

Fashion trends a consumptive lifestyle in a student environment: Case study of student of the Faculty of Economics, Bengkulu University

Tren fashion gaya hidup konsumtif di lingkungan mahasiswa: Studi kasus mahasiswa Fakultas Ekonomi Universitas Bengkulu

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Abstract

This study analyzes consumptive behaviour following fashion trends as a lifestyle carried out students of the Faculty of Economics, Bengkulu University. Students tend to shop according to current fashion trends rather than buying as needed. The purpose of the study was to see consumptive behaviour following fashion trends carried out by students of the Faculty of Economics, University of Bengkulu. The theoretical basis of Jean Baudrillard is used to analyze a consumptive society that is no longer bound by morality and adopted habits. The method used is a qualitative method with case studies. In previous studies, the study of consumptive lifestyles was more focused on their consumptive lifestyle and behaviour. However, this study tries to explain the consumptive lifestyle through Baudrillard's analysis of consumerism which is influenced by social relations and external factors. The results of this study are female students who behave consumptively based on the modern lifestyle. Students no longer buy goods based on the function of the goods themselves. However, it has become part of a habit that serves to demonstrate the ability to own trendy items. As for the factors behind students becoming consumptive of fashion trends, there are two, namely internal factors and external factors.

Keywords: consumptive lifestyle; fashion trend; online shopping

Abstrak

Penelitian ini menganalisis perilaku konsumtif mengikuti tren fashion sebagai gaya hidup yang dilakukan mahasiswa Fakultas Ekonomi Universitas Bengkulu. Pelajar cenderung berbelanja sesuai dengan tren fashion saat ini daripada membeli sesuai kebutuhan. Tujuan penelitian untuk melihat perilaku konsumtif mengikuti tren fashion yang dilakukan oleh mahasiswa Fakultas Ekonomi Universitas Bengkulu. Landasan teori Jean Baudrillard digunakan untuk menganalisis masyarakat konsumtif yang tidak lagi terikat oleh moralitas dan kebiasaan yang dianut. Metode yang digunakan adalah metode kualitatif dengan studi kasus. Pada penelitian-penelitian sebelumnya, kajian gaya hidup konsumtif lebih difokuskan pada gaya hidup dan perilaku konsumtif mereka. Namun penelitian ini mencoba menjelaskan gaya hidup konsumtif melalui analisis Baudrillard tentang konsumerisme yang dipengaruhi oleh hubungan sosial dan faktor eksternal. Hasil dari penelitian ini adalah mahasiswi yang berperilaku konsumtif berdasarkan gaya hidup modern. Siswa tidak lagi membeli barang berdasarkan fungsi dari barang itu sendiri. Namun, sudah menjadi bagian dari kebiasaan yang berfungsi untuk menunjukkan kemampuan memiliki barang-barang trendi. Adapun faktor yang melatarbelakangi mahasiswa menjadi konsumtif terhadap trend fashion ada dua, yaitu faktor internal dan faktor eksternal.

Kata kunci: gaya hidup konsumtif; tren mode; belanja online

Introduction

The development of the modern era creates a new lifestyle behaviour in modern humans. Modern society is a form of transformation from a traditional society into a more advanced and focused society in various fields, such as science, technological developments and ways of thinking. This can unconsciously change lifestyles to behave consumptively, especially in following modern fashion trends. This consumptive lifestyle is also influenced by a market economy system that encourages people to shop outside of their needs, especially in following modern directions (Fauziah 2018, Ufrida & Harianto 2022). The current market economy system also offers convenience by presenting an online shopping system. The

innovations presented by this market economy system bring people into consumptive behaviour that they do not realize. This can be seen from the dataNielsenIQ noted that the number of online shopping consumers in Indonesia who use e-commerce will reach 32 million people in 2021. The number has increased by 88 per cent compared to 2020, which was only 17 million people. This explains that the number of online shopping consumers is increasing because internet users in Indonesia rose 32 per cent from 34 million to 45 million people this year (CNN Indonesia 2021). If you look at global data, the high level of consumptive behaviour through online shopping is carried out by female students in Indonesia. Students are the main actors in consumptive behaviour as a lifestyle to follow the trend of fashion. This is in line with Figure 1 where Indonesia ranks fourth in the list of countries with online shopping activities in Asia.

