

Abstract

This research aimed to identify what is the meaning of tattoo picture in punk boonk family community in Surabaya. To address problem above, researcher set research identification by denotative and connotative meaning in tattoo picture, tattoo as communication, message meaning of tattoo user in punk boonk Surabaya community and tattoo as self-identity.

This research was categorized as qualitative research by descriptive method. Data were collected through interview, observation, documentation, and literature sources. Subject of research was tattoo user in punk boonk Surabaya community. Informant of research was determined by using purposive sampling technique and of two informants. Data analysis technique was performed by using Roland Barthes Semiotic and Self Identity theory.

Research result showed that tattoo as communication makes the tattoo as symbolic community that has a meaning. Tattoo message meaning in punk boonk community of Surabaya is a loyalty form toward their friends, and function as moment reminder of his/her lives. Tattoo as self-identity remind on life style. This self-identity tends to psychology perspective where individual personality is formed by social environment personality that is group interaction. Hence tattoo on the self-identity become a self-confidence attitude, rebellion, brevity, and freedom possessed by them in their lives.

This research conclusion showed that tattoo message meaning in tattoo user in punk boonk community of Surabaya and tattoo message meaning as self-identity.

Keywords: Tattoo, Punk Boonk Community, Identity, Roland Barthes