



Influence of Tiktok Social Media Trend on Fashion Style Among State University of Malang Students

Nadia Jamila^{1*}, Nadliva Mukammilah Qolbi¹, Putri Roidatul Mufidah¹, Rangga Muhammad Hayqal¹, Sabrina Putri Isnaini¹, Salsabilah Firdausy Rahmajuwita¹

¹Geography Education Department, Universitas Negeri Malang, Malang, Indonesia

* Correspondence: nadia.jamila.2207216@students.um.ac.id

ABSTRACT

The Tiktok platform is one of the social media platforms that is able to attract a lot of public attention through various kinds of content. The phenomenon of using Tiktok which is increasingly crowded has an effect on the growing OOTD style trend. Therefore, this study aims to find out how much influence the use of Tiktok social media has on the fashion style of State University of Malang students. The method used in this study is quantitative descriptive with purposive sampling data collection techniques. The instrument used is in the form of a questionnaire that has been determined and arranged properly so as to minimize the opportunity for flexibility and reflexivity. Based on the analysis of the data obtained, it is shown that there is a significance test result (Sig.) with a value of 0.000 which means smaller than the probability or significance criterion (0.05). This shows that there is an influence of the independent variable in the form of the use of the Tiktok application on the fashion style or dress among State University of Malang students.

Article Info

Submitted Apr 19, 2025

Revised Jun 29, 2025

Accepted Jul 24, 2025

Keywords:

Tiktok, fashion, social media, Tiktok influence

INTRODUCTION

The development of technology, especially the use of the internet at this time, has made it a lot easier for people to carry out activities ranging from accessing or searching for information, as a medium of communication and even a means of shopping. Social media is an internet-based media that is seen as an intermediary to communicate or interact without any limits of space and time. According to research results from We Are Social Hootsuite released in January 2023, social media users in Indonesia reach 167 million or 60.4% of the total population. This number decreased by 12.57% compared to the previous year. One of the widely used social media is Tiktok. The survey results show that the number of Tiktok users is 112.97 million users.

Angga Nugraha Putra stated that the five most popular types of content among the public are comedy, fashion, beauty, vlogs, and cuisine (Mumtaz & Saino, 2021). TikTok social media trends often show fashion content that displays product reviews and charming visual presentations, causing curiosity in fellow users. Content creator is a profession that creates various forms of content, in the form of written text, photos, videos, sounds, or a combination of various sources (Pratiwi, 2021). The stages in utilizing Tiktok as a social media marketing tool include 1) capture or taking pictures. 2) Merging video footage that has been recorded on Tiktok social media. 3) Added various effects available in the app features. 4) Upload videos to Tiktok social media (Sopannah & Puspitosarie, 2020).

In the current era, many people always want to look fashionable and in accordance with the trends that are being loved. Based on this, fashion is one of the trends that always brings up the latest innovations, until the term OOTD (Outfit Of The Day) appeared. OOTD can be a form of self-expression and self-actualization through the clothes worn, as well as being used as a place for someone to show that they are fashionable every day (Irawan & Ramdhan, 2018). Everyone tends to want something that reflects style, because through style a person can define himself. This makes many audiences have a fairly high buying interest.

Susetyarsi & Harminingtyas (2021) said that buying interest is a behavior where consumers have an interest or desire to choose and buy a product based on experience in choosing, using and consuming or even wanting it. According to (Maoyan et al., 2014) in his research stated that buying interest is influenced by social media trends which are the basis of consumer perceptions of products. Factors that influence consumer purchases of their needs are internal factors and external factors (Maulidah & Russanti, 2021). Buying interest is decided because of the feeling of pleasure in the product, so as to foster a sense of desire in someone for product ownership. This creates a feeling of individual belief that the product of interest has its own importance or benefit. Ferdinand (2014) suggests several aspects that are indicators of the growth of one's buying interest, including transactional interest, referential interest, preferential interest, and exploration interest.

Based on the description above, it can be seen that Tiktok video content is able to attract the attention of viewers because of its appearance. The phenomenon of using Tiktok which is increasingly crowded has an effect on the growing style of dressing. Therefore, State University of Malang students conducted a study aimed at finding out whether Tiktok social media trends have an influence on the fashion style of State University of Malang students.

