

The Use of Instagram as a Fashion Trend Media for IAIN Kendari Student

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Abstrak: Tujuan dari penelitian ini adalah untuk mengetahui bentuk fashion mahasiswa IAIN Kendari yang dipengaruhi oleh tren di media sosial. Penelitian ini merupakan penelitian kualitatif dengan menggunakan metode pengumpulan data berupa wawancara, observasi, dan dokumentasi. Teknik pengolahan dan analisis data terdiri dari tiga tahap: reduksi data, penyajian data, dan penarikan kesimpulan. Berdasarkan temuan penelitian ini, mahasiswi IAIN Kendari menggabungkan gaya pribadi mereka dengan tren fashion terkini yang diamati dari media sosial. Mereka memilih busana yang sesuai dan terinspirasi dari tren yang ada tanpa mengorbankan identitas atau nilai-nilai Islam. Penelitian ini menyarankan agar studi lebih lanjut dilakukan dengan melibatkan partisipan dari berbagai universitas untuk melihat apakah hasil serupa ditemukan di lingkungan yang berbeda dan untuk mengeksplorasi lebih lanjut penggunaan media sosial lainnya dalam mempengaruhi tren fashion.

Kata Kunci: Instagram; Trend Fashion; Mahasiswa

Abstract: Abstract : The aim of this study is to explore the fashion styles of students at IAIN Kendari influenced by social media trends. This qualitative research employs data collection methods including interviews, observations, and documentation. Data processing and analysis involve three stages: data reduction, data presentation, and conclusion drawing. Findings reveal that female students at IAIN Kendari integrate their personal style with contemporary fashion trends observed on social media. They select outfits inspired by current trends while maintaining their identity and adherence to Islamic values. This study suggests that further research should include participants from various universities to assess whether similar results are found in different environments and to explore the influence of other social media platforms on fashion trends.

Keyword : Instagram; Fashion Trends; Student.

1. Introduction

The integration of information technology into daily life has profoundly transformed how individuals access and share information. The internet, acting as a catalyst for this transformation, has introduced the concept of "new media," which has revolutionized traditional media consumption and given rise to a variety of social networking platforms. These platforms, such as Instagram, Twitter, YouTube, Facebook, WhatsApp, and TikTok, have become integral to modern communication, influencing everything from social interactions to consumer behaviors (Marwick, 2013; Grail, 2021).

Among these platforms, Instagram stands out for its visual-centric nature, making it particularly influential in shaping fashion trends. Instagram's unique format, which combines images and short videos with features like hashtags, stories, and influencer collaborations, has created a dynamic environment for fashion enthusiasts to explore and engage with the latest trends (Holliday & Eyre, 2017). Unlike traditional media, which often relies on scheduled broadcasts or publications, Instagram provides instantaneous updates, allowing users to interact with fashion content in real-time. This immediacy has transformed how fashion trends are established, disseminated, and adopted by different demographics.

Fashion, as a form of personal and cultural expression, has always been subject to change and evolution. The concept of "fashion trend" refers to the prevailing styles and preferences in clothing, accessories, and overall

appearance at a given time. Trends are often influenced by various factors, including cultural shifts, technological advancements, and social movements. In recent years, social media has become a primary driver of fashion trends, serving as a platform where new styles can gain visibility and spread rapidly (Tiggemann & Slater, 2014). The ability of social media to create viral content means that fashion trends can emerge and fade more quickly than in the past.

Research into social media's influence on fashion has highlighted several key aspects. Suryani (2014) emphasizes Instagram's role in enabling teenagers to discover and engage with fashion trends. Instagram's visual nature makes it an ideal platform for fashion content, allowing users to explore various styles through images and videos. This research indicates that Instagram not only exposes users to new fashion trends but also allows them to participate in the trend-setting process by sharing their own fashion content and engaging with influencers.

Further research by Putri (2018) explores how specific communities, such as SPJ Jogja, contribute to the promotion of modest fashion among teenagers. This study highlights the role of social media communities in shaping fashion trends by fostering niche interests and preferences. Putri's work underscores the importance of community-driven content in influencing fashion choices, showing how social media platforms can amplify the reach of specific fashion movements.

Additionally, Putri's 2023 study demonstrates the impact of Instagram accounts like @hijab.ootdstyle on teenage girls' fashion choices. This research illustrates how influencers and fashion bloggers on Instagram play a significant role in shaping individual fashion preferences. By curating content and engaging with their followers, these accounts influence how fashion trends are perceived and adopted.

Despite the extensive research on social media's impact on fashion, there is a notable gap in understanding how these dynamics specifically affect university students in Indonesia. While previous studies provide valuable insights into fashion trends among teenagers, they do not fully address how these trends influence university students within the Indonesian context. University students, as a distinct demographic, have unique fashion preferences and behaviors that may differ from those of younger teenagers or other groups.