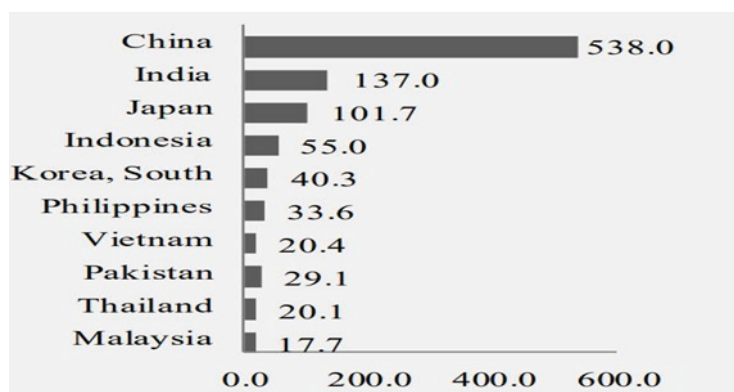


Figure 1.

Asia top internet countries

Source: Keitharo (2021)

Students tend to shop according to the current fashion trends rather than buying according to their needs. Baudrillard said that consumptive behavior that is currently happening is not only influenced by economic factors (income) and based on rational choices but there is also a cultural system (environmental conditions) and a system of social meaning (social lifestyle) (Baudrillard 2017). The results of observations by researchers at the Faculty of Economics, Bengkulu University, show that currently, online shopping among female students has become a habit. This tendency to shop online as a consumptive behavior also arises from the influence of other people to behave consumptively as well. Research conducted by Efendi et al. (2018) explaining consumptive behavior among students occurs because their current age is a period of transition and a period of searching for identity. The student's social environment has many influences on interests, attitudes, appearance, and behavior. Students are aware that social support is influenced by attractive appearance based on what they wear and own (Efendi et al. 2018). So do not be surprised if following the trend of fashion as a lifestyle makes a high level of consumptive behavior among female students, especially students of the Faculty of Economics, Bengkulu University.

The tendency to follow a trend in fashion creates increased needs and spending among female students. This is evidenced by the behavior of shopping for branded goods in female students. This can be seen from the attitude of female students who are considered to be consuming branded goods more often. So this causes the majority of student Faculty of Economics, Bengkulu University (hereinafter UNIB) behave consumptively because it wants to meet fashion trends in its environment. Having the notion that with attractive fashion, they will get special attention from the people around them. So they will try to buy the equipment. As Baudrillard explained, today's society has shifted from being dominated by the mode of production to a society controlled by the production code. The goal has shifted from exploitation and profit to domination by signs and the systems that produce them (Goodman 2004).

The tendency to follow a trend in fashion makes students tend to shop irrationally. Supposedly, as a student who studies the field of economics, of course, consumptive behaviour is not by the field of

science that is owned. This proves that a person's scientific field does not affect consumptive behaviour, which is used as a lifestyle. Research conducted by Sari et al. (2018) regarding consumptive behaviour in UIN students explains that online shopping is generally done by students not based on mere need but for the sake of fun and lifestyle, causing a person to behave consumptively. The desire for the fulfilment of fashion according to the current trend is considered to have a purpose so that other students can acknowledge their existence.