METODE

A. Reserach Methods

The method used in this study is quantitative descriptive. Quantitative descriptive research is describing, researching, and explaining something that is learned as it is, and drawing conclusions from observable phenomena using numbers (Listiani, 2017). Quantitative descriptive research is research that describes, studies, and explains a phenomenon with data (numbers) without testing a particular hypothesis. This research was carried out for approximately 1 month at State University of Malang with students as the subject of research.

Data Collection Techniques

1. Primary Data

The method used to determine the sample is the purposive sampling method to determine the criteria regarding respondents selected as a sample. The approach used in this method is a quantitative approach by distributing questionnaires as a data collection technique. The data collection instrument is in the form of a questionnaire containing a list which is directly submitted to respondents by asking for their perception of aspects of achieving the objectives of a study. Researchers distributed questionnaires to be answered online through links by respondents. The questionnaire used in this study used Likert scale questionnaires. The data is obtained based on the opinions / responses of respondents. The sample used in this study amounted to 36 respondents. The filling method is carried out self-administered or respondents fill out questionnaires independently.

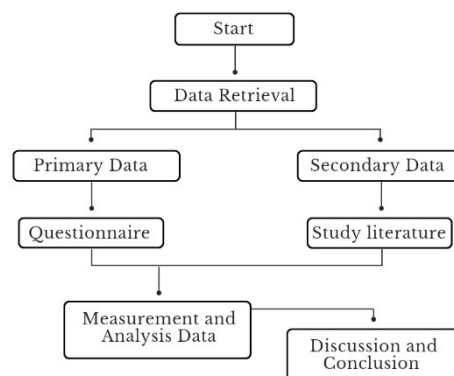
2. Secondary Data

Secondary data is data obtained indirectly using intermediary media (obtained and processed by other parties). In this study, secondary data were used to support primary information that had been obtained from literature studies in online articles/journals.

3. Data Analysis Techniques

Data analysis is one of the research processes carried out after all the data needed to solve the problem under study has been obtained completely. According to Sulistyawati, et al., (2022) the quantitative descriptive analysis method is an analytical method that describes, examines and explains a phenomenon with data (numbers) as it is without intending to test a particular hypothesis. The variables used in this study consisted of two variables, the independent variable (X), namely the use of Tiktok social media and the dependent variable (Y), namely the dressing style of Malang State University students. Data analysis techniques in this study use validity tests, reliability tests, and simple linear regression tests to determine the influence of the two variables.

B. Research Method Flow Chart



RESULTS AND DISCUSSION

A. Descriptive Analysis of Respondent Characteristics

1. Sex characteristics

Table 1. Sex Characteristics Testing

Gender	Frequency	Percentage
Man	9	25%
Woman	27	75%
Sum	36	100%

Based on the table above, this study was conducted using respondents as many as 36 samples of State University of Malang students. In terms of gender as a whole, the sample with female sex is quite dominated by female students with a percentage of 75% and the remaining 9 male students with a percentage of 25%.

2. Faculty Characteristics

Table 2. Testing Faculty Characteristics

Faculty	Frequency	Percentage
Faculty of Social Sciences	22	61,1%
Faculty of Letters	2	5,6%
Faculty of Business Economics	2	5,6%
Faculty of Education	3	8,3%
Faculty of Engineering	2	5,6%
Faculty of Mathematics and Natural Sciences	1	2,8%
Faculty of Sports Science	3	8,3%
Faculty of Vocational Studies	1	2,8%
Sum	36	100%

Based on the table above, this study was conducted with respondents as many as 36 samples of students from State University of Malang. From the table above, respondents were dominated by students from the Faculty of Social Sciences totaling 22 students with a percentage of 61.6%. Faculties with the fewest respondents are students from the Faculty of Mathematics and Natural Sciences and also the Vocational Faculty with respondents of 1 student each, with a percentage of 2.8%.

3. Force Characteristics

Table 3. Force Characteristics Testing

Year	Frequency	Percentage
2020	3	8,3%
2021	2	5,6%
2022	27	75%

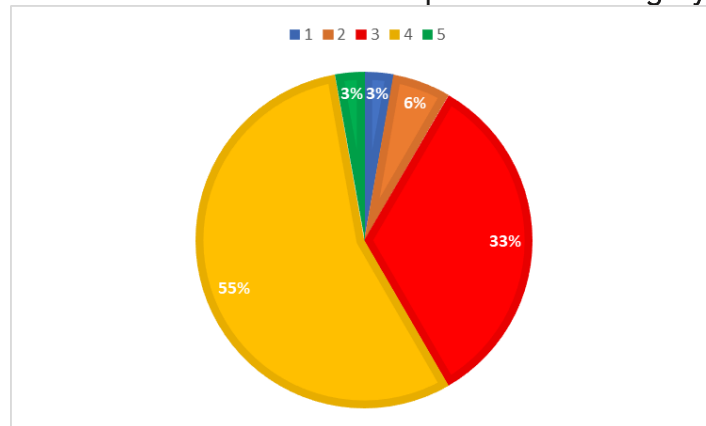
2023	4	11,1%
Sum	36	100%

Based on the table above, with a total of 36 respondents of State University of Malang students consisting of several different batches. The most respondents with a percentage of 75% are State University of Malang students class of 2022 with a total of 27 students.

