



Social Media: Problematics of Fashion Character Changes in Adolescents

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ARTICLE INFO

Keywords: Social Media, Fashion, Adolescents

Received : 20 December

Revised : 24 January

Accepted: 26 February

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ABSTRACT

In this era of globalization, technological developments are very rapid, almost everything can be accessed via the internet. The presence of social media can cause most teenagers to directly change their own behavior patterns that have an impact on the environment around them. The approach used in this research is a qualitative approach with a qualitative descriptive method. To collect data in the field researchers used interviews, observation and documentation. Lifestyle changes students are closely related to the times and technology because technology and times that are increasingly developing and sophisticated will create the development and application of lifestyles such as dress styles, speech styles, language styles, and consumptive lifestyles in everyday life. From the results of the interviews it can be concluded that advertising is a supporting factor for the modern lifestyle adopted by students. All of the respondents interviewed said that the advertisement illustrates how the world is currently developing, and also has a positive impact on those who sell online. The progress of the times in the field of knowledge and technology has had a major influence on the people's economy, marked by the easier it is for people to communicate, so that fulfilling their wants and needs is easier and more practical.

INTRODUCTION

In the era of globalization this development technology very fast, almost all Thing could accessed via the internet (Sari & Tabroni, 2022). This could influence development all circles going to style more modern life and moment this no regardless from the smartphone inside life everyday. Internet use on smartphones is not free from social media. Here it is how Thing big could change style life teenager. Social media use by child young naturally own many impact good and bad (Durak & Cankaya, 2022). Use social media reflect ethics socialize and communicate with other people. Social media use moment this also support online learning, which can facilitate learning distance far (Ikhwannul Haq et al., 2022).

Not could denied that Internet presence in Indonesia makes it easy the user for look for information and entertainment from whole world via the internet (Cahyono, 2016). Social media presence could make part big teenager in a manner no live change behavior impact itself on the surrounding environment. Most teenager love social media like Facebook, Instagram, Tiktok, Twitter, WhatsApp, Line (Nina Ari Purnama, Fikriah Noer, 2018).

Majority internet users in Indonesia is teenager this proven with research conducted by UNICEF together Kominfo, Berkman Center for Internet and Society and Harvard University, found that at least 30 million Indonesian teens use the internet online routinely. By because that's the goal from study this is for get information more carry on about the role of social media in change style life teenager at SMK Texmaco Purwasari.

LITERATURE REVIEW

Social Media

The presence of social media with all its advantages has become a part of human life. The development of the times has presented various types of media, one of which is social media (Shalika Fajrin Triananda, Dinie Anggraeni Dewi, 2021). Social media is online media that enables users to represent themselves and virtually interact, collaborate, share, communicate with other users and form social bonds (Tewal et al., 2018). Social media is digital media where social reality takes place and the space and time of its users interact. The dominant values in society and community can also appear in the same or different forms on the Internet (Asmawati et al., 2022).

Social media In simple terms, social media in the previous sense can be explained as a means of communication. However, all existing definitions have the same tendency to state that the word media appears together with it as a support for social interaction and social media through network technology that makes communication an interactive dialogue.

Lifestyle

Lifestyle is a more modern, comprehensive and useful concept than personality. Lifestyle is defined as the pattern in which people live and spend time and money. Lifestyle is a function of consumer motivation and prior learning, social class, demographics and other variables. Lifestyle is a summary

concept that reflects consumer values. Lifestyle is only one way to classify consumers psychographically (Rizki Aprilia, Aat Sriati, 2020).

Lifestyle is basically how a person spends his time and money (Muhrin, 2021). There are people who seek fun with their friends, there are people who want to be alone, there are people who travel with their families, go shopping, engage in dynamic activities, and there are also people who have extra free time and money socially. Lifestyle can affect a person's behavior and ultimately determine consumer decisions. Understanding personality is incomplete without the concept of lifestyle. Lifestyle is a newer concept and easier to measure than personality. Lifestyle is defined as the pattern in which people live and spend their money and time. Lifestyle reflects consumption habits that describe a person's choices about how to spend his time and money.

