

Self-identity perempuan konsumen four-season fashion retail fast fashion Zara = Self-identity on women consumer of four-season fashion of fast fashion retailer Zara / Izmiria Az Zahra

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana self-identity konsumen perempuan melalui four-season fashion dari perusahaan fast fashion Zara. Kerangka pemikiran dari penelitian ini menggunakan konsep utama dari self-identity, fashion, dan perempuan dan fashion. Metodologi penelitian ini menggunakan metode kualitatif dengan teknik pengambilan data melalui wawancara mendalam dan studi data sekunder seperti jurnal, berita, artikel, serta buku sebagai alat untuk mendapatkan analisis data. Keabsahan data penelitian ini menggunakan azas kepercayaan dengan kriteria, yaitu: credibility, transferability, dependability, dan confirmability. Hasil dari penelitian ini menemukan bahwa self-identity konsumen perempuan four-season fashion terbagi atas tiga kategori, yaitu feminine-season identity, masculine-season identity, dan unisex-season identity. Feminine-season identity muncul dari karakter girly yang cenderung menyukai Spring/ Summer Season Fashion, masculine-season identity muncul dari karakter boyish yang cenderung menyukai Fall/Winter Season Fashion, dan unisex-season identity muncul dari karakter girly yang cenderung menyukai Fall/Winter season fashion ataupun sebaliknya.

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ABSTRACT

This study aims to find out how the self-identity of female consumers through four-season fashion from fast fashion company Zara. The framework of this study uses the main concepts of self-identity, fashion, and women and fashion. The methodology of this study uses qualitative methods with data Collection techniques through in-depth interviews and secondary data studies such as journals, news, articles, and books as a tool to obtain data analysis. This research also uses the validity of dependability and conformability. The results of this study found that the self-identity of female consumers of four-season fashion is divided into three categories, which are feminine-season identity, masculine-season identity, and unisex-season identity. Feminine-season identity emerges from girly characters who tend to like Spring / Summer Season Fashion, masculine-season identity emerges from boyish characters who tend to like Fall / Winter Season Fashion, and unisex-season identity emerges from girly characters who tend to like Fall / Winter season fashion or vice versa.