

“The Role Of Social Media Instagram In Creating Youth Trend Fashion (19-22 Years Old)” (Case Study Of Fashion Influencer On Instagram Towards Binus University Faculty Of Economics And Communication Departement Students Year 2014-2017)

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Abstract: This research has a purpose to know the role of Instagram in creating teen's trend fashion (age 19-22) at student of BINUS University Faculty of Economics and Communication Department of Communication from 2014-2017. In this research, researcher used type of descriptive-qualitative research with using case study methods. Afterwards, the research was analyzed using data reduction techniques, data presentation, and conclusion drawing or verification. Data analysis gives result of the research that is, the role of social media Instagram is as communication media for giving information, publication and for entertainment the users. However, when talking about the role of social media Instagram in creating students of BINUS University Faculty of Economics and Communication Department of Communication from 2014-2017 trend fashion is, social media Instagram give the role as a tool in providing information trend fashion, as a means of interaction in creating fashion trends and as a tool of participation in creating fashion trends where the figure of a fashion influencer itself providing such information within social media Instagram. Social media Instagram is just a tool that gives a space for fashion influencer in spreading and creating trend fashion to BINUS University's students.

Index Terms: Fashion Influencer, Instagram, Social Media, Trend Fashion.

1 INTRODUCTION

FASHION, without realizing it, has been a part of life since a long time ago. The selection of clothes, accessories, and many more makes the appearance attractive. Therefore many fashion innovations have emerged. So does various brands, especially local brands from Indonesia. Fashion is no longer seen as something that is not promising in the present, it is now the opposite [1]. The development of fashion trends in Indonesia is driven by several factors, namely mass media, entertainment, business, and the internet. This will make designers easier to access and find out about the currently popular fashion trends to create variety in fashion (Mega, 2017). One of the media that is often used by Indonesian people is social media. In The New 2018 Global Digital survey, the access of the internet to Indonesian people on average was eight hours 51 minutes in one day, which, on average, three hours 23 minutes a day is used to access social media. The average number is greater than the use of television (broadcast, streaming, video on demand) and listening to streaming music. This makes the internet and social media a big part of people's lives. Social media requires internet access in its use, so the internet is part of the social media itself. Social media has various types of applications that are tailored to their respective fields. Thanks to social media technology, business and the spread of fashion can be done easily. Creating a fashion trend is difficult to be reached by the community when it was before the existence of social media technology, thus making business actors or fashion influencers greatly helped by the presence of social media. Social media helps major developments in the field of fashion. Broader market coverage, not only domestic but also international, makes social media excellence such as Instagram very easy to create and spread fashion trends [3]. Fashion on social media is starting to spread widely due to the many fashion

influencers. The term "influencer" is becoming a trend in today's social media era. It is derived from the word "influence" which means to influence. "Influencer" is interpreted as people who can influence others. In the context of marketing, the term "influencer" is a person who has many followers on social media (Poluakan, 2017). The criteria of an influencer on social media are, an influencer must have at least 3000 followers on social media, promote various products or events through his personal Instagram account (endorser), can influence others by using credibility and emotional aspects of the audience [5]. As a result of social media uploads, public can easily follow and look for the current fashion trends. Not only adults, students who generally range in age 19-22 years, can follow and apply the fashion trends into their daily lives. The research conducted online by Taylor Nelson Sofres (TNS) was conducted on 506 Instagram users from ages 18 to 44 years. From these respondents, it was concluded that the average user has the habit of using Instagram at least once a week. Young people (18-24 years old) dominate Instagram usage in Indonesia with a percentage of 59%, while second place comes from 25-34 years old, and the last position is users aged 34-44 years. Women are noted to use Instagram the most (Yusra, 2016). In this research, the object of research which is students from BINUS University (19-22 years) are among those who dominate Instagram usage in Indonesia. Looking at various facts regarding BINUS University students, it was decided to use BINUS University students as the object of research because it was considered a valid object in the topic under the research. The purpose of this research was to find out Instagram's role in creating youth fashion trends (18-21 years) in BINUS University Faculty of Economics and Communication Department students year 2014-2017. While the benefits are to add insight about Instagram social media for students of Bina Nusantara (BINUS) in the field of lifestyle

and communication. Moreover, students are able to understand and know the roles given by Instagram and fashion influencers in creating youth fashion trends. And to know the role of Instagram social media and fashion influencers in the teen fashion trend (19-22 years).

2 RESEARCH METHODOLOGY

This research uses a descriptive-qualitative method that often creates what is called by Seltiz, Wrightsman and Cook as insightulating research, where researchers go into the field without being burdened or directed by theory. He did not intend to test the theory so that his perspective was not filtered out. He is free to observe his objects, explore, and discover new insights throughout the research. His research constantly undergoes reformulation when new information is found. Instead of appearing before the research, the hypothesis only appears in research [7]. This research uses primary data collection techniques in the form of structured interviews and field observations, as well as secondary data collection techniques in the form of library studies and documentation. The types of data can be grouped into two parts, namely:

(i) Primary Data

Primary data is information obtained from primary sources such as information from first hand, resource persons or informants. Primary data collection starts with making initial observation. The results of the initial observation were then confirmed to the initial informant. The initial informants were selected through several research criteria [8].

