ABSTRACT

DEDE MULYANA, *Communication Science Study Program, Faculty of Social Sciences, Political Science, and Computer Science, University of Djuanda, 2022, Student Perceptions of Fisipkom Unida Bogor towards Thrifting as a Lifestyle, Advisor I: Dr. Muhammad Luthfie, Drs., M. Si., Advisor II: Dr. Ali Alamsyah Kusumadinata, SP., M. Si.*

The problem this study is "how is the phenomenon of thrifting in the Fisipkom Unida Bogor student environment and how are the perceptions of Fisipkom Unida Bogor students towards the thrifting phenomenon as a lifestyle?" The purpose of this study was to determine the phenomenon of thrifting in the Fisipkom Unida Bogor student environment and to determine the perceptions of Fisipkom Unida Bogor students to the thrifting phenomenon as a lifestyle.

The study uses a phenomenological qualitative approach with a qualitative descriptive method. Primary data collection techniques using interviews, observation, and documentation. Secondary data collection techniques using literature study.

The results showed that the thrifting phenomenon in the Fisipkom Unida Bogor student environment was reached through three indicators. First, the economic aspects, quality and low prices are the impetus for someone to make savings. Second, environmental factors, thrifting have an effect on protecting nature, but one of the informants as a returnee does not consider this, the person has an attitude of excessive consumption in doing thifting. Third, the individual aspect, someone buys or wears thrifted clothes because he likes vintage models and someone who is able to manage finances frugally. Perceptions of Fisipkom Unida Bogor students on the Thrifting phenomenon as a lifestyle. First, thrifting wearers have a frugal lifestyle. Second, thrifting clothing users like vintage clothing models. Third, thrifting wearers are good at combining fashion styles.

Keywords: Fisipkom Unida Bogor, Perception, Thrifting

AFFIDAVIT

This is to certify that I have translated the foregoing from Indonesian to English that it is true and complete and that I am competent in both languages.

Jakarta, August 19, 2022

SOESILO
Decree of Governor of DKI Jakarta No. 527/1995

ABSTRAK

DEDE MULYANA, Program Studi Sain Komunikasi, Fakultas Ilmu Sosial, Ilmu Politik, dan Ilmu Komputer Universitas Djuanda, 2022, Persepsi Mahasiswa Fisipkom Unida Bogor terhadap *Thrifting* sebagai Gaya Hidup, Pembimbing I: Dr. Muhammad Luthfie, Drs., M. Si., Pembimbing II: Dr. Ali Alamsyah Kusumadinata, SP., M. Si.

Masalah dalam penelitian adalah "bagaimana fenomena *thrifting* di lingkungan mahasiswa Fisipkom Unida Bogor dan bagaimana persepsi mahasiswa Fisipkom Unida Bogor terhadap fenomena *thrifting* sebagai gaya hidup?" Tujuan dari penelitian ini adalah untuk mengetahui fenomena *thrifting* di lingkungan mahasiswa Fisipkom Unida Bogor dan untuk mengetahui persepsi mahasiswa Fisipkom Unida Bogor terhadap fenomena *thrifting* sebagai gaya hidup.

Penelitian mengunakan pendekatan kualitatif fenomenologis dengan metode deskriptif kualitatif. Teknik pengambilan data primer menggunakan wawancara, observasi, dan dokumentasi. Teknik pengambilan data sekunder menggunakan studi pustaka.

Hasil penelitian menunjukan fenomena *thrifting* di lingkungan mahasiswa Fisipkom Unida Bogor, dipahami melalui tiga indikator. *Pertama,* aspek ekonomi, kualitas dan harga yang murah menjadi dorongan seseorang dalam melakukan *thrifting*. *Kedua,* faktor lingkungan, *thrifting* berpengaruh dalam menjaga alam, tapi salah satu informan sebagai pembeli tidak mempertimbangkan hal tersebut, seseorang tersebut memiliki sikap konsumsi berlebihan dalam melakukan *thifting. Ketiga,* aspek individu, seseorang membeli atau mengenakan pakaian hasil *thrifting* karena menyukai model *vintage* dan merupakan seseorang yang mampu mengatur keuangan dengan hemat. Persepsi mahasiswa Fisipkom Unida Bogor terhadap fenomena *thrifting* sebagai gaya hidup. *Pertama*, pengguna pakaian *thrifting* memiliki gaya hidup yang hemat. *Kedua*, pengguna pakaian *thrifting* menyukai model pakaian *vintage*. *Ketiga*, pengguna pakaian *thrifting* pandai memadukan pakaian dalam bergaya.

Kata Kunci: Fisipkom Unida Bogor, Persepsi, *Thrifting*