



**YOUNG WOMAN'S LEARNING OF TASTE IN FASHION STYLE THROUGH  
THEIR ENGAGEMENTS WITH TIKTOK INFLUENCER**

**UNDERGRADUATE THESIS**

**Prepared to meet the requirements for Adapting Bachelor's Degree Education,  
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## MOTTO

لَا يُكَلِّفُ اللَّهُ نَفْسًا إِلَّا وُسْعَهَا ...

“Allah tidak membebani seseorang  
melainkan sesuai dengan kesanggupannya.”

(Al-Baqarah: 286)

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## ABSTRAKSI

**Judul Skripsi : Pembelajaran Selera Gaya Busana Remaja Putri Melalui Keterlibatannya Dengan Influencer TikTok**

**Nama : Latissya Eririan Kloer**

**NIM : 14040119190152**

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Dalam sepuluh tahun terakhir, fashion di Indonesia semakin populer dan penting bagi ekonomi negara. Terutama di kalangan wanita muda, media sosial seperti TikTok menjadi bagian besar dalam cara mereka mempelajari dan memilih pakaian. Mereka mengikuti para influencer di TikTok yang menunjukkan apa yang keren dan membantu mereka memutuskan pakaian apa yang akan dipakai. Penelitian ini ingin memahami bagaimana para influencer di TikTok memengaruhi apa yang disukai dan dibeli wanita muda dalam hal fashion.

Dengan menggunakan Teori Rezim Selera oleh Zeynep Arsel dan Jonathan Bean serta mengintegrasikan konsep proyek identitas konsumen. Penelitian ini menggunakan metode penelitian kualitatif yang menggunakan metode Analisis Fenomenologi Interpretatif (IPA). Dalam penelitian ini, peneliti melakukan wawancara mendalam dengan tiga wanita muda berusia 17-25 tahun yang aktif menggunakan aplikasi TikTok. Penelitian ini bertujuan untuk mengungkap bagaimana seseorang mengembangkan selera fashion melalui para influencer di TikTok dan dampaknya terhadap preferensi gaya pribadi mereka. Temuan juga menunjukkan bahwa pilihan fashion tidak semata-mata berdasarkan tren tetapi juga mencerminkan keyakinan pribadi dan pandangan masyarakat. Penelitian ini memberikan kontribusi pada konsep Zeynep Arsel dan Jonathan Bean dengan menekankan dampak platform digital dan para influencer terhadap ekspresi pribadi dan norma sosial. Penelitian ini mengungkap selera fashion di kalangan wanita muda dan bagaimana fashion berperan sebagai media untuk ekspresi pribadi dan pengambilan keputusan yang bermakna. Secara keseluruhan, penelitian ini menyarankan bahwa mengembangkan selera fashion adalah proses yang kompleks yang dipengaruhi oleh ekspresi pribadi, pengaruh sosial, dampak media sosial, dan panduan dari tokoh berpengaruh.

**Kata kunci:** *Selera Fashion, Media Sosial, Taste Regime Theory, Pengaruh Media Sosial, Konsumsi Fashion, Identitas Konsumen*

## ABSTRACT

**Title** : Young Woman's Learning of Taste In Fashion Style Through Their Engagements With TikTok Influencer  
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Over the last ten years, fashion shopping in Indonesia has become more popular and important for the country's economy. Especially among young women, social media like TikTok is a big part of how they learn about and choose their clothes. People follow influencers on TikTok who shows them what's cool and helps them decide what to wear. This study wants to understand how these influencers on TikTok affect what young women like and buy when it comes to fashion.

By employing the Taste Regime Theory by Zeynep Arsel and Jonathan Bean and integrating the concept of consumer identity projects. This research utilizes the a qualitative research method that uses the Interpretative Phenomenological Analysis (IPA) method. In this study, the researcher conducted in-depth interviews with three young woman aged 17-25 who are active users of the TikTok application. This study seeks to uncover how people develop their fashion taste through TikTok influencers and the resulting impact on their personal style preferences. The findings also show that fashion choices are not solely based on trends but also reflect personal beliefs and societal perceptions. The study contributes to Zeynep Arsel and Jonathan Bean concept by emphasizing the impact of digital platforms and influencers on personal expression and societal norms. The research reveals fashion taste among young women and how fashion serves as a medium for personal expression and meaningful decision-making. Overall, the study suggests that developing fashion taste is a complex process influenced by personal expression, societal influence, social media impact and guidance form influential figures.

**Keywords:** *Fashion Taste, Social Media, Taste Regime Theory, Social Media Influencer, Fashion Consumption, Consumer Identity*

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## **PREFACE**

All praises and gratitude are extended to Allah SWT, who has bestowed His mercy and guidance, enabling the researcher to complete the thesis entitled "Young Woman's Learning of Taste in Fashion Style Through Their Engagements with TikTok Influencer" on time. This study explores how young women shape their fashion preferences by interacting with influencers on TikTok. It's a journey into understanding how these individuals find inspiration and adopt specific fashion styles. We analyze how TikTok influencers impact the way young women think about and choose their clothes. This thesis aims to shed light on the changing world of digital media and its big role in fashion culture. It studies how social media influencers guide and reflect the tastes of young women who are seeking their identity through fashion. This thesis was written in fulfillment of the requirements for obtaining a Bachelor's degree in Communication Studies (S.I.Kom) from the Faculty of Social and Political Sciences at Diponegoro University.

This thesis consists of five chapters, commencing with the first chapter discussing the background, problem formulation, and research methodology. The second chapter provides an overview of influencers on social media along with fashion taste in Indonesia. Meanwhile, the third chapter presents the respondents' answers in textural and structural description, and the fourth chapter contains discussions derived from the processed data. The thesis concludes with the fifth chapter, encompassing conclusions and recommendations from the author. The author hopes that the results of this research can be optimally utilized in the academic field and benefit anyone who reads and studies it. However, the author acknowledges the limitations in this research. Therefore, the author highly appreciates any constructive feedback and suggestions for the author's future progress.

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Latissya Eririan Kloer