ABSTRAK

*Fifi Fahtur Rahma Wati, NIM. 1860304221066, 2026. "*Outfit Pelari Kalcer sebagai Identitas: Studi Komunikasi Identitas pada Komunitas Lari di Tulungagung*". Skripsi, Program Studi Komunikasi dan Penyiaran Islam, Jurusan Dakwah, Fakultas Ushuluddin Adab dan Dakwah, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung. Pembimbing: Amrullah Ali Moebin, S.Pd.I., M.I.Kom.*
Kata kunci: pelari kalcer, outfit lari, komunikasi identitas, identitas sosial, komunitas lari.

Outfit dalam komunitas pelari kalcer di Tulungagung telah berkembang melampaui fungsi praktis berolahraga, menjadi medium komunikasi identitas yang dibentuk, ditampilkan, dan dinegosiasikan melalui interaksi sesama anggota komunitas.

Penelitian ini menggunakan *Communication Theory of Identity* (CTI) dari Michael Hecht sebagai kerangka utama, yang memandang identitas sebagai proses komunikasi yang beroperasi dalam empat lapisan (frame): personal, enacted (penampilan/tindakan), relasional, dan komunal.

Penelitian bertujuan mendeskripsikan bagaimana outfit dimaknai sebagai penanda identitas personal, bagaimana outfit ditampilkan (enacted) dan direspons dalam interaksi antar anggota, bagaimana identitas outfit dinegosiasikan secara relasional, serta bagaimana ia dikukuhkan sebagai identitas komunal komunitas. Pendekatan kualitatif deskriptif interpretatif digunakan dengan wawancara mendalam, observasi partisipan, dan dokumentasi terhadap lima informan. Analisis data mengikuti model Miles, Huberman, dan Saldãna, dilengkapi konsep habitus dan field Bourdieu pada bagian yang relevan dengan pembentukan kebiasaan berpakaian.

Hasil penelitian menunjukkan bahwa pada tataran personal, outfit dimaknai melalui hierarki tiga lapisan simbol (sepatu, pakaian dengan koherensi warna, dan aksesori), dengan kreativitas *mix and match* merek lokal berfungsi sebagai kapital budaya yang mampu menggantikan kapital ekonomi. Pada tataran relasional, penampilan outfit dipindai dan dinegosiasikan melalui gestur kinesik seperti anggukan, tatapan, dan senyum, yang membentuk pengakuan "satu frekuensi" antarpelari. Pada tataran komunal, makna tersebut dikukuhkan melalui pergeseran dari dorongan FOMO menuju habitus yang terinternalisasi, sekaligus menumbuhkan solidaritas komunitas yang bersifat adaptif dan tidak sepenuhnya bergantung pada kapital ekonomi anggotanya. Temuan ini memperkuat relevansi CTI dan konsep Bourdieu untuk membaca fenomena identitas berbasis budaya material di komunitas gaya hidup, khususnya di kota kecil dan menengah.

ABSTRACT

Fifi Fahtur Rahma Wati, Student ID No. 1860304221066, 2026. "Kalcer Runner Outfits as Identity: A Study of Identity Communication in Running Communities in Tulungagung." Undergraduate Thesis, Department of Islamic Communication and Broadcasting, Da'wah Studies Program, Faculty of Ushuluddin, Adab, and Da'wah, Sayyid Ali Rahmatullah State Islamic University of Tulungagung. Advisor: Amrullah Ali Moebin, S.Pd.I., M.I.Kom.
Keywords: *kalcer runner, running outfit, identity communication, social identity, running community.*

Outfits within the kalcer runner community in Tulungagung have developed beyond their practical function for exercise, becoming a medium of identity communication that is formed, displayed, and negotiated through interaction among community members.

This research uses Michael Hecht's Communication Theory of Identity (CTI) as its main framework, which views identity as a communicative process operating across four layers (frames): personal, enacted (appearance/action), relational, and communal.

The research aims to describe how outfits are interpreted as markers of personal identity, how outfits are enacted and responded to in interactions among members, how outfit-based identity is negotiated relationally, and how it is affirmed as the community's communal identity. A descriptive-interpretive qualitative approach was employed using in-depth interviews, participant observation, and documentation involving five informants. Data analysis followed the Miles, Huberman, and Saldaña model, supplemented by Bourdieu's concepts of habitus and field in the sections relevant to the formation of dress habits

The findings show that at the personal level, outfits are interpreted through a three-layered hierarchy of symbols (shoes, color-coordinated clothing, and accessories), with local mix-and-match creativity functioning as cultural capital capable of substituting for economic capital. At the relational level, outfit displays are scanned and negotiated through kinesic gestures such as nods, gazes, and smiles, forming mutual recognition of being "on the same wavelength" among runners. At the communal level, this meaning is consolidated through a shift from FOMO-driven participation toward internalized habitus, fostering community solidarity that is adaptive and not entirely dependent on members' economic capital. These findings reinforce the relevance of CTI and Bourdieu's concepts for reading material-culture-based identity phenomena in lifestyle communities, particularly in small and mid-sized cities.

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