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## The Influence of the Fashion Style used by Influencers on the Appearance Style of Generation Z

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### Abstract

Influencers who have many fans, so that it becomes the spotlight of generation Z to be an inspiration for the fashion style that is being used. This study aims to determine the influence of the fashion style used by influencers on the appearance style of generation Z. Generation Z is a generation that has very unique and different characters from previous generations. Meanwhile, an influencer is someone who has a lot of followers so that it gives potential for their fans to follow, starting from fashion style and lifestyle, and most of those who become fans of an influencer are generation Z. This research uses descriptive qualitative which shows the results that in expressing themselves, generation Z one of them is the fashion she wears. The development of fashion is very fast at the age of generation Z. They are more concerned with their physical appearance than everything "appearance is key", things that can beautify and beautify the appearance they will wear.

**Keywords:** Influencer, Generation Z, Fashion Style



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### INTRODUCTION

The development of the era continues to move forward and contributes a lot to change, building new systems and civilizations, such as human ideology, lifestyles, etc. which have an impact on human behavior and lifestyles. The desire to fulfill basic needs such as clothing, food and shelter which was originally simple becomes increasingly complex (Industry et al., 2018). With these needs, every human being will try to obtain needs and use them in accordance with predetermined goals. And now the main thing is fashion. Currently the fashion industry in Indonesia has very diverse types of products because it follows the rapid development of the times along with technological developments (Dewi et al., 2020).

In this generation, the use of technology becomes easier and more developed. The development of technology in the current generation is something that cannot be avoided from human life (Nasrulah et al., 2020). In the current generation, especially generation Z, many have been influenced by trends on social media. Social media can make it easier to get information, can gain knowledge, or just entertainment. Social media as Web 2.0 and user generated content. Social media is a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and which enable the creation and exchange of user-generated content (Appel et al., 2020; Constantinides, 2009; Power & Phillips-Wren, 2011). Social media as the use of electronic tools and the internet for the purpose of sharing information and events more efficiently with others. Social media as the use of technology combined with social interaction to produce something, or to share income, value (Irani et al., 2017; Power & Phillips-Wren, 2011).

On social media there are influencers who always share their life activities in the form of daily activities, a job in the form of endorsements, photoshoots and so on. As followers, the Influencer will certainly highlight the fashion worn by the Influencer and most of the followers of an Influencer are generation Z. Therefore, Generation Z will always follow the fashion style worn by the Influencer they idolize so that it can influence them in choosing the fashion to be used. . An influencer is a person or figure on social media who has a large or significant number of followers. What they convey can influence the behavior of their followers (Constantinides, 2009).

Fashion is an inseparable part of everyday appearance and style. Wearables such as clothing and accessories are not only body coverings and jewelry, but also a means of communication that conveys individual identity. Fashion is something that is very important to pay attention to, if you wear fashion carelessly, people will look bad at the personality of the fashion wearer. Fashion itself has many meanings, fashion can be defined as a style that is accepted and used by the majority of members of a group at any given time (Troxell, 1981). Influencers contribute very highly to the development of fashion trends, both in the development of models, colors, and materials (Kim & Kim, 2020; Zaka & Yunanto, 2021).

Basically, Generation Z is very interested in the fashion worn by influencers. Because these influencers have high fashion tastes, whatever fashion they wear becomes the concern of their followers, most of whom are generation Z. This has a very positive impact on generation Z, such as always paying attention to appearance when meeting someone, being more creative by mixing and matching the fashion to be worn, and becoming more confident (Febriani, 2020; Qurniawati & Nurohman, 2018).

## **RESEARCH METHODS**

This research uses descriptive qualitative, in qualitative descriptive research there are several opinions in it (Sugiyono, 2017, 2018, 2019). Qualitative research is inductive in that researchers compile abstractions, concepts, inputs, and theories (Anggito, A, & Setiawan, 2018). The location of this research was conducted at UPN "Veteran" East Java involving Business Administration students. The subject of this research was taken from students of the 2021 class of Business Administration Department, Faculty of Social and Political Sciences, UPN "Veteran" East Java. Primary data from this study were obtained using in-depth interviews with respondents. To determine respondents by applying purposive sampling with the following characteristics:

1. Generation Z, specifically students majoring in Business Administration Batch 2021, Faculty of Social and Political Sciences, UPN Veteran East Java;
2. Students who dress according to trends, with the following characteristics: First, Subjects who often access fashion sites (online shops, fashion websites, and blogs; second, research subjects at least access websites, or watch fashion events at least within the last six months; third, this research was conducted using an interview guide as the basis and guideline interview; fourth, secondary data in this study were obtained by conducting a literature review that is relevant to research problems such as books, magazines, newspapers and data from the internet. Data analysis techniques are attempts to find and structure interview notes, literature review and others to increase the understanding of researchers who discuss the cases under study and present them as discoveries for others. The data is processed and re-analyzed to make it concise, covering the process of rewriting the results of interviews or recordings in the field and then proceeding with editing, clarifying, reducing and presenting them .La To increase understanding, the analysis is continued by looking for meaning. This study uses a qualitative descriptive analysis.

