Construction of Student Identity on the Outfit of the Day Phenomenon on Social Media Instagram

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ABSTRACT: In today's digital society, the perspective regarding fashion objects, especially Outfit of the Day (OOTD), has shifted from seeing an item based on used value to symbolic value. There is a strong motivation in consumers to carry out consumption actions, so they consider OOTD products as characteristics that must be implemented through style, clothing, and symbolic meanings that are constructed through new identities.

This research aims to find out the construction of adolescent identity and the implications of the identity formed related to the OOTD phenomenon. The theory used in this research is Peter Burke's Identity Theory. This research uses a qualitative method with a phenomenological approach, and uses purposive sampling data collection through observation, interviews, and documentation.

The results of this study show that the process of student identity construction begins when a perception of OOTD such as up to date, fashionable, prestige, elegant is obtained through virtual and social environments which are then compared with previously inherent identity standards. Furthermore, the comparator sends a signal of incompatibility between the incoming perceptions and the identity standards held, so this has implications for impulse buying activities.

KEYWORDS: Student Identity, Oufit of The Day, Instagram

INTRODUCTION

The emergence of new media in the 20th century changed people's communication patterns, McQuail defines "new media is a variety of communication technology devices that share various characteristics which, apart from being new, are made possible by digitization and their wide availability for personal use as a communication tool" (Hermawati et al., 2021). The use of social media is growing rapidly along with the development of the user community in communication technology (Atmodjo, 2015). The emergence and development of the internet brought new ways of communication in society (Watie, 2016). Social media is present and changes the paradigm of communication in today's society. Communication is not limited by distance, time, space. It can happen anywhere, anytime, without having to be face to face. With the presence of Instagram, Twitter, Facebook, and the like.

Social media is online media, a means that enables its users to communicate and interact, irrespective of physical distance, geographical distance and time (Kholisoh & Mahmudah, 2020). Social media offers the dream of being able to show self-existence, getting great attention from the public, because psychologically, humans have a need to be able to socialize and get appreciation for what has been done, including respect. This is well realized by social media users in content identity play, so in fact they are competing to show an identity that even seems manipulated, just to increase personal attractiveness to other fellow social media users (Hermawati et al., 2021).

The same thing was also revealed by Bell (2001) that the existence of the internet as a "cyberspace" is essential for society, especially for those who need a space for expression for things that cannot be done in the real world. In the virtual world one can freely play their role or identity. This is done as a form of expression for things that cannot be done in the real world. Through Instagram social media, users can upload all kinds of activities, complaints, personal photos and short videos to be conveyed to other users through Instagram social media accounts in shaping their self-identity. Identity, is an important thing in a society that has many members. Identity creates an image of a person, through; physical appearance, racial characteristics, skin color, language used, self-assessment, and other perceptual factors, all of which are used in constructing cultural identity (Ayun, 2015). Identity according to Klap (in Berger, 2010) includes everything in a person that can legitimately and reliably state about himself - his status, name, personality, and past.

Instagram is a social media that has many features that can be used for various things such as stories, filters, captions, feeds, highlights, hastags and various other features that can support users to express themselves, one of which is Outfit of The Day (OOTD) fashion style. This is corroborated by an official statement from www.instagram.com which defines Instagram as "take a

picture or video, choose a filter to transform its look and feel, then post to Instagram it's that easy", which can be interpreted as "take a photo or video then choose a filter to transform the way you want and feel, then upload to Instagram it's that easy."

When looking at the historical context of the trend phenomenon, the term OOTD was born at the beginning of the emergence of Instagram. Outfit of The Day is used as an action to show off the form of their identity that is always up to date and contains certain symbolic meanings. Through the OOTD trend phenomenon displayed by fashionistas, which is then embedded with various images and certain impressions, it creates a desire for people to build their identity and reproduce this identity within themselves. The positive impact of advances in information technology on society can be in the form of easy access for a person to produce, consume, and distribute all forms of information which can be in the form of messages, images, and exchanges of meaning. Regarding the OOTD phenomenon, the role of the media is very large in bridging the spread of the development of existing fashion items, especially on Instagram media. This has an impact on people who will always have a choice reference for their fashion style.

