IMPLICATIONS OF FASHION CONTENT ON TIKTOK AS A GEN Z DIGITAL CULTURAL PHENOMENON IN DENPASAR CITY

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ABSTRACT

This research aims to explore the implications of *fashion* content dissemination on TikTok as a digital cultural phenomenon that influences lifestyle standards and *fashion* trends among Gen Z in Denpasar City. The primary focus of this study is to analyze the impact of influencer @nazwaadinda's account on Gen Z's *fashion* preferences, along with the positive and negative effects arising from this phenomenon. Within the context of digital culture, TikTok has become a key platform for Gen Z to seek lifestyle inspiration, particularly through interactive and creative visual content. The Uses and Gratification Theory is employed to understand the motivations and satisfaction of Gen Z in consuming *fashion* content, including their reasons for connecting with influencers like @nazwaadinda. The findings reveal that content shared by Nazwaadinda not only shapes clothing choices but also influences shopping habits and trend-oriented mindsets. While it offers positive impacts such as enhanced creativity and increased *fashion* awareness, this phenomenon also brings about social pressures to adhere to specific standards and anxiety related to ideal body image. As part of digital culture, TikTok creates a space where *fashion* trends evolve dynamically, reflecting the collective identity of Gen Z, particularly in Denpasar. This phenomenon highlights how social media acts as a cultural agent that shapes the perceptions and behaviors of young generations in the digital era.

Keywords: Dissemination of *Fashion* Content, TikTok, Digital Cultural Phenomenon, Gen Z, Denpasar City

INTRODUCTION

According to Syakhrani (2022), culture comes from the Sanskrit word *buddhya*, which relates to the human mind and encompasses customs, traditions, and lifestyles passed down across generations. (Agustin, 2024) adds that culture influences how humans interact and evolve due to factors such as the environment, history, and social interactions, creating a digital cultural phenomenon that has become part of daily life.

According to (Restianty, 2018) defines the digital cultural phenomenon as a new cultural expression resulting from the development of digital technology, where the

internet, social media, and digital platforms are used to communicate, create, and spread cultural content. This phenomenon reflects existing cultural values while simultaneously creating new subcultures. (Arianto, 2021) emphasizes that digital culture changes behavior, social interactions, and lifestyles with the integration of technology into everyday life.

Generation Z is the cohort born between 1997 and 2012. (Rudding, 2023) explains that their lifestyle is fully connected to technology, making social media and digital content essential. The digital cultural phenomenon popularized by TikTok can create pressure for Gen Z to follow certain standards, which are often unrealistic (Putri et al., 2024).

According to (Pratiwi et al., 2021) state that one of the social media platforms popular among Gen Z today is TikTok. (Pratiwi *et al.*, 2024) TikTok is a popular social media platform that allows users to share engaging content about products or services, attract audience interest, encourage information seeking, influence purchasing decisions, and share experiences with others.

(Mudrikah, 2024) mentions that TikTok's For You Page feature expands users' access to creative videos and new trends. Moreover, the presence of content creators offering inspiration, including in fashion, makes TikTok a relevant platform for this study.

(Rosdiana et al., 2021) state that TikTok's creative features, such as music, filters, and automatic text, allow anyone to become a creator. (Fatmawati, 2023) adds that among Indonesian Gen Z, TikTok is popular as a medium for entertainment and creative expression. (Pratama et al., 2023) explain that TikTok users can create and upload videos, as well as interact with other users through comments, likes, and sharing videos.

(Firamadhina et al., 2020) show that TikTok not only shapes cultural trends but also strengthens online communities, enhances creativity, and influences lifestyles, including in fashion. According to (Pratiwi *et al.*, 2019) Various cultural phenomena in the fashion world, which have become part of daily life, are greatly influenced by each individual's mindset. (Ramadiansyah, 2024) in promoting fashion content on TikTok, influencers play a crucial role in influencing consumers and shaping brand perception through creative content such as short videos, challenges, or tutorials that capture attention and raise awareness of fashion trends.

(Pratama et al., 2023) state that engaging content can trigger other users to share it, causing it to go viral and automatically reach a wider audience. According to (Ulfah et al., 2016), fashion is one form of individual expression. Fashion users aim to influence others' perceptions through their clothing choices, ultimately shaping their self-image in

the eyes of others. Casual fashion frequently showcased on TikTok reflects comfort and practicality, in line with the active character of Gen Z. Influencers such as @nazwaadinda serve as examples of how fashion content on TikTok can influence local trends. This account successfully integrates aesthetics, social values, and the needs of Gen Z through relevant content strategies. This study provides insights into digital culture, particularly TikTok content, and how it influences the identity, values, and social interactions of Gen Z in Denpasar. Understanding this phenomenon is expected to lead to a deeper understanding of the impact of social media on local culture in the digital age.

