

**CHAPTER III**

**THE INTERPRETATION OF DEVELOPING TASTE IN FASHION ON YOUNG  
WOMEN**

This chapter describes the findings of the research regarding fashion learning that are applied by the informants. The aim of the study is to seek understanding of young women process in getting aspirations and adopting a specific taste of fashion styles based on their interactions with fashion influencers on TikTok. Therefore, this chapter serve as crucial component in achieving this aim by delving into the experiences of the informants. To answer these problems, research have met three informants in related to the process of fashion learning. The result of the research was done through in-depth interviews and direct observation that is described texturally as well as structurally by grouping the interview results into several themes to facilitate the explanation of the informants' experiences.

Researcher have conducted in-depth interviews with three informants who are categorized as active users of social media who follow developments and trends in dress and clothing. The similarity of the Informant is that all three of them mentioned fashion as a way of expressing themselves. The selection of these informants intends to find out how the message they receive is based on the meaning in the style of clothing that the Informant use in their daily lives.

### 3.1. Informant Identities

There are three participants in this study who share similar background, which all are college student, but one happens to be a fashion influencer at the same time. The experience in this research have been approved by all informants. These participants fit the research criteria based on gender, age range, active users of TikTok, and spend a minimum of Rp 250.000 on fashion goods each month. Below are the description of the three informants who agreed to share their experiences.

| No. | Pseudonym | Gender | Age | Profession         |
|-----|-----------|--------|-----|--------------------|
| 1.  | Rose      | Female | 19  | Student            |
| 2.  | Lily      | Female | 22  | Fashion Influencer |
| 3.  | Daisy     | Female | 21  | Student            |

*Table 3. 1. Informant Identities*

To maintain confidentiality and protect the identities of the informants involved in this study, pseudonym is used throughout this research. Each informant mentioned within this study has been assigned a pseudonym that replace their actual name. This measure ensures that their identities remain anonymous, allowing the informants to freely share their experiences and insight without concern of being

recognized. The use of the pseudonym aims to respect the privacy of the individual involved in this research.

**Rose (Informant I)**, is a vibrant young woman in her late teens, full of life and curiosity. At the age of 19, Rose is navigating the exciting world of college with an adventurous spirit. When she's not hitting the books, you'll find her glued to her favorite social media platforms, effortlessly staying connected to friends and trends alike. With a keen eye for the latest buzz, she's not just a passive observer of online happenings as she can be considered as an active participant as she keeps up with the pulse of pop culture and fashion. Whether it's viral challenges, hilarious memes, or heartwarming videos, she's all in for the entertainment. In related to fashion Rose always keeps a look out on the hottest clothing styles to the coolest accessories, she's got her finger on the pulse of what's "in."

**Lily (Informant II)**, is a young woman who embodies the essence of balance and progression. At the age of 22, she's already taken her steps into the professional world, having graduated from college. Her online presence as a fashion influencer shines brightly across various social media platforms, where she adeptly merges her personal style with the art of trendsetting. With her phone as a window, she explores social media seeking not just amusement but also a wellspring of inspiration. Her engagement isn't limited to leisure purpose only as it's also an important part of her work, fuelling her fashion-related creativity. Despite the necessity of her phone for

her career, she consciously limits her daily screen time, choosing to be present in the tangible world. This awareness shows how she smoothly balances the online and offline worlds. Stepping out of her comfort zone, she's on a self-discovery journey with yoga. What began as curiosity is now a meaningful routine. Her yoga mat is like a canvas for her personal and fashion growth. In a world focused on trends and fleeting attention, she stands out as someone who values depth and balance.

**Daisy (Informant III)**, is a young woman who effortlessly juggles her final year of college with a passion for fashion. At 21 years old, she's on the brink of an academic milestone, actively immersed in her thesis work. Outside of school, her love for fashion adds an exciting part to who she is. In her free time, she turns to her phone for relaxation and connection. Playing games, staying in touch with friends, and navigating social media are her preferred ways to have fun. These online activities give her a break from her studies. Her passion for fashion goes beyond the screen, driving her to follow international influencers. She keeps up with global trends to show her uniqueness through her style. Amid school and online activities, she represents the modern balance of her generation. With clear goals, a love for fashion, and easy access to the digital world, she gracefully handles this dynamic phase of life.

These names are all pseudonyms instead of their real names for privacy reasons. They are all active users of TikTok, though they approach TikTok with

different motivations. Below, through sorting their answers based of the process of fashion learning.

### **3.2. The Journey of Fashion Learning**

This captures how people evolve their fashion preferences by engaging with fashion influencers on TikTok. It shows how they develop their own unique fashion styles in TikTok's world of fashion influencers.

#### **3.2.1. Fashion Motivation**

This part of the chapter describe the finding about the participants' experience of fashion learning, The description include the process of the taste regime namely problematization, ritualization, instrumentalization. This reveals how participants engage with TikTok fashion influencers and shape their own fashion choices.

##### **3.2.1.1. Rose**

###### **3.2.1.1.1. Individual Background**

*“And I must say my mom influenced some of my style. By being the only girl in the family and I, myself only have my mom for my role in fashion. That’s why I said, I already have a certain interest in fashion since a long time ago. Because me and my mom used to go to the mall and she really like to shop after school, and we have the same taste in colours and also our preference in style.”*

Her fashion inclination finds its roots in the close bond she shares with her mother. Being the only daughter in the family, she has drawn inspiration from her mother's fashion choices and has been influenced by her style since her early years. The special connection she has with her mother has paved the way for her deep interest in fashion. They used to spend quality time together at the mall after school, both enjoying shopping and resonating with similar colour preferences and style choices. This familial connection has laid the foundation for her enduring passion for fashion and her unique aesthetic sensibilities.

*“I would say it mostly happen now, because I like to wear her clothes”*

In the present, her mother's influence on her fashion choices is particularly prominent. This influence has grown stronger over time, leading her to embrace her mother's clothing style as their own. Wearing her mother's clothes is a way to honor their similar style and make her fashion even more personal. This alignment with her mother's fashion taste reflects a deeper connection between them and underlines how personal relationships can significantly shape individual style preferences.

*“My parent’s opinion I considered as important because they have good taste, and they really judge on how I dress when they don’t really approve of what I’m wearing. I must change my outfit. And if I want to buy something, I must get their approval. Like all of my outfit are based on their approval”*

She values her parents' opinions when it comes to her fashion choices. Their good taste matters to her, and she takes their judgment seriously. If they express disapproval for what she's wearing, she feels the need to change her outfit. Similarly, when she wants to buy something new, she seeks their approval before making a purchase. Her parents' viewpoints heavily influence her wardrobe decisions, shaping her fashion sense.

*“It depends on my spending and my expenses in certain months, but mostly I spend around 2,5 million until 3,5 million rupiah.”*

Her monthly fashion spending varies based on her budget and expenses. On average, she allocates around 2.5 to 3.5 million rupiah for her clothing expenses. The amount she spends on fashion is influenced by her financial situation and priorities in a given month. This insight suggests a consideration of their socio-economic status, If she have spare money she has the ability to allocate funds for fashion-related purchases.

*“for online I must say almost every week and for offline probably every two weeks or once in a month, depending on how often I would go out to the mall and for how much I spend in a month range between 300.000 rupiah to 500.000 rupiah.”*

When it comes to shopping online, she tends to do it nearly every week. As for shopping in physical stores, it's about once every two weeks or maybe once a

month, depending on her mall visits. Her monthly shopping budget typically ranges between 300,000 rupiah to 500,000 rupiah. The frequency of her shopping trips and the amount she spends are influenced by her preferences, availability, and financial considerations.

#### **3.2.1.1.2. Social Media Habit**

3.2.1.1.3. “I **usually** scroll through my phone, listen to music, and watch movies in my free time.”

3.2.1.1.4. During her free time, she engages in common activities like scrolling through their phone, enjoying music, and watching movies. This pattern of behaviour mirrors the taste regime's ritualization, where such activities have become customary and habitual in Rose's pursuit of relaxation and entertainment. These practices reflect her preferences for leisure and entertainment within the context of contemporary digital culture.

3.2.1.1.5.

3.2.1.1.6. “I **usually** go through my social media and watch some videos and see about entertaining stuffs and, I like to listen to music.”

3.2.1.1.7.

3.2.1.1.8. In Rose's daily routine, she has formed a habitual practice of engaging with social media, watching videos, and seeking out entertaining content. This behaviour aligns with the concept of ritualization within the taste regime. She also finds joy in



listening to music, which serves as another avenue for relaxation and enjoyment. These activities have become integral parts of her leisure time, reflecting her preferences and habits in the realm of digital entertainment and media consumption.

**3.2.1.1.9.** *“mostly use Instagram, Tiktok, and also Twitter”*

3.2.1.1.10. Rose’s social media habits mostly revolve around platforms like Instagram, TikTok, and Twitter. This choice reflects her inclination towards visually appealing content, quick and engaging videos, and concise updates. Her preference for these platforms aligns with the taste regime's focus on aesthetic enjoyment, sensory experiences, and staying up-to-date with trends and information. These platforms provide a space where they can immerse themselves in a mix of entertainment, visual content, and updates that resonate with their personal preferences.

**3.2.1.1.11.** *“So, I usually use social media for entertainment purposes for most of the time by scrolling around while at the same time keeping up with the trends and finding inspiration. I also use my social media to seek for information.”*

3.2.1.1.12. Rose’s engagement with social media primarily centers around seeking entertainment, staying updated on trends, and finding sources of inspiration. These activities align with the taste regime's emphasis on sensory enjoyment, aesthetic appreciation, and trend exploration. She utilize platforms to curate an experience that stimulates their interests and keeps them in the loop about current

happenings. Moreover, their utilization of social media as an information source is in line with the taste regime's focus on staying informed and connected in a visually engaging and efficient manner.

**3.2.1.1.13.**        *"Mostly I search for fashion inspiration and any self-care tips."*

3.2.1.1.14.        In her social media engagement, Rose tends to prioritize two main areas such as, fashion inspiration and self-care tips. This reflects a conscious alignment with the taste regime's pursuit of aesthetic enjoyment and personal well-being. By seeking out fashion inspiration, she enjoys looking at appealing things and wants to improve her style. Simultaneously, her interest in taking care of herself matches the routine's focus on self-nurturing and overall happiness. This mix of interests shows she's purposefully creating a digital space that suits her likes and wants.

**3.2.1.1.15.**        *"I mostly follow like fashion tips or make up or body care tips, and also traveling"*

3.2.1.1.16.        In Rose's engagement with social media, this individual primarily gravitates towards content that aligns with her personal preferences and interests. She shows a liking for fashion tips, makeup advice, body care tips, and travel content. This matches the taste regime's emphasis on personal pleasure and self-improvement. By actively seeking out such content, she curate a digital experience that caters to their specific tastes, further enriching their online engagement.

3.2.1.1.17. *“I like to read the other users’ comments in a post.”*

3.2.1.1.18. In Rose’s approach to using social media platforms, she demonstrates a distinct interest in engaging with the thoughts and opinions of fellow users. She actively navigate to the comments section of posts, indicating a desire for a deeper level of interaction beyond the visual content. This behaviour aligns with the taste regime concept, emphasizing personal preferences and the pursuit of fulfilling online experiences. By reading and joining discussions, she can make more meaningful online and connect with people who have similar thoughts and talk about similar things.

3.2.1.1.19. *“because in my junior high, I have more exposure to fashion, since I have access to social media, like Instagram and there is also inspiration blog, like Pinterest or Tumblr. So, I have more access to many kinds or variative fashion.”*

3.2.1.1.20. During her time in junior high school, Rose experienced a notable increase in their exposure to fashion due to the emergence of social media platforms such as Instagram. Additionally, she tapped into the inspiration provided by blogs like Pinterest and Tumblr, which expanded her access to a diverse range of fashion ideas and trends. This behaviour aligns with the taste regime concept, as she actively sought out various sources to refine and cultivate her personal fashion preferences. The influence of these digital platforms allowed them to explore a wide spectrum of styles and expand her fashion horizons.

**3.2.1.1.21.**        *“I do listen to influencer recommendation, since I often follow fashion influencers on social media and they usually they make a video or photo about their outfit, through contents such as outfit of the day or even recommendation and I mostly follow their advice or recommendation”*

3.2.1.1.22.        Engaging with social media, particularly fashion influencers, has become a significant part of her routine. Regularly following these influencers provides her with a wealth of outfit ideas and recommendations through posts like "outfit of the day." This practice reflects Rose’s alignment with the taste regime concept, as she actively seek out guidance from influencers whose styles resonate with her own. By valuing these recommendations, she received external perspectives into her fashion choices and incorporate them into her evolving sense of style.

**3.2.1.1.23.**        *“Olivia Palermo and Rosie Huntington, as I always watch their video on YouTube.”*

3.2.1.1.24.        Rose’s engagement with social media extends beyond platforms like Instagram and Twitter, as she actively watch YouTube videos from fashion figures like Olivia Palermo and Rosie Huntington. This practice aligns with her pursuit of fashion inspiration and trends. These influencers become valuable sources of insights into various styles, contributing to her understanding of the taste regime concept. Her preference for video content highlights a multi-faceted approach to staying updated and incorporating new ideas into her personal fashion choices.

3.2.1.1.25. *““Rzfany” I follow her both on TikTok and Instagram. And her style really fits my preference which led me to follow her social media accounts and watch her videos.”*

3.2.1.1.26. Engaging with social media platforms such as TikTok and Instagram, she found resonance with a particular influencer, "Rzfany." This influencer's style deeply resonates with her personal taste and fashion preferences. Consequently, Rose chose to follow "Rzfany" across these platforms, drawn to the content she shares. This aligns with her inclination to seek fashion inspiration and trends, showcasing her conscious interaction with the taste regime concept through influencer content that complements her own style inclinations.

3.2.1.1.27. *“I actually tend to read the user comment.”*

3.2.1.1.28. In Rose social media routine, she incline towards reading user comments. This behaviour showcases her curiosity to understand various perspectives and opinions within the digital community. By engaging with comments, she subtly reflect the taste regime concept, as she seek insights that could influence her fashion choices or provide new ideas. This shows how she use social media actively, not just to look at things, and it matches her interest in fashion.

3.2.1.1.29. *“I spend a lot of time on social media especially in Instagram and TikTok usually per day I could spend up to 7 hours and it is dominated using Instagram and TikTok”*

3.2.1.1.30. Engaging extensively with social media, particularly on platforms like Instagram and TikTok, is a prominent aspect of her daily routine. This habit exemplifies her commitment to exploring diverse content, which correlates with the taste regime concept. Spending up to 7 hours a day on these platforms suggests her keen interest in keeping up with fashion trends, seeking inspiration, and indulging in forms of digital entertainment. This practice matches her interest in fashion and shows she wants to stay connected and involved in the online fashion world.

3.2.1.1.31. *“I understand the term chic by learning the very definition of it. I learn it from a fashion guru on TikTok, I already know the definition of chic a long time ago from where I'm studying English and its definition. But I understand more about the style or how to represent chic is from so many fashion gurus now on TikTok like someone who graduate a fashion degree, then they like to discuss it on the TikTok platform and I always listen to them when they're giving us education about fashion so that's where I learn most of the definition in the fashion meaning.”*

3.2.1.1.32. Rose's pursuit of fashion knowledge extends to the realm of social media, particularly TikTok. This platform serves as an avenue for her to learn about nuanced fashion concepts such as "chic." Spending time on fashion experts' and influencers' content, who often have formal education in fashion, matches her taste regime. She's actively looking for these informative talks to improve her knowledge

of fashion words and styles. This practice showcases her dedication to cultivating a sophisticated fashion sense through digital channels.

3.2.1.1.33. *“basically what I follow from certain influencer if I like them or follow them, then that is must be my style as I find them as an inspiration.”*

3.2.1.1.34. Her engagement with social media platforms, particularly in following influencers, reflects her approach to refining their fashion style. She acknowledge the influence of certain individuals who resonate with her taste regime, considering them as sources of inspiration. By aligning her preferences with these influencers, she curate her own fashion journey. This practice underlines her active involvement in shaping her style while utilizing the digital landscape to enhance her taste regime experience.

### **3.2.1.1.3. Fashion Habit**

*“mostly I search for fashion inspiration and any self-care tips.”*

In terms of fashion habits, Rose engages in an active pursuit of inspiration and self-care through her online activities. This practice aligns with the taste regime concept, where personal preferences and style choices are influenced by various sources. By frequently seeking out fashion inspiration, Rose reflects a conscious effort to curate her appearance according to her unique tastes. This habit serves as a means of shaping her identity and conveying her preferences to the outside world.

