, Jerinx also tries to convey the message through his typical fashion style. A type of fashion style that is rare, does not follow trend, and also become a form of resistance and rebellion towards things that he does not agree with, which also be seen on his daily fashion style.

Keywords: *Subjectivity, I Gede Ari Astina, RMBL Clothing, Fashion Leader*

1. INTRODUCTION



Figure 1 I Gede Ari Astina as a member of Superman Is Dead

This paper will discuss subjectivity on pictures of Jerinx (I Gede Ari Astina) and RMBL Clothing on Social Media. I Gede Ari Astina or as known as Jerinx is a drummer and song writer of a band named Superman Is Dead, a popular punk rock band from Bali. Although Superman Is Dead is not a band with a specific type of music and also not a type of common pop music, this band is accountable in Indonesian music which is proven through its achievement as the Best Band in *Anugerah Musik Indonesia (AMI) 2014*. In addition, Superman Is Dead has many and loyal fans base named Outsider and Lady Rose. In addition to his music career, I Gede Ari Astina also owns a clothing business named 'Rumble Clothing'.

Through his band and his clothing business, I Gede Ari Astina set himself as a fashion leader, he set an authentic style and put his idealism into his products, that is to protect Bali through organic material utilization, social campaign, and fund raising.

Through his fashion brand which in general carries custom culture style a la America in 1950's, he wants to show his idealism in form of resistance and rebellion towards various things, in accordance with his statement: "Cutting-edge brands shall become a part of counter-culture or a resistance towards any super power and of which creates damage."

2. THEORETICAL BACKGROUND

Analyzed through subjectivity theory, especially 'subject of ideology', there are:

1. Ideology is the science of ideas
2. Individual is part of idea, concept, belief, regulation or institution (state, nation and religion)
3. Individually take part and position in idea or concept battle

Through the pictures on his social media, Jerinx states that he is part of ideology and indirectly persuades his followers to take part or become the subject of the ideology. He puts his ideology in his fashion style, music, hobby, and his ongoing activities.

From his statements, it may be concluded that his resistances are directed to:

1. Trend and clothing market in Bali which is powered by foreign clothing which does not have authenticity and lack of Bali local content.
2. Community, according to most of his statements, is too shallow and strongly influenced by mainstream culture and become over-consumerism actors in fashion.
3. Entrepreneur in clothing and other sectors in Bali are mostly profit oriented. Do not care with social-culture values inside the community.
4. Government that let mainstream culture, influenced by foreign culture, grows in Bali seems powerless to get rid of it.

Therefore, to instill the idealism and spread the rebellion spirit, Jerinx sets concept of himself in his clothing products. Products of RMBL are his reflections, such as hat of which he likes and wears in daily basis, although that kind of hat may not a part of the trend nowadays. Vice versa, if he does not like and wear it, RMBL won't produce the product, although it might be the latest trend recently.

It is in accordance with subjectivity theory of which relates to:

1. Subjectivity comes in personal opinion or desire on the clothes that we choose, goods we purchase and many more. In this case study, it is shown from Jerinx fashion style which is constantly appears in pictures on his social media.
2. Idealistic principle comes from oneself and put oneself to be identical as something that ideal to him/her, and influence others especially his followers to agree with it. It may be seen from the statements he makes on his social media accounts, how those statements is made powerfully and offensively, especially for parties who do not agree with him.
3. If it relates with the subject role in the ideology he carries, for instance, if one is illustrated to have a particular character and another one who sees it feels like he/she likes the character in the advertisement, then he/she is the subject, or anyone who feels as a part of a concept then he/she is a subject. Therefore Jerinx sets his followers as the subject of his ideology through the pictures he shows on social media.



Figure 2. Jerinx and RMBL Clothing product, posted in his social media

In those pictures, he becomes the model, branding himself and his clothing once at a time. It is stated in official website of RMBL Cloting (http://xrmblx.co/rumble_cloth_bali/) that they never use professional models for their products photo session, they use their colleague and their loyal customer who wears the products in their daily basis.

Looking at to Dick Hebdige's statement in his book: I speak through my clothes.¹, in this case study, Jerinx also tries to convey the message through his typical fashion style. A type of fashion

style that is rare, does not follow trend, and also become a form of resistance and rebellion towards things that he does not agree with, which also be seen on his daily fashion style.

3. THE RESEARCH METHOD

Method of this research is qualitative with descriptive approach. Object of this study are pictures posted by I Gede Ari Astina on his social media such as instagram, twitter and facebook, disclosed through several subjectivity theories. How those pictures become a media of public figure in Indonesia to influence the community, especially his fans.

