

ABSTRAK

Fitri Serina. 2022. Tingkat Kesukaan Konsumen Terhadap Fenomena Fashion Thrifting Di Surabaya, Skripsi. Program Studi Pendidikan Vokasional Kesejahteraan Keluarga-Tata Busana Fakultas Teknik Universitas PGRI Adibuana Surabaya. Pembimbing : Sulistiami S.Pd MP.d

Kata kunci : Trend, fashion, Thrifting

Fashion thrift merupakan fenomena yang paling menonjol berkaitan dengan kepopuleran *Thrift* atau *second hand* adalah keberadaan penggemar pakaian bekas yang kini berani tampil dan menunjukan diri. Sehingga menciptakan sebuah tren baru. *Thrift* dianggap sebagai tren kelas sosial bawah. Kepopuleran pakaian *streetwear*, *casual*, *vintage* di indonesia, khususnya dikota surabaya, melahirkan fenomena *hyperthrift* yang kemudian membuat *thrifting* seakan-akan atau memang menjadi tren kelas sosial menengah keatas. Tingkat Kesukaan Konsumen Terhadap Fenomena Fashion Thrifting di Surabaya. menggunakan beberapa teknik penelitian seperti observasi, wawancara dan dokumentasi dengan analisis triangulasi. Meneliti fenomena fashion thrifting melalui beberapa pendapat para ahli di penelitian terdahulu. Peneliti melakukan observasi secara langsung di tempat seperti beberapa gerai toko thrift serta di pasar pagi Tugu Pahlawan Surabaya dan pasar Gembong Surabaya. dalam observasinya peneliti menemukan fenomena fashion thrfit ini sangat digemari oleh masyarakat di Surabaya. jenis pakaian, warna yang beragam, style kekinian, merk pakaian serta kualitasnya dan harga yang sangat terjangkau, hal tersebut merupakan faktor atau indikator penting yang mendorong konsumen untuk membeli produk fashion thrift.

ABSTRACT

Fitri Serina. 2022. Tingkat Kesukaan Konsumen Terhadap Fenomena Fahion Thrifting, Voactical Education Dtudy Program, Family Welfare, Dressmaking, Faculty of Engineering, PGRI Adi Buana University, Surabaya. Advisor: Dr. Yunus Karyanto M.Pd. Keywords: Fashion Trend. Thrifting.

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Fashion Thrift shows us a fact that most prominently relates to the popularity of thrift or second hand is the existance of used clothing fans who now dare to appear and show themselves. Thus creating a new lifestyle trend. Thrift is considered a lower social class lifestyle. The popularity of streetwear, casual, vintage clothing in indonesia, especially in the city of Surabaya, gave birth to the hyperthrift phenomenon which then made thrifting as if or indeed a lifestyle of the middle and upper social class. The level of consumer preference for the fashion thrifting phenomenon in Surabaya. Using several research techniques such as observation, interviews and documentation with triangulation analysis. Examining the phenomenon of fashion thrifting through several opinions of experts in previous research. Researchers conducted direct observation in places such as several thrift shop outlets as well as at the tugu pahlawan morning market in surabaya and the gembong market in Surabaya. in her observations, the research found that the fashion thrift phenomenon was very popular in the people in surabaya. types of clothing, various colors, contemporary styles clothing brands and their quality and very affordable prices, these are important factors or indicators that encourage consumers into buy thrift fashion product.