

KONSTRUKSI *FASHION THRIFTING* PADA SUBJEK KONSUMEN MUDA

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ABSTRAK

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Penelitian ini hendak mendalami bagaimana konsumen muda di Indonesia mengkonstruksi kegiatan *fashion thrifting*. Fenomena *fashion thrifting* didalami menggunakan teori konstruksionisme sosial dengan memanfaatkan metodologi penelitian kualitatif untuk membantu mengidentifikasi berbagai macam wacana yang beroperasi dalam aktivitas *fashion thrifting*. Metode pengumpulan data dalam penelitian ini menggunakan wawancara semiterstruktur yang dilakukan secara daring. Data dianalisis menggunakan Analisis Wacana Foucauldian (AWF). Hasil penelitian menunjukkan bahwa kelima subjek mengkonstruksi *fashion thrifting* ke dalam lima wacana, yakni wacana ekonomi, afek, konformitas, individualitas, dan neoliberal. Wacana individualitas menjadi wacana yang ditemukan paling dominan. Hal ini dapat dikaitkan dengan adanya keberadaan wacana neoliberal yang mendorong setiap individu untuk semakin menginternalisasi individualisme. Wacana neoliberal hadir dan memungkinkan setiap individu menjadi *homo economicus*. Para subjek melakukan pembelian produk secara berulang sebagai alternatif pemenuhan kebutuhan sandang mereka, yakni pakaian bekas yang murah dan bermerek. Meskipun demikian, minat mereka pada pakaian bekas berselisih dengan peraturan yang disahkan oleh negara.

Kata kunci: *fashion thrifting*, konsumen muda, konstruksionisme sosial, analisis wacana foucauldian.

YOUNG CONSUMERS AS THE SUBJECT FOR FASHION THRIFTING CONSTRUCTION

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ABSTRACT

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This study aims to explore how young consumers in Indonesia construct fashion thrifting activities. The phenomenon of fashion thrifting is explored using social constructionism theory by utilizing qualitative research methodologies to help identify various kinds of discourses that operate in fashion thrifting activities. The data collection method in this study used semi-structured interviews conducted online. Data were analyzed using Foucauldian Discourse Analysis (FDA). The results showed that the five subjects constructed fashion thrifting into five discourses, namely economic discourse, affect, conformity, individuality, and neoliberal. The discourse of individuality became the discourse that was found to be the most dominant. This can be attributed to the existence of a neoliberal discourse that encourages each individual to have a more individualistic nature. Neoliberal discourse is present and allows every individual to be homo economicus. The subjects made repeated purchases of products as an alternative to fulfill their clothing needs, which are cheap and branded used clothes. However, their interest in second-hand clothes is against the regulations passed by the government.

Keywords: *fashion thrifting, young consumers, social constructionism, foucauldian discourse analysis.*