Additionally, Rose's interest in self-care underscores the importance of nurturing her well-being through fashion and personal grooming choices. This combination of fashion inspiration and self-care indicates a ritualization of taste regime, where Rose's actions are driven by her distinct preferences and a desire to present herself authentically.

“I would describe my fashion style as simple and chic.”

This statement highlights Rose's fashion habit, characterized by a preference for a simple and chic style. This inclination aligns with the taste regime concept, where personal tastes and choices in clothing become instrumental in expressing one's identity. By describing her fashion style as "simple and chic," Rose indicates a deliberate selection of clothing that reflects her unique aesthetic sensibilities. This choice serves as a form of self-expression, allowing Rose to communicate her taste and personality through her attire. The conscious selection of a particular style demonstrates a ritualization of the taste regime, where Rose's clothing choices are guided by her inherent preferences and the desire to present themselves authentically to the world.

*“Because me and my mom used to go to the mall and she really like to shop after school, and we have the same taste in colours and also our preference in style.”*



This statement sheds light on Rose's fashion habit and its foundation in her relationship with their mother. Their shared visits to the mall and the joint enjoyment of shopping after school form a part of their routine, implying a ritualization of their fashion experiences. Their connection extends to having similar tastes in colours and style preferences, indicating a convergence of taste regimes within their familial context. This shared aesthetic inclination signifies the role of social and familial influences in shaping Rose's fashion choices. Her experiences with her mother contribute to Rose's taste, as their joint outings and aligning preferences create a sense of familiarity and comfort with certain styles and colours. This, in turn, influences her fashion ritualization, as she finds resonance in the styles that mirror her shared taste.

*"I would say it mostly happen now, because I like to wear her clothes"*

This shows how Rose's fashion habit has changed because she likes wearing her mother's clothes. The mention of "her clothes" implies a close connection and familiarity with her mother's wardrobe, suggesting a form of ritualization centred around borrowing and integrating her mother's clothing into her own style. This borrowing might mean more than just being practical, it could be a tribute to her mother's style or a way to feel close to her. This behaviour aligns with the taste regime concept, as it signifies a personal connection to a particular style, influenced by familial ties and shared preferences.

*“when I’m not feeling really good, they would say something like “are you feeling lazy? Because this is not how you usually dress up or style yourself”. So, I must say that they also pay attention on how I dress too.”*

In the context of Rose’s fashion habit, this individual's family holds a significant influence. Her loved ones observe her clothing choices keenly, as evident when they comment on deviations from the usual style during times of low mood. This highlights a connection to the taste regime concept, showcasing a dynamic where external parties participate in evaluating and assessing the alignment of her clothing choices with personal preferences. This interaction underscores the role of the family in shaping her fashion habits and reinforces the idea that clothing serves as a medium of expression, reflecting emotional states and personal inclinations.

*“they also know my style and my preference. Because my friends would sometimes send me a picture of clothes and they would go “this is really you”. So, I think that as sweet and also cute that my friend would think of me when they see a certain fashion style.”*

Within the realm of her fashion habits, Rose’s close circle, especially her friends, really get her unique style and what she likes. The fact that her friends can identify clothing that resonates with Rose’s aesthetic and exclaim "this is really you" demonstrates a strong alignment between her clothing choices and her perceived

persona. This phenomenon aligns well with the taste regime concept, illustrating how Rose's fashion choices have become recognizable and associated with her identity. The interaction with friends serves as a form of affirmation, highlighting how fashion can establish a recognizable link between personal style and external perception.

*“I mostly follow their advice or recommendation, and I personally buy some of the stuff I see that are recommended by influencers instantly.”*

Fashion influencers have a big impact on her fashion routine. She often listens to these influencers' advice and buys things they suggest as soon as she likes them. This behaviour signifies a distinct embodiment of the taste regime concept, where external figures hold a significant sway over Rose's fashion decisions. The swiftness with which she adopt influencer-recommended items underscores her eagerness to align with current trends and the guidance of those she follows. The way she combines what she likes with influencer trends shows how personal taste, outside influences, and fashion choices all work together.

*“Personally, that impacted my personal fashion style would be Melania trump, because I find her to be elegant and classy. Then I also like nagita slavina dresses, I also own one of her products from her clothing line. Also, Olivia Palermo and Rosie Huntington, as I always watch their video on YouTube.”*

Drawing inspiration from various influential figures, her fashion choices blend together. Melania Trump, with her elegance, is a major influence in her style journey, resonating deeply with her taste. This alignment with Trump's aesthetic showcases her preference for a refined and timeless look. She embraces Nagita Slavina's creations, proudly owning a piece from her clothing line. This reflects her engagement with local influences and the urge to add unique elements to her wardrobe. Additionally, she's captivated by Olivia Palermo and Rosie Huntington, frequently immersing herself in their YouTube content. This engagement with fashion icons reveals her dedication to understanding and adapting to changing trends, all while celebrating the individuality these influencers bring to her style story. Amid admiration, aspiration, and interpretation, her fashion journey unfolds within the taste regime concept's framework.

*“So what brand I think that represent me is Zara, Massimo dutti, or any kind of classic piece.”*

In her fashion world, specific brands represent her style well. Zara and Massimo Dutti, for instance, really connect with her love for combining classic elegance and modern vibes. These brands show both sophistication and current appeal to her. As she moves through the fashion world, her loyalty to these brands shows how she's in line with the taste regime idea. Her choices reflect a purposeful effort to match her style and express herself.

*“That's why I always chose the classic piece instead of them up to date or only for one collection like one summer collection or a piece that is not intend to stay long. So, I choose the classic piece that's why I think it is OK to wear a brand well known by other people because I use the anti-mainstream pieces.”*

When it comes to fashion, she focuses on timeless elegance in her choices. She leans toward classic pieces that last and can be versatile. This love for enduring styles matches the taste regime idea, showing her preference for personal style over temporary trends. She feels comfortable choosing items that don't follow short-lived seasonal collections, opting for unique pieces that stand out. In her search, famous brands fit into her wardrobe, as she knows they often have lasting styles. Her keen eye for lasting fashion shows how she's firmly following a taste regime that cherishes being real, long-lasting, and expressing herself.

*“Usually, I follow the recommendations rather than the exact style. So, I usually go with different colour but the same brand, or store with different option. So, I don't really follow their recommendation legit like the same clothing, and if I meet someone with the same appearance, I'll slightly be embarrassed.”*

In her fashion approach, she listens to influencer suggestions but adjusts them to fit her style. This fits with the taste regime concept, as she likes to add her own uniqueness. For instance, she might choose different colours from the same brand or

explore various options in one store. This way, she balances outside inspiration with her personal style. She doesn't copy someone else's look because she values being herself, which shows her commitment to her own taste by maintaining focused on authenticity and expressing herself.

*“I categorize my own style as simple and chic is from my preference in colours and also motives, I usually pick a simpler motive like stripes rather than checkers rather than squares and then I learn and make it understanding of the label symbol is chic is by definition of it the chic itself has a definition elegant and simple which is what I intend for in dressing up so why I label myself as simple and chic because I like muted colours like neutral colours white and that tan black or even a Gray I chose simple colour rather than loud colours like pink neon electric blue it's really not me and why I say chic is because I choose a classic piece like a white shirt, jeans, and a simple flats, a white shirt, with work pants, and then a flat that's why I can consider myself as simple and chic”*

Rose's fashion style is all about simplicity and elegance. She labels it "simple and chic," which means she likes muted colours, classic clothes, and subtle designs. This shows how she thinks carefully about her fashion, based on her personal taste. She prefers clean lines and subtle patterns like stripes instead of bold checkers or squares. She also likes neutral colours like white, tan, black, and gray, which give her a refined and timeless look. Her fashion is also what she calls "chic," which means a

mix of elegance and simplicity. She likes classic clothes like white shirts, jeans, and flats, and this whole style reflects her preference for uncomplicated sophistication.

*“I wanna make meaning of my style is basically how people wanna see me in the calm mood, like why I'm choosing muted colours, I want it to be seen as beautiful in other people's eyes”*

Her fashion is all about creating a specific image. She likes to wear calm and composed clothes in muted colours to give off a serene and beautiful vibe. This is because she wants others to see her as a peaceful and elegant person. Choosing these subtle shades is her way of making people feel calm and impressed when they see her. This shows how she's really dedicated to making her style match her taste, where each piece of clothing adds to her overall image of being put-together and harmonious.

*“I am developing my own style but also followed by following certain influencers so, mostly my outfits is mixed between my preference of style and certain influencer recommendation”*

Her fashion journey combines personal growth with inspiration from external sources. As she works on refining her unique style, she includes elements from admired influential figures. Her fashion style is a balance between her natural preferences and the guidance she takes from these influencers. This mix of what she

likes and what she learns from others shows her connection to the taste regime idea. In this process, she carefully puts together outfits that represent her changing taste while also incorporating trends and advice that she finds appealing

### **3.2.1.2. Lily**

#### **3.2.1.2.1. Individual Background**

*“I don’t receive any more pocket money, since I already work for myself I have my own income, so no more pocket money for me.”*

In terms of financial independence, Lily has transitioned from receiving pocket money to relying on her self through their own income. As she is engaged in self-employment, she no longer rely on pocket money, highlighting her ability to support herself financially. This shift signifies a sense of autonomy and responsibility in managing her own financial resources.

*“when it comes to shopping for clothes and all kinds of other fashion items, I don't purchase that much, maybe around two hundred thousand to a maximum of 2 million.”*

When considering shopping for clothing and various fashion items, Lily demonstrates a moderate spending pattern, typically ranging from approximately two hundred thousand to a maximum of 2 million rupiah. This shows they're careful about



fashion spending, finding a balance between treating themselves and being mindful of their budget.

#### **3.2.1.2.2. Social Media Habit**

*“my current job is as a content creator, in the fashion sector, so most day all I do is make content”*

Engaged in the role of a content creator within the fashion domain, Lily’s daily routine is primarily dedicated to making content. This involvement resonates with her taste regime, reflecting her keen interest in fashion and self-expression. Lily making fashion content shows how she's dedicated to her taste regime and includes it in her work too.

*“In my spare time, I usually play with my phone, I spend my leisure time scrolling through social media. I think by scrolling through social media also help me with my work as it gave me ideas, well that’s from my perspective”*

During her relaxing time, she often engage with her phone, immersing herself in the realm of social media. This activity is not only a form of entertainment but also a wellspring of inspiration for her content creation role in the fashion sector. The interaction with social media aligns with her taste regime, as it allows her to gather ideas, trends, and insights that contribute to her creative process.

*“for social media more or less around 6 hours per day. the thing is, I set it on my phone, it's like an alarm, anyway, if I have been playing on my phone for a maximum of 6 hours in day, I have to stop playing social media, so, in daily I would say around 6 hours , 5 to 6 hours, per day.”*

She dedicate a significant portion of her day, approximately 5 to 6 hours, to engaging with social media platforms. Her approach is disciplined, as she set a timer on her phone to limit her social media usage to ensure a balanced routine. This practice is in harmony with her taste regime, enabling her to derive inspiration and stay updated with trends and content relevant to her role in the fashion sector.

*“My phone is just for work, scrolling social media, watching is also possible, but more and more often for social media.”*

Lily view her phone as a tool primarily used for work-related tasks and staying connected with social media platforms. While she occasionally watch content on her device, her main focus is on scrolling through social media feeds. This aligns with her taste regime, allowing her to gather inspiration and stay informed about fashion trends and relevant content in the field.

*“Usually, it's a few fashion influencers, I don't think fashion is the only thing I pay attention to, but also their life style and you can also include anything like traveling, fashion, beauty, food, many others”*

Lily's social media habit revolves around following a few fashion influencers, demonstrating her interest in various aspects of lifestyle beyond just fashion. This aligns with the taste regime concept, which encompasses not only fashion but also other categories like travel, beauty, food, and more. She seek inspiration and diverse content from these influencers, reflecting a well-rounded approach to her social media engagement.

*"I consider myself pretty active, for example things like if they have an ig story, I like to watch it until it's finished, and sometimes I don't skip it too if they are telling a story like that (on ig story) I watch it till the end, and then for example if they post a content, or if they have cute items, fashion that I found to be eye catching and cute, their content on traveling, sometimes I like to have fun reading the comments too, because it's just entertaining,"*

Lily actively engage with social media content, particularly on Instagram, by thoroughly watching Instagram Stories and even paying attention to detailed stories shared by influencers. Her habit of not skipping through stories and showing genuine interest in the narratives reflects her dedication to absorbing the content. She expresses a keen eye for attractive fashion items, travel-related posts, and cute visuals, indicating a comprehensive engagement with different aspects of her taste regime, ranging from fashion to travel. Enjoying comments sections for entertainment

purposes underlines Lily's active involvement in the online community surrounding the content she consume.

*"I would say there aren't any people that influences how I style myself, because I tend to see other people, for instance there's someone I might not know based on what I see on social media accounts and I would think "uhh I think her fashion style is good, and a bit similar to mine,.. " so after that I tried to mix and match that kind of style again with my own style, maybe in a way I would say that I'm somewhat influenced by other people that I see on social media, so in that terms I don't think the influence is personal,"*

Lily's approach to style is a blend of observing various individuals through social media platforms and incorporating those impressions into her own unique fashion choices. While she don't directly attribute her style to specific people, they acknowledge that certain social media accounts catch her attention due to the alignment of her style preferences. This indicates Lily's awareness of her own taste regime and her receptiveness to external fashion cues. She view this influence as more of a broader inspiration rather than a personal connection

*"because most of them (other fashion influencers) are actually my friends too. Because we are influencers, we definitely follow each other too, and it's impossible if*

*we don't follow each other. So that we can share ideas, sharing all kinds of things acually.”*

When she talks to other fashion influencers, they share things with each other. She describe how her friendships with other influencers naturally lead to following each other's accounts, creating a platform for sharing ideas and various aspects of their lives. This interconnectedness highlights her active involvement within her social media circle, fostering an environment where creative concepts and fashion-related insights can be freely exchanged. This practice aligns with the taste regime concept, as they engage in meaningful interactions that contribute to the cultivation of their personal style.

*“usually, on average, I follow the influencers who have the same taste as me as well. So in a sense we “ngeraacunin” each other , it's like recommending fashion items to each other.”*

Lily’s social media interactions involve following influencers whose style resonates with her preference. This alignment of taste creates a dynamic where mutual inspiration and influence flow between them, often leading to a reciprocal exchange of fashion ideas. This practice of "ngeraacunin" or getting each other excited about certain fashion items reflects their engagement with like-minded influencers, where they share recommendations and insights that contribute to their evolving personal

style. This active involvement in their social media community exemplifies their commitment to their taste regime concept, as they engage in a meaningful exchange of fashion-related inspiration.

*“so there's this fashion trend to use colourful like colour blocking and so on, there seems to be one influencer like that, her name is Tanti Ramira, and she's really colourful in terms how she dress herself up, it's good if you mix and match clothes, then I tried to join this trend for like a week”*

In the realm of social media, there's a notable fashion trend focused on embracing vibrant and colourful styles, including the concept of colour blocking. Within this trend, there's an influencer named Tanti Ramira who stands out for her bold and vibrant fashion choices. Her outfits often involve skilful mixing and matching of clothes to create eye-catching ensembles. Inspired by her approach, Lily decided to venture into this colourful trend herself, experimenting with vibrant looks for about a week. This experimentation reflects her engagement with the evolving fashion landscape and her willingness to incorporate new trends into her personal style. This inclination to explore and integrate trend-inspired elements aligns with her taste regime concept and active participation in the fashion community.

*“BeCe includes as one of the influencers I tend to click on their recommendation link that they share.”*

Among the influencers that catch her attention on social media, there's one known as BeCe who holds a significant place. Whenever BeCe shares a recommendation link, Lily is inclined to click on it and explore the suggested content. This reflects her active engagement with the fashion community and her willingness to explore new trends and ideas. By following these recommendations, she is not only staying informed but also incorporating fresh elements into her evolving personal style. This aligns well with her taste regime concept, which involves finding inspiration and guidance from various sources in the fashion landscape.

*“I categorize my clothing style as minimalist because in the past I often tried several fashion styles as simple as by looking for references to all outfits on Pinterest, and it turns out that I am comfortable in that certain style, which is like simple minimalism and chic. Actually, clothing style categories or terms like feminine and other things have been there for quite some time, so it seems like maybe every year there are new innovations, but overall, there are things that stay the same, like from one year another year, and I understand labels like that, too from people on social media as well”*

Lily have categorized her clothing style as minimalist, which stems from their past experiences of experimenting with different fashion styles. By exploring outfits on platforms like Pinterest, she discovered a strong affinity for the simplicity and elegance associated with minimalism and chic aesthetics. This aligns well with her habit of seeking fashion inspiration from social media, as she acknowledges that terms like "feminine" and others have been present for a while. She recognizes the evolution of fashion trends over the years while also noticing enduring elements that remain constant. This resonates with the taste regime concept, where she find value in both staying updated with new innovations and appreciating the timeless aspects of fashion.

