

ANALYSIS OF THE SPILL OUTFIT TREND ON TIKTOK TO TEENAGERS' FASHION INTEREST IN PEKANBARU

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Abstract

The internet has become an inseparable part of human life. The internet makes it easier to disseminate information throughout the world and can help all forms of human life. One of the most widely used forms of progress from the internet today is social media, especially Tiktok social media. The high level of use of Tiktok social social media has given rise to many new trends or habits that come from content through the FYP (For Your Page) page. Departing from these various trends, this study aims to analyze one of the existing trends, namely the spill outfit trend towards teenage fashion interests in Pekanbaru. This research uses a phenomenological approach conducted with observation, interview and documentation techniques. hen the informant is determined by purposive sampling technique which consists of several criteria that the researcher has determined. The results of this study indicate that the use of media, which was originally only as an entertainment medium, turned into a medium for finding outfit references after seeing spill outfit shows. Media can have an effect on its users in accordance with the media effect conveyed by Effendi (2003). The presence of the spill outfit trend on Tiktok social media is proven to have an effect on its users so that it can influence interest after seeing the spill outfit content show.

Keywords: Tiktok Social Media, Spill Outfit Trend, Interest

INTRODUCTION

The internet has become an inseparable part of human life. Based on information from the We Are Social (2023) report, it explains that the high level of internet users in Indonesia has reached 213 million people as of January 2023. Based on the data, the number of internet users in Indonesia has continued to increase every year in the last decade. The number of internet users in the country increased by 142.5 million from January 2013, which was only 70.5 million people. Meanwhile, the number of active social media users amounts to 4.76 million worldwide, equivalent to less than 60% of the total global population. One of the advances in information and communication technology that is most widely used by many people today is social media.

Currently Tiktok is one of the most widely used social media. Based on data sourced from Statista 2023, in the third quarter of 2023 TikTok generated around 272.2 million downloads from users around the world. Based on CNBC Indonesia's statement, said that Tiktok shifted the position of Instagram and Facebook to first place as the most downloaded application in 2023. The popularity of Tiktok social media has made the level of information dissemination in the form of content even higher. The high level of use of TikTok has given rise to many new trends or habits that come from content through the FYP page, one of which is the spill outfit trend.

The spill outfit trend arises due to the spill outfit content on the TikTok application which is a preference for audiences who aim to promote a product. Based on existing data on the TikTok application, it can be seen that spill outfit content has reached 251.3 million views. In spill outfit content, video creators not only show the outfit but also provide product reviews and product purchase links. Spill outfit content in the Tiktok application is a preference for audiences that aims to promote a product. Tiktok content creators or influencers usually use hastags (#) so that Tiktok users can more easily find the intended or desired content. In addition, the use of hastags aims so that the Tiktok algorithm is able to group and read related content using the same hastag.

Through this spill outfit content, Tiktok users have an interest and a sense of wanting to have and want to appear in the same clothes as the creator. So that TikTok users become more concerned about fashion and appearance in dressing or choosing the outfit they use. Outfits today are not just clothes to cover the body but also a lifestyle even though they are fulfilled. Due to the high interest in fashion, new trends have emerged. One of them is the spill outfit trend. This trend then makes Tiktok users have a higher interest and become more selective in choosing the clothes they will use, especially in teenagers.

Teenage age is the main target of spill outfit content. this is because teenagers are a group of people who are in a transitional period of development between childhood and adulthood. Teenagers have a high curiosity about new things so they don't hesitate to try. That's why the spill outfit trend is growing rapidly among teenagers, generating interest in fashion.

THEORETICAL FRAMEWORK

Based on previous research that has been conducted and used as a literature review. it can be concluded that the high level of use of social media is the main factor influencing the behavior of its users. in research conducted by Yunita Safitri & Heidy Arviani, namely The Role of Spill Outfit Promotional Content on Tiktok on the Consumptive Behavior of Surabaya Teenage Girls. From the results of the discussion in this study, based on the analysis of the data submitted by the informants, it can be concluded that the high frequency of use of Tiktok can lead to consumptive behavior. Where informants admit that it is difficult to control themselves when viewing spill outfit content on Tiktok media.

Then, based on research conducted by Alia Soraya & Tina Kartika. Titled Phenomenological Analysis of Hashtag #tiktokdoyourmagic on Sharing Awareness in Society.

From this research it can be concluded that social media does not only have a negative impact on its users. Because of the creativity that exists in Tiktok users, it can give rise to #tiktokdoyourmagic. From the research results that TikTok users use this hashtag to help fellow humans who need each other. Furthermore, according to research conducted by Clara Hetty Primasari entitled The Tik-Tok Poison Phenomenon on Student Consumerism Culture during the COVID-19 Pandemic. This research can be concluded based on four categories, including Behavior, Impact, Response, and Reason. From these four categories, it can be concluded that the influence of the TikTok poison trend has a relationship with consumptive behavior in the millennial generation, especially in students during the COVID-1 pandemic.

Of the three studies mentioned, there are similarities with the research I conducted. where the social media studied focuses on tiktok. how tiktok can influence its users, so that they carry out certain activities.