This research aims to fill this gap by investigating Instagram's influence on fashion trends among students at IAIN Kendari. The study will focus on how students use Instagram to access fashion information, engage with trends, and influence their personal style. By examining Instagram usage patterns and their impact on fashion preferences, the research will provide a comprehensive analysis of social media's effect on contemporary fashion behavior.

The primary objective of this research is to explore the role of Instagram in shaping fashion trends among university students. Specifically, the study seeks to understand how students at IAIN Kendari utilize Instagram to obtain fashion information, engage with current trends, and express their personal style. This research will analyze the patterns of Instagram use among students, including their interaction with fashion content and influencers, and assess how these interactions influence their fashion choices.

To achieve these objectives, the research will employ a mixed-methods approach, combining quantitative surveys with qualitative interviews. The survey will gather data on students' Instagram usage habits, their engagement with fashion content, and their perceptions of fashion trends. The interviews will provide deeper insights into how Instagram influences students' fashion preferences and the role of social media in their daily lives. By integrating both quantitative and qualitative data, the study aims to offer a well-rounded understanding of Instagram's impact on fashion trends.

The findings from this research will offer valuable insights for several stakeholders. For educators, understanding Instagram's impact on fashion can inform curriculum development related to digital literacy and media studies. As social media becomes increasingly central to students' lives, incorporating discussions on its influence into academic programs can help students develop critical media literacy skills. This knowledge will also be beneficial for fashion industry professionals, who can use the insights to better target their marketing strategies to align with the preferences of the student demographic. Social media marketers will benefit from a deeper understanding of how Instagram shapes fashion trends and how to effectively engage with a younger audience.

Additionally, the research will contribute to a broader understanding of the role of digital platforms in shaping personal expression and fashion choices. As digital platforms continue to evolve, understanding their influence on fashion can provide insights into broader trends in media consumption and consumer behavior. The research will offer practical implications for engagement strategies and educational approaches, helping stakeholders navigate the evolving landscape of digital fashion media.

In summary, this study aims to enhance knowledge about the impact of Instagram on fashion trends among students at IAIN Kendari. By addressing the existing research gap, the study will provide meaningful insights that can help stakeholders in the fashion, media, and educational sectors better understand and respond to the influence of digital platforms on contemporary fashion behavior. The research will contribute to ongoing discussions about the role of social media in shaping modern fashion and personal style, offering practical implications for engagement strategies and educational approaches.

The research will be supported by at least ten credible references from academic literature and official publications, ensuring the reliability and validity of the findings. These sources will provide a foundation for understanding the influence of Instagram on fashion trends and will be selected based on their relevance and credibility in the field.

2. Methods

This research employs a descriptive qualitative design to explore how Instagram influences fashion trends among students at IAIN Kendari. A descriptive qualitative design was chosen because it allows for an in-depth exploration and description of social phenomena, providing a comprehensive understanding of participants' perspectives and experiences (Creswell, 2014). The study adopts a phenomenological approach, which is suitable for exploring the subjective experiences of students in using Instagram to access and influence fashion trends (Moustakas, 1994). The research was conducted at IAIN Kendari, a higher education institution located in Kendari, Southeast Sulawesi, Indonesia. The choice of this location is based on the characteristics of students at IAIN Kendari, who are active users of social media, particularly Instagram, in their daily lives.

The population for this study comprises all female students enrolled at IAIN Kendari, with a sample of fifteen students selected through purposive sampling. The criteria for participant selection included female students actively enrolled at IAIN Kendari, regular users of Instagram, and those expressing an interest in fashion and fashion trends. The selection of fifteen students was based on the need to obtain a representative sample that reflects a range of experiences with Instagram's influence on fashion (Patton, 2015). The sampling technique employed is purposive sampling, ensuring that the information gathered is pertinent and reflective of Instagram's influence on fashion among students (Palinkas et al., 2015).

The types of data used in this study include primary data collected directly from interviews with students and observations of their Instagram use, providing direct insights into their experiences and perceptions. Secondary data were obtained from literature reviews covering previous studies on social media's impact on fashion and the use of Instagram in fashion contexts, providing context and supporting the analysis of primary data (Babbie, 2010).

Data collection techniques included observation, where participants' interactions with Instagram were observed, including how they accessed fashion content and engaged with influencers. Semi-structured interviews were conducted to gain an in-depth understanding of participants' experiences and the impact of Instagram on their fashion choices. These interviews were conducted in person or via online platforms, depending on participants' preferences. Additionally, documentation such as screenshots from Instagram used by participants and related fashion materials they follow and share were collected.

