

Fashion as a Non-Verbal Communication Symbol (Comparative Study of Fashion Style Between Pole Dancer and Stripper).

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- **Abstract:** This study aims to examine non-verbal communication that symbolized by the fashion style of stripper and pole dancer. The design of this study is a phenomenological study that applies a qualitative approach in which qualitative research composes designs that are constantly adapted to reality in the field. The data obtained by interviews and documentation then analyzed by preparing and organizing data to be analyzed, then reducing the data to become a theme through the process of conducting research. The result of the analysis are the clothes used by stripper can cause negative emotions to the audience while the clothes used by pole dancers cannot cause negative emotions; and the symbol forms in the fashion style of both stripper and pole dancer, it is shown that there was no behavioral changes happened in both the stripper and pole dancer which is caused by the clothes they are wearing since they are shifting their behavior in order to entertain the audience and supporting the theme of the dance being performed. Based on the result, it can be concluded that fashion is everything related to one's makeup, power and clothing according to the current era. In other words, fashion, in terms of clothing, can communicate the wearer' feeling so that every person has their own communication style in order to convey their feelings.
- **Keywords:** non verbal, communication, fashion,