#### **3.2.1.2.3. Fashion Habit**

*“in my opinion the style that I'm currently using, you could say it's considered as simple, minimalist, sometimes I like to follow the trends as well of course only if I found the trend to match my persona and style. But I like to explore other style as well from time to time. On the other hand, people are already familiarized with how I style myself, people know me too well, I like clothes that are simple, minimalist, that's it.”*

From her perspective, her current fashion style is best described as a fusion of simplicity and minimalism, showing she likes clean and neat aesthetics. While she



values staying in tune with trends that align with her style, but she's rather picky about it. Her fashion habit reveals a keen curiosity to explore a range of styles, refusing to confine herself to a single look. What's particularly interesting is that her acquaintances have come to recognize and associate her with this distinct preference for simplicity and minimalism. It's become a defining part of her fashion identity. This alignment with a specific fashion identity showcases her unwavering commitment to the taste regime concept. In essence, her clothing choices reflect a conscious fusion of personal taste and external trends. She carefully selects pieces that resonate with her inner style while integrating elements that harmonize with the evolving fashion landscape. This dynamic approach to fashion allows her to adapt and grow, all while remaining true to her fashion philosophy of simplicity and minimalism.

*“I tend to see other people, for instance there's someone I might not know based on what I see on social media accounts and I would think "uhh I think her fashion style is good, and a bit similar to mine,..” so after that I tried to mix and match that kind of style again with my own style, maybe in a way I would say that I'm somewhat influenced by other people that I see on social media, so in that terms I don't think the influence is personal, to the person but more to a lot of people, afterwards I'll mix and match myself with what I like.”*

In Lily's fashion approach, she often gets inspired by others, especially through social media. When she sees someone whose style she really likes, it clicks with her own taste, and she thinks about adding bits of that style to her own touch. This shows she's open to outside influences, which she blends into her personal style. She knows these influences go beyond just her friends as they affect her choices in a bigger way. But what she does best is merging these outside influences with her unique style, creating a blend that feels true to her. This habit shows how personal taste and external inspirations work together in the taste regime concept.

*“the influence are random for me, sometimes I go “uhh... I find it cute or cool or awesome how this guy wears this shirt” and afterwards I would have the temptation to try it on or to mix and match what other people are wearing, sometimes it made me wonder, if I apply it to myself, does it suit me or not? if for example if it doesn't fit, okay, then it doesn't work, but if for example it fits I use it over and over again, but of course with a little change here and there on the style.”*

Her fashion choices often happen spontaneously. When she comes across an outfit that catches her eye and resonates with her, she feels intrigued and admires it. This could be because she finds it cute, cool, or just likes the style. Her instinct for finding appeal in various fashion expressions leads her to try incorporating similar elements into her own wardrobe. She sees this as a chance to add variety and improve her personal style. However, she's practical and careful about it. She asks herself if a

certain style would suit her. Lily's aware of what works for her, and this plays a big role in her decision-making process. If a style aligns with her personality, she embraces it with enthusiasm, adding her unique touch to keep it true to her. This whole process reflects how she interacts with the taste regime idea. Her personal tastes mix with outside influences, creating a blend that feels real to her.

*“Yes, I often do that. For example, I look at my friends, and I would go "yeah, the outfit is really cute" and if there's someone like my friend as for a recommendation or advice about their fashion I would give them my attention and comments like “I think it would be better if you...”. To say that I pay attention to my friends or others, I must admit that I do. I find it exciting to see their outfits and the fact that each people have different style really excites me. But I realize by observing other or helping others, it gives me new knowledge as well. By observing my friends, I could also try new style inspired by them.”*

Observing and connecting with the fashion choices of those around her plays a big role in Lily's style journey. When she sees an outfit she likes, she acknowledges its appeal, often thinking it's cute or attractive. Also, when friends ask for her fashion advice, she gladly shares her thoughts, showing she's interested in their style journeys too. Her curiosity about her friends' and acquaintances' fashion tastes lines up with her fascination for individuality and different styles. She's intrigued by the variety in how people express themselves through their clothing. For her, observing and

discussing fashion is more than just looks as it's a valuable learning opportunity. By taking part in these conversations, she gains new insights and broadens her understanding of fashion principles and possibilities. This reflects how she interacts with the taste regime idea, where exchanging ideas and being influenced by others shape her ever evolving fashion sense. This mutual inspiration and shared exploration deepen her connection to the fashion world, helping her discover new elements she can add to her style with her unique touch.

*“as I am wearing a hijab, and then a few weeks ago I tried a new hijab style, it's called a turban, so the new thing that I tried also brought peoples opinion out from the pros and cons. But so far, thank God, the criticques that I receive are good.”*

Incorporating her religious and cultural identity into her fashion choices, Lily embraces the hijab as a fundamental part of her style. Recently, she started trying different hijab styles, like the turban style. This shows she's open to exploring new options while staying true to her personal taste. As she embraces this new approach, she gets various reactions from others. Some discussions highlight both positive and negative aspects of the new style she incorporated. Even though there's potential for criticism, she's thankful for the mostly positive feedback she's received. This situation shows how she actively engages with fashion trends while balancing her personal expression with her cultural identity considerations.

*“I mostly use neutral colours like black, white, brown...”*

Lily’s fashion choices often lean towards a palette filled with neutral shades like black, white, and brown. This aligns with her love for a minimalist and chic style, known for its simple and elegant looks. By regularly choosing these timeless and versatile colours, she sticks to a taste regime that prefers soft tones over bold and bright ones. This careful colour selection shows how she thoughtfully builds a wardrobe that matches her personal style and overall aesthetic.

*“The fact that there’s actually trends that we can’t exactly follow because it doesn’t look good on us as, at least trying it once and killing the curiosity is enough, no need to force myself by extending it, yeah it’s quite fun and challenging too, but it turns out that it wasn’t really me.”*

Lily acknowledges the existence of fashion trends but approaches them with a practical mindset. She believes in the value of trying new things, so she allows herself to experiment with new trends. However, she doesn't go overboard and commit to trends that don't suit her personal style. This approach aligns with her taste, which prioritizes authenticity and self-expression over following every trend. She chooses her clothes based on what makes her feel comfortable and confident, rather than trying to conform to fleeting trends.

*“In my opinion, it's okay, as long as we can mix and match clothes or fashion items correctly by not only following what they do, and maybe there are people who really like it. And would copy everything from top to bottom. So, yes, in my opinion, it doesn't really matter, the important thing is that we are smart and able to mix and match so that how we style ourselves won't resemble other people, because we might also find it rather irritating or annoying in a way if, for example, if we resemble a stranger on the road from top to bottom”*

Lily expresses a thoughtful perspective on following fashion trends set by influencers. She emphasizes the importance of personalizing her style, advocating for a creative approach that goes beyond copying others. She believes that while some may find inspiration in influencer styles, it's essential to adapt and mix and match items to create a unique look that reflects her identity. This aligns with her taste, as she prioritizes individuality and self-expression over blindly following trends. She acknowledges that copying someone else's style entirely may lead to discomfort or annoyance, highlighting the value of maintaining her own unique fashion sense.

*“In my opinion, fashion is not about the brand, but how you interpret the clothes according to your own personality. so like for example we want to look fashionable but we have to wear the ABCDE brand, that's really wrong to me. In my opinion, brand is not very important, as long as we can dress properly, correctly, and*

*according to what we want, that's all. So what brand is that, it doesn't really matter, in my opinion.”*

Lily conveys a distinct fashion philosophy centered around personal interpretation and expression, not brand affiliation. She emphasizes that fashion should reflect her personality and be an authentic representation of herself. Her stance aligns with the taste regime concept, which places importance on individual preferences and self-identity in shaping style choices. She challenges the notion that wearing specific brands makes her fashionable and asserts that the key is dressing in a way that feels right and resonates with her personal tastes. This perspective underscores her belief in the freedom to choose and mix clothing items without being bound by brand names, emphasizing her agency and autonomy in crafting her fashion identity.

*“I categorize my clothing style as minimalist because in the past I often tried several fashion styles as simple as by looking for references to all outfits on Pinterest, and it turns out that I am comfortable in that certain style, which is like simple minimalism and chic.”*

Lily’s fashion habit is characterized by her deliberate categorization of her style as minimalist. She has experimented with various styles in the past, seeking inspiration from platforms like Pinterest, and gradually discovered that she is most at ease with

a specific style such as simple minimalism and chic. This aligns with the taste regime concept, where personal preferences and comfort play a significant role in shaping one's fashion choices. Her emphasis on comfort and finding a style that resonates with her highlights her awareness of the importance of individual expression and the desire to cultivate a sense of authenticity through her fashion identity.

### **3.2.1.3. Daisy**

#### **3.2.1.3.1 Individual Background**

*“I think since I was little, because I grew up with the parents that care so much about how I dress so, since I was a little kid, I think I cared about how I dress as well since I choose what I want to wear, and my parents also decided what I should wear back then. But, not really decided”*

From childhood, her parents' strong emphasis on her clothing greatly influenced her. Growing up, she started caring about her outfits early on, as she had the freedom to choose what she liked to wear. Daisy notes that while her parents had some influence, the ultimate choice was not strictly dictated by them, indicating a balance between personal and external guidance in matters of dressing.

*“I think my parents opinions matter the most to me, and my partner's opinion, and also my opinion of course. But I don't really care about my friend's opinion that much, I mean, I don't really care about other people's opinion about how I look as long as*



*my parents, myself, and my partner think that I look good then I know that I look good,”*

She values her parents' viewpoints greatly, along with her partner's and her own. Their own viewpoint also holds weight in this context. While valuing the input of those closest to her, Daisy doesn't attach much significance to the opinions of friends or others. As long as her parents, partner, and she herself believe she looks good, she feels confident in her style choices.

*“like I've mentioned before I don't really care about what others say. Except for my parents and I and my partner,”*

As she previously mentioned, the opinions of others don't hold much significance for her. She focuses more on the viewpoints of herself, her parents, and her partner. This suggests a strong sense of self-assuredness and a prioritization of the perspectives of those closest to them when it comes to matters of personal appearance and fashion choices.

*“when I wear certain clothes um I don't usually make a meaning or like interpret into something like because it is merely I wanted to look good for myself or like sometimes I'd like to impress others like my friends, for like my partners, or like my parents because it makes me feel good if I feel like I look better in certain outfits.”*

When she chooses her outfits, she doesn't often assign specific meanings or interpretations to them. Her main motivations are to feel good about herself and sometimes to leave a positive impression on others, like her friends, partner, and parents. This desire comes from the joy of feeling confident and looking better in the outfit she have chosen and wore.

*“Around 4 until 5 million rupiah (each month)”*

On a monthly basis, the informant typically spends approximately 4 to 5 million rupiah.

*“I can say I go shopping pretty often and for how much I spend in a month I think around like 500.000 until like 2 million, I think. It depends, if it's in the holiday I could spend more because my mom would give me more allowances for me to buy more clothes. But, if it's from my own money I would spend less because I gotta save up girl.”*

She frequently goes shopping, and her monthly expenses on clothing generally range from around 500,000 to 2 million rupiah. The amount can vary, especially during holidays when her mom provides extra funds for shopping. However, when using her own money, she tends to spend less as she aims to save up.

### 3.2.1.3.2 Social Media Habit

*“I also use my phone to interact with my friends with my family using social media and all I also look for entertainment there and I also use it for taking pictures and stuff”*

Daisy utilizes her phone for various purposes beyond just consuming social media content. Apart from seeking entertainment and inspiration through platforms like social media, she also employ her device to connect with friends and family. Her phone serves as a tool for communication, capturing memories through photos, and engaging in various activities beyond passive scrolling. This aligns with her preference for an interactive approach to social media, where Daisy is not only gathering fashion ideas but also maintaining relationships and capturing moments. Her social media habit reflects a balance between consumption and engagement, fitting into the taste regime concept of deriving multifaceted value from her online interactions.

*“I could say around two until three hours I think, it depends, because currently I'm on social media break so my screen time got lessened and lessened each day. I used to spend most of my time on my phone, as my screen time could reach up to 15 hours a day.”*

Daisy have undergone a shift in their social media habits, reducing her screen time as part of a break from social media. Previously, she used to dedicate a substantial portion of her day, up to 15 hours, to her phone and online activities. However, at present, she managed to limit her screen time to around two to three hours daily. Her change in behavior aligns with her taste regime concept. She consciously sought a healthier relationship with social media without giving it up completely. She proactively derived value from her online interactions without getting overwhelmed.

*“I use it to look for entertaining contents, but I also use it often to find some outfit inspiration”*

Daisy utilize social media for both entertainment and fashion inspiration. By seeking entertaining content, she engage with platforms in a way that brings enjoyment and relaxation. She uses social media for outfit ideas, combining style and comfort. This shows her balanced online engagement, incorporating both fun and usefulness, for her overall well-being.

*“I follow like gaming accounts like fashion accounts, and I also follow traveling accounts, yeah I think those are it”*

Daisy’s social media interests encompass a diverse range of topics, including gaming, fashion, and travel. This eclectic mix of content aligns with her pursuit of

entertainment and inspiration. By following accounts related to these varied interests, she curate a feed that caters to their multifaceted taste regime, ensuring an engaging and enriching online experience.

*“I scroll through their pictures and stuff it's only because of my own interests so I don't usually read the comments.”*

Engaging with her interests, she prefers to explore social media by scrolling through images that align with her own preferences. This approach focuses on her personal taste regime, ensuring that her online experience is tailored to her individual likes and preferences. She prefers to look at images rather than read comments, which shows that she is visually inspired and entertained.

*“I do follow a lot of fashion influencers on Instagram and TikTok.”*

Daisy actively engage with fashion-related content on social media platforms like Instagram and TikTok, following a diverse array of fashion influencers. This habit aligns with their taste regime, as she seek out content that resonates with her personal style preferences and fashion interests. By following these influencers, she curate her online experience to include fashion inspiration and insights that are in line with her individual taste.

*“I usually follow like foreign fashion influencers like Colleen Dias, I don't really follow Indonesian influencers because I just don't want to be basic. Because I feel like if I follow Indonesian influencers, I will become just like everyone in Indonesia, while everyone in Indonesia looks up to them.”*

Daisy tend to gravitate towards foreign fashion influencers on social media platforms like Instagram and TikTok. This preference reflects her distinct taste regime, driven by the desire to stand out and avoid conforming to common trends. She express a reluctance to follow Indonesian influencers, as she wish to maintain her unique identity rather than blending in with the mainstream. This approach aligns with her fashion philosophy and aspiration for individuality in their style choices.

*“because I tend to follow trends and I like to keep up with trends”*

She show a proclivity for staying up-to-date with current fashion trends through her engagement with social media. This habit aligns with her taste regime, reflecting her interest in incorporating popular and contemporary elements into her style choices. By following trends, she demonstrate a willingness to integrate fashionable elements into her wardrobe while maintaining her own unique sense of taste and self-expression.

*“If I usually have trouble in finding the items that the influencers wear, I will go look in the comments and there will be some users that would help when I leave a comment*

*about the stuff that I like. For instance, “do you know what she wears?”, “do you know what necklaces that she wears?”, “do you know what clothes like the top that she wears?”, and then other users would help me by replying to my comment.”*

When faced with challenges in finding specific items worn by influencers, Daisy actively engage with the social media community by seeking assistance in the comments section. This practice reflects her dedication to aligning her style with those she admires while also showcasing her taste. Daisy’s willingness to seek and provide help within the online fashion community emphasizes her commitment to staying informed and incorporating desired elements into her personal style.

*“I used to label fashion style based on what the Internet says like for example like if there is a current trend about certain fashion, I tend to like follow the updated you know like style from fashion influencers and they tend to make like labels for such a style, and like for example if the current trend is like Y2K like corporate core and stuff I used to like find them, find the labelization on like tiktok, pinterest, Twitter, or like Instagram. But mostly like TikTok and Pinterest because it's easy to find certain labels, like for example you're looking for an outfit idea for like Y2K core you could find it easily on both TikTok and Pinterest”*

Daisy have a habit of categorizing her fashion style based on current trends and the labels associated with them as popularized by influencers on platforms like

TikTok, Pinterest, Twitter, and Instagram. She actively search for style concepts such as "Y2K core" or "corporate core" to align her attire with prevailing trends. Her engagement on social media platforms, particularly TikTok and Pinterest, enables them to easily discover and adopt various fashion labels, thus reflecting her commitment to incorporating popular elements into her own taste regime.