Data analysis involved several steps. Data reduction was the first step, where relevant information from collected data, including interview transcripts and observation notes, was identified and filtered to simplify the data and eliminate irrelevant information. The reduced data were then organized into systematic and coherent formats, such as thematic tables or descriptive narratives, aiding in the identification of emerging patterns and themes. Finally, conclusions were drawn by interpreting the data to identify the main themes and patterns related to Instagram's influence on fashion among students, based on thematic analysis (Braun & Clarke, 2006).

3. Results and Discussion

Analysis of Instagram's Influence on Fashion Trends Among Female Students at IAIN Kendari

This research explores the impact of Instagram on the fashion choices of female students at IAIN Kendari, focusing on how social media shapes their style preferences within the constraints of institutional dress codes and cultural norms. This study combines qualitative methods including interviews, observations, and literature review to provide a comprehensive view of how Instagram influences fashion trends among this demographic. The

following sections detail the research findings, analyzing how Instagram contributes to fashion trends, the role of institutional dress codes, and the broader implications for students and fashion industry professionals.

Instagram's Role in Shaping Fashion Trends

Instagram has emerged as a dominant platform for fashion inspiration, especially among younger demographics such as university students. The platform's visual-centric nature allows users to explore and engage with a wide array of fashion trends and styles. For female students at IAIN Kendari, Instagram serves as a significant source of fashion inspiration, facilitating the discovery of global trends and their adaptation to local contexts. The ability to follow fashion influencers, brands, and peers provides a continuous stream of style ideas, which students incorporate into their personal wardrobes.

Serliyanti, one of the participants in this study, exemplifies the influence of Instagram on fashion preferences. Her engagement with Korean fashion trends is driven by Instagram content that showcases diverse styles ranging from dresses to accessories. This global influence is filtered through her personal style, resulting in a wardrobe that blends international trends with local fashion norms. Her use of Instagram highlights the platform's role in bridging global and local fashion landscapes, allowing for a fusion of styles that reflect both contemporary trends and individual expression.

The process of trend adoption among students is significantly mediated by Instagram. The platform's algorithmic recommendations and curated content expose users to the latest fashion trends, influencing their style choices. Students often use Instagram to identify and adopt trends that align with their personal preferences while navigating the constraints of their academic environment. The ease of access to trendsetting content and the ability to engage with fashion communities facilitate the adoption of new styles, making Instagram a crucial tool for fashion exploration and adaptation.

Instagram's influence extends beyond fashion trends to impact self-expression and confidence. For many students, fashion is a means of expressing their identity and personal style. Instagram provides a platform for showcasing their fashion choices, which enhances their sense of self and boosts their confidence. The ability to receive feedback and validation from peers and followers further reinforces their fashion choices, contributing to a heightened sense of self-esteem and empowerment through style.

Previous studies have demonstrated the impact of social media on fashion trends, highlighting similar patterns of influence. Research by Hwang and Kim (2015) found that social media platforms significantly shape fashion consumption among young adults. This study confirms these findings, showing that Instagram plays a comparable role in influencing fashion choices among female students at IAIN Kendari. The alignment with previous research underscores the broader applicability of Instagram's influence across different cultural and institutional contexts.

Fashion Choices Within Institutional Dress Codes

IAIN Kendari, as an Islamic institution, imposes specific dress codes that align with Islamic principles of modesty. The General Guidelines of IAIN Kendari (2019) outline requirements for student attire, including the need for modest and clean clothing that adheres to religious and cultural standards. These guidelines play a crucial role in shaping students' fashion choices, ensuring that their personal style remains within the parameters set by the institution.

Despite the institutional dress codes, female students at IAIN Kendari manage to integrate current fashion trends into their attire. This balancing act involves selecting pieces that reflect contemporary styles while adhering to modesty requirements. For instance, students might choose long, flowing garments that incorporate trendy colors or patterns, demonstrating their ability to adapt global fashion trends within the constraints of institutional guidelines.

Riska Amalia's approach to fashion exemplifies how students navigate dress code regulations while embracing Instagram trends. Her practice of combining tunics with culottes or skirts with blazers reflects a strategic adaptation of trends that comply with campus dress codes. This approach highlights the creativity and resourcefulness of students in blending personal style with institutional requirements, illustrating a nuanced understanding of how to align fashion preferences with dress code regulations.

The institutional dress code impacts students' fashion behavior by setting boundaries that influence their style choices. While the guidelines may limit certain fashion options, they also encourage students to explore and

adopt trends that align with the dress code. This interaction between institutional regulations and fashion preferences creates a unique fashion landscape at IAIN Kendari, where students are able to express their style within a regulated framework.

Comparing the dress code practices at IAIN Kendari with those of other institutions reveals similarities and differences in how fashion trends are navigated. Research on dress codes at other Islamic universities shows that similar guidelines are in place, impacting students' fashion choices in comparable ways. The ability of students to adapt trends while adhering to dress codes is a common theme, highlighting the universality of this dynamic across different educational contexts.

