

ABSTRAK

Arni Zuha Syahbaniyah. 180521100011. Program Studi Sosiologi. Fakultas Ilmu Sosial dan Ilmu Budaya. Universitas Trunojoyo Madura. Masyarakat Konsumen Di Era Pandemi: Dari TikTok Lanjut *Checkout* Ke Shopee (Studi Fenomenologi Aktivitas Belanja *Online Fashion* Pemudi di Kelurahan Sidokare, Kecamatan Sidoarjo, Kabupaten Sidoarjo).

Platform Shopee memudahkan masyarakat melakukan belanja *online*, terlebih akibat adanya pandemi Covid-19. Konten *review influencer* TikTok serta penyuguhan *link* produk *fashion* pada bio membuat masyarakat mudah melihat *review* dan menemukan produk *fashion*. Penelitian ini bertujuan untuk mengetahui bagaimana bentuk – bentuk praktik belanja *online* kategori *fashion* serta mengetahui nilai tanda dan nilai simbol yang diungkapkan masyarakat konsumen pengguna TikTok dan Shopee di era pandemi Covid-19. Penelitian dengan jenis kualitatif ini menggunakan pendekatan fenomenologi. Sumber data diperoleh melalui observasi, wawancara, dokumentasi. Teknik analisis data menggunakan model Miles dan Huberman, teori masyarakat konsumen Jean Baudrillard dan pemeriksaan keabsahan data menggunakan triangulasi sumber.

Hasil penelitian menunjukkan praktik belanja *online* kategori *fashion* pengguna Shopee dan TikTok di era pandemi Covid-19 dipengaruhi oleh motivasi internal dan motivasi eksternal. 19 dari 20 informan mengungkapkan transaksi belanja online kategori *fashion* meningkat di masa pandemi Covid-19. Pergeseran nilai tanda dan nilai simbol ditunjukkan informan melalui perbedaan dirinya dengan orang lain mengenai *style fashion*, unggahan foto *Outfit Of The Day* di media sosial hingga penggunaan *fashion* merk tertentu yang bertujuan untuk berdakwah dan investasi jangka panjang.

Kata kunci: masyarakat konsumen, TikTok, Shopee, pandemic Covid-19, Sidoarjo.

ABSTRACT

Arni Zuha Syahbaniyah. 180521100011. Sociology Study Program. Faculty of Social and Cultural Sciences. Trunojoyo University, Madura. Consumer Society in the Era of the Pandemic: From TikTok to Checkout (Phenomenological Studies on Shopee Online Shopping in the Fashion Category in Sidokare Village, Sidoarjo District, Sidoarjo Regency).

The Shopee platform makes it easy for people to shop online, especially due to the Covid-19 pandemic. TikTok influencer review content as well as providing fashion product links in the bio make it easy for the public to see reviews and find fashion products. This study aims to find out how the forms of online shopping practices are in the fashion category and to find out the value of signs and symbol values expressed by the consumer community using TikTok and Shopee in the Covid-19 pandemic era. This type of qualitative research uses a phenomenological approach. Sources of data obtained through observation, interviews, documentation. The data analysis technique used the Miles and Huberman model, the consumer society theory of Jean Baudrillard and the data validity checking using source triangulation.

The results showed that the online shopping practice of Shopee and TikTok users in the fashion category during the Covid-19 pandemic was influenced by internal motivation and external motivation. 19 out of 20 informants revealed that online shopping transactions in the fashion category increased during the Covid-19 pandemic. The shift in the value of signs and the value of symbols is shown by informants through the distinction of themselves from others regarding fashion styles, the upload of Photos of Outfit Of The Day on social media to the use of certain brand fashions that aim to preach and long-term investment.

Keywords: consumer society, TikTok, Shopee, the Covid-19 pandemic, Sidoarjo.