Online shopping is now a trend among the public, especially among students. Online shopping that is done will become a habit because of the conveniences offered at various prices, so this is considered to be one of the factors in the formation of consumptive behavior in students at the economics faculty of UNIB. Someone who behaves consumptively will be willing to spend money to buy things he likes even though the goods are not needed at all. Because by having these items and wearing them outside the home, he feels he gets his own satisfaction (Musanna 2018). Students who are active on social media, of course, will always be updated on new items or products so that this can encourage them to have them. So, therefore, Today's consumers sometimes find it difficult to distinguish between needs and wants (Suryani & Achiria 2019). The desire to fulfill fashion according to the current trend is considered to have a goal so that UNIB economics students get recognition for their existence from other students. Moreover, it is encouraged because the availability of free time and financial assistance that is always fulfilled by parents is considered to be a supporting factor in the lifestyle of UNIB economics students to be more concerned with fashion. Because the existence of female students is considered to be valued only for ownership and status (Arbaini 2017).

The lifestyle of UNIB's economics faculty students is much expressed through what they wear, what they consume, and how they behave or behave in front of other people. Students are currently competing to buy various fashion products using pocket money given by their parents, the goal is to want to be recognized by their friends and their existence recognized by the environment (Gunawan & Carissa 2021). Consumptive behaviour is not an individualist effort, but consumptive behaviour is embedded in social relations. In the writings of Lisa A. Neilson, they carry out consumptive behaviour in the network of social relationships because they are connected in values and attention to habits that already exist in consumption values (Paxton 2010).

The need to be accepted and be the same as others can be expressed through the clothes he wears. Moreover, there are various kinds of fashion trends that are displayed on social media, causing a high consumption culture among female students as a form of tool to express themselves and show a consumptive lifestyle. In this case, UNIB economics students have been considered buying and consuming new goods for fashion trends without thinking, thus making students trapped into consumptive behaviour because consumptive behaviour is buying behaviour without strong considerations and prioritizes desires rather than needs (Windayani & Astiti 2017).

UNIB economics students are considered to have entered into consumptive habits for the sake of fashion. This is because they are considered to have tried to find and buy goods that are not basic needs, but only as secondary needs. Consumptive behavior is behavior when buying a product or service that is not considered rationally but to fulfill their pleasure or emotion. (Mowen & Michael 2002). This consumptive behavior in UNIB economics faculty students occurs because they have a high desire to buy something that is driven by desire without paying attention to needs (Palamba 2018). This consumptive attitude is considered to have made students of the economics faculty of UNIB consumers who buy and use goods or services excessively, irrationally, only prioritizing desires or pleasures without considering the needs and benefits of an item or service first, even just to gain social recognition, and only for trend following or immediate gratification.

Baudrillard explained that currently, the consumer society is no longer bound by the morality and customs that it has held so far. They now live in a new culture, a culture that sees their existence in terms of the number of signs they consume. In such a society, consumption is no longer seen as an activity

of consuming objects but as a relation between objects or as a systematic act of manipulating objects (Baudrillard 2017). In the end, society only consumes the image attached to the item (no longer in its use), so society as a consumer is never satisfied and will trigger continuous consumption because the daily life of each individual can be seen from their consumption activities, goods, and services. Services are purchased and used by each individual, which is also based on the images given of the product (Maclean 1985). Consumption behaviour following the trend of fashion as a lifestyle among students generally occurs because of external factors that try to show their existence in social relations. So to see the extent of the consumptive behaviour of students in the economics faculty, UNIB concluded two problems: (1) What is the lifestyle of students majoring in economics at Bengkulu university that is consumptive of fashion trends through online shopping? (2) What are the factors behind Bengkulu University students majoring in economics becoming consumptive in the field of economics? Fashion trends through online shopping? This study tries to explain that a person's level of knowledge does not have an effective influence on consumptive behaviour as a lifestyle.

Research Method

This research uses qualitative research with a case study approach. Case study research is a qualitative approach in which the researcher explores real-life, contemporary finite systems (cases) or many finite systems (cases) over time through detailed and in-depth data collection involving multiple sources of information (e.g., observations, interviews, audiovisual materials, and documents and reports), and case descriptions and case themes. This research develops in-depth knowledge of a case. Case studies can also explore issues or problems by using cases as specific illustrations. This case is limited by system, time, and place (Creswell 2007).

