

Analysis of Consumptive Behavior of Students Who Follow the Outfit of the Day (OOTD) Trend on the Tiktok Application

Azizah Ayu Fitri

azizah.fitri@mhs.unsoed.ac.id
Universitas Jenderal Soedirman

Edy Suyanto

edy.suyanto@unsoed.ac.id
Universitas Jenderal Soedirman

Soetji Lestari

soetji.lestari@unsoed.ac.id
Universitas Jenderal Soedirman

Article History

Received: 15/05/24 Review: 25/05/24 Revision: 02/07/24 Available Online: 01/10/24

Abstrak

Gaya hidup konsumtif ini dikendalikan sepenuhnya oleh teknik pemasaran yang menguasai seluruh kesadaran masyarakat konsumen. Khususnya yang menyangkut diferensiasi diri. Dengan demikian, masyarakat konsumen akan melihat identitas diri ataupun kebebasan mereka sebagai kebebasan memproyeksikan keinginan pada barang-barang industri (Baudrillard). Konten video yang diposting di TikTok dirasa dapat menyampaikan informasi secara singkat dan menarik, hal ini digunakan oleh pengusaha untuk media iklan yang kemudian memunculkan fenomena tren OOTD (*Outfit of The Day*). Gaya hidup ditimbulkan media sosial telah menciptakan *lifestyle* konsumtif yaitu hedonisme juga westernisasi di kalangan anak muda Indonesia. Dalam penelitian ini menggunakan metode penelitian kualitatif adalah yaitu dengan menggambarkan secara faktual mengenai fakta lapangan dan sifat yang ada pada objek penelitian secara kualitatif. Hasil dari penelitian ini didapatkan bahwa tren outfit of the day pada aplikasi tiktok dapat menimbulkan perilaku konsumtif pada kalangan mahasiswa. adanya kecenderungan untuk berperilaku konsumtif menyebabkan mahasiswa membeli tanpa memperhatikan kegunaan barang tersebut karena mahasiswa sekarang ini memiliki ketertarikan yang cukup besar untuk mengikuti tren yang beredar di pasaran.

Kata Kunci: Perilaku Konsumtif, *Outfit of The Day*, Tiktok

Abstract

This consumptive lifestyle is fully controlled by marketing techniques that control the entire awareness of consumer society. Especially when it comes to differentiation. Thus, consumer society will see their self-identity or freedom as freedom to project their desires on industrial goods (Baudrillard). It is felt that video content posted on TikTok can convey information in a short and interesting manner, this is used by entrepreneurs for advertising media which then gave rise to the phenomenon of the OOTD (Outfit of The Day) tren. The lifestyle created by social media has created a consumptive lifestyle, namely hedonism and westernization among young Indonesians. In this study using a qualitative research method is to describe factually regarding the facts of the field and the characteristics that exist in the object of research qualitatively. The results of this study found that the outfit of the day tren in the tiktok application can lead to consumptive behavior among students. the tendency to behave consumptively causes students to buy without paying attention to the use of these goods because students now have a considerable interest in following the trends circulating in the market.

Keywords: Consumptive Behaviour, Outfit of The Day, Tiktok

PRELIMINARY

The development of information technology in the millennial era can make it easier for users to obtain information. Information technology, which is increasingly awkward and

constantly developing, can be used as an opportunity to expand a wide target market with changing trends. *Platforms* that focus on user engagement, social media can also encourage collaboration and activity from users. This makes it easier for the younger generation to better understand the conditions of the outside world and be able to interact in a larger environment, both individually and in larger groups (Puspitasari, 2021).

Digital marketing, according to (Hasanah dkk., 2021) in *The Kalimantan Social Studies Journal*, is a new marketing approach and not just traditional marketing that is only strengthened with digital elements. Digital marketing has its own dynamics and characteristics that need to be understood and studied further so that later the use of digital marketing media can be done effectively, both in terms of marketing strategies and tactics.

Digital marketing has its own characteristics and dynamics that need to be studied and understood in more detail in order to be able to use this digital marketing media effectively both in terms of marketing tactics and marketing strategies.