METHODS

This study uses a descriptive qualitative approach aimed at understanding the implications of fashion content dissemination on TikTok for the digital culture of Generation Z (Gen Z) in Denpasar City. A qualitative approach was chosen due to its relevance in exploring social phenomena in depth, particularly to understand the interactions, preferences, and motivations of Gen Z as active social media users as explained by (Rosdiana et al., 2021).
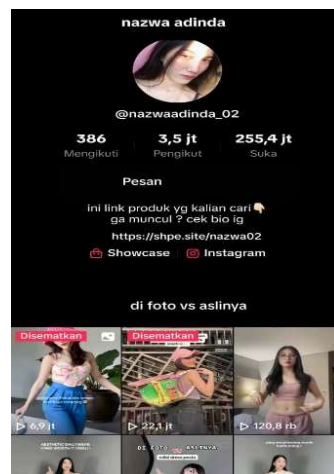

Figure 1. TikTok Influencer Account @nazwaadinda Discussing Fashion Content.
Source : TikTok.com

This study focuses on TikTok content produced by the influencer account @nazwaadinda, which showcases casual fashion trends and serves as a reference for Gen Z in Denpasar City. Data was collected through observations of user interactions, as well as analysis of responses in the form of comments, likes, and content-sharing patterns. The research data comes from two main sources: primary and secondary data. Primary

data includes direct observations of the TikTok account @nazwaadinda and analysis of user interaction patterns. Secondary data was gathered from literature reviews and statistical reports on TikTok usage in Indonesia.

The theory used is the Uses and Gratification theory. According to (Dida et al., 2019), this theory emphasizes that audiences seek, use, and respond to media content based on specific needs and satisfactions. Therefore, this theory provides an important framework for analyzing the motivations of Gen Z in accessing fashion content on TikTok.

Data collection was carried out through three main methods: observation, interviews, and documentation. Semi-structured interviews were conducted with Gen Z individuals selected using purposive sampling, specifically those who are active on TikTok and have an interest in fashion.

Data analysis was performed using the Miles and Huberman model, which consists of three stages: data reduction, data presentation, and conclusion drawing. The reduction stage filters out essential information, the presentation stage visualizes the data in narrative form, and the conclusion drawing stage is used to interpret the findings. According to (Juditha, 2020), triangulation analysis was used to ensure data validity by comparing results from observations, interviews, and documentation.

RESULTS AND DISCUSSION

Fashion Content on TikTok

Fashion is an integral part of human needs, reflecting situations, attitudes, and self-expression. In the digital era, platforms like TikTok have become dominant media for spreading fashion content, especially among Gen Z. According to research, fashion content on TikTok influences dressing patterns, lifestyles, and fashion identities of the younger generation, particularly in Denpasar City. The types of content that have emerged include Outfit of the Day (OOTD), product reviews, tutorials, visual transformations (before-after), and product comparisons. Among these various types, OOTD content is the most popular as it provides practical ideas and relevant details, such as clothing brands and prices.

Casual fashion has become the main category favored by Gen Z because it reflects comfort and flexibility. This style often involves items such as oversized t-shirts, jogger pants, sneakers, and simple accessories. Neutral and earthy tones, like beige, black, and mint green, are popular color palettes, reflecting the minimalist taste that is trending. TikTok influencers like @nazwaadinda use the short video format to present relatable casual styles, inspiring audiences with modern, easy-to-apply looks. The outfits

featured often blend modern elements with a retro touch, such as high-waisted jeans and casual dresses paired with sneakers, creating a distinctive visual identity for Gen Z.

Figure 2. Casual Fashion Content from TikTok Account @nazwaadinda Used as a Reference by Gen Z.
Source: TikTok.com

TikTok fashion content is not only entertaining but also educational and inspirational, providing practical guides on mix-and-match, garment care, and tips on selecting fashion items. Moreover, the dynamic short video format captures attention in a short time, making it an effective promotional tool for local brands. This phenomenon illustrates how the digital culture of Gen Z is shaped by social media trends, where their preference for casual fashion reflects an urban lifestyle that is comfortable and practical. Through TikTok, Gen Z's fashion identity becomes not only an individual expression but also part of the evolving digital culture dynamics in Denpasar.

Uses and Gratification Theory in the Dissemination of Fashion Content on "TikTok"

The theory used in this study is the Uses and Gratification Theory, which proposes the idea that individual differences cause audiences to seek, use, and respond to media content in diverse ways, influenced by various social and psychological factors among individuals (Kahfiansyah, 2023). According to its founders, Elihu Katz, Jay G. Blumer, and Michael Gurevitch, Uses and Gratification examines the psychological and social origins of needs. The core of this theory is that audiences essentially use mass media based on specific motives. Below is a discussion of the indicators of the Uses and Gratification Theory:

Active Audience

Gen Z in Denpasar demonstrates an active role as audiences in selecting and controlling the media they consume on TikTok. They do not simply receive content passively but actively choose content that aligns with their interests and personal needs, such as fashion inspiration that suits their style. For example, many of them save content they find useful as style references. Additionally, they interact with creators through comments, showing that their media consumption is participatory. This reflects their ability to use TikTok to meet both entertainment needs and explore lifestyle trends.

Engagement Initiative

TikTok users, especially Gen Z, independently seek fashion content to fulfill their informational and inspirational needs without relying on traditional media. TikTok has become the platform of choice due to its easy access, offering the freedom to explore the latest trends and even create content. Gen Z in Denpasar not only consumes but also participates in the creation of fashion trends, demonstrating how digital culture has transformed their media consumption patterns. They actively engage in fashion challenges, share ideas through content, and collaborate with digital communities, all of which support creativity and interaction within digital culture.