- Structured Interview

Structured interview is a form of permanent interview where all questions are prepared in advance in the same order for each participant. It is said to be structured because all questions are specifically designed to get the same information from participants [9].

- Participant Observation

One technique that can be used to find out or investigate nonverbal behaviour is by using observation technique [10]. Observation is a technique of collecting data by systematically observing and recording the elements that appear in an object of research [8].

(ii) Secondary Data

Secondary data is data obtained or collected by researchers from various existing sources (researchers as second hand) [11]. Secondary data is used as supporting data that strengthens primary data from observations and interviews [8].

- Documentation

Documentation method is looking for data on things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, minutes of meetings, briefs, agendas, and so on. What is observed by the documentation method is not a living thing but an inanimate object [11].

- Literature review

According to George (2008), literature review is the search for sources or expert opinion about a matter related to the purpose of the research. In other words, literature review is an assessment of several library sources that are related to the main variables or topics of a research. So, it can be said that

almost every type of research includes literature review as one of the steps taken in the overall research [12].

3 RESULT AND DISCUSSION

3.1 The Role of Social Media Instagram as an Information Tool in Creating a Fashion Trend on BINUS University Faculty of Economics & Communication Department Students Year 2014-2017

Instagram social media roles conveyed by informants. In accordance with Porter, Instagram allows and encourages all users to create, share and disseminate information and images, which emphasizes sharing content between users and collaboration online. This is a dynamic, flexible and interactive form of application that can be referred as design. The creation, distribution and dissemination of information on content sharing between users makes the role of Instagram as a media to share and obtain information in various fields or content in accordance with the informants and theories used. The online collaboration as the role of Instagram refers to media publications, which makes the role of social media as a media publication is proven once again.

3.2 The Role of Social Media as an Interaction Tool in Creating a Fashion Trend on BINUS University Faculty of Economics & Communication Department Students Year 2014-2017

Social media is an internet-based communication tool because it is a new medium of communication media that allows users to share and get messages between users through images or photos, writing, audio, and video whose scope of society is not limited to space and time as long as they have internet access. Of course, this makes it easier for informants (BINUS University students) to share and obtain information. Instagram is one of the social media used by BINUS University students. In the interview, informant 2 explained that he could see where his friends were (different places from informant 2) through the feature provided by Instagram namely Instagram Stories.

3.3 The Role of Social Media Instagram as Participation in Creating a Fashion Trend on BINUS University Faculty of Economics & Communication Department Students Year 2014-2017

Fashion is a trend known by the four informants. Fashion itself is a form of noun which means a variety of ways or the latest form at a certain time. Style can change quickly. The fashion used by someone can reflect who the user is [13]. In order not to be outdated and to get recognition or be seen by the social environment, fashion trends will be happily followed by the community. According to the results of the research, informants can also follow or use references from social media influencers and can keep abreast of fashion trends from time to time and develop the fashion.

4 CONCLUSIONS AND SUGGESTIONS

Based on the results of research obtained through interviews, participant observation, and documentation of BINUS students year 2014-2017 at the Faculty of Economics and Communication Department, some conclusions can be drawn as follows: The roles given by Instagram in creating youth fashion trends (19-22 years) are as an information tool, an interaction tool and a participation tool. Instagram's role as an information tool in creating fashion trends is supported by

fashion influencers' uploads and social environments, fashion influencers upload photos and captions that are disseminated on Instagram. Instagram's social media role as a means of interaction in creating fashion trends, interaction in information exchange on Instagram about fashion trends so that fashion trends can be widespread. The loosening of the interaction space made informants get to know some fashion influencers and follow those people on Instagram. The role of social media as a means of participation in creating a fashion trend is that, when a fashion influencer provides information about the fashion trend, interactions between users and fashion influencers occur, which then naturally the users will follow and spread that fashion trend. Thus, followers or users of Instagram social media can participate in creating fashion trends. General suggestion in this research is that the community must be smarter in using social media in getting information, interacting, and participating in Instagram social media. Some information about fashion trends can be misused by some people, so that in receiving information the public must be smart in choosing information about the fashion trends. After getting information about fashion trends, the community is advised to give the right interaction, positive and does not cause problems related to the creation of fashion trends on Instagram social media. The participation that society provides in the creation of fashion trends must be in accordance with the norm and must be a positive participation, following a positive fashion trend. The community must have a wise attitude in using Instagram social media and in accepting, interacting and participating in creating fashion trends, so that there will be no problems in the Instagram social media world.

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