In addition, there are also negative impacts that indirectly affect people's behavior. The negative impact felt by technological advances is the increasing number of fashion products offered freely on Instagram. This makes everyone able to see the product without having to go to a fashion store. So, this has the potential to lead to the emergence of motivation for the act of consumption of these fashion products. The phenomenon of OOTD fashion styles that are openly and freely accessed on Instagram social media makes Instagram a place of inspiration for young people to dress similarly as a form of representation of an up to-date lifestyle and as a pattern of forming their new identity that is influenced by trendsetters (Netty Lisdiantini, Subiyantoro, & Yosi Afandi, 2019).

Mass advertising of fashion products on Instagram has revolutionized the way people view fashion items. People will be easily tempted by the fashion products offered by looking at the OOTD style on the Instagram media. In today's digital society, the perspective regarding the OOTD trend phenomenon has shifted from seeing an item based on "used value" to "symbolic value". There is a strong motivation in consumers to carry out acts of consumption, so they consider OOTD products as an important characteristic that must be implemented through fashion styles, attitudes, and symbolic meanings carried out through the construction of new identities that are trendy and up to date to keep up with the mobility of the times (Baudrillard, 2017).

On Instagram social media, many accounts offer products through OOTD packaging that dominates. So that this results in people experiencing symptoms in purchasing each product not based on "infatuation" or a conscious choice, but because of the "trendsetter" or because it is owned by someone else. In addition, the use of excess goods can trigger people towards a consumptive lifestyle. The use of OOTD fashion style indirectly encourages people to always follow the development of products that change from time to time.

The existence of a public compulsion to always follow the developing trend causes people now to flock to always display the latest form of their identity in order to always be up to date with the conditions of the developing fashion trend. This is in line with the concept of "Fear Of Missing Out" (FOMO). The concept of FOMO is a psychosocial disorder of a person who is described as having an excessive fear of being left behind by something that has recently happened (Aisafitri & Yusrifah, 2020).

The fear of a trend that is developing in society causes people to experience a fear disorder towards themselves, including the development of fashion styles. An individual will be considered unable to keep up with the times if he/she does not follow the development of existing fashion trends. A constant anxiety that lingers in this individual gives the effect of a desire for an individual to always be connected to everything that is up to date. So this causes him to always be motivated in social media to be connected all the time with a trend that is happening (Przybylski et al., 2013).

From this background, researchers are interested in seeing and exploring a process of community identity construction in seeing the OOTD fashion phenomenon and its implications for FOMO. In addition, how is the form of identity change that occurs in society through Peter Burke's identity theory.

LITERATURE REVIEW

In this study, the authors used various references to previous research which were used as reference materials related to the novelty of the research conducted. The first research is research conducted by Ulfah R., Ike Atikah Ratnamulyani, and Maria Fitriah (2017) which examines the "Phenomenon of Using Outfit Of The Day Photos on Instagram as Self-Presentation Media (A Communication Study in Erving Goffman's Dramaturgy Approach)" which aims to describe an experience felt by individuals in presenting themselves through an OOTD (Outfit of The Day) photo uploaded by themselves through Instagram social media.

The second research is research from Permatasari and Trijayanto (2017), namely "Existence Motives through the Use of Hashtags (#OOTD) on Instagram Social Media" which aims to find out the motives of a person's existence through the use of hastags (#OOTD) on Instagram social media. Furthermore, the third research is research conducted by Irawan & Ramdhan (2018), namely "The Effect of Selebgram OOTD (Outfit of The Day) Photo Visualization as a Fashion Product Promotion Strategy on Women's Perceptions" which aims to determine how much influence the visualization of a celebgram's OOTD (Outfit of The Day) photo has on the level of effectiveness in shaping the views of female consumers as a form of online marketing of a fashion product. The next research conducted by Lee & Choo (2015) entitled "Daily Outfit Satisfaction: The Effects Of Self And Others' Evaluation On

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Satisfaction With What I Wear Today" aims to determine the effect of self-evaluation and evaluation of others on satisfaction with the daily clothes used.

Society as a collection of individuals who have needs and interests to carry out a process of interaction with other individuals often also leads them to social ties which are the main conditions for the formation of social groups. During the process of social intertwining or bonding, an individual will face the concepts of interests between other individuals that are attached and inseparable to their concept of "self". This concept of self takes an important part in the process of identity formation. Chris Barker (2012) explains that the construction of identity concerns the similarities and differences between a person and their social. Webster & Castells (1998) explain that identity is a collection or source of meaning and experience of an individual. Identity is a reference for others to see themselves as social actors where the process of identity construction can include cultural meanings that are woven into themselves.

