



# Semiotic Analysis of Kanjeng Gusti Pangeran Adipati Arya Mangkoenagoro X Fashion



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## ABSTRACT

This study aims to analyze the fashion of Kanjeng Gusti Pangeran Adipati Arya Mangkoenagoro X using semiotic theory. Mangkoenagoro X as a young prince has a handsome and intelligent self-image because of his educational background, therefore most of his fashion depicts a figure who upholds cultural values. However, not only wearing batik fashion, Mangkoenagoro X also wears fashion that has similar characteristics to foreign fashion in several activities. This study uses the semiotic theory by Roland Barthes to translate visuals of Mangkoenagoro X's fashion during his time as a duke. This study uses a descriptive qualitative approach with observation and documentation techniques. Results found in this study is that the choice of fashion in Mangkoenagoro X's daily activities is used to convey the values of openness to other cultures, dynamism, and still upholding politeness in dressing.

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