

ABSTRAK

Fenomena tren lari “kalcer” menunjukkan bahwa aktivitas olahraga tidak lagi dipahami hanya sebagai sarana menjaga Kesehatan, tetapi juga menjadi bagian dari gaya hidup dan media ekspresi identitas di kalangan anak muda. Penelitian ini bertujuan untuk menganalisis peran modal sosial, budaya, ekonomi dan simbolik dalam membentuk preferensi *fashion* anggota Komunitas Semesterun serta memahami bagaimana *fashion* digunakan serana ekspresi identitas dan pencitraan sosial. Penelitian ini menggunakan metode kualitatif dengan pendekatan observasi partisipan. Data diperoleh melalui observasi, wawancara mendalam, dan dokumentasi. Analisis penelitian menggunakan teori modal Pierre Bourdieu yang meliputi modal sosial, modal budaya, modal ekonomi dan modal simbolik. Hasil penelitian menunjukkan bahwa preferensi *fashion* anggota tidak terbentuk semata-mata berdasarkan kebutuhan fungsional dalam berolahraga, melainkan dipengaruhi oleh interaksi berbagai bentuk modal yang dimiliki individu. Modal sosial, modal budaya, dan modal ekonomi berperan dalam membentuk selera serta akses terhadap *fashion* dan *gear* lari, yang dapat memperoleh nilai simbolik ketika mendapatkan pengakuan sosial di dalam lingkungan komunitas. Temuan ini menunjukkan bahwa tren lari “kalcer” merupakan arena sosial yang memperlihatkan proses pembentukan identitas, pencitraan sosial, dan pertukaran modal di kalangan anak muda urban.

Kata kunci: Lari “kalcer”. Preferensi *fashion*. Modal. Pierre Bourdieu. Komunitas lari.

ABSTRACT

The “kalcer” running trend demonstrates that sports activities are no longer understood solely as a means of maintaining health and physical fitness, but have also become part of a lifestyle and a medium for identity expression among young people. This study aims to analyze the role of social, cultural, economic, and symbolic capital in shaping the fashion preferences of members of the Semesterun Semarang community and to understand how fashion is utilized as a means of identity expression and social image construction. This research employed a qualitative method with an observation participant approach. Data were collected through observation, in-depth interviews, and documentation. The analysis was conducted using Pierre Bourdieu’s theory of capital, which includes social, cultural, economic, and symbolic capital. The findings reveal that members’ fashion preferences are not formed solely based on functional needs in sports activities, but are influenced by the interaction of various forms of capital possessed by individuals. Social capital, cultural capital, and economic capital play roles in shaping preferences and access to fashion and running gear, which may acquire symbolic value when they receive social recognition within the community. These findings indicate that the “kalcer” running trend serves as a social arena where identity formation, social image construction, and capital exchange take place among urban youth.

Keywords: “kalcer” running trend. Fashion Preference. Capital. Pierre Bourdieu. Running Community.