Outfit of the day or OOTD is an individual's concept of dressing related to the way they wear an outfit on that day. OOTD can also be seen as a new phenomenon on social media, especially Instagram, among fashionistas to show the concept of dressing on that day. An OOTD concept can be done by anyone by mixing clothes simply and not too contrived (Fauzi & Reni Nuraeni, 2017). In seeing the phenomenon of outfit of the day that has sprung up, it cannot be separated from the role of a social media Instagram which is a bridge to introduce the concept of OOTD to the public, especially students.

The student himself is an individual who is taking the learning process in a higher education institution within a certain period of time. According to Hartaji (2012) a student is someone who is in the process of learning and deepening knowledge in an education in the form of a college consisting of academics, high schools, institutes, universities, and polytechnics. This statement is reinforced by Siswoyo (2007) who defines a student as an individual who is in the process of gaining knowledge at the university level, both public and private. Students have distinctive characteristics and personalities that can think critically, have a high level of intelligence, and have a high level of planning. intelligence, and have a fairly mature level of planning.

METHOD

This research uses a qualitative approach and has descriptive characteristics. The data collected is first directly from the source, the researcher becomes part of the main instrument of analysis, secondly the data is in the form of words in sentences or pictures that have meaning (Sutopo, 2006). The type of research used in this study is phenomenology. Phenomenology explains the structure of consciousness in human experience. The phenomenological approach seeks to let reality reveal itself naturally. Through "stimulating questions", the research subject is allowed to tell all kinds of dimensions of his experience related to a phenomenon/event (Aspers, 2009).

Data collection techniques were carried out by observation and interview. Interviews are used as a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be researched, but also if the researcher wants to know things from respondents that are more in-depth (Sugiyono, 2016). The criteria for informants that have been determined by researchers related to the objectives of the research conducted are as follows:
1. Is a student who lives in Surakarta and Jakarta
2. Have an Instagram social media account
3. Know about the concept of Outfit of The Day (OOTD)

RESULTS

Based on the results of data collection that has been carried out by researchers, three points of information forming elements are obtained, namely information as a process, information as an individual supporter, and information as a supporter of interaction. These three points of input forming elements were found by researchers in the data collection process whose task was to see before a perception itself was formed. The first point in the input aspect which is the element that forms perception is information as a process. Information as a process is a set of information attached to a physical object that will be manipulated by an actor into the form of perception of fashion outfit of the day (OOTD).

In this aspect of observation, researchers see how a person's perception of the OOTD fashion phenomenon can be built. The observation process carried out by an actor in interpreting information attached to an object is divided into two main aspects, namely the virtual environment and the social environment. In the aspect of observing the virtual environment, researchers grouped several contents on Instagram as forming perceptions about OOTD, namely outfit inspiration content, fashion mix and match content, outfit spill content, outfit tips and tricks content, and hastags (#ootd). Through the Instagram platform, content about OOTD is produced to create a widespread existence in the community, especially students. This causes the choice of filters and features offered by Instagram to make the exchange of perceptual meanings for students even more widespread.

Apart from the process of observing the virtual environment, researchers also found how a student's perception is built about OOTD fashion through the social environment. The process of forming perceptions can be seen from how social interactions are established between students both when in formal activities such as on campus or informal activities such as hanging out with

friends. Through the process of observing the social environment, an actor can see firsthand how an OOTD phenomenon is implemented by others. Thus, the process of manipulating physical objects into a form of perception will be easily formed.

Furthermore, when an actor has carried out the observation process in both the virtual and social environments, the next factor that researchers find is the process of understanding and selecting information. With the amount of information obtained by actors when viewing information originating from virtual and social environments, the next step is to carry out the selection and selection process. This process is an actor's step to see the suitability and compatibility between the information circulating and the personality that exists in the individual. Regarding OOTD style, the process of understanding and selecting information is a very important aspect considering that there are so many choices and styles of clothing offered and not all styles or styles used by others match the personality of an actor.

The next point that becomes an input-forming aspect is information as an individual supporter. Information as an individual supporter is an aspect that researchers find about how information attached to OOTD fashion can shape a person's perception. Based on the results of data collection that has been carried out by researchers, it shows that information as an individual supporter is information attached to the OOTD object. This information is attached to an object that will be manipulated by an actor to become a perception. Individual supporting information is an aspect that is internal to an actor, where when someone uses it, the actor will get supporting aspects in himself such as: confidence, satisfaction, and authority.

