ABSTRAK

Perkembangan media sosial telah mengubah cara mahasiswa memperoleh referensi fashion. TikTok yang awalnya dikenal sebagai media hiburan kini juga dimanfaatkan sebagai sumber inspirasi berpakaian melalui berbagai konten fashion di For You Page (FYP). Penelitian ini bertujuan untuk menganalisis proses perilaku imitasi fashion pada mahasiswa Ilmu Komunikasi Universitas Dharma Andalas melalui konten fashion di TikTok berdasarkan perspektif Social Learning Theory . Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Informan penelitian terdiri dari empat informan kunci dan dua informan pendukung yang dipilih menggunakan teknik purposive sampling. Hasil penelitian menunjukkan bahwa perilaku imitasi berlangsung melalui tahap attention, retention, reproduction, dan motivation. Mahasiswa memperhatikan dan mengingat referensi fashion yang sesuai dengan preferensi mereka, kemudian menerapkannya dengan menyesuaikan karakter diri, kebutuhan, serta aturan kampus. Motivasi juga dipengaruhi oleh keinginan untuk tampil menarik, membangun personal branding, serta respons positif dari lingkungan. Dengan demikian, imitasi fashion melalui TikTok tidak dilakukan secara utuh, tetapi melalui proses penyesuaian terhadap kondisi dan karakter masing-masing mahasiswa.

Kata Kunci: Proses Perilaku Imitasi, TikTok, Konten Fashion, *Social Learning Theory*

ABSTRAK

The development of social media has changed the way students obtain fashion references. TikTok, which was initially known as an entertainment platform, is now also used as a source of fashion inspiration through various fashion content on the For You Page (FYP). This study aims to analyze fashion imitation behavior among Communication Science students at Universitas Dharma Andalas through fashion content on TikTok based on Albert Bandura's Social Learning Theory perspective. This study used a descriptive qualitative approach with data collected through interviews, observation, and documentation. The research informants consisted of four key informants and two supporting informants selected using purposive sampling. Data were analyzed using the Miles and Huberman model. The results showed that imitation behavior occurs through four stages: attention, retention, reproduction, and motivation. Students pay attention to and remember fashion references that match their preferences, then apply them by adapting the styles to their personal characteristics, needs, and campus dress regulations. Their motivation is also influenced by the desire to look attractive, build personal branding, and receive positive responses from their surroundings. Thus, fashion imitation through TikTok does not involve directly copying fashion styles, but rather adapting them to the individual conditions and characteristics of each student.

Keywords: Fashion imitation behavior, TikTok, fashion content, Social Learning Theory, students.