B. Results of the Questionnaire on the Influence of Tiktok Social Media on the Dress Style of State University of Malang Students

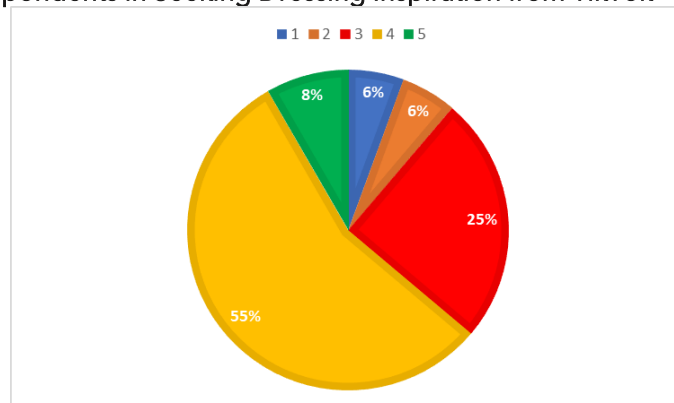
These findings are consistent with previous studies that highlight the role of social media in shaping consumer behavior and lifestyle. Research conducted by Mumtaz and Saino found that TikTok functions as an effective promotional medium that can increase purchase intention. Similarly, Murjiati emphasized that TikTok trends create an appealing impression that encourages consumer interest. Furthermore, research by Evi and Yuliani demonstrated that the intensity of TikTok usage is positively associated with the adoption of fashion trends in daily life. These studies reinforce the idea that social media exposure contributes not only to awareness but also to the formation of preferences and consumption patterns.

1. The Influence of Tiktok Social Media Trends on Respondents' Dressing Styles



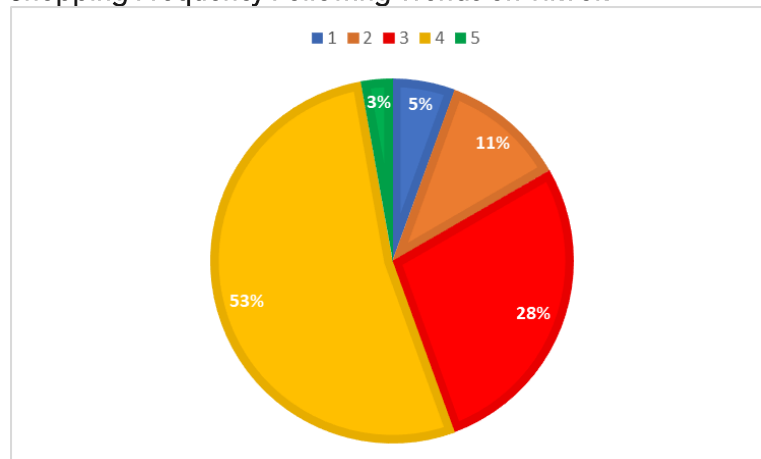
Based on the pie chart above, it shows that as many as 55% or 20 of the 36 respondents who are students of State University of Malang, agree that the Tiktok application affects their dressing style. While 33% or 12 respondents chose neutral and 3% or 1 respondent chose not to agree that the Tiktok application has no effect on their dressing style.

0. Frequency of Respondents in Seeking Dressing Inspiration from Tiktok



Based on the pie chart above, it shows that as many as 55% or 20 of 36 respondents who are students of State University of Malang choose to rarely look for clothing inspiration from the Tiktok application. While 25% or 9 respondents choose to often look for dressing inspiration from the Tiktok Application and 6% or 2 respondents choose never to look for dressing inspiration from the Tiktok Application.