4. RESULT AND DISCUSSION

In addition, pictures of RMBL Clothing are posted by Jerinx himself on his social media accounts, not merely on official website of RMBL Clothing. Pictures of product come with captions in form of statements from Jerinx, not merely to explain product's visual concept, and how to wear it, but also idealism he wants to convey.

For instance, in pomade product 'Slick Boy', one of RMBL Clothing products, through this product he wants to create hair style trend that he likes, but behind that, he wants to convey that when pomade becomes trend nowadays, people, including local pomade producer, do not appreciate the process until it becomes a trend nowadays and they also do not use local resources to produce their pomade. So that, he make his pomade uses organic material from local farmer in Bali and part of the selling revenue is donated to environmentalist organization in Bali such as FORBALI and WALHI Bali.

Along with social-cultural dynamics in Bali, as fashion leader and public figure, currently Jerinx carries Bali Against Reclamation movement, a movement to resist reclamation which will be done in Benoa Gulf, Bali. This reclamation is worried will damage natural balance and its surrounding in Bali.

One of the taglines, especially on social media, is 'Proud Balinese' or on social media is written as #proudbalinese. Through idealism and follower have been gathered, he moves the mass, specifically youths of Bali, to support Bali Against Reclamation movement.



Figure 3. #ProudBalinese

Relate it with Bali community's lifestyle, according to Yasraf Amir Piliang's explanation in his book *Dunia Yang Dilipat* (Folded World): In spotlighting lifestyle changes in Indonesia, especially those occur as the effect of economic and information globalization since these last two decades, at

least there are four ideologies influences of which set lifestyles. These four influences comes from ideological movements developed since 1970's, that are 1) Ethnic and subcultural movement, 2) Environmentalist and ecologist movement, 3) Spiritual and religious movement, 4) Global Capitalism Economic movement as a form of ideology² Therefore, movement that has strong influence in "Bali Against Reclamation" and Jerinx lifestyle that spread through pictures on his social media accounts is ethnic and subcultural movement.

Ethnic and subcultural lifestyle movement in Indonesia has been starting since 1980's, either in idea discourse level or real social life development level, especially among urban youth. This idea development strengthens pluralism in globalization. The pluralism in globalization creates mosaic of heterogeneous, vary and plural lifestyle. Each lifestyle is formed interchangeably (homologous) by mosaic objects, that creates objects and individuals users as super-sign. Action and objects work together to create one particular meaning. There is homology, such as between clothes, hair style, speaking style, and car style, that is visible in subculture group (hippies, punk rock, skin-head, etc).³

In Jerinx case study, homology appears from dress style, music, hair style, car style and other vehicle such as bicycle, hobby and so on, refer to custom culture style developed in America in 1950's.



Figure 4. Jerinx' Car Style



Figure 5. Low Rider Bicycling Hobby



Figure 6. Hair Style

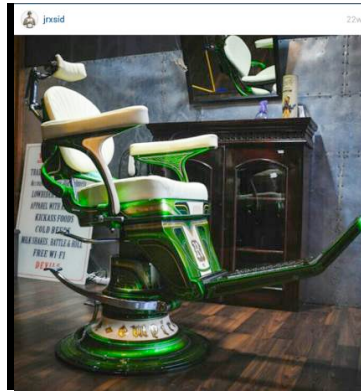


Figure 7. Daily Life's Other Product's Style that Supports Lifestyle

While, pertaining to environmentalist and ecologist's lifestyle, still according to Yasraf Amir Piliang: Global community faces interconnected crisis of production and consumption system that exceeds the limit. Global warming is the effect of the production and consumption of which exceeds the limit that natural resources can provide. Changes shall be performed in each level of the community and culture. In personal level, individuals in developed country are asked to have a modest life. In neighborhood level, the community is asked to build a community to help designing a sustainable life. In national level, government is asked to set new policies on energy, environment, education, and media. In global level, new interaction between developed countries and developing countries shall be built in order to complete sustainable economic development.⁴

Based on the explanation above, the posted pictures related to Bali Movement Against Reclamation in his social media accounts tell that in addition to the rally performed, and related office or institution visits, it is also performed through his lifestyle and fashion style, for instance, campaign and convoy with antique cars, low rider bicycle, work together with environmentalist community to plant mangroove, etc.



Figure 8. Bali Movement Against Reclamation, initiated by I Gede Ari Astina or Jerinx

5. CONCLUSION

Based on the research has been performed, it may be concluded that social media and what is shown in one's personal account may strongly influences the community and environment. In the case study on pictures on I Gede Ari Astina's social media accounts, as a public figure he is able to make his accounts as a media to convey idea, ideology, direction and on how it will be accepted or responded by his followers. Eventually, the movement initiated through social media will influence other environmental movement within national scale.

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