THE ROLE OF INFLUENCERS IN INSPIRING PEOPLE'S FASHION IN BANDUNG

Neneng Dela Amelia[1], Asep Miftahul Falah[2]
Kriya Tekstil & Fashion
Faculty of Social and Humanities
University of Muhammadiyah Bandung
Jl.Soekarno Hatta No.752 Cipadung Kidu, Panyileukan Kota Bandung 440641
Dela21609@gmail.com | asepmiftahulfalah@gmail.com

ABSTRACT

The research conducted is based on the author's interest in conducting deeper research on the fashion inspiration of people in the city of Bandung which is influenced by the role of fashion influencers to choose fashionable fashion models. The scope of the problem in this study is to find out the extent of the influence of influencers on the dress style of the Bandung community. This research is a combined quantitative and qualitative descriptive research. This questionnaire was addressed to 21 random respondents with an age range of 12-35 years. This method is used to obtain data related to public responses to the influence of influencers on dress styles in Bandung. This research also uses qualitative descriptive methods whose research process is in the form of data collection and preparation, analysis and interpretation of phenomena. This descriptive research is presented in the form of a description of the phenomena captured, then analyzed and explained qualitatively with scientific thinking rules that are applied systematically.

Keywords: Fashion, Influencers, Fashionable

INTRODUCTION

The lifestyle of modern society does not escape the role of social media influencers. Influencers can be used as a benchmark for society in the use of fashion in everyday life. This is so that people get fashion references that can increase confidence or just to follow trends that are developing in society.

According to Miron and Mowen (2000) in the journal The Effect Of Beauty Influencers, Lifestyle, Brand Image And Halal Labelization Towards Halal Cosmetical Purchasing

Decisions, Lifestyle is one of the impressionable things. A person's lifestyle can be affected when they have the same tendency to interest or passion, including in deciding to buy a product to support their life needs, both appearance and social. So it can be interpreted that lifestyle shows how a person lives, how he spends his money, and how to allocate time. Lifestyle also describes the whole person interacting with the environment. Research conducted by He et al (2010).

Fashion influencers can be said to be an interesting cultural phenomenon and activity. Now fashion references are no longer 'exclusive' only coming from fashion 'elites', such as fashion designers, celebrities, or international labels, but can also emerge from 'ordinary people' who love fashion. Instagram is one of the social media where users can upload various photos and short videos. The role of social media is a form of promoting an obek. Through this Instagram social media, fashion influencers show or display their identity to others. Because the existence of a photo can cause perception in everyone who sees it and the photo contains a message that the communicator or account owner is trying to convey. (Golda Fransisca 2018).

Fashion is a global phenomenon not limited to developed countries such as Japan, the United Kingdom, and the United States but this fast fashion phenomenon also appears in developing countries such as Indonesia. Many fast fashion brands or brands have entered Indonesia specifically, including Zara (Spain), H &M (Sweden), Uniqlo (Japan), and others. The brand entered Indonesia because Indonesia has a wide market. Global consumers inspire fashion innovation and share new fashion trends through the Internet and other media, accelerating fashion change across time and space. By maintaining efficiency and flexibility across production and distribution systems and by leveraging information and communication technologies, fashion companies are able to produce and sell their merchandise in various locations around the world and respond quickly to changing fashion trends. Fenomena ini disebut "Fast fashion" dan ditawarkan oleh perusahaan seperti Zara dan H&M. Adapun karakteristik yang dapat

mempermudah untuk mengenali sebuah produk fast fashion : a) Produk fast fashion memiliki banyak desain dan selalu mengikuti trend terbaru. b) Desain fashion selalu berganti dalam waktu yang sangat singkat. c) Produksi dilakukan di negara berkembang, yang mana pekerja tidak memiliki jaminan keselamatan kerja dan upah yang layak, salah satunya di Indonesia. d) Menggunakan bahan baku yang berkualitas rendah dan tidak tahan lama. (Utami, 2020)

The fast fashion pattern provides many advantages and conveniences for the development of the new fashion industry in absorbing labor, but along with its development various problems began to arise. Fashion is constantly moving, new styles are introduced in the market, then profits are obtained from more consumers, reach the peak of popularity, and then go out of trend or miss the trend. This process, called the fashion cycle, helps forecasters and retailers anticipate the acceptance of trends and the duration of fashion trends. Fashion is considered evolutionary rather than revolutionary, which means there are clearly visible developments from season to season that produce fashion trends. Advances in trends or changes in fashion reflect changes in social, cultural, economic, and technological factors in society. Past fashions inspired designers, while fashions are now updated to meet today's consumer sensibility. Changing modes is not a simple process.

