

DRESSING STYLE AS THE REPRESENTATION OF IDENTITY IN SUZANNE COLLINS' *THE HUNGER GAMES*

GAYA BERPAKAIAN SEBAGAI REPRESENTASI IDENTITAS DALAM NOVEL *THE HUNGER GAMES* KARYA SUZANNE COLLINS

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Abstrak

Kajian ini menganalisa gaya berbusana para tokoh dalam novel 'The Hunger Games' yang memiliki kecenderungan dalam menggunakan gaya berbusana sebagai alat untuk membentuk identitas seseorang ataupun identitas sebuah kelompok tertentu. Kajian ini fokus pada pembentukan identitas melalui gaya berbusana dan juga untuk mengetahui ideologi di balik gaya berbusana para tokoh 'The Hunger Game'. Kajian ini menggunakan teori representasi dari Stuart Hall dengan pendekatan semiotika mitologi dari Roland Barthes. Roland Barthes menekankan bahwa proses penandaan berfungsi untuk menaturalisasikan ideologi tertentu dalam masyarakat. Sehingga pendekatan ini sesuai untuk diaplikasikan dalam proses menemukan ideologi di balik gaya berbusana para tokoh 'The Hunger Games'. Hasil dari kajian ini menunjukkan bahwa terdapat tiga ideologi dibalik gaya berbusana para tokoh tersebut. Pertama pemberontakan terhadap budaya populer. Kedua objektifikasi yang mengarah pada dominasi sistem patriarki. Ketiga dominasi sistem kapitalis. Analisa lebih lanjut menunjukkan bahwa melalui novel ini penulis ingin mengkritik gaya hidup masyarakat moderen yang sangat bergantung pada kemajuan teknologi untuk mendapatkan kemudahan dalam hidup dan juga bahaya dari kemajuan teknologi jika dikendalikan oleh pihak yang tidak bertanggungjawab dan hanya ingin mendapatkan keuntungan dari kurangnya pemahaman dalam penggunaan teknologi tingkat tinggi tersebut.

Kata Kunci: *Gaya berbusana, Fashion dan Pembentukan identitas, Kapitalisme, The Hunger Games.*

Abstract

This study attempts to analyze the dressing style of the characters in *The Hunger Games* novel which has a tendency in using the dressing style of the characters as stuff to construct a person or a certain group identity. It focuses on the construction of identity through dressing styles and also concerns to discover ideology beyond the dressing style of the characters in *The Hunger Games*. This research uses Stuart Hall's representation theory with Roland Barthes' mythological semiotic approach. Roland Barthes emphasizes that the function of signification process is to naturalize the particular ideology in society. Hence, this approach is suitable to discover the ideology beyond the dressing style worn by the characters in *The Hunger Games*. The result of this research discovers that there are three ideologies beyond the dressing style of the characters. The first is rebellion toward popular culture. The second is objectification that leads to patriarchy domination. The third is capitalist domination. Furthermore, this novel shows the critical position of the writer toward the life style of modern society who relies on the high technology to get easy living and also the danger of high technology that can be controlled by irresponsible people who can gain benefit from the lack of understanding in the high tech usage.

Keywords: *Capitalism; Dressing style; Fashion and identity construction; The Hunger Games.*

Introduction

Recently, the words dress and fashion are frequently sounded as something which cannot be separated each other. Many researchers assume that dress and fashion are rich and diverse fields of study. Some scholars states them as hybrid subject because they have various theoretical frameworks and disciplinary, such as arts history, cultural studies, design studies, semiotic, economic, literature and many others (*Lise Skov and Marie Riegels Melchior, 2008*). It is caused by dress and fashion as one of basic people's

need to protect their body has change to be a universal manner of expression. As Alison Lurie said:

“long before I am near enough to talk to you [...] you announce your sex, age, and class to me through what you are wearing” and “by the time we meet [...] we have already spoken to each other in an older and more universal language [of fashion]”

(Alison Lurie, 1991: 32)

According to the quotation above, fashion also plays role as a universal language to communicate something inside the people. Besides, among various commodities,

fashion has been one of the most visible commodities for people to show who they are (Thompson and Haytko 1997; Murray 2002). Moreover, according to Crane, fashion is a part of everyday life and culture, as she argues clothing can be a marker of personal identity and style while also communicating, “social states and gender and therefore [is] useful in maintaining or subverting symbolic boundaries” (2000:1). As part of social life and culture, definitely fashion has great influences in all aspect of social life, including literary work as reflection of social life.

The influence of fashion as cultural communication stuff in literature is clearly depicted in *The Hunger Games* novel first series written by American writer Suzanne Collins. In this novel, there is a tendency to construct people identity or certain group identity and social class through their dressing style of the characters. Hence, this research concerns on the construction of identity through the dressing style and also the ideology beyond the dressing style of the character in *The Hunger Games* novel. Moreover, by applying theory of representation by Stuart Hall using semiotic approach, this research will find the answer of the problems.

Research Methodology

This study applies a qualitative research, in which the data are divided into two sorts: primary and secondary data. The primary data are information taken from *The Hunger Games* novel first series. The data are the statements and narration related to identity and social class construction through dressing style of the characters. The secondary data are the information and facts taken from books, journals, articles, internet, and previous researches which are related to to culture, life style, trend of dressing style and trend mode or fashion industry in America.