Teenager

The word youth refers to people who are between the ages of 12 and 21. Adolescence is usually divided into four stages: preadolescence (10-12 years), adolescence (12-15 years), middle adolescence (15-18 years), and late adolescence (18-21 years) (Schunk, 2015). Puberty is a process towards maturity (Ryckman, 2012). This process involves the physical, mental, emotional and social growth of young people (Hill, 1990). Adolescence is a phase in which a person develops. In these adolescents, the environment more or less influences personality and communication ethics (Tabroni, 2019). Social media life has a huge impact on the behavior and development of adolescents.

METHODOLOGY

The approach used in this research is a qualitative approach with a qualitative descriptive method. It is said to be a qualitative descriptive method because this research explains phenomena or events that actually exist in certain social environments which are the focus of research (Sugiyono, 2017). This research was conducted in October 2022 January 2023. Furthermore, the location of the research was carried out at Texmaco Vocational School Purwasari Purwasari District Karawang Regency -West Java.

Table 1. List Participant Educate

No	Class X	Class XI	Class XII
1	Flower Meldea Lova	Early	Image of Princess Agustin
2	Febrian Bi	Farel Achievement	Ari Light where

Researchers used interviews, observation and documentation to collect information in the field. By using interviews, the researcher asked several questions to the respondents to collect information about the use of social media and the role of social media in changing the lifestyle of adolescents . Based on the observations, researchers closely followed how social media use changed the lifestyles of young people. To confirm the information obtained through

interviews and observations, the researchers documented some of the respondents' actions regarding the use of social media.

In data analysis, the authors use the steps proposed by Miles and Huberman, which include data reduction, data display, and data withdrawal. conclusion/verification. In reducing information, the writer tries to summarize, choose the main things, focus on the things that are important, look for themes and patterns. With such reduced information, a clearer picture is obtained and it makes it easier for the researcher to collect additional data and if necessary look for it, after which the researcher draws conclusions that are easily understood by himself or others.

RESEARCH RESULT AND DISCUSSION

Social media consists of two words, namely media and social. Mass media is a means of communication, media, intermediary or contact person (Saputri et al., 2020). Social means relating to society or wanting to pay attention to common interests. Therefore, social media is media that allows its users to engage in social activities with each other via the Internet without being limited by space, space or time. Social media has become an important topic among students. However, there are still many students who cannot use social media which has a negative impact on their lives. The development of social media has had a major impact on one's lifestyle (Hasan Sazali, Yusra Dewi Siregar, 2020).

In today's modern era, social media is not only a communication tool but also a part of people's lifestyles, especially teenagers or students. Lifestyle is a form of collective identity that evolves over time, especially how one spends time and money. Researchers conducted a study with students at SMK Texmaco Purwasari to find out how social media affects students' lifestyles.

Currently the social media used by Texmaco Purwasari Vocational High School students are Instagram, Twitter, Facebook, TikTok and WhatsApp. The appearance of SMK Texmaco Purwasari students is quite interesting. Performances sometimes have opportunities to use make-up, beauty treatments, fashion clothing and tend to follow trends when there are non-study events. Changes in the lifestyle of students are very closely related to time and technology, because technology and the times that are always developing and developing create the development and application of lifestyles such as clothing styles, language styles and consumption styles in everyday life. These changes do not only apply to the consumption of branded products. Teenagers also love culinary tours where they try new foods and drinks that are in progress. Lifestyle reflects the whole person who interacts with the environment. From this it can be concluded that lifestyle is a person's way of life which is manifested in actions, interests, and opinions about spending money and time. Such as teenage consumer behavior.

