CHAPTER II

SOCIAL MEDIA INFLUENCER &FASHION TASTE

This study examines how young women develop aspirations and refine their fashion preferences by following TikTok fashion influencers. This study delves into the dynamic relationship between these influencers and their predominantly female followers in the age group of 17 to 25. With an aim to the study on how TikTok influencers influence young women's fashion choices and personal styles through social media. Image focused social media platforms such as TikTok have become an integral component in the lives of young adults for fashion and entertainment. However, research shows that even brief exposure to image-centric apps, can negatively affect young women's body image and mood (Brown & Tiggemann, 2016; Engeln et al., 2020).

When thinking of fashion in the context of social media, Instagram often takes the spotlight. However, in recent years, TikTok has emerged as a prominent player. The rise of TikTok as a cultural phenomenon has offered unprecedented opportunities for influencers to engage and resonate with their followers. In recent years, a variety of cultural phenomena that are distinctive among Indonesia youth audience flooded social media. One of it highlighting the Fashion Industry in Indonesia to the emergence of Citayam Fashion Week.

The massive adoption of TikTok contributes strongly to the emergence of various popular cultural reference among Indonesian audiences.

The highlight in fashion trends on TikTok can easily be recognize with the emergence of labelling to a certain clothing style. Moreover, people started to make a connection between fashion style and personality. On the other hand, TikTok's mediality has created a certain "norms" of self-presentation among its users, that they need to present their self in a certain way in order to be acceptable among TikTok audiences; this way users are required to conform their self-presentation to those norms (Barta & Andalibi,2021). It is found that female generation Z tend to conform to the labelling of female fashion style. However, they do not realize the stereotypes that has been distinguished among young women (Purwaningtyas, 2022).

2.1. Fashion Influencer on social media

The fashion landscape in Indonesia is going to a fascinating transformation, largely influenced by the profound impact of social media. Within this dynamic market, the role of platforms like TikTok has become an instrument in shaping the trends and consumption habits of fashion enthusiasts, particularly in young women (*Social Media Is Gen Z and Millennials' Favorite Place to Get Style Inspo - YPulse*, 2022). In this digital realm, fashion influencers flourish and hold a considerable

influence over what their audience likes and prefers when it comes to style (Najjuko, 2022).

The change in how people consume fashion is closely linked to the rise of social media. These platforms have become primary spaces where individuals actively engage with and are influence by fashion content. In Indonesia's fashion landscape, TikTok has emerged major influence to a lot of influencers who curate, endorse and popularize a wide array of fashion style (Wilberg, 2018). These influencers aren't just trendsetters for young women in fashion; they're also play the roles of teachers and mentors. With their interesting content through giving valuable tips, shares fashion tricks, and introduces new trends, moulding the changing preference and tase of their followers (Najjuko, 2022). By examining how these influencers shape their followers' fashion aspirations, the goal is to uncover how social media significantly impacts the way fashion is embraced and consumed in Indonesia.

2.2. Fashion Consumption and Paylater adoption

The Indonesian fashion landscape is filled with captivating consumer behaviours and evolving trends. Among these trends, one interesting aspect is the connection between fashion relevance and the use of Paylater services. This

connection shows how consumers are willing to take on debt in order to acquire the fashion items (Fook & McNeill, 2020). In this market landscape, using Paylater for fashion purchases represent a complex relationship between consumers and fashion. It reflects consumers' willingness to overcome immediate financial struggle to acquire the fashion object in mind. Using Paylater to acquire fashion items shows an active and enthusiastic approach to keeping up with changing fashion dynamics, often influenced by various factors, including trends, peer influences, and the pervasive impact of digital influencers. At its core of this trend, the significant influence of social media platforms such as TikTok. In this sense, fashion influencers have a certain extent of power in shaping the preference, tastes, and purchasing decisions, particularly among young women (Kondort et al., 2023). These influencers not only show various fashion styles but also create aspirational connections with their followers. The content on TikTok does not merely inspire but it also actively encourages the adoption of particular fashion tastes and trends .

Furthermore, the connection between TikTok influencers and Paylater use for fashion purchases emphasize the aspirational nature of fashion consumption in Indonesia. Young women, highly engaged in these digital spaces, view influencers as trendsetters worth to follow or mimic. The appeal of owning and displaying the latest fashion items, often endorsed by these influencers encourages using Paylater services, bridging the gap between desire and immediate financial capacity. This research aims to discover the complexities of

this dynamic relationship. By exploring how TikTok influencers shape the fashion aspirations and choices of young Indonesian women, this study aims to provide in-depth insights into consumer behaviour, socio-cultural influences, and the interaction between digital media and fashion consumption trends.