

# Representation of Youth in the Sarongs Designed by “*Sobat Gurun*” Production

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## ABSTRACT

The purpose of this study is to investigate the symbolic meanings of "Sobat Gurun" designed sarongs that communicate at the nexus of culture, identity, and fashion. The study delves into how youth identity is reflected in an endeavor to maintain the sarong as a component of cultural heritage. This article's blend of traditional aesthetics and modernity—represented by anime and video games—is fascinating to talk about since it highlights social dynamics, cultural continuity, identity materials, cross-cultural exchange, and innovation. Barthes' semiotics theory and Stuart Hill's identity theory serve as the foundation for this investigation. This study, which is illustrated through qualitative analysis, investigates the patterns, colours, themes, and motifs that are displayed in the sarong design to determine their significance. This research applies a purposive sampling technique in which the data used are pictures that represent modernity. The data to be discussed are taken from the Instagram account @sobatgurun. Observation and analysis are the phases to reach the comprehensive result of this study. The outcome suggests that "Sobat Gurun's" sarong incorporated cultural symbols, modern style, and a striking portrayal of adolescent identity. Every season's theme effectively captures how traditional and modern society coexist. The relationship between youth culture and fashion—which provides a platform for young people to express their aspirations and cultural heritage while also feeling distinct in society—is highlighted in the conclusion.

**Keywords:** Sobat Gurun, Fashion, Sarong, Identity

