

ABSTRAK

Adinda Maniek Johar. NIM 190531100120. Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Budaya Universitas Trunojoyo Madura. **“Motivasi Perilaku *Impulsive Buying* Produk *Fashion* dalam Membentuk Identitas Sosial Mahasisw FISIB UTM”**. Dibawah bimbingan Dr. Nikmah Suryandari, S.Sos., M.Si.

Penelitian ini mencoba menganalisis pembentukan identitas sosial mahasiswa berdasarkan motivasi yang mendorong perilaku *impulsive buying*-nya terhadap konsumsi produk *fashion*. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan melakukan observasi partisipatif serta wawancara semistruktur untuk mendapatkan data yang lebih dalam tentang pengetahuan dan minat mahasiswa terhadap *fashion*, kecenderungan perilaku *impulsive buying* produk *fashion*, serta pemaknaan *fashion* itu sendiri sebagai identitas sosial mahasiswa Fakultas Ilmu Sosial dan Ilmu Budaya (FISIB), Universitas Trunojoyo Madura (UTM).

Informan dipilih menggunakan teknik *purposive sampling* (*non-random sampling*) dengan kriteria yakni mahasiswa/i FISIB UTM, usia 18-26 tahun, memiliki ketertarikan yang tinggi terhadap *fashion*, serta konsumsi *fashion* minimal 2 kali dalam satu bulan. Peneliti menggunakan teori Komunikasi Identitas Michael Hecht untuk menelaah identitas sosial mahasiswa berdasarkan pada 4 tingkatan yakni *personal layer*, *enachment layer*, *relational layer*, sserta *communal layer*.

Hasil penelitian mengkategorikan pembentukan identitas sosial berdasarkan 4 tingkatan: 1) *Personal layer* dibentuk berdasarkan karakter yang mendasari minat dan selera terhadap *fashion*. 2) *Enachment layer* dibentuk berdasarkan penilaian status sosial terhadap perilaku konsumsi *fashion*. 3) *Relational layer* dibentuk melalui interaksi dan koneksi dalam media sosial. 4) *Communal layer* dibentuk melalui penyesuaian diri terhadap multikultural mahasiswa dalam lingkungan kampus UTM, khususnya FISIB.

Kata kunci: *Fashion*, Motivasi, *Impulsive Buying*, Identitas Sosial.

ABSTRACT

Adinda Maniek Johar. NIM 190531100120. Communication Studies Program, Faculty of Social and Cultural Sciences, Trunojoyo University, Madura. "**Motivation Of Impulsive Buying Behavior Fashion Products In Forming The Social Identity Of FISIB UTM Students**". Under the guidance of Dr. Nikmah Suryandari, S.Sos., M.Si.

This research tries to analyze the formation of students' social identities based on the motivations that encourage impulsive buying behavior towards the consumption of fashion products. This research uses a descriptive qualitative approach by conducting participant observation and semi-structured interviews to obtain deeper data about students' knowledge and interest in fashion, tendencies towards impulsive buying behavior of fashion products, as well as the meaning of fashion itself as a social identity for students at the Faculty of Social and Cultural Sciences, Trunojoyo Madura University.

Informants were selected using a purposive sampling technique (non-random sampling) with the informant criteria being FISIB UTM students, aged 18-26 years, having a high interest in fashion, and consuming fashion at least twice a month. Researchers use Michael Hecht's Identity Communication theory to examine students' social identities based on 4 levels, namely personal layer, enachment layer, relational layer, and communal layer.

The research results categorize social identity formation based on 4 levels: 1) The personal layer is formed based on the character that underlies interest and taste in fashion. 2) The enhancement layer is formed based on an assessment of social status regarding fashion consumption behavior. 3) The relational layer is formed through interactions and connections in social media. 4) The communal layer is formed through adapting to multicultural students in the UTM campus environment, especially FISIB.

Keywords: Fashion, Motivation, Impulsive Buying, Social Identity.