In achieving the goal of this research to discover the identity and social class construction through dressing style in *The Hunger Games* novel first series, data processing and data analysis are needed. Data processing is started by categorising and verifying the data taken from *The Hunger Games novel*. The data is the information related to the identity construction through dressing style. Then, there are two steps in achieving the subject matter of this research. Firstly, the selected data are directed toward the semiotic analysis. The data are used to answer the first research question. The analysis of the first research question is seen from the semiotic point of view. It is used to see the signifying process of identity construction through the dressing style of the characters in the novel. Roland Barthes’ signs analysis is used in this research to discover the signifying process of identity construction by using the dressing style as signs. Besides, the using of Roland Barthes’ mythological semiotic approach in this analysis helps this research to discover myth behind the dressing style. Myth which is come out form Barthes’ signs analysis help the process of discovering the ideology beyond the dressing style worn by the characters. The second step is the identity construction and myths are connected to the culture using the representation theory by Stuart Hall. It helps me to connect the identity construction and myth to the social context and find out the ideology beyond the dressing style worn by the characters in the novel.

Result and Discussion

1.1 The Identity Construction through Dressing Style in *The Hunger Games*

According to Oxford Dictionary Identity is *who a person is, or the qualities of a person or group which make them different from other*. Related to *The Hunger Games* novel, identity construction through dressing style in this novel is divided in three sorts. The first is identity of District people as poor class, the second is Capitol people as bourgeois group and the last is identity construction of an Idol. This assumption based on the Barthes’ semiotic model from some characters as the representative of District people. The first data are got from the dressing style of Katniss Everdeen.

Katniss Everdeen is the major character in novel *The Hunger Games* who is describes as a strong young girl from coal miner district. As a strong young girl, Katniss is depicted as a boyish girl. She is depicted as a young girl who always dresses in man’s look for her daily life. Her masculine style is clearly depicted in the statement below.

I swing my legs off the bed and slide into my hunting boots. Supple leather that has molded to my feed. I pull on trousers, a shirt, tuck my long dark braid up into a cap, and grab my forage bag.

(Collins 2008, p.4)

The data are taken when Katnis Everdeen stays at the district and goes to the forest for hunting to gather food for her mother and her sister. The model of Roland Barthes’ semiotic from the data above is clearly described in the following table:

Katniss wears hunting boots, shirt, trousers, braided hair in a cap and forage bag.	Masculine look	
Katnis wears hunting boots, shirt, trousers; braid up her hair n wears a cap and wearing forage bag to hunt at the forest when she lives in District.		Female is powerless
Man’s Power		

The dress elements of Katnis shown by data above are showing masculinity. Hunting boot, trousers, shirt, a cap, forage bag are the items of clothes that is usually used by man. Based on the *Fashion, Costume and Culture* book, Sara & Tom Pedergas argue that during fifteen century, working people generally wore heavier leather shoes and boots (2004: 463). It means that, hunting boot worn by Katnis here is the fashion statement that Katniss comes from worker class or lower class. Besides, the masculine look also supported by her long braided hair that is tucked up in her cap. Long hair is always identical with the characteristic of female, but here, she tries to omit her characteristic as woman and trying to borrow masculine look of a man. The borrowing masculine looks in the data above aims to construct the characterization of the major character as a strong woman who can be a bread winner for her mother and her sister.

However, the construction of strong characterization in major character by borrowing masculine look precisely shows that female does not have power (powerless). Then, it bears myth or ideology that the strongest object in this world is a man. Man is seen as powerful object and female is powerless. It means that Katnis Everdeen is the object of patriarchal construction

system

The next data are description about social and economic condition in District 12. The data are taken from the characters who live in District 12 or coal mining district. From the novel, it describes that people in District 12 is a worker class, poor, powerless and the object of Capitol people. The poverty in District 12 is proved from the dressing style of Katniss and her family in the reaping day, as this statement below:

At home, I find my mother and sister are ready to go. My mother wears a fine dress from her apothecary days. Prim is in my first reaping outfit, a skirt and ruffle blouse. It's a bit big one on her, but my mother has made it stay with pin. Even so, she's having trouble keeping the blouse tucked in at the back.

(Collins 2008, p.14)

From the classification of the detail elements of dressing style worn by Prim and her mother above, their model of Roland Barthes' semiotic is described in the following table:

Katniss' mother and prim wear former clothes and the unfit size outfit of Prim which is kept by pin.	Poverty	
Katniss' mom wears former clothes from her apothecary days and also prim wears Katniss' former clothes when she attended her first reaping day and keep it by pin because it is unfit with prim's body size, without makeup and without special treatment on their hair.	Poor group power dilution	
Poor class Inferiority		

