

ABSTRACT

The style of dress is now an important factor for students to show their identity and express their feelings. Therefore, there are several Visual Communication Design students of Telkom University Bandung following the trend fashion through social media without considering their own suitability. Currently, Instagram is a social media that is in demand by students because of the features and content provided by Instagram. On Instagram, students can find many references and trends in fashion that are popular. So that Instagram media is considered to be able to influence the fashion of DKV students of Telkom University Bandung. Therefore, this study aims to convey information about how Instagram media can influence the dressing style of DKV students at Telkom University Bandung and provide information about student awareness of fashion trends. The research method used is a descriptive qualitative method using interviews, observations and literature reviews as data collection instruments. This study used a social psychology approach. The subject of this study is a student majoring in Visual Communication Design, Telkom University Bandung who actively uses Instagram. This research shows that Instagram affects the dressing style of Visual Communication Design students of Telkom University Bandung. Students change their dressing styles based on the inspiration of the dressing styles of users they follow on Instagram. These changes occur at the instigation of himself and from his environment.

Keywords: Fashion, Social Media, Instagram, Trend, Directing