METHODOLOGY

This research uses a phenomenological approach method. Phenomenological research is a type of qualitative research that looks and listens more closely and in detail to individual explanations and understandings of their experiences. According to Walidin, Saifullah & Tabrani in (Fadli, 2021) qualitative research is a research process to understand human or social phenomena by creating a comprehensive and complex picture that can be presented in words, reporting detailed views obtained from informant sources, and conducted in a natural setting. Qualitative research according to Sugiyono in (Fadli, 2021) is based on the philosophy of post-positivism, because it is useful for researching on natural objects, (as opposed to experiments) researchers contribute as key instruments, sampling, data sources are carried out purposively and snowball, collection techniques with triangulation (combined), data analysis is inductive / qualitative, and results.

RESULT AND DISCUSSION

1. Use of Tiktok Social Media

Based on the results of the interviews that the researchers have conducted, that based on the three informants have an average year of use of Tiktok 2019-2020. The main reason the three of them use Tiktok is as an entertainment medium. Where Tiktok social media is an updated social media and has many trends that make the application used as an entertainment medium.

Then there is a difference in the average duration of use of Tiktok from the three informants which is quite far. Like informant 1, namely Azra, uses Tiktok for approximately 6 hours a day. Informant 2 is Maul with an average duration of using Tiktok of approximately 5 hours a day. And informant 3, namely Toi with the highest duration of use, approximately 12 hours a day.

All three informants are active social media users. Where while using Tiktok, the three informants have created content on their respective Tiktok accounts. Informant 1 creates random content that often displays the outfit he uses. Informant

2 is someone who rarely creates content due to lack of confidence. And informant 3 is a content creator who is quite active in creating content. The content that informant 3 usually creates is content about motorbikes.

Based on the content that appears on the homepage of the three, there are also differences. Where informant 1 is dominated by spill outfit content, informant 2 is dominated by random content, and informant 3 contains content about motorbikes. Although there are differences in the content that dominates the fyp or home page of the three. However, all three are someone who knows spill outfit content. Spill outfit content still appears on the homepage of the three although with different levels of intensity. The three informants also follow several different spill outfit content creators based on the styles they like.

2. Views on the Spill Outfit Trend Content Phenomenon

Based on informant interviews, all three gave a positive view of spill outfit content. All three informants said that spill outfit content provides positive benefits and impacts. Spill outfit content is used as a medium to find references for how to dress better by the three informants. Spill outfit content also helps the three informants to improve their fashion style and bring out fashion interests in themselves. Informants who initially only used sober clothes without caring about fashion, changed their views because of the spill outfit trend phenomenon.

3. The Meaning of Spill Outfit Trend on Fashion Interest

Spill outfit content causes changes and the emergence of fashion interests in informants. Informant 1 said that the spill outfit content made him understand more about how to mix and match outfits. Informant 2 also said the same thing. Where informant 2 already had an interest and cared about fashion before the spill outfit content appeared. Informant 3 had a different start from informants 1 and 2. Informant 3 is someone who used to have no interest in fashion and no concern for outfits. But after knowing the spill outfit content, it managed to bring up his fashion interest. Where after seeing the spill outfit content, he began to improve his dressing style.

4. Motive to Follow Spill Outfit Trend towards Fashion Interest

1) Because Motive

At this point, based on the results of interviews from the three informants, there are several different factors that cause the emergence of fashion interest based on spill outfit content. Based on the results of existing interviews, there is one common factor mentioned by the three of them, namely the way of delivery or review from the video creator is one of the factors that give rise to the fashion interest of the three. When the creator provides appropriate information, the delivery of the message is good so that the message is conveyed well. Then the audience of the content will also receive it well so that it can generate interest and end with the act of purchasing the product.

2) In Order To Motive

In order to motive is the view that informants have of the factors that cause someone to take a certain action, which in this study is to follow the spill outfit trend. Based on the results of interviews that have been conducted with informants, all three have the same goal. Informants follow and use the spill outfit trend as a reference to improve their previous style of dress. The spill outfit trend that raises fashion interest makes informants interested in fashion. Informants who previously had no interest in fashion, after following the spill outfit trend, made an interest appear, so they were moved to improve and follow the fashion or outfit in the spill outfit trend.

CONCLUSION

Based on the results of the research that has been done, it is concluded that the informant's motive for using Tiktok is as an entertainment medium. However, when the spill outfit trend appeared, the informants' motives increased. Tiktok social media is then also used as a medium to find outfit references through spill outfit content. the three informants gave the meaning of the spill outfit trend, where the spill outfit trend made fashion interest appear after seeing the existing spill outfit content. The three informants felt the emergence of fashion interest, concern, and ended up with purchasing actions after seeing the spill outfit content. As for the motive for the emergence of fashion interest after seeing the spill outfit content show, there are differences from the three informants. However, from these different motives, there is one common motive, namely the spill outfit trend as a reference in dressing. Then the informant said that the results of the review and the delivery of messages about the product by the video creator were one of the factors that generated interest in the informant. When the video creator is able to convey the message well, the audience will also receive the message well so that it can generate interest and end with the purchase of the product.

SUGGESTIONS

After conducting research with the title Spill Outfit Trend Analysis on Tiktok Media Towards Teenage Fashion Interest in Pekanbaru, based on the results of this research it went well. However, it is not an error if the researcher wants to provide suggestions that are expected to be helpful or useful, namely as follows:

1. It is hoped that this research can be used as a reference, learning and can add insight into the spill outfit trend. With this research, researchers hope that all readers can better understand and utilize the spill outfit trend on TikTok social media.
2. Future research should be able to deepen the trend of spill outfit content which may not have been fully discussed in this study, or conduct research on other social media content. This is because social media content and trends will continue to develop and even change with the times.

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