Media and Other Sources

Gen Z not only relies on TikTok as a source of fashion inspiration but also utilizes various other platforms such as Instagram, Pinterest, and YouTube for additional references. This combination allows them to build a more varied and personalized fashion style. For example, they use TikTok for practical mix-and-match ideas, while Instagram and Pinterest offer more creative visual perspectives. YouTube, with its deeper content, becomes a source for tutorials and product reviews. This multi-platform usage reflects an increasingly complex and dynamic media consumption pattern in the digital age.

People with Awareness of Media Usage

Gen Z's awareness in using TikTok is reflected in their understanding of the purpose behind media consumption. They use TikTok to seek style inspiration or entertainment while being mindful of its impact on their lifestyle. For example, many of them use the platform to evaluate the quality of fashion products or learn about new trends. This awareness also encourages them to try new styles that align more with their personality,

including exploring quality local brands. TikTok becomes a tool for enriching their fashion identity while maintaining a focus on values and practicality.

Evaluation of Media Content

Gen Z does not blindly accept all content on TikTok but critically evaluates its relevance and usefulness. They select fashion trends that align with their personal style and consider whether the trends are genuinely practical or merely fleeting. TikTok's short-form content format allows them to quickly assess trends, while interactions with creators provide additional perspectives. Furthermore, many are drawn to product reviews on TikTok to ensure that the items they choose are of good quality and meet their preferences. This critical evaluation demonstrates how TikTok has become a dynamic space for Gen Z to shape their preferences and lifestyle.

Implications of TikTok Fashion Content on Gen Z in Denpasar

The spread of fashion content through TikTok has a significant impact on Generation Z in Denpasar, encompassing both positive and negative aspects. On the positive side, the platform has become a source of inspiration for Gen Z to increase their awareness of current fashion trends and the importance of self-expression through clothing. TikTok allows users to explore creativity by mixing unique fashion elements while providing easy access to global trends from different parts of the world. This encourages innovation in dressing and helps Gen Z discover their personal style that aligns with their character and preferences. Additionally, inclusive TikTok content often has a positive impact on self-confidence, promoting self-love and self-acceptance, thus inspiring users to feel more confident in their everyday lives.

The influence of TikTok on fashion also brings some negative implications that need to be considered. The abundance of fashion content showcasing an idealized lifestyle with branded clothing and perfect appearances can create social pressure and self-comparison among Gen Z, especially for those with limited budgets. Moreover, excessive promotion through "haul videos" or product endorsements often encourages excessive consumerism, leading to unwise purchasing behavior. TikTok contributes to the phenomenon of fast fashion, where trends change quickly, driving mass production of clothing that often has a negative environmental impact due to increased textile waste. Although TikTok serves as an innovative and interactive medium in the fashion world, users need to approach trends wisely so that the platform can be used to create a

sustainable positive impact without sacrificing the socio-cultural values of Gen Z.

There is considerable research on TikTok and its influence on Gen Z globally, but there is still limited research focused on how this phenomenon develops and specifically impacts Gen Z in cities in Indonesia, such as Denpasar. Additionally, existing studies often do not delve deeply into how the spread of TikTok content affects local culture and social identity. Therefore, this study fills that gap by exploring the relationship between the dissemination of TikTok fashion content and the digital cultural changes among Gen Z in Denpasar.

The strength of this research lies in its in-depth focus on the implications of TikTok fashion content dissemination as a digital cultural phenomenon, particularly among Gen Z in Denpasar. By using a qualitative approach and the Uses and Gratification Theory, this study is able to uncover the motivations and satisfaction of users in accessing fashion content, providing valuable insights into the interaction between social media and consumer behavior. Furthermore, this research is relevant to the local context, which is rarely explored in previous studies. However, a limitation of this research may lie in the limited generalizability of its findings, as its specific focus on one platform (TikTok) and a geographical region (Denpasar) may restrict the applicability of its results to broader contexts.

CONCLUSION

Based on the research results and discussions that have been outlined, it can be concluded that the spread of fashion content on TikTok has a significant impact on the digital culture of Gen Z in Denpasar. Content shared by influencers such as @nazwaadinda influences the lifestyle, behavior, and fashion identity of Gen Z. TikTok has become not only a platform for entertainment but also a medium to seek inspiration, adopt the latest fashion trends, and build personal identity for Gen Z in Denpasar.

The use of the Uses and Gratification theory explains that Gen Z actively selects and consumes content that aligns with their needs. This creates a dynamic interaction that supports the development of digital culture among them. While it has positive impacts, such as empowering creativity and increasing fashion awareness, this phenomenon also presents challenges, such as social pressure to follow trends and body image anxiety. This research not only highlights how TikTok, as a digital platform, shapes fashion perceptions and behaviors among Gen Z, but also reveals broader digital cultural dynamics, showing that social media plays a crucial role in creating and transforming

values and social identities of Gen Z.

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