### **3.2.1.3.3 Fashion Habit**

*"I also use my phone to interact with my friends with my family using social media and all I also look for entertainment there and I also use it for taking pictures and stuff"*

Daisy utilizes her phone for various purposes beyond just consuming social media content. Apart from seeking entertainment and inspiration through platforms like social media, she also employ her device to connect with friends and family. Her phone serves as a tool for communication, capturing memories through photos, and engaging in various activities beyond passive scrolling. This aligns with her preference for an interactive approach to social media, where Daisy is not only gathering fashion ideas but also maintaining relationships and capturing moments. Her social media habit reflects a balance between consumption and engagement, fitting into the taste regime concept of deriving multifaceted value from her online interactions.



*“I could say around two until three hours I think, it depends, because currently I'm on social media break so my screen time got lessened and lessened each day. I used to spend most of my time on my phone, as my screen time could reach up to 15 hours a day.”*

Daisy have undergone a shift in their social media habits, reducing her screen time as part of a break from social media. Previously, she used to dedicate a substantial portion of her day, up to 15 hours, to her phone and online activities. However, at present, she managed to limit her screen time to around two to three hours daily. Her change in behaviour aligns with her taste regime concept. She consciously sought a healthier relationship with social media without giving it up completely. She proactively derived value from her online interactions without getting overwhelmed.

*“I use it to look for entertaining contents, but I also use it often to find some outfit inspiration”*

Daisy utilize social media for both entertainment and fashion inspiration. By seeking entertaining content, she engage with platforms in a way that brings enjoyment and relaxation. She uses social media for outfit ideas, combining style and comfort. This shows her balanced online engagement, incorporating both fun and usefulness, for her overall well-being.

*“I follow like gaming accounts like fashion accounts, and I also follow traveling accounts, yeah I think those are it”*

Daisy’s social media interests encompass a diverse range of topics, including gaming, fashion, and travel. This eclectic mix of content aligns with her pursuit of entertainment and inspiration. By following accounts related to these varied interests, she curate a feed that caters to their multifaceted taste regime, ensuring an engaging and enriching online experience.

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Engaging with her interests, she prefers to explore social media by scrolling through images that align with her own preferences. This approach focuses on her personal taste regime, ensuring that her online experience is tailored to her individual likes and preferences. She prefers to look at images rather than read comments, which shows that she is visually inspired and entertained.

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*“I usually follow like foreign fashion influencers like Colleen Dias, I don't really follow Indonesian influencers because I just don't want to be basic. Because I feel like if I follow Indonesian influencers, I will become just like everyone in Indonesia, while everyone in Indonesia looks up to them.”*

Daisy tend to gravitate towards foreign fashion influencers on social media platforms like Instagram and TikTok. This preference reflects her distinct taste regime, driven by the desire to stand out and avoid conforming to common trends. She express a reluctance to follow Indonesian influencers, as she wish to maintain her unique identity rather than blending in with the mainstream. This approach aligns with her fashion philosophy and aspiration for individuality in their style choices.

*“because I tend to follow trends and I like to keep up with trends”*

She show a proclivity for staying up-to-date with current fashion trends through her engagement with social media. This habit aligns with her taste regime, reflecting her interest in incorporating popular and contemporary elements into her style choices. By following trends, she demonstrate a willingness to integrate

fashionable elements into her wardrobe while maintaining her own unique sense of taste and self-expression.

*“If I usually have trouble in finding the items that the influencers wear, I will go look in the comments and there will be some users that would help when I leave a comment about the stuff that I like. For instance, “do you know what she wears?”, “do you know what necklaces that she wears?”, “do you know what clothes like the top that she wears?”, and then other users would help me by replying to my comment.”*

When faced with challenges in finding specific items worn by influencers, Daisy actively engage with the social media community by seeking assistance in the comments section. This practice reflects her dedication to aligning her style with those she admires while also showcasing her taste. Daisy’s willingness to seek and provide help within the online fashion community emphasizes her commitment to staying informed and incorporating desired elements into her personal style.

*“I used to label fashion style based on what the Internet says like for example like if there is a current trend about certain fashion, I tend to like follow the updated you know like style from fashion influencers and they tend to make like labels for such a style, and like for example if the current trend is like Y2K like corporate core and stuff I used to like find them, find the labelization on like tiktok, pinterest, Twitter, or like Instagram. But mostly like TikTok and Pinterest because it's easy to find certain*

*labels, like for example you're looking for an outfit idea for like Y2K core you could find it easily on both TikTok and Pinterest”*

Daisy have a habit of categorizing her fashion style based on current trends and the labels associated with them as popularized by influencers on platforms like TikTok, Pinterest, Twitter, and Instagram. She actively search for style concepts such as "Y2K core" or "corporate core" to align her attire with prevailing trends. Her engagement on social media platforms, particularly TikTok and Pinterest, enables them to easily discover and adopt various fashion labels, thus reflecting her commitment to incorporating popular elements into her own taste regime.

### **3.2.2. Process of Fashion Learning**

This part of the chapter describe the finding about the participants’ experience of fashion learning, The description include the process of the taste regime namely problematization, ritualization, instrumentalization. This reveals how participants engage with TikTok fashion influencers and shape their own fashion choices.

#### **3.2.2.1. Rose**

##### **3.2.2.1.1. Exploration and Discovery**

*“I do listen to influencer recommendation, since I often follow fashion influencers on social media and they usually they make a video or photo about their outfit, through*

*contents such as outfit of the day or even recommendation and I mostly follow their advice or recommendation, and I personally buy some of the stuff I see that are recommended by influencers instantly.”*

In the context of rose’s fashion exploration, there’s a notable pattern of seeking influencer recommendations. This can be understood as a form of problematization, where they actively engage with the fashion world by relying on the guidance of influencers. By regularly following these fashion influencers on social media platforms, she immerses herself in the outfit suggestions shared through posts like "outfit of the day" or explicit recommendations. This practice demonstrates her willingness to adopt external opinions to enhance their wardrobe choices. As a dedicated follower of fashion influencers, Rose actively seeks out their recommendations and advice. She closely follow these influencers on various social media platforms, where the influencers frequently share their outfit of the day or fashion recommendations. Moreover, their immediate purchase of items endorsed by influencers reflects the extent of influence these recommendations have on their taste regime.

*“I mostly follow their advice or recommendation, and I personally buy some of the stuff I see that are recommended by influencers instantly.”*

Their fashion approach appears to be rooted in problematization, where they actively engage with the opinions and suggestions of fashion influencers. This involvement goes beyond mere observation, as they frequently heed the advice and recommendations offered by these influencers. This behavior indicates a willingness to integrate external viewpoints into their personal taste regime. It's noteworthy that her commitment to this approach goes to the extent of promptly purchasing items endorsed by influencers. This showcases the significant impact these recommendations have on shaping Rose's fashion choices and their overall approach to style.

*“because I feel like the style that they recommended fits with my style, that’s why I followed them. And they mostly look good on them. So, I want to try if it’ll look good on me too. And, the way they describe the clothes sometime also make me want to buy it.”*

Rose's engagement with fashion influencers reflects a problematization approach, where she evaluate and adopt recommended styles that align with her own taste. Her decision to follow these influencers is not merely based on admiration, but rather a conscious choice rooted in the perceived compatibility between the influencers' recommendations and her own style. This perception arises from the

belief that the suggested styles resonate with rose's personal preferences. Furthermore, she is influenced not only by the visual appeal of the influencers but also by the influencers' descriptions of the clothing. This suggests that awareness of how narratives and descriptions play a role in shaping her purchasing decisions. In essence, her fashion choices are actively influenced and curated by a careful consideration of external recommendations that complement her individual taste.

*“She is called “Rzfany” I follow her both on TikTok and Instagram. And her style really fits my preference which led me to follow her social media accounts and watch her videos.”*

She's demonstrating the taste regime concept of problematization by choosing to follow a particular influencer named "Rzfany." The influencer's style resonates with her individual taste regime, prompting them to actively seek out and connect with her on both TikTok and Instagram. This deliberate action reflects a sense of alignment between Rose's preferred aesthetic and the content produced by "Rzfany." Their engagement goes beyond passive consumption as it is driven by a desire to find resonance and inspiration that complements their personal taste, underlining their proactive involvement in shaping their fashion choices through external influences.



*“But now I can like understand more what I'm trying to achieve in my style, and basically what I follow from certain influencer if I like them or follow them, then that must be my style as I find them as an inspiration.”*

Rose is showcasing the concept of problematization by highlighting a shift in her understanding of her personal style. She have gained clarity on her own style goals, realizing that if she appreciate and follow a particular influencer, that influencer's style becomes a source of inspiration for her. This shows how Rose is actively curating her preferences and aligning with certain influences that resonate with her own taste. It reflects a thoughtful and purposeful approach to developing her fashion identity.

*“I would describe my fashion style as simple and chic. And I must say my mom influenced some of my style. By being the only girl in the family and I, myself only have my mom for my role in fashion. That's why I said, I already have a certain interest in fashion since a long time ago. Because me and my mom used to go to the mall and she really like to shop after school, and we have the same taste in colours and also our preference in style.”*

Rose's fashion sensibilities revolve around simplicity and chicness, which she attributes partly to her mom's influence. As the only girl in the family, Rose found a fashion mentor in her mother, who played a pivotal role in shaping her taste. Their

bonding rituals of visiting the mall after school sessions not only instilled a love for fashion but also aligned their colour choices and style preferences. These shared experiences formed the cornerstone of Rose's fashion journey, deeply influencing her approach to attire and aesthetics.

*“I think because she used to study abroad when she was in college, I think she has an international preference compared to other moms.”*

Reflecting on her mother's time abroad during college, Rose acknowledges how this exposure broadened her mom's fashion spectrum. This international experience contributed to her mother's distinctive taste, imbuing it with a cosmopolitan flair that stands apart from conventional or localized styles. Rose, in turn, inherited a broader perspective on fashion, influenced by international trends that her mother brought back from her studies abroad.

*“Because in my junior high, I have more exposure to fashion, since I have access to social media, like Instagram and there is also inspiration blog, like Pinterest or Tumblr. So, I have more access to many kinds or variative fashion.”*

Moving into junior high, Rose's access to social media platforms like Instagram and inspirational blogs like Pinterest and Tumblr significantly expanded her fashion horizons. These platforms became her gateway to a vast array of diverse fashion inspirations. This exposure provided her with a rich tapestry of styles,

enabling her to explore and incorporate various elements into her evolving fashion preferences.

*“if they think my style today is not really good, I will just think that they just don’t have the same style as me.”*

Rose remains steadfast in her fashion choices, possessing a resilient attitude toward differing opinions about her style. She confidently upholds her unique taste, understanding that subjective viewpoints about her outfits do not undermine her confidence in her personal style. This unwavering commitment to her individuality highlights her confidence in embracing her preferences despite external judgments or varying perceptions.

*“because I feel like the style that they recommended fits with my style, that’s why I followed them. And they mostly look good on them. So, I want to try if it’ll look good on me too.”*

Rose actively engages in following specific influencers or individuals on social media platforms because she finds their fashion recommendations align with her personal preferences. She's drawn to styles that these influencers showcase, believing they resonate with her own fashion sense. Their choices inspire her to explore whether these styles could complement her appearance and fit within her

established fashion identity. Their visual representations provide her with a reference point for potential fashion experiments or additions to her wardrobe.

*“Yes, I actually tend to read the user comment. Because usually the clothes displayed in the video, is worn by someone who has a perfect body and with a perfect form and sometimes the users state their reality by saying “it does not fit, as the sizing is too small than it’s supposed to be” and I actually read it and listen to it. So, they usually tell their height and weight, and it makes things easier for me to picture the sizing for myself.”*

While browsing fashion content on social media, Rose is attentive to user comments, particularly those discussing the fit and sizing of displayed clothing items. She places significant value on real user experiences and measurements, considering them as practical guidance for envisioning how certain clothes might fit her physique. By gauging the feedback from individuals with similar body types, she gains insights into whether the showcased attire would suit her, making her decision-making process more informed.

*“I often feel like a weird collection from a certain brand, but I don’t think I go for that fashion style. But when I know it’s that brand I will be biased and will think “oh this is so \*the name of the brand\*” so I could see why it’s weird or strange. So, I*

*think the brand itself is more important than the fashion style. Because the brand represents the fashion style for the brand unconsciously.”*

Rose acknowledges that her perception of a fashion collection can be heavily influenced by the reputation and identity of the brand behind it. Even if she finds a collection's style unconventional or peculiar, the brand association affects her perception. She recognizes that certain brands carry distinct aesthetics or brand personas that inadvertently influence her evaluation of the associated fashion styles. This brand association impacts her perception of the styles presented, adding a layer of bias or predisposition to her judgment.

*“That's why I always chose the classic piece instead of their up to date or only for one collection like one summer collection or a piece that is not intend to stay long. So, I choose the classic piece that's why I think it is OK to wear a brand well known by other people because I use the anti-mainstream pieces.”*

Rose consciously favours timeless, classic fashion pieces over transient and trend-centric collections. She places a high premium on enduring styles that transcend seasonal trends, preferring items with longevity in her wardrobe. Moreover, while she doesn't mind engaging with well-known brands, she tends to gravitate toward those that offer unique, anti-mainstream pieces. This inclination towards enduring styles

and brands with distinct offerings aligns with her preference for fashion pieces that stand the test of time and reflect her individuality.

*“Because my friends would sometimes send me a picture of clothes and they would go “this is really you”. So, I think that as sweet and also cute that my friend would think of me when they see a certain fashion style.”*

Rose cherishes the moments when her friends send her pictures of clothes, saying, "This is so you!" It's more than just a passing message as she consider it as a gesture that warms her heart. For Rose, these shared moments symbolize a deep understanding and connection among friends. When her friends spot a particular fashion style and immediately link it to her, it's a testament to the unique bond they share. It's touching to realize that her friends recognize and appreciate her distinct taste and personal style enough to associate it with specific clothing. This act of sharing, where friends actively involve her in their fashion discoveries, not only reflects their thoughtfulness but also strengthens their bond. It makes Rose feel understood, acknowledged, and valued for her individuality and fashion choices within her social circle.

#### **3.2.2.1.2. Assimilation and Creative Exploration**

*“I **usually** use social media for entertainment purposes for most of the time by scrolling around while at the same time keeping up with the trends and finding inspiration. I also use my social media to seek for information.”*

Engaging with social media has become a ritualized part of Rose’s daily routine, blending both entertainment and practicality. She spends significant time scrolling through various platforms, using it to stay updated on trends and gather inspiration. This aligns with the concept of ritualization, where these activities have developed into habitual practices that reflect Rose’s preferences and interests. Additionally, she uses social media for seeking information, demonstrating its versatile role in both leisure and information-seeking aspects of her life.

*“Olivia Palermo and Rosie Huntington, as I **always** watch their video on YouTube.”*

Rose have developed a habitual pattern of watching videos featuring influencers like Olivia Palermo and Rosie Huntington on YouTube. This reflects her taste regime concept of ritualization, as she consistently engage with content from these influencers. The ritual of seeking out their content becomes a source of inspiration that she seamlessly integrates it with her personal taste regime, shaping her fashion choices and reflecting her identity in the process.

*“in my own understanding, it is a form of our self-expression and also something that describes our identity.”*

From Rose’s perspective, fashion serves as a means of expressing oneself and showcasing individual identity. This resonates with the taste regime concept of ritualization, where personal style becomes a consistent form of self-expression. By regularly choosing and presenting outfits that align with her identity, she engage in a ritualized practice that reflects her understanding of fashion's significance beyond just clothing, but more as a statement of who they are.

*“I would describe my fashion style as simple and chic.”*

Rose’s fashion style can be described as a blend of simplicity and chic elegance. This self-assessment aligns with the taste regime concept of ritualization, where she consistently embodies this style through her clothing choices. By repeatedly selecting outfits that exude a simple yet sophisticated aura, she engages in a ritual of self-presentation that underscores her personal fashion identity.

*“I think because she uses to study abroad when she was in college, I think she have an international preference compared to other moms.”*

Rose’s mother international exposure during her college years seems to have shaped her fashion preferences. This aligns with the taste regime concept of



ritualization, where her experiences have led her to develop a distinctive style influenced by global trends. This ritualization of her fashion choices reflects her unique background and showcases her preference for a more internationally inspired wardrobe compared to other mothers. Her international experiences influenced her fashion sense, which is a unique blend of different styles.

*“Personally, that impacted my personal fashion style would be Melania trump, because I find her to be elegant and classy.”*

Rose’s personal fashion style has been influenced by figures like Melania Trump, who she sees to be embodying elegance and class from her fashion style. From there then Rose embraces an aesthetic that mirrors these qualities in her own fashion choices. This connection to Melania's style illustrates the taste regime concept of ritualization, where her admiration for such figures has led her to incorporate similar elements into her own wardrobe. This reflects a ritualization of her fashion choices, inspired by the aesthetics and traits she admires in individuals like Melania Trump. This personalized interpretation of Melania's elegance underscores her taste regime ritualization, transforming admiration into a tangible manifestation of her own distinctive style narrative.

