



The Influence of TikTok Fashion Trends on Students' College Outfit Choices

Agung Rorhi Prayudha*, Putri Delvina Sari, and Fitriana

Home Economics Study Program, Faculty of Teacher Training and Education, Syiah Kuala University

*Corresponding author: agungrorhiprayudha@usk.ac.id

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Abstract. This study aims to determine the effect of fashion trends on the TikTok application on the selection of college outfits. This study is a type of descriptive quantitative research. The population in this study were students of the Family Welfare Education study program, FKIP, Syiah Kuala University, who often use the TikTok application. The technique used in determining the sample was the Simple Random Sampling technique, so the number of samples was 73 people. Data collection in this study used a questionnaire with a Likert scale. The results showed that the simple linear regression equation had a value of $t_{count} > t_{tabel}$ ($9,360 > 1.666$). Thus, it can be concluded that there is a significant influence between the fashion trend variable and the selection of college outfits. The findings in this study indicate that TikTok helps respondents find various kinds of contemporary outfits and many short video references are used as inspiration and promotion for mixing and matching outfits.

Keywords: Influence, fashion trend, TikTok, choices, outfit.

INTRODUCTION

In the increasingly sophisticated digital era, all information can be easily obtained. One of them is information about fashion trends that are currently popular. This information can be obtained from social media, such as TikTok. Tiktok is a mobile application that contains music videos that are 5 seconds to 10 minutes long (Bucknell Bossen & Kottasz, 2020). The Tiktok application makes it easy for users to edit and create videos using filters and music provided by Tiktok (Meng & Leung, 2021; Sharabati et al., 2022). Compared to other social media, Tiktok has an algorithm that displays and promotes videos based on keywords searched by users and displays videos based on videos that are frequently watched by Tiktok users (Bhandari & Bimo, 2022; Seekis & Kennedy, 2023). One of the most widely used social media platforms worldwide for influencing women's fashion trends is TikTok. (Seekis & Lawrence, 2023). Based on user data released by we are social in April 2022, the United States was recorded as the country with the most users, namely 136.4 million people. Indonesia has 99.1 million individuals (Barta et al., 2023). Tiktok officially launched a new feature, namely Tiktok shop, in April 2021. This cutting-edge social commerce feature connects customers, sellers, and content producers while offering a seamless, enjoyable, and cozy buying experience. (Kinanti, 2021). The development of emerging fashion trends is coupled with the large number of content creators who make mix and match videos in clothing so that many people, especially teenagers, follow the currently developing fashion trends. Fashion trends indirectly influence the behavior of someone who always wants to keep up with developments and follow existing fashion trends, such as students (Kim & Park, 2023). Students follow fashion trends to express themselves and buy clothes suitable for lecture activities (Djafarova & Bowes, 2021).

Previous research has examined the influence of using the TikTok application in various fields. Corey (Basch et al., 2023) investigated the video with the hashtag #Ozempic, a drug used to lose weight. At the same time, Falgoust

(Falgoust et al., 2022) identified the factors that encourage the younger generation to take part in challenges that go viral on TikTok. This research shows that the younger generation who take part in challenges on TikTok can harm themselves and others. In the context of technology, Wang (2020) found that the level of humor and camera footage from a video on Tiktok can influence users' intentions to use the Tiktok application.

However, previous studies have not examined the influence of fashion trends on the TikTok application on students' choice of college outfits. This study focused on students of the Family Welfare Education Study Program, with a concentration in Fashion Design, Syiah Kuala University, and based on the results of initial observations, the author saw that several students used college outfits following fashion trends but did not pay attention to the appropriateness or opportunity in using them. Meanwhile, students of the Family Welfare Education Study Program, with a concentration in Fashion Design, already have basic knowledge about the theory of color combinations and dress ethics. From this problem, a study is needed to determine the influence of fashion trends on the TikTok application on students' choice of college outfits. In addition, to solve the problems experienced by students from the influence of fashion trends on the TikTok application, in this study, the researcher will also see students' responses to fashion trends circulating on the TikTok application and how long students use the TikTok application. Based on these problems, the author is interested in examining how fashion trends on the TikTok application influence students' choice of college outfits.

