

# *Media and Fashion Culture*

## *A Study of the Influence of Media on Fashion Trends*

Siti Hodijah Setiawaty<sup>1</sup> Korry El Yana<sup>2</sup> Nadira Jasmine Azzahra<sup>3</sup> Firly Amalia Tsalitsa<sup>4</sup> Shofi Mardhiyyah<sup>5</sup>  
Hidayat Nur Rizky<sup>6</sup> Dandy Try Ochtavianto<sup>7</sup> Evan Rizky Hermawan<sup>8</sup>

Communication Science Program, University of Muhammadiyah Tangerang, Tangerang, Indonesia

<sup>1</sup> sitihodijahsetiawaty@gmail.com

<sup>2</sup> Korry.elyana008@gmail.com

<sup>3</sup> jasnadira@gmail.com

<sup>4</sup> firlyamaliatsalitsa@gmail.com

<sup>5</sup> shofimardhiyyah@gmail.com

<sup>6</sup> hidayatriz24@gmail.com

<sup>7</sup> dandytryochtavianto@gmail.com

<sup>8</sup> erizkyhermawan@gmail.com



**Abstract** – The impact of media on fashion trends has seen substantial growth with the rise of social media platforms and influencers, fundamentally changing the way fashion is perceived and interacts with the public. The fashion industry has been transformed by the advent of social media marketing, which has led to the creation of fashion icons, trend formation, and the evolution of recruitment practices in the field. Digital celebrities and influencers are utilized as powerful marketing instruments to support products and influence consumer decisions, especially when there is an empathetic and harmonious relationship between influencers and brands. This research uses content analysis, where content analysis is one of the techniques used to understand and evaluate the content of a material or content. The content can be in the form of writing, images, audio, or video.

**Keywords** – Media, Fashion, Celebrity, Influencer.

### I. INTRODUCTION

The impact of media on fashion trends has seen substantial growth with the rise of social media platforms and influencers, fundamentally changing the way fashion is perceived and interacts with the public (Romano, 2023). The fashion industry has been transformed by the advent of social media marketing, which has led to the creation of fashion icons, trend

formation, and the evolution of recruitment practices in the field (J. Wang & Zhang, 2023). Technology, particularly social media platforms such as Facebook, Instagram, and TikTok, plays a crucial role in influencing consumer behavior and purchasing choices within the fashion sector (Alamsyah et al., 2023).

Digital celebrities and influencers are utilized as powerful marketing instruments to support products and influence consumer decisions, especially when there is an empathetic and harmonious relationship between influencers and brands (Souza & Ribeiro, 2021). Studies show that influencers, especially in the fashion sector, have considerable influence over consumers' style choices, especially the younger demographic (Pelau et al., 2022), influencing their fashion sense without having to influence their purchasing behavior. In addition, the use of digital celebrities and influencers as promotional tools by businesses has proven to be effective in displaying and selling merchandise, depending on the empathy and relationship between celebrities/influencers and the target audience (Kim et al., 2022).

The role of social media is crucial in shaping the perception and adoption of fashion trends, influencing consumer behavior and brand relationships (Ghosh & Sriram M, 2023). Influencers on platforms like Instagram and TikTok have emerged as significant fashion style drivers, especially among young consumers, as they are seen as a trustworthy source of inspiration. Communication through social media increases the visibility of fashion brands, generates global influence, and changes conventional market strategies (Alamsyah et al., 2023). The fashion industry leverages social media to strengthen consumer-brand connections, leading to the creation of a theoretical framework that examines consumer perceptions and relationships within the fashion realm (Singhal & Ahuja, 2023).

Technological advancements, such as Augmented Reality (AR) and Virtual Reality (VR), have changed the dynamics of fashion interaction through media. The use of AR applications, exemplified by the emergence of virtual experiment rooms, allows individuals to replicate fabric movements in real-time, thus enriching the online shopping experience (Ranka et al., 2022). In addition, the integration of AR in beauty and fashion commodities is greatly shaping consumers' tendency to persist in implementing AR tools and engage in online shopping, underlining the influence of interaction, innovation, hedonistic appeal, and satisfaction on ongoing engagement and purchase propensity (Gabriel et al., 2023). These advancements not only increase user engagement but also uncover new prospects for brands, such as the Accidental Cutting fashion label, to support and market their variety through inventive virtual demonstrations (Iszoro & Almond, 2023).

## II. RESEARCH METHODS

This research uses content analysis, where content analysis is one of the techniques used to understand and evaluate the content of a material or content. The content can be in the form of writing, images, audio, or video. According to Barelson (Zuchdi, 1993: 3) content analysis is a research technique to produce an objective and systematic description of the content contained in the communication media. Content analysis is also interpreted as a systematic technique to analyze the meaning of a message and how to express a message. In this study, it uses the analysis of content posted on social media, Instagram, and TikTok and the data is collected through observation and analyzed using content analysis.

## III. DISCUSSION

The media plays a crucial role in influencing and supporting fashion trends through diverse communication channels. Conventional media outlets, such as magazine editorial features and ad campaigns, have historically impacted the fashion industry by presenting trends and styles to the general public (Ghosh & Sriram M, 2023). The rise of social media has prompted fashion labels to turn to online platforms to engage with customers and foster brand loyalty (Singhal & Ahuja, 2023). This dynamic media environment, which spans the editorial, advertising, and social media avenues, collectively shapes and supports fashion trends by connecting with a wider audience and nurturing relationships between consumers and brands within the ever-evolving fashion sector (Pérez-Curiel et al., 2021).