0. Respondents' Shopping Frequency Following Trends on TikTok



Based on the pie chart above, it shows that as many as 53% or 19 of 36 respondents who are students of State University of Malang choose to rarely shop by following the dress trend from the Tiktok application. While 28% or 10 respondents choose to often shop for clothes based on trends from the Tiktok Application and 3% or 1 respondent chooses never to shop following the trend of dressing from the Tiktok Application.

C. Research Validity Test Results

Validity test is a tool to test the correctness of a research instrument (Riyanto, et. al, 2020). The validity test is carried out to determine the feasibility of question items in defining variables. The validity test was carried out with SPSS Software using the Product moment pearson correlation with the significance level used of 5% or 0.05. An instrument is said to be valid if the significance value (Sig.) is equal to or less than the probability value of 5%, while the instrument is declared invalid if the significance value (Sig.) is greater than the probability value of 5%. The results of the validity test can be seen in the following table.

Correlations

		x1.1	x1.2	x1.3	VARIABEL X
x1.1	Pearson Correlation	1	.271	.368 ^{**}	.691 ^{**}
	Sig. (2-tailed)		.110	.027	.000
	N	36	36	36	36
x1.2	Pearson Correlation	.271	1	.675 ^{**}	.815 ^{**}
	Sig. (2-tailed)	.110		.000	.000
	N	36	36	36	36
x1.3	Pearson Correlation	.368 ^{**}	.675 ^{**}	1	.866 ^{**}
	Sig. (2-tailed)	.027	.000		.000
	N	36	36	36	36
VARIABEL X	Pearson Correlation	.691 ^{**}	.815 ^{**}	.866 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	
	N	36	36	36	36

*. Correlation is significant at the 0.05 level (2-tailed).
 **. Correlation is significant at the 0.01 level (2-tailed).

The table above is a table that shows the data of the value of variable X. In the table, it can be seen that the significance value (sig.) in the variable X on average has a value of 0.000 and is smaller than the probability value of 0.05. So that all instruments of the statement can be declared valid.

Correlations

		Y.1	Y.2	Y.3	Y.4	VARIABEL Y
Y.1	Pearson Correlation	1	.785 ^{**}	.488 ^{**}	.572 ^{**}	.840 ^{**}
	Sig. (2-tailed)		.000	.003	.000	.000
	N	36	36	36	36	36
Y.2	Pearson Correlation	.785 ^{**}	1	.696 ^{**}	.635 ^{**}	.919 ^{**}
	Sig. (2-tailed)	.000		.000	.000	.000
	N	36	36	36	36	36
Y.3	Pearson Correlation	.488 ^{**}	.696 ^{**}	1	.576 ^{**}	.817 ^{**}
	Sig. (2-tailed)	.003	.000		.000	.000
	N	36	36	36	36	36
Y.4	Pearson Correlation	.572 ^{**}	.635 ^{**}	.576 ^{**}	1	.815 ^{**}
	Sig. (2-tailed)	.000	.000	.000		.000
	N	36	36	36	36	36
VARIABEL Y	Pearson Correlation	.840 ^{**}	.919 ^{**}	.817 ^{**}	.815 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	36	36	36	36	36

** Correlation is significant at the 0.01 level (2-tailed).

Furthermore, in the table of variable Y, it is known that the significance value (sig.) in variable Y on average has a value of 0.000 and is smaller than the probability value of 0.05. So that all instruments in the statement can also be declared valid.

D. Research Reliability Test Results

Reliability test is a tool to measure a questionnaire that has indicators of variables (Ghozali, 2018). Reliability tests are used to test the consistency of measuring instruments, whether the measuring instruments used are reliable and consistent if the measurements are repeated for several times. A measuring device can be said to be reliable if it shows the same results if the measurement is repeated.

Case Processing Summary

		N	%
Cases	Valid	36	100.0
	Excluded ^a	0	.0
	Total	36	100.0

a. Listwise deletion based on all variables in the procedure.

Variable X

Variable Y

Reliability Statistics

Cronbach's Alpha	N of Items
.701	3

Reliability Statistics

Cronbach's Alpha	N of Items
.869	4

Reliability test analysis can be seen from the SPSS output by looking at Cronbach's Alpha. If Cronbach's Alpha value > 0.60 , it can be said to be reliable. From the data above, Cronbach's Alpha is $0.701 > 0.60$, so all question instruments are declared reliable or reliable.