METHOD

This study uses a quantitative survey method. The population in this study were active students of the 2018-2022 intake of the Family Welfare Education Study Program, Fashion Design concentration, FKIP, Syiah Kuala University. The population in this study was 273 students, and the number of samples was determined using the Slovin formula. From the results of calculations using the Slovin formula, the number of samples was 73 people. Data collection was carried out using a questionnaire with a 5-point Likert scale. The questionnaire was compiled using two indicators. Based on Sitinjak's research (2018), the fashion trend variable consists of 4 indicators. Then, the college outfit selection variable consists of 3 indicators Alfiani (2016). So, in this study, there are seven indicators. From the two indicators, they are then arranged into 36 questionnaire statement items. Data analysis in this study includes descriptive analysis tests, prerequisite tests, and influence tests.

RESULT AND DISCUSSION

The results of research based on the distribution of respondents to find out how long Fashion Design students have used the Tiktok application show that the number of respondents was 73 students, presenting in the 1-year range (34%), in the 2-year range (34%) and the 3-year range (32%). This is what was conveyed by (Zou et al., 2022), namely that in following the development of fashion trends that consistently produce the latest and most innovative models, a person must be more active in looking for the latest references in print media and electronic media.

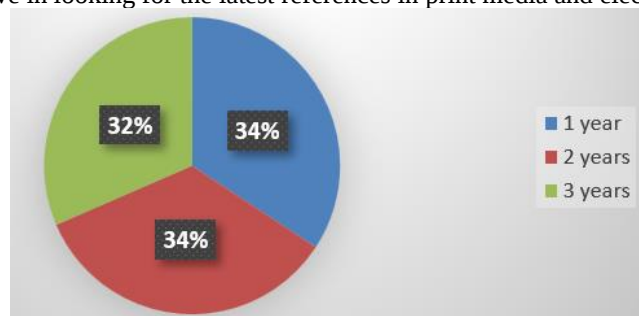


FIGURE 1. Distribution of respondents based on how long they have used the TikTok application.

Furthermore, based on descriptive statistics, it shows the frequency distribution of fashion trends in the choice of college outfits for fashion design students with a total of 73 respondents, obtained with the value of the fashion trend variable having the lowest value of 44.00 and the highest value of 76.00 and a standard deviation of 6.69. The college outfit selection variable has the lowest value of 59.00, the highest value of 99.00, and a standard deviation of 9.29.

TABLE 1. Descriptive statistics.

Descriptive statistics					
	N	Minimum	Maximum	Mean	Std.Deviation
Trend fashion	73	44.00	76.00	62.1781	6.69026
Choosing a college outfit	73	59.00	99.00	78.6986	9.29857
Valid N (Listwise)	73				

After carrying out the prerequisite tests, the results obtained are:

1. From the Kolmogorov-Smirnov normality test results on a data sample of N = 73, it can be seen that the Kolmogorov-Smirnov value is 0.200. The Kolmogorov-Smirnov significance value represents a value of 0.200, which implies the information is regularly dispersed since the importance esteem is continuously more prominent than 0.05.

TABLE 2. One-Sample Kolmogorov-Smirnov normality test results.

Variable	Kolmogorov	Information
<i>Trend fashion</i>	0,200	Normal
Choosing a college outfit	0,200	Normal

2. The linear relationship between the independent and dependent variables is linear if the sig deviation value from linearity is more than 0.05, according to the results of the decision-making-based linearity test. Conversely, if the sig deviation value from linearity is smaller than 0.05, the independent and dependent variables do not have a linear connection. A significance value was obtained, which showed the number 0.809 > 0.05, suggesting that there is a straight, noteworthy relationship between the fashion trend variable (X) and the college outfit selection variable (Y).

TABLE 3. Linearity test results.

Variable	Kolmogorov Smirnov	Information
<i>Trend fashion</i>	0,809	Linear
Choosing a college outfit	0,809	Linear

After knowing that variable X influences variable Y, influence analysis is carried out by carrying out the F, t, and determination tests (R Square). The results of the F test in the ANOVA table explain whether there is a natural (significant) influence of the fashion trend variable (X) on the college outfit selection variable (Y). The basis for decision-making in simple linear regression testing can refer to comparing the significance value with a probability value of 0.05; if the significance value is <0.05, it means that variable X influences variable Y and vice versa. From the yield, it is known that the calculated F esteem = 87.610 with a noteworthiness level of 0.000 < 0.05, so the regression model can be used to predict participation variables or in other words, there is an influence of the fashion trend variable (X) on the choice of college outfit (Y).

TABLE 4. F test results.