The modern lifestyle that affects teenagers cannot be separated from the economic situation of their parents. Those who come from and are born in families with symbols of the upper middle class, on average are given pocket money of around IDR 50,000 – IDR 100,000 every day, but for students who come from middle to lower economic conditions on average get an allowance of

around Rp. 25,000. Lifestyle youth at Texmaco Vocational High School Purwasari grouped based on interest they each on their social media use.

a. Clothes

As the results of interviews with Flower Meldea Lova , Student class X at SMK Texmaco Purwasari said that himself often open social media like Instagram, whatsapp , facebook and tiktok every the day . With this social media , resource person confess that everything feels more easy for accessed and more easy for look for available accounts _ taken the benefits such as , following tutorials on wearing hijab and modern make- up developments and _ every the month student the could use up money for shop around IDR 500,000 from results gather money pocket daily and what students are interested in These are items or products that are trending on social media. "If I follow the way people dress on social media, because I like the way they dress, and wear the headscarf . "Teenagers follow the way people dress on social media because they think it's good, and they like the way they dress like on social media.

On the other hand, Dini, a class XI student, when interviewed, said that she opens Instagram, Facebook and WhatsApp applications every day just to see the latest models of clothing and hijab. This made a student named Dini interested in buying the clothes and the hijab because according to her it could generate self-confidence and the student could spend Rp. 350,000 in one month "To follow the trend I prefer the hijab because the hijab now is all beautiful , patterned and many models. Hijab is also one of the clothes that teenagers like because there are many hijab models and various motifs that are trending on social media (Prida Ariani Ambar Astuti, 2016).

On the other hand, Citra, a class XII student, said that every day she often accesses social media applications such as WhatsApp, Facebook and Instagram to find information or just looking for entertainment and to fill free time. Even in 1 month _ confess often buy goods through online shop around IDR 500,000. "I rarely follow d trends on social media, because in my opinion it is sometimes a waste of money. Not to mention that the price of goods is expensive, usually what I buy is because I need the clothes, not because I follow everything on social media." According to him, following trends on social media sometimes costs money. not to mention the products as well as the items are expensive. Buy goods or products if you really need them.

From the results of the interview above, it is clear that these students are more likely to spend time opening social media to look for various models of clothing and based on the economic class of middle and upper parents it is not a problem when spending money in the range of nearly one million every month, even though the money is spent to fulfill all desire and dissipation. This situation has consciously paved the way student to enter into the abyss of consumptive behavior with wasteful behavior (Dyan Paramitha Darmayanti, M Iqbal Arifin, 2022).

Results of interviews with Bunga, Dini and Citra, Texmaco Vocational High School students Purwasari at 0 6 November 20 22, There is a new product launched by the company that seems more sophisticated and modern than the

previous product. For those with the upper economy class, it is not difficult to have it. Coupled with the brand that is attached to every product that is born, it creates a sense of pride for those who own it. Adolescents, especially students of SMK Texmaco Purwasari who are intellectual beings, are also not free from this influence, although most of them still depend on their parents for their lives, but for matters of new products and brands they are their choice of life. Adolescents' interest in new products and certain brands is based on their desire to try new things, as a place for social symbols.

b. Time spare

Likewise with a class X student named Febrian Dwi said that himself every day open WhatsApp, Instagram and youtube only for look style hair and men's fashion, then every the month student the could use up money for fashion around IDR 650,000 per month from results gather money pocket daily.

Farel further Achievements, students class XI delivered that which social media often accessed is application whatsapp, facebook, instagram and twitter less more than 6 hours a day. Student the more like for follow style life so no outdated. He also admitted often buy goods through the online shop in 1 month can use up as big IDR 400,000. Meanwhile, students class XII above Ari Cahya's name where often use up time only for social media. Open diverse application until use up time spare with played moderate games loved by many teenager. He often does follow the trend based on it see through social media and use up cost as big IDR 550,000 / month for buy goods through online shops and buy package for playing games.

From the third student the also say, a lot use up time spare only for just visit places such as malls, cafes, even angkringan that is currently viral on social media. Most teenager use up money and time for the real thing no Becomes need for them. Even they not using social media only for just fashion or gather information, they use application chat for exchange news with friends, or even only for watch movies up use up time hours.