This study focuses on an in-depth analysis of trend fashion as a consumptive lifestyle among female students. This study was conducted among students of the Faculty of Economics, Bengkulu University. The selection of the object of this research was based on the results of the author's observations, who saw the consumptive behavior of high economic faculty female students. This is not in accordance with the background in the field of economics that they study at Bengkulu University. This research was conducted from January 2020 to December 2021, with the main informants being students of the Faculty of Economics, Bengkulu University. The data collection carried out in this study was an observation, in-depth interviews, and conducting a literature study related to data and consumptive lifestyles. The following are some of the criteria for research informants: 1. Students who are 18-25 years old; 2. Informants are known to be very happy to shop online; 3. Informants in the intensity of 3 to 34 shopping times in a month; 4. Love fashion; 5. Informants have a hobby of collecting branded items such as clothes, bags, shoes, and make-up; 6. Informants are willing to be interviewed and provide information that researchers need. In determining the criteria of the informants, it is hoped that the data obtained will be in accordance with the research flow.

Results and Discussion

Consumptive lifestyle against fashion trends through online shopping

Kotler (2001) states that lifestyle describes the overall content of a person in interacting with his environment. Having a consumptive nature has become part of the lifestyle of some students. Consumptive behavior always prioritizes using or using something without producing or creating it and always depends on the products that other people make. The term consumptive behavior is generally characterized as the behavior shown by buyers in searching for, buying, utilizing, appraising, and buying goods that they expect will meet their needs (Sumarwan 2015). As a fact that happened to female students who became informants and explained that they already had a shopping routine with the aim of fulfilling their fashion.

The current generation of students are students who have modern thinking in maintaining their appearance. Because for them appearance is very important to be maintained so that they are not out of style with other friends. This habit makes many students more consumptive in maintaining their appearance. For them, fashion trends have become a mandatory requirement so that each activity can get special attention from their friends around them. Most students today do the shopping process through online shopping media applications. For them, shopping online is an easy choice for them because, with online shopping applications, students just choose, order, and pay from anywhere without having to come to the destination location. The availability of these facilities has become one of the factors that encourage students to be more consumptive. Because for them, it is very important to keep fashion trends from being out of date. As explained by one of the students who became one of the informants, named OKT majoring in accounting class 2018 which states:

“I really care about that appearance from when I was in college. When I was in college, it was very important for me to maintain an appearance to look in accordance with today’s fashion. Since this college, I often buy goods of good quality and luxury. The items that I prioritize are bags, clothes, headscarves, watches, and shoes. You could say I own a lot of luxury items. All of this I bought for one purpose, namely so that my fashion is not inferior to my friends. The majority of the items I bought were through online shopping applications. That’s why I always try to see new things in online shopping apps. I often shop for things that have not been widely marketed and are luxurious for everyday use. Because I often shop, there are also some items that I haven’t used yet. But later, of course, I will use it; I will adjust when the item is suitable for use” (Informant OKT).

The environment has become one of the driving forces for students to be more visible in accordance with today’s fashion trends. The informant’s statement is clear that appearance is very important. For him, maintaining appearance has become an obligation to look luxurious or elegant. There are certain items that must be used, so there are some items that become a priority scale in supporting their appearance.

