

ABSTRACT

The development of fashion in various kinds of social media is inseparable from the acculturation of foreign cultures. It is easiest for people, especially the millennial generation, to follow and absorb new fashion trends that are developing, one of which is the androgynous fashion trend. This study aims to understand the motives of men in using androgynous fashion on Instagram social media. This study uses the phenomenological theory with indicators of a person's actions into two phases because of the motive (Weil-Motive) and In Order to Motive (Um-Zu-Motive) as the basis for knowing the motives contained in the use of androgynous fashion. The method used is qualitative and uses a constructivist paradigm with the assumption that understanding and interpretation of meaning can be derived from social construction. The technique of data collection and data analysis is by conducting interviews with androgynous fashion users. The results showed that there were several motives that became the motive and purpose of using androgynous fashion on Instagram social media. In because of the motive, namely because of one's own desires, the existence of a role model and the environment. As for the motives, there are three things, namely to represent identity and identity to the public, to increase self-confidence and to show a freedom of expression to the public.

Keywords: Phenomenon, Fashion, Androgyny, Instagram