## RESEARCH RESULTS AND DISCUSSION

One of the ways to express themselves for Generation Z is the fashion they wear. The development of fashion is very fast at the age of generation Z. They are more concerned with their physical appearance than everything "appearance is key", things that can beautify and beautify the appearance they will wear. At the vulnerable age of Generation Z, this is a time when they are able to create their own identity, most of which are expressed in the fashion they wear, many of whom follow the influencers they idolize. Generation Z thinks that what they use will determine them both in love and friendship. The fashion they wear is also attached to certain values, impressions, messages and purposes that are usually attached to the fashion they wear.

Fashion is a form of self-expression as communication. From several informants interviewed, the researcher asked the informants that, "Do you think influencers play a very important role in deciding your fashion, whose function is to express yourself?" Informant Silvi said, "Yes, it is very important. In my opinion, fashion is very important for my own self-confidence. With the development of fashion models including hair, clothes, make-up inspired by influencers, it makes it easier to determine the fashion that I will wear" (Constantinides, 2009; Pick, 2021).

In the current social reality, fashion is not only used because of its use value. But fashion is seen more because of the sign values contained in it. People use fashion to express certain intentions and goals by nonverbal delivery. Therefore fashion is recognized to be able to show identity and individual characteristics or personality. In semiotic system theory, not only words and images, but the object itself can function as a signifier in the production of meaning. Likewise with clothes, not just covering the body but also having signs because they form meaning and carry a message (Elsha, 2019).

This is the same as the opinion of the Sukaina informant, "Clothing can show a person's personality, for example someone who wears fashion that tends to be feminine, then that person has a calm personality like the nature of women in general. Not only personality, fashion can also display the social status of the person wearing the fashion, such as wearing well-known brand clothes. inversely proportional to the opinion of the informant Silvi, "not all fashion is self-representation, in general examples such as there are women wearing skimpy and tight clothes are always labeled as women who are not right, even though that is not necessarily true because fashion is also a form of self-expression that is how he is comfortable or not wearing the fashion.

Every fashion worn by generation Z must always have an element of connection to influencers because most of generation Z choose fashion based on what the influencers they idolize wear. And not only that, every fashion that is worn contains an element of non-verbal communication that is conveyed to other people who see around it, then someone who sees it will judge the fashion that generation Z is wearing. In the world of fashion, it is always evolving to keep up with increasingly modern times, therefore fashion trends are always changing and usually influencers are always up to date with this, which makes generation Z always follow the developments of idolized influencers (Stefanus Kaihatu, 2020; Wijayanti, 2021).

As said by the informant Silvi, "Influencers play a very important role for me, who are always left behind by today's trends, I, as generation Z, don't want to go past this. For example, there are outfits for cake girls whose clothes are colorful, mamba girls who are dressed all in black, and also earth girls whose clothes are in earth tones." The characteristics of generation Z who like development and have a unique and open mindset are very suitable for influencers who always share their daily activities using the latest, coolest, and fashionable fashion, so that generation Z is inspired by what fashion is suitable for mix and match .

To find out the influence of the fashion style used by influencers on the appearance style of generation Z. There are several opinions from informants who have been interviewed by researchers, along with their opinions "I follow influencers actually not just for fashion things because they usually share what they they ate at that time, but I looked more for outfit inspiration from influencers to go out to play or go to college, right now college has started offline so I really need fashion inspiration from influencers." there was also an opinion from another informant "actually it goes back to each individual, there are also several generations of Z who are very ignorant of their appearance style. However, I myself like it when I see fashion inspiration from several influencers."

Basically, generation Z is very concerned about appearance style, which has many functions. In this modern era, generation Z has to adapt, make the best use of the internet. And one of the things that Generation Z does is seek information on the latest fashion trends from influencers (Diantari, 2021; Kadek & Diantari, 2021; Wijaya & Setyo Utami, 2021). The influence of influencers is enormous for generation Z because the purpose of influencers in sharing their daily activities is to inspire their followers, most of whom are generation Z (Rachmawati, 2019; Zis et al., 2021).

This research shows that generation Z is always looking for information about fashion trends from influencers. Basically, Generation Z doesn't want to be an outdated generation and if they feel their fashion sense is cool, Generation Z will share their activities on social media by seeing the fashion they wear like what influencers do to attract the attention of their followers. If the activities shared on social media get praise from their followers, they will feel happy because they get validation from the people around them (Kadek & Diantari, 2021).

## **CONCLUSION**

Influencers who have many fans are in the spotlight to become inspiration for the fashion style that is being used, especially Generation Z because most of an Influencer's followers are Generation Z. On social media there are Influencers who always share their life activities in the form of daily activities, a job in the form of endorsements, photoshoots and so on. In qualitative research a researcher is physically involved directly with people, places, settings, or institutions to observe and obtain behavior in their natural setting and experience gained through words or pictures. In the world of fashion, it is always evolving to keep up with increasingly modern times, therefore fashion trends are always changing and usually influencers are always up to date with this, which makes generation Z always follow the developments of idolized influencers. Generation Z is very concerned about appearance style, which has many functions. One of the things done by Generation Z is to look for the latest information on fashion trends from influencers. The influence of influencers is enormous for generation Z, because the goal of influencers is to share their daily activities to inspire their followers, most of whom are generation Z. This research shows that generation Z is always looking for information about fashion trends from influencers. Generation Z doesn't want to be an outdated generation.

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