This is influenced by the complex interaction among socio-cultural factors, such as concern for sustainability and deterioration of economic conditions, product features as well as consumers. When clothing retailers recognize fashion trends and develop products based on trends, retailers increase the likelihood that consumers can receive their products. Trends are not limited to clothing, accessories, and cosmetics, trends can be found in a variety of consumers of other products, including home décor, furniture, cars, and electronics. Designers and other professionals in the fashion and creative industries access trend information through forecasting trend companies. Fashion varies in terms of the level of acceptance and their duration. This means that fashion has a different life cycle. Fashion style is accepted

and spread among people at a moderate speed, it is slowly accepted at the beginning, rising rapidly, reaching its peak, and gradually declining.

Fashion style remained popular for quite a long time, widely accepted among consumers. Fad is a short-lived style. Unlike fashion style, it became popular very quickly, reached its peak quickly, then suddenly disappeared. It tends to be limited rather than substantial adoption and is acceptable only in certain social groups and subcultural groups. The classic style may have been adopted slowly at first, but the hallmark of the classics is their durability. Classics are widely accepted and remain fashionable for a long period of time, with little variation in details. This style often has a simple design, therefore, it tends to be accepted by various social groups (Kim et al., 2013).

Based on the background above, the author is interested in conducting deeper research on the fashion inspiration of people in the city of Bandung who are influenced by the role of fashion influencers to choose the latest fashion models. Meanwhile, the scope of the problem in this study is to find out the extent of the influence of influencers on the dress style of the bandung community. The target of this study is aimed at the people of Bandung city with vulnerable age 12-35 years. The purpose of this study is specifically to find out the meaning, benefits and functions of influencers, find out how influencers affect the style, interest and purchasing power of fashion in the people of Bandung, and find out what are the factors that influencers use to influence the style of dress in the people of Bandung city.

METHOD

This research is a combined quantitative and qualitative descriptive research. According to Sugiyono (2009: 147), descriptive research is used to describe or describe the data that has been collected as it is. While the quantitative descriptive research method using the questionnaire or questionnaire data collection method is a data collection technique through a form that contains questions submitted in writing to a person or group of people to get answers

or responses and information needed by the researcher (Mardalis: 2008: 66).

This research uses questionnaires or questionnaires, the list of questions is made in a structured manner in the form of multiple choice questions. This method is used to obtain data related to public responses to the influence of influencers on dress styles in Bandung. This questionnaire was addressed to 21 random respondents with an age range of 12-35 years. This research also uses qualitative descriptive methods whose research process is in the form of data collection and preparation, analysis and interpretation of phenomena. This descriptive research is presented in the form of a description of the phenomena captured, then analyzed and explained qualitatively with scientific thinking rules that are applied systematically.

1. Object and Area of Research
2. Case Studies and Sample Selection
3. Data Source
4. Data Collection Techniques
5. Data Analysis Techniques

RESULTS AND DISCUSSION

An influencer is someone who can exert influence in society. For example, celebrities, bloggers, YouTubers, or public figures who are considered important in certain communities. Influence is the power of an influencer. They can be trend setters on both small and large scales. Influencers themselves have stages of the number of followers, someone can be called an influencer is to have a number of followers ranging from 1,000 to 1 million and above.

The development of fashion at this time is also largely influenced by some influencers on social media, because many influencers in the fashion world are made into trend-setters. However, the use of influencer services is not free, a businessman or company can spend hundreds of millions or even more to use the endorsement services of an influencer.

The more followers of the influencer, the more expensive the services of an influencer, because it is undeniable that

an influencer can provide benefits that are proportional to the price spent by the company, but often we see that rarely someone who has a certain educational background, for example, an educational background in the field of fashion, is able to become an influencer, even though if someone is active as an influencer in the field of fashion, then supported by a fashion education background, an influencer in the fashion field will be able to bring things about fashion better and a designer or businessman in the fashion field will benefit from this, because they can become a trend-setter to promote their own products, so the question is, how is the role of influencers in inspiring people's fashion in the city of Bandung

Overview of Research Locations

The city of Bandung is located in the West Java region and is the capital of West Java Province.

Characteristics of Respondents

Descriptive analysis of the characteristics of respondents in this study, namely from adolescents to adults with male and female sexes between 12-35 years, who live or domicile in the city of Bandung.

Unstructured interviews

Table 1. Age

No	Age	Number (persons)	Percentage (%)
1	12-20	6	28,6%
2	21-25	15	71,4%
3	-	-	-
4	-	-	-

See in table 1 shows that the majority of respondents are aged 21-25 years (71.4%), and respondents aged 12-20 years (28.6%). The number of people aged 21-25 years is the most in this study, at that age people are arguably productive and economically established to meet their needs so that they have a great opportunity to meet their lifestyle. Meanwhile, respondents under the age of 20-12 years are still experiencing.

