

Penggunaan Instagram dan Motivasi Konsumen dalam Proses Pengambilan Keputusan Mengonsumsi Pakaian Bekas oleh Mahasiswa di Jakarta = The Usage of Instagram and Consumer Motivation in Decision Making Process to Consume Second-hand Clothes for University Students in Jakarta

Savira Nur Insani, author

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Abstrak

Penelitian ini bertujuan untuk mengeksplorasi penggunaan Instagram dan motivasi konsumen dalam proses pengambilan keputusan konsumen mengonsumsi pakaian bekas oleh mahasiswa di Jakarta. Penelitian ini menggunakan paradigma post-positivisme dengan pendekatan kualitatif dan strategi fenomenologi. Hasil penelitian menunjukkan bahwa penggunaan Instagram, mencakup durasi, frekuensi, aspek visual, fitur-fitur Instagram, algoritma Instagram, dan motivasi penggunaan media sosial menghasilkan perilaku penggunaan media sosial mahasiswa yang membuatnya terpapar dengan informasi terkait online shop pakaian bekas. Hal tersebut memunculkan motivasi konsumen untuk mengonsumsi pakaian bekas. Motivasi ekonomi merupakan motivasi utama mahasiswa di Jakarta mengonsumsi pakaian bekas karena harganya yang murah. Selain itu, terdapat pula motivasi lainnya, seperti motivasi fesyen, motivasi rekreasional, dan motivasi kritis. Dengan demikian, perilaku penggunaan media sosial mahasiswa, dalam hal ini penggunaan Instagram dan motivasi konsumsi pakaian bekas berperan menjadi penentu dalam setiap tahapan proses pengambilan keputusan mengonsumsi pakaian bekas.

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This study aims to explore the use of Instagram and consumer motivation in shaping consumer decision making process to consume second-hand clothes for university students in Jakarta. A post-positivism paradigm with qualitative approach and phenomenology strategy were used to conduct this study. The result shows that the use of Instagram, including duration, frequency, visual aspect, Instagram features, Instagram algorithm, and the motivation in using social media creates social media usage behavior of university students that leads them to get exposed with information related to online shop that sell second-hand clothes. Thus, it generates consumer motivation to consume second-hand clothes. Economic motivation is the main consumer motivation in consuming second-hand clothes for university students in Jakarta because the price is affordable. Other than that, there are also other motivations, such as fashion motivation, recreational motivation, and critical motivation. To conclude it all, social media usage behavior of university students, which is the use of Instagram and their motivation in consuming second-hand clothes play a crucial role in every stages of consumer decision making process in consuming second hand clothes.</i>