

ABSTRACT

Fashion trends on social media began to grow widely because of the support from fashion influencers. One of them is the role of new media, namely social Instagram which is an interaction in creating a fashion trend so that it is widespread and very easy to recognize. The overflow of fashion nowadays has made people familiar with several fashion influencers, one of which is fashion essetianls. As a fashion influencer, the owner of the Instagram account @ashleymicheller_ always shares tips with his followers about his fashion essetians. Followers from Ashley's Instagram account are so enthusiastic about the outfit she uses. Ashley as a fashion influencer also has a strong influence where her followers always want to own or want to use the goods or clothes she is using. The research focus is to analyze the meeting between the media and the audience, using a descriptive qualitative research method using reception analysis. To reveal how the role of followers from the Instagram account @ashleymicheller_ as an audience in receiving the message conveyed, the researcher used the encoding/decoding theory from Stuart Hall. Based on the results of the study, some followers from the Instagram account @ashleymicheller_ are in a dominant-hegemonic reading position. In this position, the audience will immediately accept the message conveyed by Ashley. However, it is different from the other informants, where informant 2 is in a negotiated reading position.

Keywords: *Decoding, Encoding, Fashion Essetianls New Media, Fashion Trend*