*“I would describe my fashion style as simple and chic. And I must say my mom influenced some of my style. By being the only girl in the family and I, myself only*

*have my mom for my role in fashion. That's why I said, I already have a certain interest in fashion since a long time ago. Because me and my mom used to go to the mall and she really like to shop after school, and we have the same taste in colours and also our preference in style."*

Rose's description of her fashion style as "simple and chic" draws a connection to her upbringing, particularly her close relationship with her mother. Being the only girl in the family, Rose has primarily looked up to her mom as her fashion role model. She attributes a significant part of her fashion interests to her mother's influence. Their shared experiences of going to the mall and post-school shopping outings have been formative in shaping Rose's sense of style. Their shared taste in colours and style preferences have cemented the foundation for Rose's fashion choices, fostering a mutual understanding and influencing her fashion journey from an early age. This alignment in preferences and shared experiences underscores the significance of familial influences on Rose's fashion decisions, highlighting the mirroring aspect within the taste regime's ritualization. Rose's fashion choices are reflective of her observations and adoption of her mother's fashion practices, representing a continuation of a fashion legacy within her family.

*"I have more exposure to fashion, since I have access to social media, like Instagram and there is also inspiration blog, like Pinterest or Tumblr. So, I have more access to many kinds or variative fashion."*

Rose's interaction with social media platforms like Instagram and inspiration blogs like Pinterest or Tumblr has significantly broadened her fashion horizons. Through these digital channels, she gains access to an extensive array of fashion trends, styles, and inspirations. The visual nature of these platforms allows her to explore various aesthetics, experiment with different trends, and understand diverse fashion expressions. This exposure has become a valuable resource for Rose, offering her a wealth of inspiration and influencing her evolving fashion preferences and choices.

*“since I often follow fashion influencers on social media and they usually they make a video or photo about their outfit, through contents such as outfit of the day or even recommendation and I mostly follow their advice or recommendation”*

Her engagement with fashion influencers on social media holds an important influence on her fashion journey. Rose actively follows these influencers who regularly share their fashion insights, outfit recommendations, and styling tips. These influencers serve as mentors in her fashion exploration, providing valuable guidance and suggestions that Rose often incorporates into her personal style. Their content, such as outfit-of-the-day posts or fashion advice videos, serves as a reference point for Rose, shaping her understanding of current trends and aiding her in experimenting with different fashion choices. This engagement highlights the mirroring aspect

within the taste regime's ritualization, as Rose adopts and integrates elements from these influencers into her own fashion repertoire.

*“because I feel like the style that they recommended fits with my style, that’s why I followed them. And they mostly look good on them. So, I want to try if it’ll look good on me too.”*

Rose finds resonance with styles suggested or recommended by influencers. She identifies with these styles as they seem to align well with her own fashion preferences and persona. Observing how these styles complement the influencers' appearance encourages Rose to follow suit. Their ability to effortlessly carry off these fashion choices convinces Rose that these styles might suit her equally well. She's drawn to the idea that these styles, which appear appealing and fitting on influencers, could potentially resonate with her personal style, prompting her to try them out. This tendency towards adopting styles endorsed by influencers exemplifies the mirroring aspect within the taste regime's ritualization, where individuals emulate and incorporate aspects of influencer styles into their own fashion expressions.

*“they comment on how I dress today and they would say something like “you dress really nicely today” and when I’m not feeling really good, they would say something like “are you feeling lazy? Because this is not how you usually dress up or style yourself”.”*

When others comment on Rose's attire, their words hold deeper meanings beyond mere compliments or casual observations. Positive remarks like "you dress really nicely today" signify an acknowledgment of her style choices, symbolizing an appreciation for her outfit selections. These affirmations serve as symbolic validations, indicating that her dressing resonates positively with others. Conversely, comments hinting at deviation from her usual style, such as "are you feeling lazy?" when she's not in her typical attire, carry symbolic weight. They denote a departure from the expected norm, suggesting a potential change in mood or effort. These remarks symbolize an awareness of her usual standards and reflect how her dressing habits are perceived by those around her.

*"I think for me the brand is more important because I usually find myself rather biased towards the brand instead of the fashion style itself. I often feel like a weird collection from a certain brand, but I don't think I go for that fashion style. But when I know it's that brand I will be biased and will think "oh this is so \*the name of the brand\*" so I could see why it's weird or strange. So, I think the brand itself is more important than the fashion style. Because the brand represents the fashion style for the brand unconsciously."*

Reflecting on her preferences, Rose admits to having a pronounced inclination towards specific brands, surpassing her consideration for particular fashion styles. She notices a notable bias when recognizing certain brands, irrespective of whether

the collection aligns with her fashion tastes. This inclination signifies the symbolic significance brands hold for her. Identifying a brand prompts a subconscious attribution of distinct identity or uniqueness, superseding the immediate focus on the presented style. This tendency illustrates how brands carry symbolic weight, embodying unique characteristics or associations that influence individual perceptions. For Rose, the brand becomes emblematic of specific traits or qualities, shaping her interpretation of the associated fashion style. This emphasizes the symbolic attribution within the taste regime's ritualization, highlighting the influential role of brands in defining fashion symbolism and personal preferences.

*“So what brand I think that represent me is Zara, Massimo dutti, or any kind of classic piece. I think, yes, it is risky because I use most of my brand is from well-known by other people. That's why I always chose the classic piece instead of their up to date or only for one collection like one summer collection or a piece that is not intend to stay long. So, I choose the classic piece that's why I think it is OK to wear a brand well known by other people because I use the anti-mainstream pieces.”*

Brand that Rose favour, notably Zara and Massimo Dutti, goes beyond mere labels. She views these brands as an extension of her personal style and identity. Choosing established brands could be perceived as a risk due to their widespread recognition, but Rose consciously navigates this by leaning towards classic pieces within these well-known labels. This choice isn't just about wearing popular names

but about selecting timeless pieces that defy fleeting trends, reflecting her commitment to anti-mainstream choices within the realm of renowned brands. By opting for enduring styles rather than transient fashion fads, she expresses her individuality through the pieces she chooses.

*“my preference in colours and also motives, I usually pick a simpler motive like stripes rather than checkers rather than squares and then I learn and make it understanding of the label symbol is chic is by definition of it the chic itself has a definition elegant and simple which is what I intend for in dressing up so why I label myself as simple and chic because I like muted colours like neutral colours white and that tan black or even a Gray I chose simple colour rather than loud colours”*

In Rose's fashion choices, colour and patterns play a vital symbolic role. Her inclination towards muted tones like neutral shades and subtle motifs such as stripes over bold checks signifies her desire for elegance and simplicity. The deliberate selection of understated colours—whites, tans, blacks, and greys—embodies her preference for a refined, sophisticated style that doesn't attract too much attention but still exudes understated grace. By aligning herself with the descriptor "simple and chic," Rose encapsulates her fashion ethos. Her chosen colours and patterns serve as symbols representing her pursuit of an unassuming yet tasteful aesthetic. This deliberate symbolism signifies her preference for a quietly sophisticated and elegantly straightforward approach to fashion.

*“I want people to see me in a calm mood, I want it to be seen as beautiful in other people's eyes and I wanna dress it not for the world, but for myself is one of the quotes that I relate so much, because when someone saying I'm overdressed and I'm saying like as attention seeker, I never see myself as attention seeker because when I look good, I look good for myself not for the others, and you have certain satisfaction when I wear something and I look good on it, I feel like self-satisfaction so I don't think there will there will be a term “overdress” for me and I never dress for others and it is purely satisfaction for myself.*

For Rose, clothing is an intentional expression of her internal state—specifically, a desire for tranquillity and beauty. Her choice of clothing aims to convey a serene mood, emphasizing her desire for calmness and aesthetic appeal. Central to her perspective is the notion of dressing for herself rather than for the sake of others' opinions. This deeply resonates with her as she views dressing well as a form of self-satisfaction, not as a means of seeking attention or validation. The criticism of being "overdressed" doesn't resonate with Rose because she dresses in a way that brings her personal satisfaction and contentment. For her, the act of looking good isn't about seeking attention or validation; rather, it's a source of personal satisfaction and self-expression. When she feels good in what she wears, it brings a sense of contentment and self-assurance. Therefore, the notion of being "overdressed" doesn't apply to her because her choices stem from a place of internal satisfaction and personal fulfilment rather than external validation or societal norms. This outlook signifies her



commitment to using fashion as a means of expressing her inner state and finding personal satisfaction in her style choices.

### **3.2.2.1.3. Reflection and Affirmation**

*“from wearing certain clothes, how I wanna make meaning of my style is basically how people wanna see me in the calm mood why I'm choosing muted colours, I want it to be seen as beautiful in other people's eyes”*

Through Rose's choice of clothing, she aims to convey a sense of tranquillity and calmness in the eyes of others. By opting for muted colours and a particular style, she strives to present herself as someone who appreciates beauty and elegance. The choice of muted colours is a deliberate instrument to communicate a serene mood, intending to be perceived as aesthetically pleasing by others. This instrumentalization of her fashion choices serves as a means to create a specific impression and communicate her desired mood and aesthetic to others. By consciously selecting and curating their attire to evoke a particular emotional response in others, she engages in the instrumentalization practice of taste regime theory.

*“how I wanna make meaning of my style is basically how people wanna see me in the calm mood, like why I'm choosing muted colours, I want it to be seen as beautiful in other people's eyes”*

Rose's perspective on instrumentalization within the taste regime concept involves a deliberate selection of fashion elements to create a specific perception from others. Her preference for muted colours and distinct styles isn't just about personal satisfaction, but also as an intentional strategy to convey tranquility and beauty to those observing her attire. Rose instrumentalizes her fashion choices, seeking validation in how her style is perceived by others. For her, validation emerges from external interpretations, as she aims to create a visual narrative that aligns with the serene and aesthetically pleasing image she wishes to project outwardly. Her desire of external validation underscores her emphasis on projecting an image the way she wanted to be perceived as someone who embodies calmness and beauty through her clothing choices, forming a crucial part of the meaning she aims to convey through her fashion.

### **3.2.2.2. Lily**

#### **3.2.2.2.1. Exploration and Discovery**

*“the influence are random for me, sometimes I go “uhh... I find it cute or cool or awesome how this guy wears this shirt” and afterwards I would have the temptation to try it on or to mix and match what other people are wearing, sometimes it made me wonder, if I apply it to myself, does it suit me or not?”*

Lily is open to new ideas and influences when it comes to fashion. She is always looking for new ways to express herself through her clothes. When she sees someone wearing something stylish, she takes note of it and considers incorporating similar elements into her own wardrobe. However, she also engage in self-reflection, questioning whether these new styles would suit her personally. This demonstrates a dynamic interplay between external inspirations and their individual fashion identity, as Lily weigh the compatibility of various trends with their own preferences and look.

*“Tanti Ramira, and she's really colourful in terms how she dress herself up, it's good if you mix and match clothes, then I tried to join this trend for like a week,”*

As Lily engage with a specific fashion influencer such as Tanti Ramira, she has been incorporating the concept of problematization unconsciously by observing Tanti Ramira, who has a distinctive and vibrant style. Lily notice how she skillfully combines colourful garments to create visually appealing outfits. Intrigued by this trend, Lily decides on a journey of self-discovery contemplating how Tanti’s distinctive style aligns with Lily’s own fashion preference and identity while she strive to stay true to her individuality. As she experiments with it herself for a limited period, trying out Tanti Ramira's mix-and-match approach to dressing. This highlights Lily’s willingness to explore different styles and incorporate external

inspirations into their own fashion choices, while also reflecting on how these choices align with their personal preferences and appearance.

*“I mostly use neutral colours like black, white, brown and it's kind of like that, so there's this fashion trend to use colourful like colour blocking”*

Lily's fashion approach is rooted in neutral tones such as black, white, and brown, reflecting a preference for a minimalist and understated aesthetic. However, they acknowledge a current fashion trend involving vibrant and bold colour blocking. Lily is constantly balancing her own personal style with the latest trends. She doesn't want to just follow what's trending, but she also doesn't want to be completely out of touch with what's popular. This is a difficult balance to strike, but Lily seems to be doing a good job of it. While she primarily gravitates towards neutral hues, she is open to exploring new directions and experimenting with the colourful trend, which prompts herself to question how to incorporate it into her own established fashion choices.

*“Ahh..that's for sure. Because nowadays it's like really easy for us to share shopping links, just like that, on iG stories, there's bound to be something like on every*

*influencers iG story like for example when recommending items to their followers, influencers want to click and want to shop”*

Lily acknowledges the ease of sharing shopping links on social media platforms, particularly Instagram stories. Influencers often utilize this feature to recommend items to their followers, providing quick access to purchase options. This scenario encapsulates the taste regime concept of problematization, where the individual recognizes the influence of technology and social media on shaping their consumption behavior. They observe how influencers' recommendations are seamlessly integrated into their online presence, prompting viewers to consider and potentially adopt these suggestions as part of their own shopping habits.

“I tend to click on their recommendation link that they share.”

Through the statement there is a tendency to engage with the recommendation links shared by influencers. This behavior aligns with the concept of problematization, where the Lily is influenced by the influencer's suggestions and actively seeks out the products or items they endorse. This action demonstrates the impact of online recommendations on their consumption choices, highlighting the interplay between social media content and their shopping decisions. As consumers,

Lily question how these items align with her own preferences as she participate in the process of problematization, evaluating the appropriateness and significance of the fashion pieces.

*“there's someone I might not know based on what I see on social media accounts and I would think "uhh I think her fashion style is good, and a bit similar to mine,..”*

With many of her time spent on social media, Lily notices individuals who she is not familiar with on social media, as the content just passed by, and whose fashion style resonates with their own. This observation reflects on the concept of problematization, where they are drawn to others whose style aligns with theirs, prompting a sense of connection and inspiration. This showcases the role of social media in facilitating the discovery of like-minded fashion enthusiasts and the potential influence it has on their own style choices.

The individual is drawn to the idea that adopting similar styles might align with their own taste and contribute to the construction of their fashion identity. This process of evaluating and comparing fashion styles from social media exemplifies how taste regime influences the formation of fashion preferences and the aspiration

to emulate certain fashion influencers or individuals who are perceived to possess desirable and relatable fashion styles.

*“if it doesn't fit, okay, then it doesn't work, but if for example it fits I use it over and over again, but of course with a little change here and there on the style.”*

When considering a new fashion choice, Lily reflects on her previous experiences through evaluating the suitability of the style to her own. If the piece aligns well with her taste, then there is a higher chance for her to embrace it and incorporate it into her wardrobe. This approach illustrates the concept of problematization, where she assesses items based on her own personal preferences and only adopt those that resonate with her unique style. This also gives the chance for Lily to express the flexibility to make minor alterations to match her aesthetic, highlighting the interplay between her taste and the practicality of her choices. This process of trial and evaluation reflects the problematization mechanism, where the individual continuously questions and assesses the compatibility of different fashion styles with their own identity.

*“I don't really follow exactly everything they use, from top to bottom, as the things that they use might not suit me the way it suited them, that's why I always mix and match as well as changing it a little bit according to my style”*

Lily's approach of not blindly following influencers' fashion choices but instead, selectively mixing and matching, and modifying according to their own style, illustrates the taste regime problematization process. She recognizes and is aware that what looks good on others might not necessarily look good on her. Instead, she adopts a mindful approach by mixing and matching different elements while making slight adjustments to align with her own personal taste. This showcases Lily's consideration of how each fashion piece resonates with her individual aesthetic, reflecting the essence of the problematization concept. This demonstrates the problematization mechanism, where Lily, as an individual, critically assesses and adapts fashion choices to match her individual style and desired self-presentation. The process of selectively adopting and modifying fashion styles reflects the instrumentalization aspect of the taste regime, where Lily seeks to derive meaning and relevance from fashion choices by tailoring them to suit her personal tastes and self-expression. In this way, the world of fashion for Lily is a continuous process of problematization and adaptation, ultimately shaping her unique and personalized fashion identity.



*“sometimes I like to follow the trends as well of course only if I found the trend to match my persona and style.”*

Lily selectively engages with fashion trends, embracing those that align with her identity and style. Lily refrain from adopting trends simply for the sake of conformity, instead, she evaluates whether a trend resonates with her persona before integrating it into her fashion choices. This demonstrates the problematization mechanism, where Lily continuously assesses and filters fashion trends based on their compatibility with her desired self-presentation. This approach allows Lily to maintain a balance between following trends and staying true to her unique fashion preferences, resulting in a fashion identity that authentically represents her personality and style.