Table 2. Domisisli Bandung City

No	Category	Number (people)	Percentage (%)
1	Yes	18	85,7%
2	Not	3	14,3%

See in table 2 shows that the majority of people participated in this study.

Table 3.Are you an active social media user?

No	Category	Number (people)	Percentage (%)
1	Yes	20	95,2%
2	Not	1	4,8%

See in table 3 shows that the majority of respondents are active users of social media as many as 20 (95.2%) people, while 1 (4.8%) respondents are not active users of social media.

Table 4. Do you know Fashion Influencers?

No	Category	Number (people)	Percentage (%)
1	Yes	21	100%
2	Not	-	-

See in table 4 shows that all respondents know what a Fashion Influencer is (100%)

Table 5.Are you a typical person who is an influenced media information fashion influencer?

No	Category	Number (people)	Percentage (%)
1	Yes	17	81%
2	Not	4	19%

See in table 5 shows that the majority of respondents are typical people affected by fashion influencer information media as many as 17 orrang with presentae (81%)

Table 6. Do you often look for inspiration in dressing on fashion influencers?

No	Category	Number (people)	Percentage (%)
1	Yes	18	85%%
2	Not	3	14,3%

See in table 6 shows that the majority of respondents as many as 18 people with presentae (85%) often look for inspiration in dressing at fashion influencers, while 3 respondents with a percentage (14.3%) do not look for inspiration in dressing at fashion influencers.

Table 7. Do fashion influencers play a role in your dress style?

No	Category	Number (people)	Percentage (%)
1	Yes	16	76,2%
2	Not	5	23,8%

See in table 7 shows that the majority of respondents as many as 16 people with presentae (76.2%) stated that fashion influencers play a role in dress styles, while 5 respondents with a percentage (23.8%) did not look for inspiration in dressing fashion influencers

Table 8. Of the products promoted by influencers, which one attracts the most attention to buy it?

No	Category	Number (people)	Percentage (%)
1	High Fashion	4	19%
2	Local Brand	18	85,7%

See in tabel 8 menunjukan bahwa mayoritas responden sebanyak 18 orang dengan presentase (85,7) menyatakan bahwa Local Brand lebih menarik perhatian mereka, sedangkan 4 orang responden dengan presentase (19%) lebih menaruh perhatian pada High Fashion.

Table 9. What is your budget in buying fashion products promoted by influencers?

No	Category	Number (people)	Percentage (%)
1	100.000-300.000	15	71,4%
2	300.000-500.000	6	28,6%

See in table 9 shows that the majority of respondents as many as 15 people with a percentage (71.4%) believe that their budget in buying fashion products promoted by

influencers is 100,000-300,000, while 6 respondents with a percentage (28.6%) stated that their budget in buying fashion products promoted by influencers is 300,000-500,000.

Table 10. Does the attractive/entertaining fashion infusion promotion influence you in buying the product?

No	Category	Number (people)	Percentage (%)
1	Yes	3	14,3%
2	Not	18	85,7%

See in table 10 shows that the majority of respondents as many as 18 people with a percentage (85.7%) stated that the attractive/entertaining way of promoting fashion infuecers influenced you in buying the product, while 3 respondents with a percentage (14.3%) stated that they were not affected by the attractive/entertaining ways of promoting fashion infuecer in buying the product.

Table 11. How satisfied/dissatisfied are you when buying items promoted by fashion infuecers?

NO	Category	Number (people)	Percentage (%)
1	Satisfied	12	57,1%
2	Very satisfied	1	4,8%
3	Mediocre	8	38,1%
4	Unsatisfied	-	-

See in table 11 shows that the majority of respondents as many as 12 0rang with a percentage (51.1%) feel satisfied when buying goods promoted by fashion infuecers, while 8 respondents with a percentage (38.1%) feel ordinary when buying goods promoted by fashion infuecers, and 1 respondent with a percentage of (4.8%) is very satisfied.

CONCLUSION

Based on the results of research by spreading questionnaires, the following conclusions were obtained:

1. That as many as 81% of respondents are typical people affected by influencer information media.

2. That as many as 85% of respondents are looking for inspiration in dressing in fashion influencers.

3. That as many as 76.2% of respondents stated that fashion influencers play a role in dress styles.

It is hoped that the community will be smart in choosing and sorting out the means of information shared by influencers. As for influencers, they must be selective in receiving goods that will be offered to the wider community, so as to minimize complaints from consumers in the future.

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