E. Simple Linear Regression Test Results

A simple linear regression equation is an equation model that describes the relationship of one free variable / predictor (X) with one non-free variable / response (Y). Simple linear regression test analysis is used to measure the strength of the relationship between two variables, as well as show the direction of the relationship between the dependent variable and the independent variable. Regression analysis can be done by looking at the significance value (Sig.). If the significance value (Sig.) is smaller than the probability of 0.05, it can be interpreted that there is an Influence of Tiktok Social Media trends (X) on the Dress Style of State University of Malang Students (Y), and vice versa if the significance value (Sig.) is greater than the probability of 0.05, it can be interpreted that there is no Influence of Tiktok Social Media trends (X) on the Dress Style of State University of Malang Students (Y).

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1							
	(Constant)	-.298	1.763		-.169	.867	
	VARIABEL X	1.010	.164	.725	6.143	.000	1.000

a. Dependent Variable: VARIABEL Y

Based on the table above, it is known that the significance value (Sig.) of 0.000 is smaller than the probability of 0.05, so it can be interpreted that there is an Influence of Tiktok Social Media Trends (X) on the Dress Style of State University of Malang Students (Y). To find out how much the Influence of Tiktok Social Media Trends on the Dress Style of State University of Malang Students can be seen in the R Square value in the SPSS output.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725 ^a	.526	.512	2.39864

a. Predictors: (Constant), VARIABEL X

b. Dependent Variable: VARIABEL Y

From the table above, it is known that the R Square value is 0.526 and it can be interpreted that the Influence of Tiktok Social Media Trends (X) on the Dress Style of State University of Malang Students (Y) is 52.6% while 47.4% is influenced by other variables that were not studied in this study. The results of the study stated that there is an influence of Tiktok social media trends on the dressing style of State University of Malang students. This means that most students can make good use of Tiktok social media. Tiktok social media trends can have a positive influence, especially on students' dressing styles, one of which is as a source of inspiration in dressing.

F. Previous Research Studies

The findings of this study indicate that TikTok has a statistically significant influence on the dressing styles of students at Universitas Negeri Malang. This is supported by the regression analysis results, where the significance value is 0.000, which is lower than 0.05, indicating a meaningful relationship between variables. In addition, the R Square value of 0.526 shows that TikTok social media trends contribute 52.6 percent to changes in students' dressing styles, while the remaining 47.4 percent is influenced by other factors not examined in this study. Although the majority of respondents acknowledge the influence of TikTok, the descriptive findings reveal that students tend to adopt trends selectively. Most respondents reported that they rarely seek fashion inspiration or make purchases based on TikTok trends, suggesting that exposure does not always lead to direct behavioral changes.

These findings are consistent with previous studies that highlight the role of social media in shaping consumer behavior and lifestyle. Research conducted by Mumtaz and Saino found that TikTok functions as an effective promotional medium that can increase purchase intention. Similarly, Murjiati emphasized that TikTok trends create an appealing impression that encourages consumer interest. Furthermore, research by Evi and Yuliani demonstrated that the intensity of TikTok usage is positively associated with the adoption of fashion trends in daily life. These studies reinforce the idea that social media exposure contributes not only to awareness but also to the formation of preferences and consumption patterns.

However, this study also provides a more nuanced understanding of the relationship between TikTok and fashion behavior. While previous research tends to emphasize strong influence, the current findings suggest that the effect operates in a more moderate and selective manner among students. This indicates that internal factors such as personal taste, financial considerations, and individual identity still play an important role in determining whether trends are adopted. Therefore, TikTok can be understood as a source of inspiration rather than a dominant determinant of behavior. Overall, the integration of current findings with previous research confirms that TikTok influences lifestyle and fashion trends, but the extent of its impact varies depending on individual characteristics and contextual factors.

CONCLUSION

This research was conducted to determine the influence of TikTok social media trends on the dressing style of State University of Malang students. Based on the results of data analysis and discussion that has been proven descriptively quantitatively, it can be concluded that TikTok social media trends have an influence of 52.6% on the dressing style of State University of Malang students. In addition, judging from several aspects that support the magnitude of this influence include the influence of Tiktok social media trends on respondents' dressing styles, the frequency of respondents in seeking dressing inspiration from Tiktok, and the frequency of respondents' shopping because of Tiktok trends. In addition, it is also supported by the high frequency of use of TikTok social media by respondents which causes it easy for respondents to receive information from TikTok social media, including information about clothing styles. TikTok social media trends have a considerable influence

on the dressing style of State University of Malang students, so it is recommended that parties related to tiktok fashion trends can use tiktok social media as a medium for promotion, inspiration, and sharing information related to clothing styles.

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