The rapid development of information in the media certainly encourages students to try to find information. Especially for the sake of their fashion needs. Of course, the majority of students do not want their appearance to be out of date. They always want to show their best on campus and off campus. So it is not uncommon for students to have a new lifestyle while in college. This is what encourages them to often shop both in person and online. Another view is based on a question from one of the informants, named TUR student class 2019 majoring in accounting stated:

“It’s very important for me to keep my appearance looking luxurious and attractive. That’s why I am diligent in shopping for new, quite luxurious items. Since college, I have started shopping for clothes, bags, and new shoes. I use all of them when I am on campus or when I hang out with friends. Sometimes I want to buy new, expensive things, for example, branded bags. Sometimes I don’t want to be outdone by the appearance of my friends; that’s why I always try to look luxurious when I’m in college or when I’m out for a walk. For me, it is very important to maintain an appearance so that it looks different from others; that’s why I often shop for my equipment. I often shop for items that match my appearance, such as clothes that must match the hijab, shoes, bags, and so on. Because I have to adjust, this is why I have to buy quite a lot of things. I often shop for these items online, but I rarely shop in person. Because in online shopping applications, there are also lots of choices and prices, and often there are lots of discounts. So why do we go shopping and go straight to the market?” (Informant TUR).

The informant’s statement shows that it is very important to maintain appearance while on campus or when leaving the house. Maintaining appearance has become an obligation for them as students. Therefore, they often do shopping activities for new items that are very in line with their fashion. It was clear that he wanted to satisfy himself so that others could pay attention to his appearance. Of course, this attitude makes students more interested in searching for new information and buying them.

Sari et al.: "Fashion trends a consumptive lifestyle in a student environment"

Based on the statements of all the informants, it can be concluded that the majority of students really care about their appearance. The majority of students are aware of their appearance since entering the world of campus. That's because the environment has encouraged them not to lose or look more luxurious than their friends around. The main items that seem to really encourage their appearance can be bags, clothes, shoes, clocks, and so on. So they focus more on changing their appearance by fulfilling the items in that section.

Fulfillment of all these items, of course, because of the lifestyle that they think needs to be prioritized. So it looks like their efforts to buy goods that support today's fashion trends. The majority of students buy it indirectly. The majority of students prefer to do online shopping transactions compared to shopping directly at the market. For them, shopping at the market will take time, money, and effort. While shopping online will save time, effort, and cost. In addition, online shopping will make them free to choose goods from various types of stores at affordable costs.

Student factor being consumptive against trend fashion through online shopping

The internal factors are those that come from within and consist of motivation, personality, self-concept, learning process, and lifestyle. Because of self-motivation, there will be a desire that exists within a person so that he is encouraged to have something he wants. The items owned by students will certainly not be far from things related to habits. Such an appearance often looks luxurious and elegant. The attitude of displaying fashion is, of course, because the student is very often active outside the home. The statement of one of the informants, OKT, majoring in accounting class 2018, stated:

"I often own this new item because I really care about how I look. For me, maintaining appearance is an obligation. So I always try to find new things so that my appearance is more luxurious than my friends in my environment" (Informant OKT)

The informant's statement explained that it was very important to maintain appearance. Informants seemed motivated by new items that matched the fashion trend in their environment. It is the same with the statement of another informant named SAN who stated:

"My goal is to buy new things because my parents are used to buying new things. Until now, shopping has become a habit of meeting my fashion trends. I understand and always look for things that I think are suitable for my needs as a student. Apart from that, of course, the things I bought were not random. I also always try to buy luxury items with the aim of being flattered when seen by friends in my neighborhood"

Personality is indeed one of the factors that encourage students to display their fashion in the surrounding environment. Sometimes personality is formed by the family and can also be shaped by the environment. So that in understanding his situation, someone already knows what to do in fulfilling his fashion. Therefore, it can be said that internal factors greatly influence a person's consumptive attitude.

