

## INTISARI

Penelitian ini bertujuan untuk menjelaskan bagaimana busana pada program *Queer Eye* dikenali sebagai penanda identitas homoseksual. Studi dilakukan dengan pendekatan semiotika dengan menggunakan analisis teori segitiga signifikasi John Lyons dan performativitas Judith Butler. Hasil penelitian menunjukkan bahwa terdapat perbedaan antara busana pria *gay* dan pria *straight* yang dapat dikenali melalui bahan, desain, motif, pola, dan warnanya. Ragam busana dan pelengkap busana menjadi penanda utama yang membentuk identitas homoseksualnya. Selain itu, tatarias memegang peranan penting yang membedakan antara pria *gay* dan *straight* seperti yang tampak pada pemakaian pewarna kuku. Namun, penampilan *queer* yang diadopsi pria *gay* pada dasarnya bukan produk dari identitas *queer*, sebaliknya identitas *queer* itu diperoleh karena pria *gay* menampilkan busana dan atributnya secara berulang-ulang. Performativitas dalam busana dan atributnya itu disebabkan oleh heteronormativitas yang hegemonik dan memaksa kaum homoseksual untuk membuat gender ketiga agar mendapatkan pengakuan secara sosial di masyarakat. Meski terjadi negosiasi dalam penerimaannya, melalui busana dan atributnya, pria *gay* berusaha menampilkan dirinya sebagai sosok yang dibayangkan secara ideal oleh komunitas mereka.

Kata Kunci: *busana, penanda, identitas, homoseksual, gay, queer, semiotika, performativitas*

## ***ABSTRACT***

*This study aims to explain how fashion on Queer Eye program is identified as a signifier of homosexual identity. The study was conducted with a semiotic approach using analysis from John Lyons's The Triangle of Signification Theory and Judith Butler's Performativity. The results showed that there were differences between gay men and straight men who could be identified through their materials, designs, motifs, patterns and colors. Variety of fashion and its attribute become the main signifier that creates his homosexual identity. In addition, make-up plays an important role that distinguishes between gay men and straight as seen in the use of nail polish. However, the queer appearance adopted by gay men is basically not a product of queer identity, whereas queer identity is obtained because gay men display their fashion and its attributes repeatedly. Performativity in fashion and its attributes are caused by hegemonic heteronormativity and forcing homosexuals to create a third gender to get social recognition in society. Despite negotiations in his acceptance, through his clothing and attributes, gay men tried to present themselves as the ideal figure imagined by their community.*

*Key words:* fashion, signifier, identity, homosexual, gay, queer, semiotics, performativity