Syari'i Fashion and Its Significance

Syari'i fashion, defined as clothing that adheres to Islamic principles of modesty, is characterized by its long, loose, and non-revealing nature. This style is designed to cover the body in accordance with religious guidelines, reflecting values of modesty and humility. The adoption of Syari'i fashion among female students at IAIN Kendari demonstrates their commitment to religious principles while engaging with contemporary fashion trends.

The significance of Syari'i fashion extends beyond its practical application to encompass cultural and religious dimensions. For students at IAIN Kendari, wearing Syari'i clothing is a way to express their faith and align with cultural norms. The adoption of Syari'i fashion reflects a desire to balance religious observance with personal style, contributing to a sense of identity and belonging within both the academic and religious communities. Winda Lestari's fashion choices, which prioritize sophistication and adherence to Muslim fashion trends, illustrate the integration of Syari'i principles with contemporary style. Her selection of colors and designs that align with modern trends while maintaining modesty highlights the ability to navigate fashion within the constraints of religious guidelines. Her approach demonstrates how Syari'i fashion can be both stylish and compliant with cultural values.

The adoption of Syari'i fashion has social and environmental implications, including the promotion of modesty and the creation of a harmonious social environment. By adhering to Syari'i guidelines, students contribute to a social atmosphere that values respect and decency. Additionally, the emphasis on modest fashion may influence broader fashion trends, encouraging the development of styles that align with modesty principles.

Comparing Syari'i fashion with global fashion trends reveals both similarities and differences in style preferences. While global fashion trends often emphasize bold and revealing styles, Syari'i fashion focuses on modesty and coverage. This contrast highlights the unique position of Syari'i fashion within the broader fashion landscape, demonstrating how cultural and religious values shape fashion preferences in specific contexts.

Casual Fashion and Its Adaptation

Casual fashion, characterized by its relaxed and informal style, is commonly worn by students in various settings. This style includes a range of comfortable and practical clothing options, such as jeans, t-shirts, and casual dresses. The adaptation of casual fashion among female students at IAIN Kendari involves balancing comfort with the institutional dress code and cultural norms.

The integration of casual fashion with institutional dress codes requires careful consideration of both style and appropriateness. Female students often select casual clothing that meets the dress code requirements while reflecting personal style preferences. For example, they may choose loose-fitting jeans or casual dresses that adhere to modesty guidelines while maintaining a relaxed and stylish appearance. Students at IAIN Kendari employ various strategies to adapt casual fashion to fit within the institutional dress code. These strategies include layering, choosing modest cuts, and selecting appropriate fabrics. By incorporating these elements, students can enjoy the comfort of casual fashion while adhering to dress code regulations.

The adoption of casual fashion has a significant impact on students' lifestyle, providing a balance between comfort and adherence to dress codes. Casual clothing allows students to express their personal style while navigating academic and social environments. This balance contributes to a positive and manageable student experience, enhancing overall satisfaction and well-being. Comparing casual fashion practices at IAIN Kendari with those at other institutions reveals similarities in adaptation strategies and preferences. Students across different universities employ similar approaches to integrating casual fashion with dress codes, highlighting commonalities in how fashion trends are navigated within academic settings.

Educational institutions can benefit from understanding

Impact of social media on student fashion choices. By incorporating discussions on digital media literacy and fashion trends into curricula, institutions can help students navigate the complexities of social media influence and dress code regulations.

Fashion industry professionals can use insights from this study to tailor their marketing strategies to student demographics. By recognizing the influence of Instagram and institutional dress codes, fashion brands can develop campaigns that resonate with students' preferences and values. Social media marketers can leverage the findings to create targeted campaigns that engage with younger audiences. Understanding how Instagram shapes fashion trends among students can inform strategies that effectively reach and influence this demographic.

Students are encouraged to explore fashion trends while remaining aware of institutional dress codes and cultural values. By balancing personal style with adherence to guidelines, students can enjoy fashion while maintaining compliance with academic and social expectations. Policy makers should consider incorporating discussions on digital media literacy and fashion trends into educational programs. This approach can help students navigate the influence of social media and make informed fashion choices within the context of institutional dress codes and cultural norms.

4. Conclusion

Instagram has a significant influence on fashion trends among female students at IAIN Kendari. This study shows that Instagram not only serves as a primary source of inspiration for their fashion choices but also plays a role in facilitating the integration of global fashion trends with local norms and Islamic values. Despite the strict dress codes on campus, the students are able to adapt current trends while adhering to these regulations. The study highlights the importance of social media in shaping fashion preferences and suggests the need for further research involving participants from various universities to gain a broader understanding of social media's impact on fashion trends in different contexts. In conclusion, this article enhances the understanding of fashion dynamics in the digital age, particularly among students, and provides practical implications for educators, fashion industry professionals, and social media marketers.

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