From the results of these interviews it is very clear that the steps taken by students to boost their confidence when socializing are by using branded items which seem expensive though. Modern lifestyle that hit circles youth at Texmaco Vocational High School Purwasari cannot be separated from the influence of advertisements displayed by social media. In today's life, advertisements have persuaded the public, especially students, that life becomes more meaningful when using and consuming the intended goods and services. From the explanation above, it can be concluded that advertising is a supporting factor for the modern lifestyle adopted by students (Callison, 2022). All of the respondents interviewed said that the advertisement illustrates how the world is currently developing, and also has a positive impact on those who sell online. The progress of the times in the field of knowledge and technology has had a major influence on the people's economy, marked by the easier it is for people to communicate, so that fulfilling their wants and needs is easier and more practical. With the presence of buying and selling online, it makes it easier for students to choose and get the items they want, with the support of technology, one no longer needs

to visit shopping centers. Advances in science have had a positive impact, one of which is time efficiency, modern humans don't have to go around looking for the goods they want, only through the cellphone screen can they make transactions, moreover online goods are more updated (Ikhwannul Haq et al., 2022).

The times are constantly changing and increasingly rapid in the field of technology (Mukti et al., 2022). In contrast to the old days, which still used mail media, which had to wait for days, some could even months, but now with social media, everything is getting easier (Jaques, 2001). Social media is an online media, with its users can easily access various kinds of information, share news with distant relatives (Gerhardt & Annon, 2021). It can be said that using social media can be beneficial to its users, but there are also those that can have an adverse impact on the use of social media. So that the negative impact of social media cannot be controlled if users are very addicted to using social media to fulfill their daily needs and work. Especially among today's teenagers who don't have a day without social media, it feels empty (Arianto, 2021). There are several attempts to prevent negative impacts on adolescent lifestyles in social media, although these efforts do not spontaneously overcome these negative impacts in their entirety, namely: a. Conducting discussions during free time, as parents whose role is to supervise, it is mandatory to hold discussions with adolescents. Not only for parents but with friends, teachers or acquaintances could be. Discussions at leisure can also be useful because it doesn't allow that time to be wasted. Discuss anything, be it about knowledge, business, and others as long as what is being discussed is beneficial. The results of observations show that Lodadi teenagers use their free time to discuss with their friends, read, and share opinions. b. Quality time with family, time with family is a good thing to avoid teenagers using social media, activities that are done with family can provide new things such as sports together, eating together, and traveling with family.

CONCLUSIONS AND RECOMMENDATIONS

Social media has a huge impact on teenagers. Social media has both good and bad effects. Of course, from the influence of social media on teenagers expect get good impact for each user. So that social media can run well. It is very important that adult supervision of the use of social media by young people aged 12-17 years. The effect achieved must be a good effect.

A person's lifestyle is not only determined by the individual but also by the environment. His desire to play social media gave rise to a new phenomenon that made social media a reference for his lifestyle. Lifestyle behavior change is a need to increase respect for the environment. The emergence of perceptions related to lifestyle that if you don't know fashion and style are outdated and outdated, this situation greatly affects students who always follow the lifestyle that prevails on social media. This shows that social media has a huge impact on one's lifestyle. The negative effects experienced when using social media among students are addiction, frequent trends that are not good to the point of consumerism, and when meeting with peers, maybe even families, many teenagers each use their cell phones, causing a lack of interaction.

Advances in science and technology have brought many benefits to our lives, so use them wisely and wisely. Even though most social media users are teenagers, supervision and assistance to them when using this media is very important so they don't misuse it and get wrong information. Apart from parents , The government is also obliged to take part in supervising the development of adolescents as well as supervising parties the provider of the sites - social media sites with the rules.

ADVANCED RESEARCH

In writing this article the researcher realizes that there are still many shortcomings in terms of language, writing, and form of presentation considering the limited knowledge and abilities of the researchers themselves. Therefore, for the perfection of the article, the researcher expects constructive criticism and suggestions from various parties.

ACKNOWLEDGMENT

In writing this article, it is inseparable from the help and guidance of various parties, both morally, spiritually and materially so that this article can be structured to completion. For this reason, on this occasion the researcher would like to thank all the sources who have helped researchers in completing this article. Finally, the researcher would like to thank profusely to all parties who cannot be mentioned one by one who have helped complete this article.

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