*“for instance there's someone I might not know based on what I see on social media accounts and I would think "uhh I think her fashion style is good, and a bit similar to mine,..” so after that I tried to mix and match that kind of style again with my own style”*

Lily often discovers individuals on social media whose fashion sense aligns with her own. Despite not knowing them personally, she finds their styles appealing and somewhat resembling her preferences. In response, Lily tries to integrate

elements of these styles into her own fashion choices, attempting to merge these unfamiliar yet relatable styles with her signature fashion sense. This demonstrates her inclination to merge external inspirations with her established style, embracing a form of collective fashion creativity across social media platforms.

*“I try to dress up and try to find inspiration as well from other people for on how to style this or that way”*

In her pursuit of fashion inspiration, Lily actively engages in dressing up, seeking guidance from diverse sources to explore different styling approaches. This proactive engagement signifies Lily's openness to diverse fashion ideas. By seeking inspiration from various sources, Lily demonstrates her eagerness to learn and adapt her fashion style while keeping abreast of contemporary trends. Her active participation showcases a conscious effort to broaden her fashion spectrum beyond her immediate preferences.

*“I find it exciting to see their outfits and the fact that each people have different style really excites me. But I realize by observing other or helping others, it gives me new knowledge as well. By observing my friends, I could also try new style inspired by them.”*

Lily finds excitement in observing the varied fashion choices of different individuals. This fascination stems from the distinctive nature of each person's style,

fostering her appreciation for the uniqueness in fashion expression. Furthermore, Lily acknowledges that by observing and assisting others in their styling endeavours, she not only finds personal excitement but also gains invaluable knowledge. Her engagement with others' fashion choices serves as a continuous learning process, inspiring her to explore and experiment with new styles while cherishing individuality in fashion preferences.

*“there seems to be one influencer like that, her name is Tanti Ramira, and she's really colourful in terms how she dress herself up, it's good if you mix and match clothes, then I tried to join this trend for like a week,”*

Upon encountering an influencer like Tanti Ramira, known for her vibrant and colourful fashion style, Lily is captivated by the mix-and-match approach evident in Tanti's clothing choices. Intrigued by this stylistic diversity, Lily decides to experiment with this trend for a brief period. This act underscores Lily's willingness to step out of her comfort zone and explore divergent fashion trends. However, her brief immersion indicates a discerning approach—she explores new trends without compromising her core fashion identity, ensuring that she maintains authenticity while exploring the spectrum of fashion expressions.

*“but I feel like this isn't me, it's not my fashion, so from there I realized that not all fashion trends can actually suit everyone,”*

Lily's venture into a new trend was a pivotal moment that led her to an essential realization about the relationship between fashion trends and personal style. It became apparent that not every fashion trend seamlessly integrates with her individual fashion identity. This experience served as a reminder that while certain trends may be widely popular or deemed fashionable, they might not align with her authentic fashion persona. Lily's recognition highlights the intricacies of personal style and emphasizes the importance of self-awareness in discerning which trends complement her unique aesthetic and which ones might not resonate with her. This realization echoes a sentiment held by many fashion enthusiasts—the understanding that while trends might captivate the larger fashion community, they might not necessarily resonate with an individual's sense of style or identity. Lily's approach showcases her commitment to maintaining authenticity in her fashion choices, preferring styles that genuinely express her personality rather than conforming to fleeting trends.

*“oh yeah, BeCe, that's for sure, even though it's different, right? As I use a hijab and she doesn't, but we just need to be smart in styling ourselves through that”*

In drawing a comparison between her fashion choices and those of BeCe, who doesn't wear a hijab, Lily exhibits a nuanced perspective on diversity in fashion. Despite the contrasting nature of their attire due to the hijab difference, Lily finds inspiration in BeCe's style. This demonstrates Lily's ability to appreciate and

selectively incorporate elements from diverse fashion styles, adapting them creatively to suit her own hijab-wearing fashion. By recognizing the need to adapt and personalize fashion choices based on individual circumstances, Lily showcases an inclusive approach to fashion. She acknowledges the diversity in fashion tastes and styles while carving out her unique fashion identity within her cultural and personal context. This ability to draw inspiration from various fashion influencers or styles and adapt them to her specific needs reflects Lily's versatility and creativity in navigating the diverse landscape of fashion.

*“in terms of brand, I don't think so. I don't think so, nowadays there are many brands, especially local brands, which the prices are more affordable with good quality as well, and there are even non-brands that they sell in e-commerce, which also has good quality.”*

Lily's perspective on fashion brands and pricing reveals a pragmatic outlook on fashion consumption. She underscores the idea that quality and style don't always hinge on branded labels. Lily highlights the prevalence of affordable yet high-quality local brands and non-branded items available in e-commerce platforms. Her endorsement of these alternatives emphasizes her belief in the accessibility of quality fashion beyond brand recognition. This viewpoint reflects Lily's value-driven approach to fashion, prioritizing quality, functionality, and personal style over the prominence of brand names. Her willingness to explore non-branded or local

alternatives showcases a conscious consumerism ethos, where she values quality and aesthetics over brand prestige. Lily's perspective aligns with a growing trend among fashion enthusiasts who prioritize sustainability, accessibility, and ethical considerations in their fashion choices.

*“I'm the type who always develops outfit styles from several references from influencers, so I don't really follow exactly everything they use, from top to bottom, as the things that they use might not suit me the way it suited them, that's why I always mix and match as well as changing it a little bit according to my style”*

Lily's approach to fashion involves a meticulous process of drawing inspiration from various influencers. However, she doesn't merely replicate their styles verbatim. Instead, she creatively interprets and modifies their fashion choices to suit her individual style. This demonstrates Lily's dedication to curating her unique fashion identity by integrating external influences while maintaining her personal authenticity.

Her strategy involves a fine balance between embracing external inspiration and infusing her creativity to adapt those influences into her distinct style. Lily's ability to customize and infuse her personality into trends showcases her creative autonomy and confidence in expressing herself through fashion. This approach reflects a

conscious effort to evolve her style while staying true to her unique fashion sensibilities and identity.

*“Because we are influencers, we definitely follow each other too, and it's impossible if we don't follow each other. So that we can share ideas, sharing all kinds of things actually.”*

In explaining the dynamics of the influencer community on social media, Lily illuminates the interconnection among influencers. Acknowledging her role as an influencer, she highlights over the importance of following and engaging with other influencers. This mutual engagement serves as a vibrant network where ideas and insights, particularly regarding to fashion, are exchanged freely. The collaborative spirit within this community develops the exploration of fashion trends and styles, creating a communal of inspiration that each influencer can tap into. This interconnectedness, therefore, forms a dynamic space where the boundaries between creators blur, fostering a shared fashion narrative.

*“usually, on average, I follow the influencers who have the same taste as me as well. So in a sense we “ngeraacunin” each other , it's like recommending fashion items to each other.”*

Lily delves into the fascinating concept of mutual influence within the influencer sphere, emphasizing the term "ngeraacunin." This term sums up the shared

influence among influencers who share similar tastes. The essence of this phenomenon lies in the mutual inspiration that occurs as influencers exchange and incorporate each other's fashion choices and preferences. It's not just about individual expression, but it's also about creating a collective impact on fashion perceptions and trends. Through this symbiotic relationship, influencers become part of a recommendation ecosystem, where shared tastes lead to a collective influence that resonates across their audience.

*“nowadays it's like really easy for us to share shopping links, just like that, on iG stories, there's bound to be something like on every influencers iG story like for example when recommending items to their followers, influencers want to click and want to shop, it's really funny and fun and I, for example, as a content creator, you can say that in a way I'm an influencer too. If, for example, there is someone who, for example, we recommend, then that person is excited, we are also happy like that, like oh, we succeeded in recommending to people the things we like.”*

The ease of sharing links on social media platforms has changed how influencers interact with their audience, this can be seen as Lily discusses the seamless sharing of shopping links on social media, particularly on Instagram stories. This practice has transformed the influencer-follower dynamic. Lily highlights how influencers make use of this platform to recommend fashion items directly, making the purchasing process more accessible for their followers. In her role as a content



creator, Lily finds joy in the interactive nature of recommending items. This not only serves as a promotional strategy but also fosters a shared enthusiasm when followers respond positively to the suggestions, creating a symbiotic relationship between influencers and their audience.

*“BeCe includes as one of the influencers I tend to click on their recommendation link that they share.”*

In singling out BeCe as an influencer whose recommendation links she often clicks on, Lily provides a glimpse into the supportive ecosystem within the influencer community. This practice shows the exchange that exists among influencers, where they actively engage with and endorse each other's content. By expressing interest in fellow influencers' recommended items, Lily not only participates in a mutual exchange of support but also contributes to the spread of fashion-related content. This interconnected web of support and interaction further solidifies the influencer community as a collaborative space where shared interests and recommendations shape the collective narrative of fashion.

#### **3.2.2.2.2. Assimilation and Creative Exploration**

*“In my spare time, I usually play with my phone, I spend my leisure time scrolling through social media.”*

During Lily's free time, she frequently engages with her phone, a modern-day ritual that involves immersive interactions with social media platforms. This habitual scrolling through social media aligns with the taste regime concept of ritualization, as she finds herself consistently drawn to this activity as a form of entertainment and connection to trends and inspirations. Through this practice, she stays attuned to emerging trends, captures fragments of inspiration, and curates her virtual surroundings to reflect her aesthetic inclinations.

*“for social media more or less around 6 hours per day. the thing is, I set it on my phone, it's like an alarm, anyway, if I have been playing on my phone for a maximum of 6 hours in day, I have to stop playing social media”*

In Lily's daily routine, she dedicates approximately 6 hours to engaging with social media platforms, a practice that's framed within the taste regime concept of ritualization. She has established a boundary for herself, utilizing her phone as a tool to regulate her engagement. This self-imposed limit echoes the ritualized nature of her digital interactions, balancing her online activity with other aspects of her life. Through this intentional practice, she moulds her taste regime, sculpting it not only through the tangible garments she adorns but also through her digital experiences.

Just as her digital interactions interlace to craft a virtual identity that resonates with her style preferences and aspirations.

*“I would say I **usually** use it for taking photos, watching any sort of content that I can find, that's it, apart from that, I already use my cell phone for work too, nothing else.”*

In her routine, she employs her cell phone for a specific set of purposes, aligning with the taste regime concept of ritualization. She uses social media to take photos and to see things that interest her. This selective use of her device is akin to a ritual, where her actions are purposeful and catered to her preferences. Additionally, she incorporates her phone into her work-related activities, demonstrating its role in both her personal and professional life.

*“**Usually**, it's a few fashion influencers, I don't think fashion is the only thing I pay attention to, but also their life style and you can also include anything like traveling, fashion, beauty, food, many others, so if I mention names , some of those accounts, I don't seem to remember that. Because there's are a lot of them, and I watch them randomly as it is fun for me.”*

Lily engages in a form of ritualization by regularly following a selection of fashion influencers. However, her interest extends beyond fashion alone as she delves into various aspects of their lives, including lifestyle, travel, beauty, and even food. In this way, her social media engagement is a multifaceted ritual where she dives into different content. Although she encounters a multitude of accounts, the act of randomly watching them contributes to her sense of enjoyment, reflecting a personalized and selective engagement with her digital world. These interactions, create an influences that shape her evolving taste regime.

*“I like to watch it until it's finished, and sometimes I don't skip it too if they are telling a story like that (on ig story) I watch it till the end,”*

She finds a sense of ritual in the way she engages with Instagram Stories. Her preference is to watch these stories from start to finish, even if they involve storytelling or anecdotes. By committing to viewing the entirety of these short video posts, she creates a ritualized interaction that allows her to fully absorb the content and narratives shared by others on the platform. This practice exemplifies her deliberate and immersive approach to her social media experience.

*“Sometimes I like to follow the trends as well”*

At times, Lily is tempted to follow fashion trends. This inclination becomes a form of ritualization as she engages with the ever-changing landscape of fashion trends. The act of embracing these trends represents a deliberate choice to align herself with the current fashions that captivate her attention. It's an expression of her desire to stay relevant and connected to the evolving tastes and preferences within the fashion realm. This ritual of trend-following not only reflects her engagement with the contemporary but also contributes to the ongoing cultivation of her personal style.

*L: "But do you pay attention on how your friends style themselves? like how they mix n match their clothes."*

*M: "Yes, I often do that."*

When asked about her friends' fashion choices and the way they curate their outfits, she acknowledges her tendency to observe and appreciate their styling decisions. This observation forms a part of her ritualization of fashion, as she engages in the process of understanding and internalizing the unique combinations and preferences displayed by her friends. This action reflects a desire for inspiration and an understanding of diverse fashion approaches, contributing to the development of their own personal taste regime. By paying attention to how her friends mix and match their clothes, she participates in a shared language of fashion exploration and expression.

*“I categorize my clothing style as minimalist because in the past I **often** tried several fashion styles as simple as by looking for references to all outfits on Pinterest, and it turns out that I am comfortable in that certain style, which is like simple minimalism and chic.”*

Lily finds comfort and resonance in defining her clothing style as minimalist, a categorization rooted in her ritualized exploration of fashion. She tried many different fashion styles before finding her preference for simplicity through extensive research on Pinterest. This exploration ultimately led her to embrace a style that aligns with her preference for understated elegance and chic aesthetics. This taste regime reflects a deliberate and consistent approach to curating her wardrobe in alignment with their personal style and the minimalistic ideals that resonate with her.

*“I **tend** to click on their recommendation link that they (influencer) share.”*

She engages in a ritualized behavior of clicking on the recommendation links shared by influencers. She follows fashion influencers to get their recommendations on products and styles. She incorporates their recommendations into her own shopping habits. This shows how influencers can influence people's fashion choices.

*“Fashion in my opinion is like a self-expression of each person through the clothes they wear, is one simple way to put it.”*

Through Lily’s viewpoint, fashion serves as a vehicle for personal expression, where individuals communicate their identity and tastes through their chosen attire. This perspective aligns with the taste regime ritualization, emphasizing the significance of clothing as a means of articulating one's individuality and aligning with specific style preferences.

*“in my opinion the style that I'm currently using, you could say it's considered as simple, minimalist”*

In Lily’s view, the fashion style that she embraces aligns with simplicity and minimalism, which she categorizes as a personal ritualization of her clothing choices. This style choice reflects her preference for clean and uncluttered aesthetics, emphasizing the ritualistic nature of how she presents herself through attire. This reflects Lily’s conscious effort to embody a specific aesthetic narrative through her attire, demonstrating a keen awareness of fashion's role in self-expression and identity projection.

*“I find it exciting to see their outfits and the fact that each people have different style really excites me. But I realize by observing other or helping others, it gives me new knowledge as well. By observing my friends, I could also try new style inspired by them.”*

She derives excitement from observing the diverse outfits worn by others and appreciates the individuality that different styles convey. This fascination with others' clothing choices reflects a ritualized aspect of her engagement with fashion. Moreover, she acknowledges that through this observation, she gains not only aesthetic insights but also new knowledge. Through this process, the individual gains insights into various fashion elements, enhancing their own style sensibilities. Helping her friends with their fashion choices helps her learn more about fashion and improve her own style.

*“I was quite shocked, it seemed like it was really bright at first but there were just like comments from some followers like “Sherly looks really fresh, it's like I just saw a new colour” like this, but I feel like this isn't me, it's not my fashion, so from there I realized that not all fashion trends can actually suit everyone”*

Experiencing a mix of surprise and skepticism, Lily recalls the moment when a fashion trend caught her attention. However, the vibrant and bold style, though



praised by some of her followers, didn't resonate with her personal fashion identity. This encounter highlights a realization that not all fashion trends are universally suitable for everyone. It underlines the importance of individual taste and the understanding that what works for one person may not align with another's preferred style. This perspective echoes the taste regime ritualization, emphasizing that the suitability of trends varies based on personal preferences and the unique interplay between an individual's tastes and the trend's characteristics.

*“In my opinion, fashion is not about the brand, but how you interpret the clothes according to your own personality. so like for example we want to look fashionable but we have to wear the ABCDE brand, that's really wrong to me. In my opinion, brand is not very important, as long as we can dress properly, correctly, and according to what we want, that's all. So what brand is that, it doesn't really matter, in my opinion.”*

In Lily's perspective, fashion goes beyond the boundaries of brand names. It's more about how one interprets clothing to reflect their unique personality. She holds the view that the notion of being fashionable shouldn't be tied to specific brand labels, emphasizing that the focus should lie in wearing clothes that resonate with one's individuality. To her, the significance of a brand takes a back seat to the importance

of dressing authentically and in harmony with personal preferences. This outlook underscores her approach to fashion as a ritual, where self-expression and comfort come before the prominence of a particular brand.

