

CHAPTER V

CONCLUSION AND RECOMMENDATION

This research aims to understand how young women shape their fashion preferences by gaining inspiration and adopting styles through social media. In this chapter, the researcher outlines the conclusions, theoretical, academic, and practical implications related to the conducted study.

In Chapter Five, the research objectives are addressed, which involve seeking to understand the process consumer learning of fashion taste based on their interactions with fashion influencers on TikTok. Furthermore, in the implications section, the impact of this research is be discussed in terms of its theoretical, social, and practical aspects. This chapter also provide research recommendations, including hopes for similar studies and insights for social media users, influencers, and fashion business enthusiasts who use social media as a platform to promote their products, highlighting how social media usage can influence the clothing preferences of its users.

5.1. Conclusion

The findings of the research on understanding the process of how someone's fashion preferences are shaped based on their use of social media as a platform of inspiration have resulted in several research conclusions, as follows:

- a. Taste regimes in this sense are influenced by mass media and popular culture while also being deeply intertwined with personal and unique aspects of life. It showcases the balance between external influences and individual expressions in fashion choices. It's not just about following trends but about how individuals infuse their personal essence and beliefs into their style.

- b. It shows how social media impacts fashion across multiple platforms, contrasting with previous singular-platform focus. It shows fashion engagement cannot be limited to one platform in the broad digital landscape, moving away from the platform-centric perspective to emphasize across various platforms, offering a more comprehensive understanding of fashion immersion through digital media.
- c. Delving into the fashion choices influenced by TikTok highlights the significant role fashion influencers play in shaping personal style. These influencers go beyond setting trends as they act as guiding figures directing preferences and decisions. Through these influencers a blend of critical questioning, repeated adoption of styles as self-expression, and clothing serving as a tool for reflecting desired personas. This perspective offers new insights into Zeynep Arsel' concept, emphasizing the impact of digital platforms and influencers in reshaping how we perceive personal expression, societal norms, and the symbolism behind clothing.
- d. This study contributes new insights to problematization on taste in fashion choices influenced by TikTok influencers, aligning with Zeynep Arsel's' concept. It delves into the nuanced decision-making of young women, revealing their reliance on influencer recommendations and the importance of personal style over brand influence. Unlike previous findings, it emphasizes the quick decision-making prompted by influencers' recommendations, thoughtful trend consideration, and the significance of individual preference over brand loyalty. This adds depth to Arsel's' framework by emphasizing the role of influencers in shaping immediate impact on choices and the evolving landscape of personal taste in a digital fashion.

- e. This shows the ritualization among young women adopting fashion on TikTok, showcasing how fashion reflects personal beliefs, influenced significantly by TikTok influencers. It expands beyond trends and market influence, depicting fashion as a medium for personal expression and meaningful decision-making. This deepens our understanding beyond Arsel's focus on taste regimes, emphasizing how repeated exposure shapes fashion
- f. The instrumentalization process on TikTok shows how clothing choices can serve as expressive tools, reflecting desired personas. These preferences are shaped by external opinions, indicating societal perceptions significant influence of fashion choices. This highlights how personal fashion preferences are not solely individual taste but also heavily influenced by societal approval.
- g. Developing one's fashion taste is a diverse process, blending external influences from media and personal beliefs. Social media's broad impact across platforms shapes this taste, guided significantly by influencers on social media. Their role goes beyond trends, encouraging critical thinking and style adoption as part of self-expression. These influencers heavily influence decision-making, prioritizing personal preference over brand loyalty. Fashion choices serve as a medium for expressing beliefs, influenced by repeated exposure and societal perceptions. Overall, fashion taste forms through complex interplay of personal expression, societal influence, social media impact, and guidance from influential figures.
- h. An individual's fashion journey intertwines individual background, social media habit, and fashion habit. Cultural roots shape style preferences, while social media greatly impacts fashion identity and the spread of trends. Repeated style adoption becomes a habitual

behaviour, and fashion serves as a tool for cultural expression. Together, these elements shape motivation and expression in the wide world of fashion.

5.2.Recommendation

Based on the results of research that has been done before, the writer realizes that there are still many limitations in this study. However, this research is expected to provide a useful contribution in understanding the process of young women in getting aspirations and adopting a specific taste of fashion styles based on their interactions with fashion influencers on TikTok, namely as follows:

1. Theoretical

This study expands communication research by developing Zeynep Arsel's Taste Regime Theory, focusing on how social media influences fashion preferences. The Taste Regime Theory used in this research provides insight into how one's clothing style and fashion taste can be influenced and developed through interactions with social media influencers. This theory helps explain how the use of social media platforms moulds fashion preferences. It sheds light on lesser-explored aspects of the taste regime process, particularly the influential role of validation in shaping individual tastes. By integrating the concept of Consumer Identity, it deepens insights into how interactions with TikTok influencers impact consumer identities in fashion. This work significantly contributes to understanding the dynamics of fashion taste shaped by social media. Future studies could further investigate the impact of validation on individual fashion choices. Moreover, exploring multiple social media platforms and their collective influence on fashion preferences could offer more understanding.

2. Social

This study highlights the complex connection between personal preferences, societal influences, and the impact of social media influencers on the formation of fashion taste. This evidence can be a resource of future research on related subject. Future research should explore the long-term effects of these influences on individuals' self-perception and their interaction within society. Investigating how these fashion tastes evolve over time could offer deeper insights into complicated relationship between fashion, identity, and social behaviour in the digital age.

3. Practical

Understanding how young women use TikTok to cultivate their fashion aspirations holds significant practical implications, especially for market actors, particularly retailers seeking an understanding of their consumers. This study helps see how TikTok influencers, especially for young women, in the realm of fashion consumption who constitute the primary demographic within the fashion industry. It sheds light on the power and influence wielded by TikTok influencers, highlighting their potential to shape consumer preferences and behaviours. For retailers, this information could serve as a compass for devising marketing strategies and campaigns that effectively tap into the TikTok-driven fashion trends as a way of speaking to people online. It helps future marketers understand how social media, can change how people share their fashion thoughts. Additionally, understanding the role of TikTok in shaping fashion aspirations can be integrated into curricula, providing students with real-world insights into contemporary marketing practices. It can also inspire future marketers and researchers to explore the ever-evolving landscape of social media platforms and their impact on consumer behaviour.