

Wasuporn Kongyai 2011: Subculture Identity Creating of Blythe Doll Favour Group. Master of Arts (Social Development), Major Field: Social Development, Interdisciplinary Graduate Program. Thesis Advisor: Mr. Decharut Sukkumnoed, Ph.D. 222 pages.

This study is aimed at investigating identity of Blythe Doll Favour Group and a reflection of subculture including examining the role of kitsch toward this phenomenon. Sample selection was done by purposive sampling technique in which 7 Blythe admirers subscribed to “blythethailand.com” website were selected. Tools used in this study included in-depth interview, participation and non-participation observation and group discussion.

Findings from the research indicated that group identity building was reflected through their appearance such as carrying Blythe with them including related items and inventions, group meeting, behavior pattern and unique group language resulted from mixture of language generally favored by teenager and specific language modified for communicating in the group. Life style and value of Blythe Doll Favour Group was not significantly different from general person. However, Blythe Doll Favour Group partly reflected subculture as it has not been well accepted in Thai society where there was limited physical space for expression. Meeting was held from time to time for informal discussion rather than formal or regular meeting. Such meeting was held with an intention to continue the existence of the group as well as their subculture. The main mechanism for this gathering was a meeting. The admirers actively sought for information about Blythe mainly via the internet. Blythe admirers could be classified into 3 groups as to their level of personal fanaticism as follows: 1. Blythe admirers based on the fashion 2. Blythe admirers regarded Blythe as one of their favorite activities and 3. Blythe Doll Favour Group adhered to the spirit of Blythe lover; the most similar to subculture.

With respect to the role of kitsch toward Blythe society in positive manner, it helped strengthen identity of the group and could lead to development innovation and business opportunity for Blythe society. On the other hand, kitsch with capitalism has been used for taking advantage of the boom of Blythe either legally or illegally which can fade out components of subculture.

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Thesis Advisor's signature