The consumptive attitude of the students is also due to external encouragement. External encouragement means an encouragement that comes from outside the student's personality. External factors consist of social class, family, culture, to groups in the environment. All attitudes that aim to support her fashion come from what is obtained from the environment, be it advice from family or friends. These inputs are what make the student try to change his appearance. So he will be encouraged to buy new things according to his wishes. As stated by one of the informants, OKT, majoring in accounting class 2018 which states:

"I've been wearing new things for a long time, but since college. I'm getting new feedback regarding the latest styles of dress. So it's not uncommon for me to shop more often. In fact, sometimes I like the clothes my friends are wearing, and if I like them, I'm definitely looking for something that is almost the same or more. Usually, I take a look at online shopping media; if I like it, I order it right away"

The informant's statement explains that what is seen in a new environment can be one of the driving factors for creating a new appearance. Because in every student, there must be a feeling of inferiority if his appearance is less good than his friends. The view of one of the informants, SAN, a student majoring in management class 2019, stated:

"In our faculty, the students are, on average upper middle class. So don't be surprised if the students here have good fashion. Sometimes I feel inferior if they all have good fashion. So that I am also compelled to compensate, at least my appearance is not too tacky. Since then, I have been more concerned with fashion. To fulfill that, I often look for discounts in online shopping applications. Sometimes I even buy expensive ones as long as I really like them."

The environment has a very big influence on changing one's mindset and even behavior. Because an environment is a place of activity and a place for interaction with fellow students, not infrequently, the environment can have a positive or even negative impact on a person. Moreover, the majority of students are still looking for their identity. That's what happened in the world of student fashion. Many students follow what their friends show, and some are even suggested by their friends to change their appearance. As the view of another informant, RAH, a student majoring in accounting class 2018, stated:

"I changed my appearance according to current fashion because my friends often teach me how to make an attractive appearance. Because in the past, my appearance could be said to be normal. So I see how my friends look. If I like it sometimes, I even ask where they bought the clothes. Then they suggest buying in online shopping apps only. Because in online shopping applications there are lots of choices and discounts."

It is seen that the environment has a very large influence on changes in a person's appearance. Because in our environment we will learn according to new things, whether it is related to fashion. Friends in the neighborhood will provide input so that we buy new good things. Be it clothes, bags, shoes, and so on. So we are tempted and want to buy it. As stated by another informant, TUR, an accounting student class of 2019 who stated:

"I often get input from my gang friends to buy new things. It's like buying a bag; in fact, we often buy things together through online shopping applications. Because you have to buy together, what can you do? I also had to buy it and set aside the monthly allowance my parents gave me. Sometimes I also look around for myself; if I like it, then I also often order things that are indeed viral nowadays."

Friends have a very big influence in changing a person's appearance because friends will be a place to share information related to existing fashion. Frequent communication with friends, so we will often also get input on how good things are, how things are modified, how they look luxurious, how they look that suit us, and so on. Therefore, it is friends who have the biggest influence on changing our appearance. The view of one of the informants, a student majoring in accounting class 2019, stated:

"The appearance that I use is mostly due to input from my friends. Like this bag, I didn't know much about this bag's information. After I asked my friends, they shared the information with me. That's where I saw the information regarding this bag and then bought it. Honestly, I like this bag, because it is very suitable for me to wear. In fact, it fits perfectly into many of the outfits I own. Besides bags, there are other things that I bought because of input from my friends."

Every student, of course, often shares information related to fashion that is going viral. They will also look for information on the goods they want to buy, both related to the quality and the price of the goods. If they are interested, then they will try to buy it for the sake of fashion. Therefore, friends are said to have a very big influence on one's appearance.

Analysis of use value and the sign value of student consumptive lifestyle

According to Baudrillard (2011) consumption is a systematic act of manipulating signs, and to become an object of consumption, the object must contain or even become a sign. The consumption community for Baudrillard is a society that has unconsciously made consumption the center of life activities with a strong desire for material things, always wanting to shop (Irkham 2012). Baudrillard developed the concept of a consumption society into three, namely, use value, sign value, and simulacra. However, this research will only focus on the analysis of use value and sign value according to the research topic. Use value is a function of a commodity that is consumed. The value of the sign is a symbol attached to a particular commodity. In this paper, the theory of consumption society proposed by Jean Paul Baudrillard is used to analyze. Baudrillard is guided by the Lacanian psychoanalytic approach and Saussurian structuralism and adopts a system of relations between objects and commodities. Baudrillard begins to penetrate Marxist thought with a focus on consumer society. Baudrillard adopted Saussure's thinking about language; Baudrillard sees the object of consumption as something that has a certain meaning from a form of expression that existed before commodities. For Baudrillard, language is more defined as a classification system of objects (Baudrillard 2017).