Social media platforms such as Instagram, TikTok, and YouTube play an important role in shaping body image and beauty norms and spreading fashion trends in the fashion industry (Alamsyah et al., 2023). Moreover, the rise of social media communication has changed the traditional approach to the fashion market, especially in emerging markets like India, and the challenges in adopting fashion trends are solved through the active use of social media (Ghosh & Sriram M, 2023). Additionally, the evolution of fashion communication through influencers on platforms like TikTok and Instagram has transformed consumer perceptions and engagement with the fashion subculture, highlighting the role of media in increasing brand awareness and

customer engagement (J. Wang & Zhang, 2023).

Additionally, research on consumer attitudes towards social media influencers has shown that they have a positive impact on brand attitudes and purchase intent, making them a top choice in influencing consumer behavior in the fashion industry (Strach, 2023). Lastly, the growing reliance on social media influencers in Indonesia shows that influencers are becoming increasingly important in building a brand image that increases brand awareness and ultimately influences customer purchase intent and loyalty. This highlights the role of influencers and demonstrates the importance of influencers in reaching a wider market of consumers and highlights the success of the brand (Andhini & Ramadhan, 2023).

Media representations of diversity in fashion include various aspects such as ethnicity, body size, sexual orientation, and gender identity (Assawaboonyalert et al., 2022). Research has shown that there is an ongoing issue of colorism in the fashion media, which prefers light-skinned models and celebrities over dark-skinned people (Zhang, 2023). In addition, although the expression of sexual and gender diversity is gradually increasing, the definition is still unclear in the community thus affecting the limitations of research (Dai, 2023).

The portrayal of transgender people in fashion magazines shows a dual discourse that simultaneously conforms to gender norms and subverts gender binary, with a shift toward a social justice framework that empowers trans activists of color (Assawaboonyalert et al., 2022). This representation influences consumer and industry perceptions by reinforcing normative ideas and promoting equality and diversity, ultimately shaping society's attitudes towards marginalized groups and influencing the entire fashion world (Ramasubramanian et al., 2023).

The evolution of fashion trends over time is heavily influenced by media, ranging from traditional formats to digital platforms. Social media has revolutionized fashion communication, allowing luxury brands to connect with a wider audience and build customer loyalty (Y. Wang, 2023). Electronic media such as television and the internet play an important role in shaping the fashion preferences of the younger generation, and advertising influences clothing choices and trends (Qadoos et al., 2020).

Types of fashion media have evolved to reflect societal changes and technological advancements, with the modern shift towards digital and interactive communication (Ko, 2022). The rise of online activism, fashion bloggers, influencers, and digital fashion shows has accelerated the mediatization of fashion, allowing brands to connect with consumers, promote their products, and redefine the idea of authenticity through digital channels (Lundén, 2022).

#### IV. CASE STUDY

Cultural events like the Met Gala have a significant impact on the fashion industry by showing how themes are interpreted through the clothing of its participants (Clarke & Jablon- Roberts, 2022). Films, especially those related to fashion, play an important role in shaping trends and increasing brand awareness through emotional connections with audiences (Bug et al., 2020).



Figure 1. Celebrities in the met gala in various fashions

Additionally, event marketing strategies, such as those used by small businesses in the apparel industry, help increase brand awareness and create memorable experiences for customers, ultimately having a positive impact on the fashion industry

(Handakara, 2022). The event not only reflects cultural values and traditions, but also serves as a platform for designers and brands to express their creativity, break boundaries, and create new trends in the fashion world (Rachmadhian & Chaerudin, 2019).

## V. CONCLUSION

The conclusion of this study is that the media plays an important role in shaping perception and fashion trends on various platforms such as print media, television, and social media. Media plays a crucial role in promoting certain styles, brands, and trends to consumers through editorial coverage, advertising, and digital content.

The influence of celebrities and influencers, the presence of celebrities and influencers in the media has a great influence on people's fashion preferences. Appearances in the media, such as awards shows and social media platforms, can spark new trends and influence consumer shopping behavior. Media plays an important role in representing diversity in fashion, including ethnicity, body size, sexual orientation, and gender identity. Increasingly inclusive representation can have a positive impact on body image in the fashion industry and increase awareness of diversity.

The media has a responsibility to present responsible and sustainable fashion content when facing various ethical issues such as stereotypes, body shaming, and environmental impacts. Awareness campaigns on these issues can increase consumer awareness and strengthen the brand's commitment to social responsibility. Technological advancements, including digital media and artificial intelligence, have changed the way media produces and consumes fashion content.

The use of innovative technologies such as augmented reality and big data analytics allows consumers to get more personalized interactions and deeper experiences. Understanding the complex dynamics between media and fashion culture provides an in-depth analysis of how media influences consumer perceptions, preferences, and behaviors in the ever-evolving fashion industry. Additionally, being aware of the positive and negative impacts of media influence can help bring about positive change towards sustainability and inclusivity in the fashion industry.

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