The data above show that Prim and her mom also wear former clothes. Moreover, Prim wears unfit clothes, because the cloth is not in Prim's size. It was Katniss' dress when she attended her first reaping day. These data strengthen the proof that District people live in poverty. The way of their dressing in daily life shows poverty. Prim's outfit proofs that she lives in poverty. Someone will not wear dress which are the size is unfit with their body if they have others choices of clothes. They will chose to use other former clothes which are at least the size is fit with her body. But here, she imposes to use former dress which are too big for her and stuck it with pin. It is because she does not have others choices of outfit. Through this data, it can be seen that District people lives in poverty, dress in simple style and ignore the fashion each time. They wear their old clothes and do not buy new dress. District 12 people have low taste in fashion and ignoring the newest fashion because they live in poverty and starvation. In the novel also explains that District people only concern on gathering food. Most of District 12 people are live in starvation. Hence, gathering food is the most important thing to do to survive in life than paying attention to fashion. It is appropriate with the basic need concept of human being in life where food is always in first level and fashion is the second level in basic need of human being. Therefore, people who only can fulfill their basic need in the first level can be assumed as people who live in poverty. Then, people who live in poverty are seen as inferior group who do not have power to control

other people, but they only become the object of the have (Bourgeois group).

Otherwise, the dressing style of district people has strong contrast with the dressing style of Capitol people. Capitol people dress in extravagant look to show the wealth of Capitol group (Bourgeois style). This condition can be seen from the dressing style of Effie Trinket as one of the members of Capitol people. Her extravagant look is portrayed in this quotation below:

...and Effie Trinket, District 12's escort, fresh from the Capitol, with her scary white grin, pinkish hair, and spring green suit.

(Collins 2008, p.16)

Bright and bubbly as ever.... Her pink hair must be a wig because her curls have shifted slightly off-center since her encounter with Haymitch.

(Collins 2008, p.18)

The sign analysis of the data above is described clearly in Barthes' sign map in the following table:

Effie's flashy colour clothes, white teeth, Wig, and high heel.	Distinction	
Effie trinket (Capitol people) dresses in flashy colour cloth, wearing wig and high heel.	Classy look	
Bourgeois		

All the dress items above show that Effie dresses in flashy colour of clothes, fancy high heel and wig in order to make a distinction and get attention from others Capitol members. The flashy colour clothes are an eye catchy colour and it is very effective to attract people attention. Another dress item that shows her wealth is her wig or false hair. Based on the book *Fashion, Costume and Culture*, since the time of the Roman Republic (509–27 B.C.E.), false hair was used to add to a hairstyle, and many of the riches women wore wigs to avoid having to spend so much time to have their hair styled (Sara & Tom Pedergas, 2004: 458). Sara & Tom Pedergas also argue that wigs became a true symbol to differentiate the upper from the lower classes, because they were so expensive and costly (2004: 534, 642). Besides, she also wears high heel. Rendering to Effie's high heel, Sara & Tom Pedergas also explain in their book *Fashion, Costume and Culture* that both men and women of wealth wore fancy shoes that signaled their status. Women wore high-heeled shoes made of colorful silk or delicate leather, sometimes decorated with gold and silver lace and braid (Sara & Tom Pedergas, 2004: 595). It means that, Effie as the Capitol people also constructs her and her group identity as a rich group through her footwear, in this case is high heel as the fancy shoes. From the data above, it can be assumed that the goal of Capitol people dressing in extravagant look is only for attracting attention from other people and noticed as wealthy group. Unconsciously, they become the objects which always buy the new product made by the Capital group to get a status as a fashionable people. In simple words, both of Capitol and District people is the same. Both are only an object.

The next evidence of Capitol glamorous life is the dressing style of Gamemakers. The Gamemakers are the members of Capitol group which build the Hunger Games and also keep an eye upon the running of the game. Their appearance also can represent the dressing style of Capitol people.

The Gamemakers appeared early on the first day. Twenty or so men and women dressed in deep purple robes.

(Collins 2008, p.92)

The sign analysis of the data above is described in Barthes' sign map in the following table:

Gameemakers wear deep purple Robe.	Glamour, luxury	
The Gamemakers appeared early on the first day. Twenty or so men and women dressed in deep purple robes.		Upper class distinction
Bourgeois Authority		

Based on the diagram of Barthes' sign map above, the sign is robe. According to Colleen E. Kriger, Robes are institutionalized in several parts of the world in different times as a main in investiture ceremonies for political leaders. Such as in Europe where the coronation of kings and queens relied heavily on symbolic regalia, especially crowns, robes, and scepters (2015, <http://fashion-history.lovetoknow.com/clothing-types-styles/robe>). Based on this statement, robe is a special cloth worn only by Nobel people or people who has high occupation. Moreover, according to *Fashion, Costume and Culture* book, robe was only worn by most wealthy people (Sara & Tom Pedergas 2004, p. 568). It means that people who wear robe is honorable people and people who have authority. Besides, robe is identical with Nobel class and Nobel class always coming from high class. It means that the appearance of Gamemakers by wearing robe strengthen their belief that Capitol people is a royal class, rich, honorable and respected. As a rich and royal class (Bourgeois class), they have a lot of wealth and they have power because of their money. Then, it bears myth that rich people or people who have much money are powerful and able to control other people life.

The function of robe worn by the Gamemakers here is as the distinction from other members of the Capitol. They wear robe to show that the Gamemakers have higher position and authority as the controller of the game. They have authority to control all tributes in the Hunger Games arena, especially through high technology. Their Robe shows that they have the highest power and authority to control the game through technology whereas others Capitol member is only the audiences who only enjoy the game and become the object of the Gamemakers. The Gamemakers make the audiences to pay lot of money to send help for their favorite tribute when the tribute needs help to survive in the game arena. The involvement of the audience to play a role to help the tribute is a pseudo-authority given by the Gamemakers.