In a consumptive society, "needs" exist because they are created by the object of consumption. The object in question is the classification of the object itself or the object system, not the object itself, so consumption is defined as a systematic act of manipulation of signs. Thus, what is consumed is actually not the object itself but the object system. The rise of the phenomenon of consumer society today can be seen through what commodities they consume, where the majority of modern society today prioritizes wants over needs and ignores the original function of the commodities they consume.

Piliang (2004) explains that consumptive behaviour is driven by a change in the role of commodities in capitalist society from commodities as use values to commodities as sign values, as well as by the increasingly dominant role of commodities as defining social relations or relations between subjects that have created a tendency toward the abbreviation of social relations as well as self and ego as relations of objects.

The use value analysis in this study explains that many female students have been tempted by the modern lifestyle. Students are no longer buying goods based on the function of the goods themselves. However, it has become part of a habit that serves to show the ability to have trendy items. Even after shopping, the majority of groceries purchased on online shopping applications are not used for daily needs. Students have made online shopping applications a facility to show their abilities, not based on needs. Of course, this has become evident that consumptive behavior has become part of a new lifestyle for students.

Likewise, the analysis of the sign value shows that the majority of students want to show new things to their environment. By frequently displaying new items, the female students feel their own satisfaction. That's because they feel that their appearance is better than the people around them. Of course, the appearance worn by students can be a marker of how social status is in their circle. By using trendy items, we will see that their social status is higher than others and vice versa. This consumptive behavior is certainly a sign that consumerism in students has a double value, namely as a signed value and as a use value.

According to Baudrillard's theory, the logic of public consumption today is no longer based on use value or exchange value but rather a symbolic value, which means that people no longer consume objects based on exchange values or use values but because of signs/symbols that are abstract and constructed. Based on this understanding, buying an item is more oriented to symbolic value than use value. This happens because there are some parts of advertising that actually override the consumer's need for product excellence by attacking the hidden pride in humans. The product is offered as a symbol of prestige and a luxurious lifestyle that creates a clichéd sense of pride in the wearer. (Baudrillard 2017).

Through this understanding, there is a mixing between reality and simulation and creating hyperrealism in the community, where what is real and what is not real becomes unclear. The media slowly keeps people away from reality; then, people are unconsciously affected by simulations and signs (simulacra) that are in the middle of their lives. The simulation period is when there are real things that are shown through conceptual models related to myths, which cannot be seen to be true in reality, everything that attracts the attention of the consumer community (such as art or secondary needs) is shown in the media in the most attractive forms and models possible.

For example, in terms of dressing in today's society, basically, the main function of clothing is to cover and protect the body. However, now clothing is no longer seen as a basic need but also as fashion to express or signify identity and differences in social status both in social groups, communities, and the environment in which they live. So, it can be concluded that consumers no longer carry out the act of consuming an object based on needs but also to get a certain social status from the sign value given by the object.

In addition, Baudrillard also said that the consumption community is related to what they have as a sign of the consumption object, and the consumption community is controlled by the sign because the object used is as a sign, not as part of the consumption. This is in line with this study, where students buy clothes or other fashion items at malls and shopping centers or use applications or online shopping media. In this case, what distinguishes it is not the clothes but rather the mark of the object. (Baudrillard 2017).

Students who buy clothes or fashion items that do not have a brand, whether they are in their shop directly or shopping online, show signs that they person has a low economy and belongs to the proletariat, while people who buy clothes with a brand show their is a sign that the person belongs to a person who has a high economy which is incorporated into the bourgeoisie. From this description, the sign ultimately shows the existence of social status in society (Martono 2012).