TikTok is an application used to create creative videos developed in September 2016 by a company from China, China called ByteDance. TikTok quickly became popular in Indonesia in 2018 and was named the best app on the Google Play Store. Indonesia ranks fourth in the number of tiktok uses in the world, which reaches around 50 million active users. The level of creativity of the video created by the user is the benchmark for the video to attract the attention of other users. Various videos shared by TikTok are considered to be able to provide information in an interesting and concise manner, this is what entrepreneurs use as their advertising medium, which further gives birth to the OOTD trend phenomenon (Gratia dkk., 2022)

OOTD is a trend that shows content in the form of information about the product you want to display. This content arouses the interest and curiosity of the audience, thus making them interested in buying a particular product. Content that is increasingly trending and has *the most reviewers* containing positive comments can increase public trust. TikTok users are mostly made up of millennials, who are more susceptible to OOTD trends and create consumptive behaviors (Safitri, 2023).

All kinds of things that attract users can become a trend for all social media users, how many social media users take advantage of user interest with content treats that can be found on various social media platforms. A form of lifestyle change, especially among students who need to think rationally about the evolution of social media between choosing needs over satisfaction.

Research conducted by (Nurussofiah dkk., 2022), the role of the Internet for large and small businesses is to make it easier for companies to reach *customers* around the world. This is because technology is experiencing rapid development, so it can be said that people around the world apply technology and social media. Doing business using social media makes it easier for business people as sellers to promote merchandise and the business they are engaged in. This proves that the affordability of social media does not only involve one person, but can be achieved by everyone who uses electronic media (Saswili dkk., 2024).

Apart from some middle-class groups that adopt a consumptive lifestyle due to social needs, students are now interested in social media posts that can affect their lifestyle. The lifestyle created by social media has given rise to a consumptive lifestyle called hedonism and westernization among the young generation of Indonesia (Noor, 2024). Hedonism is a view of life that considers that in achieving happiness must be to pursue as much happiness as possible and stay away from emotions that cause pain (Far Far & Salong, 2024). The abundance of technology and interesting content on social media, especially TikTok media, has made social media crazy (Arrahman & Nastainb, 2023).

According to (Taqwa & Mukhlis, 2022), the younger generation has a tendency to hedonism. Hedonism in question is a tendency that has the potential to have a very large positive impact by following trends seen on Instagram accounts and other social media. High financial ability and buying interest in consumers can create consumptive behavior, which means that a person no longer buys based on his own needs, but rather how he or she will be appreciated by his environment, maintaining his reputation and various other reasons that are less important.

The motive of OOTD users is associated with the desire to give a certain image appearance to the public/*followers* on their TikTok account. It is evidenced by uploading content that only shows *fashionable* aspects and the use of trendy fashion is considered modern. Mulyani (2022) said in her research, the continuous development of *fashion* on social media is often used as a link for producer and consumer information (Mutiani & Faisal, 2019). This development requires OOTD users to always consume various trendy items, where this pattern will change their lifestyle towards consumptive behavior as a negative influence. The purpose of this journal was made to analyze the consumptive behavior of students who follow the *outfit of the day trend* on the TikTok application.

METHOD

The method used in the research is a qualitative method that describes factually about the facts and characteristics of the research object. In this study, the researcher investigated and

revealed the analysis of the consumptive behavior of students who follow the OOTD trend on the tiktok application. The type of data used is in the form of interviews with students of the class of 2020 Universitas Jenderal Soedirman who often shop on the TikTok application as an informant. The type of data source is in the form of primary data that the researcher obtained directly from the informant, namely a student of Jenderal Soedirman University, through the results of in-depth observations and interviews. The next stage is to analyze and interpret the data that has been collected from observations and interviews.

RESULTS AND DISCUSSION

The consumption society by Jean Baudrillard (Fadhillah & Ediyono, 2023) is a society that carries out consumption activities based on its beauty, not its usefulness, that is, people buy the goods or services they want without attaching importance to their usefulness as a source of satisfaction and are considered an indicator of a person's socioeconomic status. In a consuming society, consumption activities are not only a basic need, but include a wider range of desires. Consumption society gives encouragement to individuals to consume goods in larger quantities. This has a negative impact, namely the emergence of a consumptive lifestyle in society.

Consumptive behavior is an individual's tendency to buy goods and services excessively or uncontrollably, exceeding their financial needs or capabilities. This can lead to irrational spending, debt accumulation, and personal financial imbalances, especially with various payment methods also making it easier to behave consumpively.