The last is identity construction of an idol through the dressing style. According to *Cambridge Dictionary*, Idol is defined as *someone who is admired and respected very much* <http://dictionary.cambridge.org>. From this definition, the most important thing for being an idol is getting attention from society by having something interesting to attract people attention and adore them. In this analysis I will focus on the alteration of dressing style of the major character Katnis Everdeen, tribute from District 12. As the major character, Katnis experience some alteration in dressing style to get attention of Capitol people. The alteration of her dressing style will be discussed further in

the following paragraph.

The look of Kaniss in the opening ceremony is clearly depicted in the data below:

... I am dressed in in what will either be the most sensational or the deadliest costume in the opening ceremonies. I'm in simple black unitard that covers me from the ankle to neck. Shiny leather boots lace up to my knees. But its fluttering cape made of streams of orange, yellow, and red and the matching headpiece that define this costume. Cinna plans to light them on fire just before our chariot roll into the street. By the time we reach the city's centre

(Collins 2008, p.62)

My face is relatively clear of makeup, just a bit of highlighting here and there. My hair has been brushed out and then braided down my back in my usual style. "I want the audience to recognize you when you are in the arena", says Cinna dreamly. "Katniss, the girl on fire".

(Collins 2008, p.63)

The model of Roland Barthes' semiotic from the data above is clearly described in the following table:

Katniss wears black unitard, Shiny leather boots lace, Cape, Fire, headpiece worn by Katniss	Extravagant heroine look.	
Katniss is dressed in black unitard, shiny leather boots lace, stream orange yellow and red cape and lighted them on fire.		Idol Objectification
Superiority of Capitol		

The elements of dress worn by Katniss show the luxury of her look. Unitard is a close-fitting one-piece garment for the torso and legs and often for the arms and feet <http://www.merriam-webster.com>. The dress elements of Katniss that she wears on the opening ceremony are the dress elements of superhero costume. According to Michael Chabon in the early twentieth century the boots-cloak-and tight ensembles are the elements of superhero costume that worn by swashbucklers and cavaliers in stage of play and Hollywood film. In the modern era, the costume of some American hero also almost the same, they wear boots-cloak and unitard, such as Superman, Batman, wonder woman and super girl (2008) <http://www.newyorker.com>. Here, Katniss is dressed in extravagant look of heroine. The existence of lace material on her boat gives luxurious trace. According to *Fashion, Costume and Culture* book, in the sixteenth century, lace is including to the luxurious materials for gown that is worn by the royalty and wealthy noblewomen (Sara & Tom Pedergas, 2004: 477). Besides, she also wears shiny unitard. The shiny material always gives luxurious impression for the wearer. It can be assume that Cinna dress Katniss in black shiny unitard as an effort to construct Katniss' image as a strong and glamorous heroine.

Moreover, the element of burning fire that burn her cape and headpiece makes her stunning in the opening ceremony. From a spiritual perspective Fire represents our passions. The Element of Fire has great power for forging will and determination. It is our inner light as well as a living symbol of the Divine fire that burnt in every soul <http://www.buildingbeautifulsouls.com>. From this

explanation, the element of fire uses in Katniss’ costume is a part of her team to build her new character in Capitol as a heroine and a strong young girl who able to bear down others tributes in the Hunger Game. The fashion designer uses the element of fire to express Katniss’ spirit and power as a heroine.

Otherwise, from the data above, Katniss is depicted as a heroine who dresses in masculine look. The masculine look of Katniss here is used to strengthen her image as a heroine and powerful woman. She borrows man’s look to build her character as a heroine and as a strong woman. It means that, Katniss is the object of Patriarchal system which always views that woman is powerless and man is powerful.

Before Katniss goes to the Hunger Games arena, she has to come to interview for all tributes. In the interview moment, the dressing style of Katniss is totally changed. Katniss is dressed in extravagant and fancy look. She is also presented in feminine look by wearing glamorous gown and fancy hair, such as explained in the data below.

The team works on me until late afternoon, turning my skin to glowing satin, stenciling patterns on my arms, painting flame designs on my twenty perfect nails. Then Venia goes to work on my hair, weaving strands of red into a pattern that begin on my left ear, wraps around my head, and then falls in one braid down my right shoulder. They erase my face with a layer of pale makeup and draw my features back out. Huge dark eyes, full red lip, lash that throw off bits of light when I blink. Finally, they cover my entire body in a powder that makes me shimmer in gold dust.

(Collins 2008, p. 114-115)

The creature standing before in the full-length mirror has come from another world. Where skin shimmer and eyes flash and apparently they make their clothes from jewels. Because my dress, oh, my dress is entirely covered in reflective precious gems, red and yellow and white with bits of blue that accent the tips of the flame design. The slightest movement gives the impression I am engulfed in tongues of fire. I am not pretty. I am not beautiful. I am as radiant as the sun.