Baudrillard is guided by the Lacanian psychoanalytic approach and Saurian structuralism and adopts a system of relations between objects and commodities. Baudrillard begins to penetrate Marxist thought with a focus on consumer society. Baudrillard sees the object of consumption as something that has a certain meaning from the form of expression that existed before the commodity. In a consumerist society, the need exists because it is created by the object of consumption, where the object in question is the classification of the object itself or the object system itself. So the consumption in question is a systematic act of manipulating signs (Demartoto 2009).

According to Baudrillard, the situation that occurs in today's consumerist society is related to the controlled conditions that are regulated by the owners of capital. The control system used is a massive campaign carried out by the owners of capital regarding lifestyle and prestige. Where the conditioning of the world community in conditions like this provides an opportunity for capital owners to market their products as widely as possible throughout the world, thus making people work hard to buy products that are not a necessity that must be met. But it gives prestige and a symbol of social status that has its own meaning for life concerned. Or in other words, nowadays, people are no longer unknowingly adopting a new ideology.

Based on the explanation of Jean-Paul Baudrillard's theory of consumer society, it is related to the problem in research in which, in this theory, students buy goods that are actually less or not needed, but because of the convenience of online shopping, students will continue to buy these items which make students become consumptive. In addition, students who have a consumptive lifestyle only buy a product based on the desire to make it look fashionable in the eyes of the beholder. So the fact that is happening at this time is clear that students, as part of young people, have become a big target for online shopping applications. Because students are often very concerned with fashion, and that is all available in the online shopping application (Baudrillard 2017).

Conclusion

Based on the explanation of the findings and discussion obtained from the interview process and literature, it can be concluded that the consumptive lifestyle of female students towards fashion trends through online shopping can be seen from the lifestyle of female students who are very concerned with appearance, where female students buy quality goods. Good and luxurious because they always want to look up to date and in accordance with the times. This is what makes female students become consumptive because they always buy goods according to new trends, not according to needs, as for the items that are prioritized by students, such as bags, hijab clothes, watches, and shoes. In addition, female students also look more consumptive because of the role of online media. The availability of online shopping applications has encouraged UNIB economics students to become consumptive. Because many online shopping applications offer discounts, low prices, very varied products, and so on.

The online shopping system has provided facilities for students so that many students become more consumptive. It can be seen from all the statements of informants that since the existence of this online shopping application. Students are increasingly making purchases of new items that are not even basic needs. While the factor of female students consumers towards fashion trends through online shopping, there are two factors; first, the internal factor, namely the desire factor, is seen by the female students who show their identity to appear up to date with what they want. The feeling of not being rivalled by others has created a new lifestyle. Because of that, students will increasingly try to reproduce new goods so that they become consumptive. The second is external factors, namely because of the influence of friends and campus associations. Because female students often decide to go along with their friends' appearances, it's clear that they don't want to miss fashion. This kind of behavior causes many female students to follow the existing fashion. So that their level of consumption is getting higher in order to meet fashion trends. Because female students often decide to go along with their friends' appearances, it's clear that they don't want to miss fashion. This kind of behavior causes many female students to follow the existing fashion. So that their level of consumption is getting higher in order to meet fashion trends. Because female students often decide to go along with their friends' appearances, it's clear that they don't want to miss fashion. This kind of behavior causes many female students to follow the existing fashion so that their level of consumption is getting higher in order to meet fashion trends.

The contribution of this research to science is expected to be a reference for sociology. In addition, theoretically, the results of this study are expected to be a reference contribution to sociology regarding the concepts of Jean Baudrillard's theory that can be applied to the consumptive behavior of society. The concept of Jean Baudrillard's theory has previously been widely applied in research on consumptive behavior, but this study seeks to provide an understanding of consumptive behavior toward fashion trends that occur among students through online shopping. From this research, we get a new understanding that Jean Baudrillard's theory is very relevant in describing consumptive behavior towards fashion trends that occur among students.

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