In addition to aspects of information as individual supporters, in the process of forming perceptual input, researchers found the last factor, namely interaction support information. Information supporting interaction is an inherent aspect of OOTD fashion objects that can shape a person's perception. This inherent information that researchers categorize into interaction supporters because it is an external aspect that can support an actor in carrying out the interaction process. In this factor, the interaction support information that researchers found included praise, reputation, and social status.

The next aspect in Peter Burke's identity model is perception. After an emerging information is manipulated by an actor, a subjective perspective will arise. This is what is referred to as perception. Perception is a key point in the process of forming one's identity. Perception means a person's subjective perspective on the information circulating in their environment. In other words, perception is the process of giving meaning to the stimulus stimuli obtained based on one's own experience.

Related to the growing OOTD phenomenon, researchers found several perceptions arising from students such as: up to date, elegant, aesthetic, fashionable, graceful, simple, collorfull, prestige. The next aspect related to Peter Burke's identity model that researchers use in seeing the identity construction process is identity standards. Identity standards are a set of perceptions of a person that have been classified and form characteristics that can define an actor's identity. This is as expressed by Burke (2022), "Each identity contains a set of meanings, which may be viewed as defi ning the character of the identity...." . In this case, the researcher uses masculine or feminine identity standards related to the shape and style of clothing styles.

Next, the comparator aspect is the next aspect in Peter Burke's identity model which is tasked with comparing the perceptions that enter the environment with the identity standards held by an actor. This is in line with what is expressed by Burke (2022) "The third component of the identity system is the comparator, which does nothing more than compare the input perceptions of meanings relevant to the identity with the memory meanings of the identity standard."

Based on the results of data collection that researchers have described earlier, it can be seen that the comparator component is a person's main point in seeing a fashion object, especially OOTD. In the perception point, it can be seen how an actor sees the OOTD fashion object that is currently developing into a form of "the language of fashion". This can be seen from the various perceptions generated by an actor in assessing a fashion object. Meanwhile, it can be said that OOTD is a fashion object that is considered to express certain meanings and intentions for its users. OOTD clothing products provide values, perceptions and images that try to be used for nonverbal communication. When a perception reaches a comparator point that seeks to compare identity standards with various incoming perceptions, it generates an error signal. This error signal is caused by a mismatch between the two components being compared, namely the identity standard and the incoming perceptions. Then when this error signal appears, it will cause a fear of missing out (FOMO) attitude. This FOMO attitude is an implication of the error signal arising from the comparator process.

Based on the research results, FOMO attitudes occur due to several things such as social, economic, and fashion involvement. Some of the things that cause a person's FOMO based on the first error signal are social. An actor will experience a lagging attitude due to intensive interaction with other people who have an attractive appearance and are up to date regarding clothing styles. Then the next factor causing FOMO is related to economic factors. Through this factor, an actor experiences backwardness due to limited access to consuming fashion products. The limited money owned by students causes them not to be able to consume various OOTD fashion products that are developing, so this causes a person to experience a fear of being left behind or FOMO.

CONCLUSION

According to the results of the research that has been conducted, it can be concluded that there is an identity construction process that occurs regarding the outfit of the day (OOTD) phenomenon that develops on Instagram social media for students. The

construction process begins with perceptual input which is the first step for an actor in building his identity. There are three points that form input elements such as information as a process, individual supporting information, and interaction supporting information. These three elements are the categorization that researchers find before the process of perception or meaning of something is formed. After going through the three points of input formation, the next stage is perception. Through the OOTD phenomenon, researchers found several perceptions that emerged such as: up to date, elegant, aesthetic, fashionable, graceful, simple, colorful, and prestige. The next stage in the identity construction process is the comparator or the process of comparing the perception input with the identity standards held by an actor. Existing identity standards related to student dressing styles include: polite, neat, comfortable, simple, elegant, aesthetic, universal. Through the comparator process that occurs, an error signal is found that arises, namely the feeling of fear of missing out (FOMO) which is motivated by several things such as economic, social, and fashion involvement so that this has implications for the impulsive buying process of OOTD products. The final stage in the student identity construction process is output in the form of a re-representation of their dressing style through their virtual identity in order to reconfirm their dressing style or as a reflected appraisals process.

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