(Collins 2008, p.115)

The sign analysis of the data above is described clearly in Barthes’ sign map in the following table:

Katniss’ gown with precious gems, Fancy hair, Katniss’ shimmer body in gold dust, flame design in twenty nails.	Classy look	Woman objectification
Katniss is dressed in a gown which is covered by precious gems, fancy hair and pale makeup, her body covering in powder which can make her shimmer in gold dust, and her nail cover in flame design nails art.		
Man’s Power		

The data above explains that Katniss’ gown covered in precious gems. In this context, gems used in Katniss’ gown to show the luxury of the dress and enrich her image. Gems have been recognized as one of the item symbolized wealthy. Indeed, since the kingdoms of Europe become

wealthier, members of the royal courts used jewelry to display their wealth (Sara & Tom Pedergas, 2004: 461). Definitely A gown with many decorations of gems is only worn by royal and rich class. In this event, Katniss is dressed in Capitol taste. She is dressed in extravagant look to get attention and make her loved by the audiences. Katniss is dressed in feminine style that in fact it is contrast with her daily dressing style. Definitely, she feels uncomfortable with her appearance on the stage that forces her to wear gown. But here, she follows her team to wear the gown to get attention from the Capitol. It means that Katniss as the major character becomes the object of Capitol people to entertain them by dressing and following their glamour life style. Especially she becomes the object of Cinna to make audiences happy and get their attention as an idol. It bears myth that women are only an object. They are subordinated to make others people happy.

The alterations of Katniss’ dressing styles as the major character also continue after the game is over and she becomes the victor. The stylist team of Katniss dresses her in a feminine and simple look to show her natural look and youthfulness at the victory interview. It is clearly described in the following data:

Cinna comes in with what appears to be an unassuming yellow dress across his arms.

(Collins 2008, p.338)

I am still girl on fire, the sheer fabric softly glows. Even the slight movement in the air sends a ripple up my body. By comparison, the carriot costume seems garish. The interview dress too contrived. In this dress, I give the illusion of wearing candlelight.

(Collins 2008, p.339)

The sleeveless dress gathered at my ribs. Not my waist, largely eliminating any help the padding would have given my figure. The hem falls just to my knees. Without heels, you can see my true stature. I look very empty, very simply, like a girl. Young one. Fourteen at the most, innocent harmless. Yes, it is shocking that Cinna has pulled this off when you remember I’ve just won the game.

(Collins 2008, p.339)

The model of Roland Barthes’ semiotic from the data above is clearly described in the following table:

Katniss wears Yellow dress with sheer fabric softly glows, no fancy hair and no heels.	Simple and Feminine look	
Katniss wears Yellow dress that gives the illusion of wearing candlelight, Without fancy hair and Without heels; she is presented in her true figure in victory interview.		Woman’s dilution
Woman’s subordination		

In this victory interview, Katniss as the major character is presented in feminine look with her true stature, without fancy makeup, fancy dress and fancy hair. Her stylists present her in simple look with her true stature. Katniss’ dressing style in the victory interview seems like diluting her characterization as a heroine and as the major character. Cinna as Katniss’ stylist dresses her in simple look definitely has certain intended aims. Related to the context in the novel, the victory interview holds after Katniss

and Peeta become the victors in the Hunger Games. This is the first time during the Hunger Games there are two winners in Hunger Games. It is because of the symbolic act that Katniss and Peeta do in the arena. They want to eat poisonous berries and die together till the game makers decided that Katniss and Peeta can be the winners (Collins 2008, p.330). Then the symbolic act is seen as a threat by the president Snow. He assumes that the symbolic act done by Peeta and Katniss will threaten the stability of regime in Panem. President Snow can read this situation because he is not an underdog person like many others people in Capitol. He is not a person who can accept Katniss' symbolic act in the arena off hand. But he can read the implicit purpose behind Katniss' symbolic act. Then, Cinna reads this situation will endanger Katniss position in Capitol. It is actually the main reason Cinna dresses Katniss in simple look. He tries to present Katniss in her true stature as a young girl (Collins 2008, p.339). This simple look aims to represent Katniss as brittle and weak young girl. This simple look gives impression that Katniss is not something dangerous for Snow's regime. It gives impression that Katniss is only a young girl who really in love with Peeta. The dilution of Katniss power here aims to protect her from the Snow's brutality because of her beyond belief act in the arena eating the poisonous berries. In the interview, she looks like a powerless and innocent young girl who is just in love with a man.

Besides, the simple look also gives impression that Katniss is just innocent youth who are in love. Her simple look also uses as an effective way to attract sympathy from the audiences. Because her simple look gives impression to the audiences that she is only a young innocent girl who is naturally in love to a man and should be protected. Therefore, all the audience sympathetic to Katniss and Peeta and they feel like taken part possessing that couple and should be protect them from many threats. By getting attention and love from all audiences, President Snow cannot do any ominous things to Katniss because now Katniss belongs to all of the audiences (Capitol people). So it can be assumed that Cinna as the stylist also has intended aims, especially political aims in representing Katniss in each occasion. In this victory interview, the political aims of Cinna dressing Katniss in simple look are to protect Katniss from President Snow and also to get sympathy from the audiences. It means that, here a person who has a lot of strategies is Cinna and Katniss is only the object of Cinna to fight the Capitol culture. All of the special treatments experienced by Katniss also insist that the Cinna is the brain controller of the rebellion toward Capitol culture. But in this rebellion, he does not only work by himself, but he uses Katniss as the object to rebel the Capitol culture. From this case, it can be seen that man has power to dominate woman and uses woman as the object to reach his goal.