*“I categorize my clothing style as minimalist because in the past I often tried several fashion styles as simple as by looking for references to all outfits on Pinterest, and it turns out that I am comfortable in that certain style, which is like simple minimalism and chic.”*

Lily found comfort and peace in minimalism in her fashion journey. This categorization emerged from a deliberate exploration of various styles, stemming from her searches for outfit inspiration on platforms like Pinterest. Over time, she realized that she prefers the simple and elegant style of minimalism. This alignment between her personal comfort and the chic, understated charm of minimalism has established a ritualized approach to her style, where she seeks self-expression through the language of simplicity and refined elegance.

*“I wanted to look good for myself to feel more Confident in showing my best version and impressing people too, because looking at my current reality and based on my*

*current career, My appearance has become a part of my job as a fashion influence in the fashion field.”*

She wants to look good and feel confident, and she also wants to make a good impression on others. This commitment to personal style and appearance is not just a matter of aesthetics as it has evolved into an important aspect of her identity due to her role as a fashion influencer. The act of curating her appearance and embracing a particular style has transformed into a ritual, one that not only aligns with her personal preferences but also serves as a means of professional expression and connection within the fashion domain. Lily’s aspiration to develop her sense of confidence and to make a lasting impression reflects the ritualization's emphasis on using fashion as a means of self-expression and empowerment.

*“in my opinion the style that I'm currently using, you could say it's considered as simple, minimalist, sometimes I like to follow the trends as well of course only if I found the trend to match my persona and style.”*

Lily's approach to fashion reflects a blend of simplicity, minimalism, and selective trend adoption. Her description highlights a conscious consideration of her style, indicating an intentional alignment with simplicity and minimalism. Additionally, her openness to adopting trends underscores a discerning nature, allowing trends to integrate into her persona and style only when they resonate with

her individuality. This illustrates a personalized ritualization within her fashion choices, combining existing personal style with selective trend incorporation based on compatibility with her identity.

*“I tend to see other people, for instance there's someone I might not know based on what I see on social media accounts and I would think "uhh I think her fashion style is good, and a bit similar to mine,..” so after that I tried to mix and match that kind of style again with my own style,”*

Lily's interaction with fashion involves a process of mirroring, where she observes and finds resonance with other individuals' styles, particularly through social media. Her acknowledgment of admiring someone else's fashion style, despite not knowing them personally, illustrates the impact of influencers or strangers' fashion choices on her own preferences. This reflective behaviour leads her to experiment by mixing and matching elements from these styles with her own, showcasing a mirrored ritualization. This process reflects an active engagement with diverse fashion influences and an integration of external styles into her personal repertoire.

*“sometimes I go “uhh... I find it cute or cool or awesome how this guy wears this shirt” and afterwards I would have the temptation to try it on or to mix and match*

*what other people are wearing, sometimes it made me wonder, if I apply it to myself, does it suit me or not?"*

Lily frequently finds herself drawn to specific styles or outfits that catch her eye when she sees them on other people, particularly on social media or in person. These styles evoke reactions like "cute, cool, or awesome," prompting her to consider trying them out for herself. However, she approaches this temptation with a thoughtful consideration: how would these styles align with her own personality and fashion sense? This contemplation reveals her discerning approach to adopting new styles. Lily's process reflects a conscious act of observing, appreciating, and evaluating external fashion choices before deciding whether they resonate with her personal identity and style. Her fascination with others' fashion choices demonstrates the influence of mirroring behaviour in her fashion explorations.

*"I try to dress up and try to find inspiration as well from other people for on how to style this or that way."*

Lily actively seeks inspiration from various sources when it comes to styling. She acknowledges the role of others' fashion choices in shaping her own wardrobe decisions. By recognizing that she looks to others for guidance and inspiration, she demonstrates a practice of mirroring within her ritualization of personal style. This behaviour indicates a receptive approach to external influences, where she

appreciates and integrates elements she finds appealing into her own fashion repertoire. Lily's openness to learning and incorporating external ideas reflects her engagement with the mirroring aspect of ritualization.

*“Tanti Ramira, and she's really colourful in terms how she dress herself up, it's good if you mix and match clothes, then I tried to join this trend”*

In mentioning Tanti Ramira, Lily acknowledges the impact of another individual's fashion choices on her own style decisions. Tanti's colourful fashion sense has intrigued Lily, prompting her to experiment with incorporating vibrant and colourful elements into her wardrobe. By actively participating in a trend initiated by someone else, Lily demonstrates a direct form of mirroring within her fashion choices. This deliberate adoption of Tanti Ramira's colourful style represents an intentional effort to mirror and incorporate external fashion influences into her own fashion expressions.

*“the colour tone of fashion, I mostly use neutral colours like black, white, brown and it's kind of like that,”*

Lily's tendency towards neutral colours like black, white, and brown speaks volumes about her fashion symbolism. These tones often represent a minimalist and timeless approach to dressing. Black signifies sophistication, authority, and versatility. It embodies a classic, chic elegance that transcends trends and seasons.

White symbolizes purity, simplicity, and a sense of fresh beginnings. Brown, often associated with earthiness and reliability, can represent stability and warmth. For Lily, these neutral hues might carry deeper meaning, reflecting her preference for a wardrobe that give off effortless elegance and adaptability across various occasions and moods. They could symbolize her desire for versatility, ease of coordination, and a style that remains refined and timeless.

*“Tanti Ramira, and she's really colourful in terms how she dress herself up, it's good if you mix and match clothes, then I tried to join this trend for like a week, I was quite shocked... But I feel like this isn't me”*

Lily's brief experiment into Tanti Ramira's colourful fashion world showcases the symbolic significance of colour in self-expression. While experimenting with vibrant clothing, she experiences a momentary departure from her usual style. This exploration signifies the symbolic importance of colours in fashion as extensions of personal identity. It underlines the journey toward discovering authenticity in style amidst external influences. This momentary experiment underscores the value Lily places on authenticity and self-identity within her fashion choices.

*“there were just like comments from some followers like "Sherly looks really fresh, it's like I just saw a new colour”*

Lily's followers' comments reflecting that she looks "really fresh" symbolize the impact of change or innovation within her social circle. The comparison to seeing a new colour implies the positive perception of change and novelty. In a symbolic sense, these comments depict the significance of evolving one's style. they underscore the acknowledgment and appreciation of change within Lily's fashion choices by her audience. It implies that changes or variations in style can bring a refreshing aspect to one's appearance, reflecting the symbolic importance of embracing change and its positive reception within her community.

*“it doesn't really matter, the important thing is that we are smart and able to mix and match so that how we style ourselves won't resemble other people, because we might also find it rather irritating or annoying in a way if, for example, if we resemble a stranger on the road from top to bottom”*

Lily's assertion that styling oneself shouldn't mirror others emphasizes the symbolic significance of individuality in fashion. The choice to avoid resembling someone else signifies the importance of maintaining personal authenticity and uniqueness in style. It signifies that fashion, for Lily, is not merely about following trends but about self-expression and crafting an individual identity through clothing. The irritation from resembling a stranger symbolizes the discomfort that might arise from losing one's sense of uniqueness, reinforcing the symbolic value of personal style as an extension of identity.



*“I wanted to look good for myself to feel more Confident in showing my best version and impressing people too, because looking at my current reality and based on my current career, My appearance has become a part of my job as a fashion influencer in the fashion field.”*

Lily's desire to look good and feel confident aligns with the symbolic nature of fashion as a tool for boosting self-assurance and creating a positive self-image. As a fashion influencer, her appearance holds significant symbolic value beyond personal preference. It represents her professional identity and contributes to her credibility in the industry. The importance she places on impressing others signifies the symbolic role of fashion in creating a lasting impression and fostering a sense of trust and respect within her career. It underscores the significance of fashion as a tool for establishing professional authority and confidence

#### **3.2.2.2.3. Reflection and Affirmation**

*“Well, for now, I would say it already represent me. Anyway, the style that I wear already represent my persona”*

At present, her chosen style serves as an accurate representation of her personality. The phrase encapsulates the essence of taste regime instrumentalization, revealing how clothing becomes a medium for expressing and projecting identity.

This instrumentalization of fashion allows her to communicate who she is and what she stands for through her outward appearance.

*“I find it exciting to see their outfits and the fact that each people have different style really excites me. But I realize by observing other or helping others, it gives me new knowledge as well. By observing my friends, I could also try new style inspired by them.”*

The first sentence reflects taste regime instrumentalization by illustrating how fashion is perceived as a dynamic tool for self-expression. She obtains a sense of excitement from observing the diverse outfits people choose to wear, understanding that everyone’s unique style is a new source of inspiration. Yet, Lily recognizes that this process goes beyond mere observation as a means of gaining new insights and knowledge. By engaging with others' fashion choices and even assisting them in their own styling experience, Lily not only expands her understanding but also draws inspiration to experiment with new styles herself. In this way, fashion becomes an instrument for learning, exploring, and fostering connections. This illustrates the practice of learning from peers' choices and integrating those influences into one's own fashion repertoire, exemplifying the instrumentalization of fashion for self-development and identity refinement.

*“The fact that there’s actually trends that we can’t exactly follow because it doesn’t look good on us as, at least trying it once and killing the curiosity is enough, no need to force myself by extending it, yeah it’s quite fun and challenging too, but it turns out that it wasn’t really me.”*

The presence of trends in the fashion world is undeniable, and she acknowledges that not all of them align with her personal style. While she finds enjoyment and a hint of challenge in testing out these trends to satisfy her curiosity, but she’s also practical in how she does it. She recognizes that it’s okay to experiment briefly, yet she doesn’t feel the need to forcefully adopt something that doesn’t resonate with her authentic self. This experience of trying out different trends and determining what fits her individuality becomes a valuable tool for self-discovery and understanding her style preferences on a deeper level. This showcases the selective adoption of trends based on her compatibility with personal identity, thereby illustrating fashion’s instrumental role in shaping and refining self-expression.

*“I wanted to look good for myself to feel more Confident in showing my best version and impressing people too, because looking at my current reality and based on my current career, My appearance has become a part of my job as a fashion influence in the fashion field.”*

The statement "I wanted to look good for myself to feel more confident in showing my best version and impressing people too" exemplifies taste regime instrumentalization by revealing the motivation to enhance personal appearance for both self-assurance and external impression. This reflects a strategic use of fashion choices to project a desired image and embody confidence. The phrase "because looking at my current reality and based on my current career" underscores the role of fashion instrumentalization within a specific context. It acknowledges the dynamic relationship between fashion and career, where appearance becomes integral to professional identity. The statement "My appearance has become a part of my job as a fashion influencer in the fashion field" highlights the transformative influence of taste regime instrumentalization. It emphasizes the alignment of personal fashion choices with the demands of a career, showcasing how fashion is employed as a tool for influence and engagement within the fashion industry. This narrative underscores the strategic utilization of fashion as a means of achieving professional goals and leveraging personal identity within a specific context.

*"as I am wearing a hijab, and then a few weeks ago I tried a new hijab style, it's called a turban, so the new thing that I tried also brought peoples opinion out from the pros and cons. But so far, thank God, the criticques that I receive are good. Like "I'm glad to see Sherly has a new appearance like that". So far so good, I can still*

*accept all the opinion in a positive attitude as there's nothing negative yet, and hopefully it won't happen in the future."*

Lily's experience with trying a new hijab style, specifically the turban, embodies the concept of validation within the instrumentalization of fashion. Her exploration of this new style brought forth various opinions, representing a form of societal validation within her cultural and fashion context. The positive feedback she received, such as expressions like "I'm glad to see Sherly has a new appearance like that," signifies a confirmation or acceptance of her fashion choice within her social group. This validation serves as a form of approval or confirmation, aligning with the tastes and preferences prevalent within her societal or cultural circle. Lily's open-mindedness in accepting opinions, whether positive or potentially negative, demonstrates her willingness to acknowledge and consider societal validation regarding her fashion choices. This positive attitude towards feedback indicates an intrinsic aspect of instrumentalization—seeking acceptance and confirmation within a particular societal or cultural context. Overall, Lily's statement highlights the significance of validation within the taste regime's instrumentalization, showcasing how the acceptance or confirmation of specific fashion choices influences individual preferences and societal perceptions within a particular group context.

*"Of course I wanted to look good for myself to feel more Confident in showing my best version and impressing people too, because looking at my current reality and*

*based on my current career, My appearance has become a part of my job as a fashion influencer in the fashion field.”*

Lily's acknowledgment of her desire to appear good for herself, radiating confidence and aiming to impress others, reflects the role of validation within the instrumentalization of fashion. Her statement highlights the multifaceted nature of seeking validation in her fashion choices, encompassing both personal satisfaction and external perception. Her personal validation, focusing on feeling confident and displaying her best self, signifies an intrinsic aspect of instrumentalization. Lily recognizes the importance of her appearance, intertwining it with her career as a fashion influencer. Her fashion choices serve not only her personal satisfaction but also as a strategic tool for professional success within the fashion industry. The integration of personal satisfaction and the demands of her career underscores the role of validation within a particular societal context—the fashion field. Lily's acknowledgment of her appearance as part of her job reveals the crucial role of societal acceptance and confirmation within her professional realm. Lily's statement exemplifies how validation intertwines with the instrumentalization of fashion. It signifies the dual purpose of seeking validation for personal confidence and professional success within the specific societal context of the fashion industry

### **3.2.2.3. Daisy**

#### **3.2.2.3.1. Exploration and Discovery**

*“I tend to follow trends and I like to keep up with trends”*

Daisy demonstrates a willingness to engage with and stay current on fashion trends. She expresses an interest in aligning their style with contemporary trends, suggesting a dynamic relationship with the ever-evolving world of fashion. This resonates with the concept of problematization, where trends are embraced and integrated into Daisy’s fashion choices, reflecting an awareness of the ongoing shifts in the fashion landscape. When encountering new trends, Daisy engages in a process of continuous questioning, evaluating whether these trends resonate with her existing fashion preferences and style. Daisy contemplates whether adopting these trends would complement her fashion identity and whether it aligns with her desired self-presentation.

*“I used to label fashion style based on what the Internet says like for example like if there is a current trend about certain fashion, I tend to like follow the updated you know like style from fashion influencers and they tend to make like labels for such a style,”*

Daisy highlights her experience of categorizing fashion styles based on online trends and influencers. This shows that she is interested in the latest fashion trends and actively seeks out new labels and styles. She is not afraid to try new things and to experiment with her look. Daisy's approach to labeling fashion styles based on the Internet and fashion influencers reflects the problematization process in terms of questioning whether the identified styles align with her desired fashion object. By following influencers who provide distinct labels for different styles, Daisy acknowledges the role of online fashion discourse in shaping her understanding of fashion categories and trends.

*“It matters, but I think it depends though, for me, I feel like brands matters, but it does not matter that much.”*

Daisy contemplates the significance of brands in fashion, indicating their engagement with the taste regime's problematization. While she acknowledges the importance of brands, her perspective emphasizes that the extent of the impact varies. While acknowledging that brands do hold some importance in her fashion decisions, Daisy also recognizes that her fashion preferences are not solely dictated by brand names. Instead, she engages in a dynamic process of problematization, considering various factors that influence her fashion taste. She contemplates whether a particular



brand aligns with her desired style, values, and self-expression, and whether it resonates with her overall fashion object. This implies that Daisy recognizes the complexities within the fashion world, where brand influence might be nuanced and subjective.

*“It's actually pretty complicated, because I tend to find similar products that I could find in Indonesia, or I could find the exact product, but I will have to look it up first if they sell it in Indonesia.”*

In this sense Daisy reflects on the complexity of their shopping experience, revealing her engagement with the taste regime's problematization. She describes the challenge of sourcing fashion items, both domestically and internationally. She explores alternatives, seeking similar products or exact matches, but she also expresses the need to conduct research to determine whether the desired items are available locally before making a purchase. This suggests a practical awareness of navigating the fashion landscape to align with their preferences.

*“if I have a plan for tomorrow with my friends, I have to decide it like a day before and I feel like I have to spend the whole day deciding on what I should wear for tomorrow. So, it's pretty much stressful.”*

Through the statement shows Daisy's experience that reflects the taste regime problematization process in her fashion decision-making. Daisy always faced with the dilemma of planning her outfit for an upcoming event with friends, showcasing their interaction with the taste regime's problematization. Daisy expresses a sense of stress in making this decision, implying a concern for her appearance that aligns with her personal style and the occasion for an upcoming event with friends. The act of deciding what to wear becomes a crucial aspect of their self-presentation, reflecting their identity and taste. This process involves continuous questioning and comparing different fashion options to ensure that the chosen outfit aligns with her desired image and style. This sentiment highlights the intricate process of choosing an outfit, reflecting her engagement with the challenges of fashion selection. The experience highlights the significance of fashion as a means of self-expression and self-identity construction within the taste regime, where every outfit decision carries a symbolic and meaningful weight in shaping their image in the eyes of others.