Variable	F count	Sig
<i>Trend fashion</i>	87.610	0,000
Choosing a college outfit	87.610	0,000

The results of the t test analysis show that the constant value (a) is 14,471, while the fashion trend value (b) is 1,033, so the regression equation can be written as follows:

$$Y = a + bX$$

$$Y = 14.471 + 1.033$$

Based on the value obtained, the constant of 14,471 means that the consistency value of variable X is 14,471. The regression coefficient In other words, the more fashion trends there are, the more choices for college outfits will also increase. The relapse coefficient is positive, so the impact of variable X on Y is positive.

The summary model determination test results show that the correlation/relationship value (R) is 0.743. From this output, a determination coefficient (R Square) of 0.552 is obtained, which means that the influence of the independent variable (Fashion Trend) on the dependent variable (College Outfit Selection) is 55.2%. The interpretation of r proves that the influence of fashion trends on choosing college outfits is in the coefficient interval, 0.40-0.599, and the interpretation is in the medium category.

TABLE 5. Determination test results (model summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,743	0,552	0,546	6.264

Fashion trends are a form of application of clothing or accessories that are used by current developments (Chakraborty et al., 2020). Fashion trends constantly change over time and always give rise to new, innovative models (Zou et al., 2022). The existence of online media such as TikTok, Instagram, Twitter, and Pinterest applications, which display lots of inspiration related to the latest fashion, allows users to follow these trends (Loureiro et al., 2018; Shoukat et al., 2023). The use of social media also influences the inspiration of its users in fashion consumption practices and as a source of ideas in designing clothes that will be made (Shimizu et al., 2023).

As a source of inspiration, students must pay attention to the rules of how to dress well in choosing a model, occasion, and appropriate materials (McQuillan, 2020; Suzianti et al., 2023). When choosing clothes for college, students must consider polite manners or dress regulations. For college clothing, choose cotton material that is not see-through, absorbs sweat quickly, and is excellent (Baniaji, 2018). This is very important so that someone feels comfortable when attending lectures. The clothing model used for lecture activities should be one that does not reveal the wearer's body shape, is polite, and does not attract the attention of the opposite sex. Likewise, when choosing the color of clothing and accessories used for lecture activities, you should do it sparingly.

Based on the survey results, respondents' reactions to the advancement of design patterns on the Tiktok application can be concluded. The development of fashion trends on the TikTok application has positive and negative impacts. The positive impact of fashion trends in the TikTok application is that it helps respondents find out about various kinds of current outfits; many short video references are used to inspire and promote mixing and matching outfits.

Social media can make it easier for students to choose outfits that suit the occasion, one of which is TikTok Shop, which makes it easier for students to follow fashion trends with various promotions and discounts (Vladimirova et al., 2023). Shima's (2019) research shows that apart from discounts, social media, Instagram, and online applications are among the efforts made by respondents as a business strategy to attract purchasing power through the models offered. Social media certainly has positive and negative impacts; one of the positive impacts is the diversity of fashion trends emerging on social media, which can help students increase their knowledge about fashion (Azemi et al., 2022). The discoveries in this consideration are in understanding with the about of about (Cabeza-ramírez et al., 2022) show that the positive influence of social media makes it easier for students to get trendy fashion models. Apart from that, students are experiencing changes in dressing and previously did not understand how fashion trends can now correct mistakes in dressing. Having an online shop can make it easier for students to buy clothes without going to a shop. Apart from that, Baniaji's research (2018) results show that fashion students like to mix and match shirt tops with floral skirts. In choosing the pattern of clothing materials used, most students choose to wear clothes with plain or combination material patterns.

CONCLUSION

Based on the results of research conducted by researchers regarding the influence of fashion trends on the TikTok application on the choice of college outfits for students of the Family Welfare Education Study Program, Fashion Design concentration, Syiah Kuala University, it can be concluded that respondents' responses to fashion trends on the TikTok application have positive and negative impacts. The positive impact of the diversity of emerging fashion

trends can help respondents increase their knowledge about fashion. At the same time, the negative impact of fashion trends is the use of clothing that is not appropriate for the occasion and increases student consumer behavior.

This study implies that further researchers can use the results of this study to deepen the theory about the influence of fashion trends on the TikTok application in choosing college outfits. With this study, students get an idea of the impact of using the TikTok application on dress ethics in choosing and using outfits on college occasions properly and correctly according to applicable regulations. In addition, students must pay attention to how to choose and wear outfits that are appropriate for the occasion and how to mix and match outfits properly.

From the explanation above, fashion trends significantly influence the TikTok application on students' choice of college outfits.

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