The simple looks of Katniss at the victory interview besides as an effort to protect Katniss from President Snow, it also as one of the Cinna's effort to rebel the Capitol culture which is well-known by its extravagance. Cinna takes the risk to dress Katniss in simple look because after winning Hunger Games, she truly becomes the idol of all people in Capitol. Cinna thinks that changing the Capitol culture which is identical with their extravagance through an idol look is the best way. He has great expectation in Katniss as an idol of Capitol people who will be able to inspire the Capitol members in dressing their body through her simple dressing

style, in which the alteration of Capitol people extravagant dressing style to simple dressing style as the final goal of Cinna.

1.2 Ideology Beyond The Dressing Style Worn By Characters

According to the previous discussion about identity construction through dressing style of the characters in *The Hunger Games* novel, it is divided in three categories. The first is District people's dressing style, the second is Capitol's dressing style and the last is an idol and heroine's dressing style. District's dressing style with its simplicity, the dressing style of Capitol with its extravagance and an idol style with her glamour. From the previous discussion, I found some ideologies beyond the dressing style of the characters in the novel *The Hunger Game* novel. The first is rebellion toward Capitol Culture, the second is Objectification, patriarchy domination and the last is Capitalist domination.

Rendering to the previous analysis, there is a character in the novel who is trying to rebel the culture in Capitol group. The rebellion toward Capitol culture is represented by Cinna in which Capitol group has culture to dress up in extravagance and this culture is the constructed by capitalist group.

Based on *Cambridge Dictionary*, rebellion defines as a violent action organized by a group of people who are trying to change the political system in their country: an action against those in authority, against the rules, or against normal and accepted ways of behaving <http://www.dictionary.cambridge.org>. Related to *The Hunger Games* novel, the rebellion toward Capitol culture in dressing style is done by Cinna as Katniss' stylist. Here, Cinna as the insurgent of Capitol culture does not only rebel the Capitol culture by his own self, but he also uses Katniss who has been an idol of Capitol people to reinforce his rebellion toward the Capitol culture in dressing style through the new dressing style of Katniss. It is because Cinna sees that Katniss has a huge opportunity to change the Capitol culture. As an idol, she is able to influence Capitol members in dressing, because all members of Capitol who admire Katniss will try to imitate every detail of her look as their idol, indeed pretend to be her. Cinna as Katniss stylist makes concepts and think about of Katniss' appearance in front of the media in order that to get attention and love from Capitol group and also to spread the new style as his effort to change the Capitol culture from extravagant dressing style. The delineation of Katniss as a major character with a lot of special treatments in wardrobe and also Cinna as a fashion stylist who has a lot of strategies in representing the major character as a rebellion object by the writer definitely has a certain implicit purpose. This case can be discovered by relating the story in the novel with the background of the writer.

Related to the social context outside the novel, *The Hunger Games* is written by Suzanne Collins in 2008. She is an American writer who finished her M.F.A. degree in Dramatic Writing from New York University <http://www.famousauthors.org/suzanne-collins>. From the author's biography, it can be seen that Collins ever lives in New York City in which it is well known as the largest orientations of fashion industry in the world. Moreover, she also study in Fine Art department, obviously her

backgrounds are clearly depicted in writing the character of Katniss as a heroine with many special treatment in fashion and also capitol culture with their extravagance. The dressing styles of the characters written by Collin in *The Hunger Games* novel tend to be depicted as uncommon daily dressing styles in the present time. Collins tends to describe the dressing style of the characters in the novel in uncommon pattern of clothes, and she also describes the using of technology in a cloth, for instance Katniss costume as if she is catching on fire in which it is only a synthetic fire. She tends to describe the dressing style of the characters in *The Hunger Games* novel in odd dressing style which is well known as futuristic style in America.

Futuristic fashion style itself defines as a style of fashion which is well known by its unorthodox pattern. Futuristic style is a different style from the usual; it has new unique design and new style. Futuristic is the combination between technology science and fashion. It usually uses weird cutting pattern, A-symmetric pattern with stiff materials and usually use neon colour, metallic or flashy colour.

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Based on the explanation above about futuristic fashion trend which is popular in America especially in New York City in 2008-2009, obviously this context influences the writer in writing the novel. All of the explanations about futuristic style are depicted in the novel, especially the culture of Capitol people in dressing. They dress in extravagant look with weird pattern and use bright colour to attract attention from other members. Here, the rebellion toward culture of Capitol is led by Cinna even he does not only do the rebellion by his own self, but he also uses Katniss as the object to reinforce his rebellion toward Capitol culture by doing a lot of special treatments in dressing style. Nevertheless the centre of the rebellion is Cinna with a lot of his strategies.