*“Because I feel like in my experience, if I like something that is not branded, I don't really care. Because I feel like if it looks good it looks good no matter what brand it is.”*

From Daisy's perspective she emphasizes her practical approach towards brands in fashion, illustrating the influence of the taste regime's problematization. She asserts that the appeal of an item lies in its visual appeal and suitability to her taste, rather than its brand name. This perspective reflects her willingness to detach from brand-centric notions and focus more on the aesthetic and personal alignment, showcasing how Daisy's fashion choices are influenced by the regime's shift towards prioritizing personal preferences over brand prestige. This mindset shows that she is not influenced by brands or trends. Daisy have her own unique taste and are confident in their choices.

*“I don't usually read the comments because I don't really care about the comments, and that I only care about my own opinion”*

In the world of fashion and personal style, the act of disengaging from social media comments reflects a deliberate choice to prioritize individual taste and autonomy. This shows a preference for self-reliance and independence in evaluating personal fashion choices. Ignoring comments by other people and focusing solely on personal preferences, Daisy demonstrates a distinctive characteristic of problematization within the taste regime concept. The refusal to engage with comments indicates a conscious decision to stay clear of external opinions and trends on social media. This deliberate detachment from external opinions highlights a desire to avoid being swayed or influenced by the diverse range of fashion tastes or

styles prevalent on social media platforms. The emphasis on valuing personal opinion over external feedback shows a resistance to comparative analysis, underlining to trust individual autonomy in fashion decision-making. In essence, this perspective highlights problematization as a characteristic within the taste regime concept, portraying a deliberate disconnection from external influences and a commitment to individual taste and self-assessment in navigating the realm of fashion.

*“I usually follow like foreign fashion influencers like Colleen Dias, I don't really follow Indonesian influencers because I just don't want to be basic. Because I feel like if I follow Indonesian influencers, I will become just like everyone in Indonesia, while everyone in Indonesia looks up to them. So, I don't want to be like everyone in Indonesia, so I got to a be different you know? As I don't want to be basic.”*

The deliberate choice to follow foreign fashion influencers while consciously avoiding Indonesian influencers embodies a distinctive characteristic of problematization within the taste regime concept. By choosing to engage primarily with foreign influencers like Colleen Dias rather than local ones, Daisy shows her desire to distance herself from mainstream or widely embraced fashion trends within her country. The statement shows she's trying hard to be herself and not be seen as boring or like everyone else. Daisy choosing not to follow what's popular or what everyone around her is doing. Instead, she makes a choice to stand out and create her own style. By looking to influences from other places, she's interested in different

ideas and ways of dressing, showing that she likes to compare and explore different styles. The act of intentionally seeking differences by looking beyond local influences exemplifies problematization as a characteristic within the taste regime concept. It underscores a conscious effort to avoid being assimilated into the dominant fashion culture, instead striving to maintain a distinct and differentiated style that sets them apart. In essence, this perspective illustrates problematization as a deliberate process involving critical evaluation, selective engagement, and a conscious endeavour to deviate from conventional or dominant fashion influences, highlighting the complexity and dynamism within the taste regime concept.

*“See that's why I'm avoiding following Indonesian influencers because I'm avoiding looking the same as everyone.”*

Choosing not to follow popular Indonesian influencers says a lot. It means wanting to be different from the usual fashion trends in the country. Daisy is making a conscious decision to stand out and not go along with what everyone else is doing. she doesn't want to be part of the same fashion crowd as the Indonesian influencers. By not following them, means that Daisy is trying hard to avoid looking the same as everyone else. This choice shows a concern for staying true to her own style and being unique. She actively looking at different fashion styles on social media to create her own distinct look. This way of thinking shows she is carefully considering fashion choice as she don't want to blend in. Daisy is intentionally trying to be unique and

independent in expressing themselves through fashion. This emphasizes how diverse and complex fashion choices can be in society.

### 3.2.2.3.2. Assimilation and Creative Exploration

*“I usually play games with my friends, or I would go for a run, or I would just you know lay in bed all day like you do.”*

In her leisure time, she engages in a variety of activities that have become like rituals, adding a rhythm to her days. Playing games with friends is a fun way to bond and create memories. Going for a run, on the other hand, becomes a physical and mental practice, a way to release stress and maintain well-being. And then there are those days when she simply enjoys the comfort of her bed, a familiar retreat that lets her unwind and recharge. These routines, whether active or restful, contribute to the structure of her free time, providing both enjoyment and a sense of familiarity.

*“I use it to look for entertaining contents, but I also use it often to find some outfit inspiration”*

She seamlessly blends the realms of entertainment and style within her social media usage, creating a harmonious routine that fulfills her needs and desires. It's a ritual of scrolling through captivating and amusing content, intermingled with seeking inspiration for her outfits. This practice not only entertains her but also

nourishes her sense of fashion, allowing her to curate her own unique identity through the fusion of entertainment and personal style. The act of actively seeking outfit inspiration mirrors the process of crafting one's visual identity, drawing from diverse sources to shape their style.

*“I don't **usually** read the comments because I don't really care about the comments, and that I only care about my own opinion so when I look through their page I scroll through their pictures and stuff it's only because of my own interests so I don't usually read the comments.”*

She engages with social media that has personalized to her interest and needs, focusing on her own preferences and curiosities. The act of scrolling through content, particularly images, is a ritual that centers around her individual interests. She doesn't find much significance in delving into the comments section, as she values her own opinions and interpretations more. The emphasis on not reading comments and prioritizing personal opinion reflects a conscious filtering of external influences. Her ritualized use of social media shows that she is in control of her experience and shapes it to fit her own interests.

*“I could say that I like to change my appearances like from **time to time**. So, **I don't regularly wear one aesthetic**, like I could change the way I look based on my mood, whether if I'm in the mood to dress chic, feminine and stuff.”*

She finds joy in the process of altering her appearance, reflecting her moods and Instead of committing to a single aesthetic, she is open to different styles and enjoys the freedom to shift her style based on her emotions. This practice of adapting her appearance to her feelings becomes a personalized ritual that allows her to express herself and embody different aspects of her identity. The adaptable attitude towards fashion ritualizes the act of expressing oneself through diverse aesthetics, highlighting how Lily's choice of attire is intimately intertwined with their feelings and tastes at any given moment.

*“I **tend** to follow trends and I like to keep up with trends”*

She has the urge for staying in tune with the latest trends, considering it a habitual part of her engagement with fashion. Keeping up with the evolving currents of style is an important aspect of her routine, reflecting her interest in remaining current and connected to the fashion landscape. This tendency to follow trends is a practiced behavior that allows her to infuse her personal style with contemporary influences. By expressing her interest in following trends, positioned her as receptive



to new ideas and open to incorporating contemporary elements into their own personal taste regime.

*“I tend to like follow the updated you know like style from fashion influencers and they tend to make like labels for such a style”*

She engages in a pattern of observing and adopting the latest fashion styles that gain recognition through the influence of fashion icons. This practice involves a form of ritualized behavior, where she consciously follows the cues provided by these influencers and their trendsetting creations. These trends often come with distinct labels or categorizations, and she actively seeks to incorporate these stylistic updates into her own wardrobe choices. This process of adopting new trends and associating them with specific labels becomes a recurrent ritual, reflecting her desire to stay attuned to the evolving world of fashion.

*“I usually follow like foreign fashion influencers”*

Daisy realized that she have fallen into a habit of following foreign with foreign cultures. Fashion. This ritualized behaviour reflects her preference for seeking inspiration and style outside of her immediate environment providing a depiction of an active engagement with the transcultural aspects of fashion. By intentionally selecting foreign fashion influencers to follow, she constructs a personalized taste

regime that aligns with her aspiration to incorporate diverse and international influences into her own fashion choices. This practice of seeking inspiration from different regions becomes a recurring ritual in her pursuit of a unique and globally-informed sense of style.

*“I feel like fashion is life, you know? Like without fashion I would be nothing. I would just be like a basic girl, and, why I could say fashion is life, is because I don’t like being basic, and every time, I decided to put something on, to go for the day, to go hang out with my friends, it could also be one of the aspects to increase my mood.”*

To Daisy fashion is more than just clothing as she recognize the dynamic and vital element that shapes her identity. Without it, she feels she would not stand out among the others as if she were blended out into the background, embodying what she calls a "basic girl". Fashion, in her view, breathes life into her existence by allowing her to break away from the ordinary and embrace her individuality. Selecting outfits isn't merely a routine, but a ritual that imbues her with positivity. Whether it's preparing for the day or hanging out with friends, fashion serves as a mood booster for her as it elevates her spirits and infusing her daily experiences with more meaning to it.

*“being basic in fashion is the way you dress yourself like most of the people, like just putting on some casual clothes and you don't t add any accessories, and you don't know how to put on one outfit to another like, to like assemble it and stuff, do a little mix and match, so like you just basically just throw on anything you find and dressed like most of the people, so I could call that basic.”*

In Daisy's perspective, embodying a basic fashion style means conforming to the norm, blending in with the crowd, and lacking individuality. It's about wearing casual attire without adding any personal flair or accessories. Basic dressing involves a lack of creativity, characterized by an inability to curate outfits with a sense of coordination and style. To her, this approach is akin to hastily throwing on any available clothing without consideration for personal expression. This notion of being basic in fashion contrasts with her desire to stand out, experiment with outfits, and inject her unique personality into her clothing choices.

*“it is very much important for me, like I have mentioned before, it can lift my mood. I think it is also one of the ways to make my day not as boring and in fashion I could like you know feel positive about it.”*

For Daisy, fashion plays a significant role in her daily life, as she previously mentioned. It holds the power to elevate her mood. Fashion serves to generate excitement into her day, transforming it from mundane to engaging. Through her fashion choices, she finds a source of positivity and a way to inspire her day with a sense of vibrancy and dynamism. This perspective aligns with the concept of taste regime ritualization, where the act of curating outfits becomes a form of self-care and self-expression and her intent to utilize fashion as a dynamic tool to enhance their overall well-being and outlook.

*“I usually follow like foreign fashion influencers like Colleen Dias, I don't really follow Indonesian influencers because I just don't want to be basic.”*

Daisy tends to lean towards foreign fashion influencers like Colleen Dias when it comes to her online preferences. She expresses a preference for international influences over Indonesian ones, saying her desire to avoid seeming too much like everyone else or being "basic." This inclination showcases her unique taste and a conscious effort to seek out distinctive inspirations in the world of fashion. In this context, taste regime ritualization becomes a deliberate practice aimed at curating a wardrobe that defies the mainstream and reflects a more distinct personal style.

*“I wanted to look good for myself or like sometimes I'd like to impress others like my friends for like my partners for like my parents because it makes me feel good if I feel like I look better in certain outfits like for example if I plan something out for today and I wear the outfit and it could increase my mood if I know that I look good so it is merely simply because I just wanted to look good and to increase my mood, I think.”*

Daisy's motivation for putting effort into her appearance rooted from a desire to enhance her mood and boost her self-confidence. She finds that dressing well can lead to a positive impact on her emotions, especially when she has plans for the day. Whether it's to impress friends, partners, or even her parents, the act of looking good plays a crucial role in her ritualization of self-expression and self-assurance through clothing. By using fashion as a tool to boost self-assurance and create positive interactions, Daisy showcases the important role of taste regime ritualization in shaping their daily experiences and emotional well-being.

### **3.2.2.3.3. Reflection and Affirmation**

*“But I can say that I get bored easily so that's why I change how I dress myself like almost every day.”*

As Daisy gets bored with her clothes easily, so she changes her style often to look new and fresh. This isn't a mere whimsical decision but rather, it's a conscious

strategy she employs to keep things fresh and engaging in her daily life. By instrumentalizing her fashion choices, she prevents monotony from settling in and embraces the dynamic nature of self-expression through clothing. This intentional approach allows her to infuse novelty into her routine and maintain a sense of excitement, showcasing how taste regime instrumentalization can be a dynamic force in one's everyday routine.

*“Because I feel like if I follow Indonesian influencers, I will become just like everyone in Indonesia, while everyone in Indonesia looks up to them. So, I don't want to be like everyone in Indonesia, so I got to a be different you know? As I don't want to be basic.”*

She holds a unique perspective on the matter, driven by her desire for individuality. Her reasoning is rooted in her refusal to follow current popular trends and merely become just like everyone else. She recognizes that many in her country look up to local influencers, but she consciously chooses for a path less traveled. By intentionally avoiding the styles and trends that are widely embraced, she shows that she's actively trying to be unique and different how she presents herself in quest for distinctiveness and originality. This drive to stand out aligns with her instrumentalization of fashion to assert her unique identity and avoid what she views as being 'basic' and to craft their identity by deliberately differentiating themselves through their clothing choices.

*“See that's why I'm avoiding following Indonesian influencers because I'm avoiding looking the same as everyone.”*

Her approach reflects a deliberate intention to carve out an individual identity in the realm of fashion. She steers clear of local influencers, driven by her desire to not look like everyone else. By deliberately avoiding the trends promoted by Indonesia influencers, she aims to stand out and create her own distinct look and image. This instrumental use of fashion as a tool for differentiation and self-expression showcases her determination to stand apart and be recognized for her distinct choices. Daisy's perspective reveals a deliberate effort to distance herself from mainstream fashion choices. It reflects a conscious utilization of instrumentalization, where clothing becomes a means of asserting individuality and diverging from the crowd.

“yes, but I got to admit that sometimes I also need my friend's opinion whether I look good or not because I'm someone who needs constant validation, so yeah.”

In the realm of fashion and personal style, it's not uncommon for individuals to seek reassurance or feedback from their social circle. This statement reflects the acknowledgment of relying on friends' opinions to validate one's appearance, indicating a genuine need for external confirmation about fashion choices. This admission of seeking constant validation highlights the role of external feedback in

bolstering confidence and satisfaction with selected attire. It underscores the social aspect of instrumentalization within taste regimes, emphasizing the importance of peer approval and societal acceptance in affirming the legitimacy and appropriateness of one's fashion preferences within a specific social or group context. Seeking validation serves as a tool to align with accepted norms, fostering a sense of belonging and confidence in personal fashion decisions.

### **3.3. Uniqueness Theme**

Uniqueness or unique aspects can be found in the process of consumer learning of fashion taste by an informant that create distinctiveness and differentiate it from the experiences of another informant.

#### **3.3.1. Maternal style influence**

The first unique theme can be found is the fact that there's a maternal influence that help the informant develop their fashion taste.

*“And I must say my mom influenced some of my style. By being the only girl in the family and I, myself only have my mom for my role in fashion.”*

Rose's distinctiveness arises from her deliberate integration of her mother's fashion sense into her own style choices. Her approach involves blending her mother style element with her personal preferences, creating a fusion that is uniquely hers. By incorporating her



mother's fashion sense, Rose crafts a style that is both influenced by familial connections and distinctively her own, showcasing a fashion journey uniquely shaped by her family's influence.

### **3.3.2. Mood-based Fashion Decision**

Furthermore, the second theme of uniqueness can be found is that the fact mood can also affect one fashion choice.

*“ I don't regularly wear one aesthetic, like I could change the way I look based on my mood, whether if I'm in the mood to dress chic, feminine and stuff. I could change the way I dress on the next day. I could like dress like in a goth style and feminine the next day I could also change again the next day, it all really depends on my mood, ... ”*

Daisy's distinctiveness emerges from her fashion choices, which are intricately linked to her moods and emotional states. Her wardrobe acts as an expression of her feelings, displaying a varied array of styles influenced by her emotions. This unique approach to fashion makes her selections highly personal, dynamic, and reflective of the spectrum of her emotions, thereby creating an ever-evolving fashion narratives unique to her mood at a given time.

*“ ...but I don't really have a certain a certain fashion type that I do every day.”*

Due to Daisy's shifting taste caused by her mood, she does not have a certain fashion style that she uses daily.

### **3.3.3. Seeking Social Validation**

The third uniqueness is where the seeking of validation explicitly can be seen. In this sense, Rose and Lily tried to seek validation through the compliments of others which can be considered as implicit validation. Whilst Daisy explicitly asked her friends whether her outfit is good enough to be worn.

*“but I got to admit that sometimes I also need my friend's opinion whether I look good or not because I'm someone who needs constant validation”*

Daisy's unique approach lies in her consistent need for external validation in her fashion choices. Unlike many others, she places a significant emphasis on the opinions and validation from her parents and partner, seeking their reassurance and approval to affirm her confidence in her fashion selections. Her reliance on external validation, rather than solely trusting her instincts or following trends, marks her approach as distinct and reliant on the feedback of her immediate circle.