



TABLE OF CONTENTS

Title Page	i
Approval Sheet.....	ii
<i>Pernyataan Bebas Plagiasi</i>	iii
Dedication	iv
Acknowledgement	v
Table of Contents	vi
List of Tables	viii
List of Figures	ix
List of Abbreviations	xiii
Abstract	xiv
<i>Abstrak</i>	xv
CHAPTER I INTRODUCTION	1
1.1. Background of the Research	1
1.2. Statements of the Problem	7
1.3. Objectives of the Research.....	8
1.4. Scope of the Research	8
1.5. Significance of the Research.....	9
1.5.1. Theoretical Contribution	9
1.5.2. Practical Contribution	10
1.6. Literature Reviews	10
1.7. Theoretical Approach.....	13
1.8. Method of the Research	21
1.8.1. Data and Data Collection	22
1.8.2. Data Analysis	26
1.9. Presentation of the Research.....	27



CHAPTER II FASHION BLOGS AND FASHION BLOGGERS	29
2.1. Fashion Blog and Its Development	29
2.2. General Features of American-based Fashion Blogs	46
2.2.1. Blog Structure	47
2.2.2. Blog Post	50
2.2.3. Blog Strategy	56
CHAPTER III FASHION BLOG AS A DISPLAY OF CULTURAL CONVERGENCE	63
3.1. Using Language as the Instrument to Widen Reachability	67
3.2. Capturing Street Style Photography as the Imagery to Incite Equality	80
3.3. Portraying Fall/Winter Fashion as the Style to Impress Sophistication	91
3.4. Joining Agencies as an Endeavor to Monetize Their Blogs	101
CHAPTER IV FASHION BLOG AS A CRISSCROSSING POT OF CULTURAL NEGOTIATION	109
4.1. Cultural Hybridization on Fashion Blogs in the United States and Indonesia	110
4.1.1 Making Use of Travelling as a Reason to Justify Seasonal Fashion Choices	112
4.1.2. Implementing Fall/Winter Collection to Modest Fashion as an Attempt to Expand Audience	120
4.2. Struggle for Existence of American-based and Indonesian Fashion Bloggers in the Globalized Fashion Industry	127
CHAPTER V CONCLUSION	146
Bibliography	15