Rendering to the story in the novel and related to the social context (American culture), it can be seen that the critical position of the writer in this novel is depicted by the character of Cinna to criticize the popular culture in America, especially in New York City as the World Fashion City. Cinna is depicted as a character who has a lot of strategies in presenting Katniss for the sake of his effort to rebel the extravagance of Capitol culture. It means that the writer Suzanne Collins wants to express her opposite opinion about popular culture, especially futuristic style in America and particularly New York City by this novel through the character of Cinna.

Furthermore, based on the previous analysis, Cinna as the major insurgent of the capitol culture does not only rebel the Capitol culture by his own self, but he also uses Katniss as the object to reinforce his rebellion toward Capitol culture. It is because Cinna see a huge opportunity in the figure of Katniss as an idol to change the extravagance of Capitol culture. As a hero and as an idol of Capitol, Katniss can influence the Capitol members in dressing. All of capitol people who admire her will follow every detail of her look, indeed pretend to be her. Here, Cinna consider that Katniss is the right object to reinforce his rebellion toward Capitol culture. Then Cinna use Katniss as an object to change the Capitol culture with its extravagance through the new dressing style of Katniss as an idol. It can be seen from many special treatments in wardrobe she is experienced that

is done by Cinna. Cinna dresses Katniss in extravagant look in the first till she can be the idol of the Capitol, and then Cinna dresses Katniss in very simple look at the end in purpose to change the culture of Capitol with its extravagance. All the special treatments in wardrobe of Katniss are set up by Cinna as her male stylist and Katniss as the female major character and as Cinna's object does not have power to decide her look by her own self. The objectification of Katniss as a woman by Cinna bears myth that woman is only an object of a man. Woman does not have power and she only can be an object. However, a man has power (powerful) to control woman. Woman's objectification is clearly depicted in the novel. Moreover, the proof of objectification can be seen from the member of Capitol members who always follow the culture rules to dress up in extravagance in which the culture are constructed by capitalist. So here, all members of Capitol who love underdog and compete to be noticed as a fashionable person is the object of culture. The culture is constructed by capitalist, so here all members of Capitol group is the object of capitalist to enrich their personal wealth by buying many kinds of the elements of dress to dress up their body in extravagant look.

Rendering to the former explanation, it can be assumed that this novel also has an ideology of women objectification by men. It is proven by the data from the novel that show a woman is the object of a man. It is represented by the major character Katniss Everdeen who becomes Cinna's object to rebel Capitol culture. Besides, patriarchy domination is also dominant in this novel. The patriarchy system itself means a system where men are in authority over women in all aspects of society. Patriarchal system itself has some characteristics; two of them are Male Dominance and Male Identification. Male dominance in patriarchal system means men make all decisions in both society and in their family unit, hold all positions of power and authority, and are considered superior. Male Identification means Men are concerned with identification that includes qualities of control, strength, forcefulness, rationality, strong work ethic, and competitiveness. Each of these qualities contribute to male identification in a patriarchal system

<http://study.com/academy/lesson/patriarchal-system-definition-lesson-quiz.htm>.

According to the explanation above about patriarchal system, it can be seen that in *The Hunger Games* novel, the patriarchal domination dominates the story. It is proven by the appearance of Katniss Everdeen who should dress and borrows the masculine look to enforce her characterization as a strong major character in the novel and also as a strong heroine, either when she is in the District or when she becomes a heroine and an idol for Capitol people. The borrowing of masculine looks in this case shows that there is a perspective that a man is powerful and a woman is weak. Masculine look or man's look tend to be seen as a strong individual, on the contrary, woman's look tend to be seen as a weak individual. Furthermore, man also tend to be viewed as the holder of control toward woman and male also tend to be viewed a character who has so many strategies. It can be seen from the characterization of Cinna as a male fashion stylist who has a lot of strategies in presenting Katniss to rebel the Capitol culture. Besides, he also becomes a character who controls major female character Katniss Everdeen when she is in Capitol. Katniss

Everdeen as a female major character does not have power and only becomes a subject of Cinna's goal to rebel the Capitol culture.

Moreover, capitalist domination is also depicted in the novel. According to *Cambridge dictionary*, Capitalist is defined as economic, politic, and social system in which property, business and industry are privately owned, directed towards making the greatest possible profits for successful organization and people <http://dictionary.cambridge.org/dictionary/english/capitalist>. In simple words, capitalist is a system where getting profits are the main goal of that system. In *The Hunger Games* novel, the capitalist domination can be seen from the Capitol culture which always requires the members of Capitol group dress up in extravagance. Capitol group has belief that all the member of Capitol should dress in extravagance if they want to be recognized as the member of Capitol group, even their appearances look odd. As Effie Trinket always says in the opening of reaping day "May the odds be ever in your favor" <http://blog.oxforddictionaries.com/2012/09/the-language-of-the-hunger-games/>. From this speech, it can be seen that the capitalist group here works in culture. They build a concept or believe for Capitol group as a group who willing to be recognized as a wealthy group. They build belief if they want to be recognized as Capitol member, they should dress in extravagant look. In this case, they use dressing style especially clothes as the vehicle to get profit. As Joanne Entwistle says that clothes can be expressive of identity, clothing also part of the expressive culture of a community, both individuals and cultural communities can use fashion (dress and cloth) to express or make externally visible what were internal and invisible ideas and beliefs (Fashion Statements 2010, p.28). Besides, cloth and dress are the communication stuffs in cultural context. As Malcolm Barnard explain in his essay, fashion is and how fashion (dress and cloth) as meaningful communication construct people as members, or nonmembers, of cultural group because fashion is one of the way in which people are constructed as members (and/or nonmembers) of cultural groups (Fashion Statements 2010, p.25). Through these statements, fashion (dress and cloth) is communication stuff in cultural context to construct and show their members. These chances are used by capitalist group to work and to get a lot of profits. They build belief for Capitol members if they want to be recognized as the member of Capitol group (bourgeois) they should dress up in extravagance. Then all of the members of Capitol group who want to be recognized as the members of Capitol members compete to dress up their body in extravagance. Furthermore, all of the Capitol members need a lot of fashion stuffs like cloth and dress to get the extravagant look. As a person who really wants to be noticed as the fashionable person, he/she will chase all the newest dress and cloth. Then this chance are wielded by the capitalist group to produce a lot of fashion stuffs to get a lot of profit from Capitol believe which is built by capitalist group itself. From this case, it can be seen that capitalist domination dominates in *The Hunger Games* novel.

Rendering to the uniqueness of *The Hunger Games* novel which is presenting a heroine figure as the main character with a lot of fashions elaborated in murderous game leads this analysis to the broader analysis referred to the critical position of the writer. The Hunger Games is a kind of murderous games, this games is full of brutality and

violence. Every tribute should be fight and kill each other and the one who can survive till the end of the game will be the winner of the game. Brutality, violence and fighting are the part of male culture. However, depicting Katniss as a heroine in this novel is a way to distort the brutality and violence of the man culture. The existence of woman in this murderous game is not something unintentionally.

Katniss is used by the controller of high technology used in the Hunger Game to fade the brutality or violence of this game which is presented in media. Hence, the audiences do not realize the brutality and violence of this game. Then, the audience can enjoy this murderous game as an interesting entertainment. It means that, Katniss is presented as a less powerful female that is objectified in man culture to reach the goal of capitalist in gaining profit the game broadcasted in media. There is a power behind the high technology used in the media, they are the Gamemakers who wants to control the society and gain profit from it because of their skill in managing technology. Through this analysis, I conclude that Collins, through *Hunger Games*, is criticizing nowadays society that relies on the high technology. Technology becomes a privilege and pride to people such as capability in managing high technology and having high tech products that gives comfort and cozy live for the easy living. On the other side, that out of the focus of the society is the danger of technology that can be controlled by irresponsible people who can gain benefit from the lack of understanding in high tech usage.

Conclusion

Dressing style as the representation of identity in *The Hunger Games* novel shows that dressing styles also play role as the communication stuff to construct an identity of a person or a certain group in social life. The process of identity construction through dressing style can be seen through Roland Barthes's semiotic model, this analysis shows that a person or a group identity can be constructed by the dressing style especially from each element of dresses they wear in daily life and how they represent themselves in social life. However, the analysis of dressing style through Barthes's signs analysis shows that the dressing style of the characters in *The Hunger Games* novel does not only end as the stuff to build an identity or as a determiner of social class, but it also shows that there are some myths constructed beyond the dressing style of the characters.

By knowing the map of representation of identity construction through dressing style in *The Hunger Games* novel, it can be seen that the construction of identity through dressing style is constructed through the culture. Culture hold important role in constructing certain people or certain group identity and determining someone's belonging as a member of a certain group. Related to the culture, the analysis of dressing style through Barthes's sign analysis in Hall's Representation point of view, it shows that the dressing style of the characters in *The Hunger Games* novel bears some myths. The first is patriarchy domination. Patriarchy domination is clearly depicted in the novel. The analysis of the dressing style through Barthes' signs analysis shows that the men's masculine look tends to be seen as powerful. On the contrary, the women's feminine look tends to be seen as powerless by the society as the impact of patriarchy domination. Patriarchy domination in *The Hunger Games* novel is also supported by women objectification by

men. The analysis shows that woman only become an object and never has power to make decision and establish anything. All decisions are taken and established by men as the powerful subject. Moreover, the objectification does not only stop on women, but it also happens to the capital society. The capital society follows the cultural rules in order to be noticed their wealth by society, in which the cultural rules are constructed by capitalist. Hence, unconsciously the capital society follows the rules of the culture and becomes the object of culture which is constructed by the capitalist with getting profit as their main goal.

Capitalist ideology beyond the dressing style shows that capital can work in many kinds of field, and this analysis proves that capitalist is also able to work through culture. They exploit people who obsess about acknowledgement from society as their objects to get lot of personal profit by constructing some cultural rules in social life. Noticing to all myths turned up from the analysis, it can be concluded that *The Hunger Games* novel is written to criticize the life style of capital society who always follow the popular culture to get acknowledgement from society. This novel also wants to show to the readers that the popular culture consumers are only the object of culture which is constructed by capitalist to get profit. Furthermore, from this analysis, it can be concluded that Collins, through *The Hunger Games* novel, is criticizing the life style of nowadays society who relies on the high technology to get easy living. On the other side, that out of the focus of the society is the dangerous of technology that can be controlled by irresponsible people who can gain benefit from the lack of understanding in high tech usage.

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