1. Faktor Munculnya Masyarakat Konsumen

(Septiansari & Handayani, 2021) said in his research, in line with the continued development of the industrial era 4.0, the people of Indonesia coexist and cannot be separated from technological advances that continue to develop. In addition, the use of increasingly sophisticated technology makes everything easy. One of the conveniences that can be felt by the public is the convenience of shopping which does not require a face-to-face meeting somewhere, now shopping can be done *online*. In fact, online shopping has become a habit for some people because of its convenience and many believe that *online* shopping is a container that can be used to find the items needed.

The consumption lifestyle in society, according to Baudrillard, is due to the changing focus of attention on capitalism itself, namely the change in production management in classical capitalism to consumption management in global capitalism (the change from *the "mode of production"* to *the "mode of consumption"*). The control of the consumptive lifestyle is the mastery of marketing techniques that dominate consumer awareness, especially in terms

of self-differentiation. The consumer society will see its identity or freedom as the freedom to project its desires on industrial products (Baudrillard, 1997: 185-186). Consumption can be interpreted as an effort made by the community to find a social position or meaning in their environment. Relationships no longer occur only between humans, but between humans and the goods they consume.

Research by (Wulandari, 2022) said that there are 5 factors that cause Gen Z to implement consumptive behavior when shopping online. The first reason is because of a lifestyle that is able to give individuals the decision to buy available goods and services. Individuals have a tendency to lifestyle that is very excessive (consumptive) and changes quickly, coupled with adequate technological facilities for shopping such as *smartphones*, and *e-commerce*. The second reason is self-control. Self-control is the control of an individual's behavior over himself. Gen Z's increasingly strong self-control in online shopping will naturally reduce consumptive behavior. The third reason is promotion. Promotion is an action that provides useful information from the goods sold. Promotions are carried out to make consumers interested in buying the goods produced. Promotions that are widely circulated in *online shops* make Generation Z as consumers. The fourth reason for *impulsive* purchases, such as buying because of low prices stimulates the interest of Generation Z to shop. Impulsive buying also refers to emotional buying behavior that occurs spontaneously with feelings of joy, without considering anything else. The fifth reason is the social environment. In other words, a person's consumption behavior can result from the influence of the individual's social environment. The social environment in question is the environment around us, such as the environment where we live, family, and friends. When buying products and services, the environment influences individuals to be consumptive because the choice of goods to be purchased is influenced by the environment.

2. Pengertian Tren *Outfit Of The Day*

The "*Outfit of the Day*" trend is a term used to describe the practice of sharing or posting photos of outfits or outfits that someone wears on a particular day. OOTD is often associated with social media, especially Instagram, where users share photos of their clothes to get inspiration, show off their personal style, or participate in online fashion communities.

The concept of OOTD has become popular in recent years due to the increasing use of social media. Many social media users, especially *influencers* or users with an interest in fashion, love to share their OOTDs with their followers. They capture the moment by taking photos of themselves wearing attractive clothes, and usually include a description or detail about the outfit.

OOTD is not only about clothes, but also about self-expression, creativity in dressing, and how a person's personal style is revealed through their clothing choices. OOTDs exist in a variety of ways, ranging from casual everyday styles to formal styles or custom themes defined by users. It is important to note that OOTD trends can change over time, as the fashion world is always evolving and keeping up with emerging trends. As a result, OOTDs can reflect current fashion trends and individual preferences of each person.

The results of this study found that the OOTD trend in the TikTok application can cause consumptive behavior among students. In the results of the interview with the MC is a 21-year-old Unsoed student from Puworejo and boarding house in the Sumampir area who is an active user of the tiktok application, the MC said that he had used *tiktokshop*, almost every video that offers goods there is a "yellow basket" which makes it easier to enter the page to shop, MC Quite often do *online* shopping using *tiktokshop*, the MC admitted "for the goods that I often buy, actually not necessarily, according to his desire to choose what to shop, but most often buy clothes and interesting items", this statement is in accordance with the theory of the consumer society by Jean Baudrillard that is, people who carry out consumption activities are based on their beauty, not their usefulness. In a month I don't know exactly how many times, maybe about 3 times a month can be less or more, with *a budget* exceeding Rp200,00.00 according to the advertisement that passed on fyp tiktok. But if you put a basket in it, it is done quite often. MC prefers *tiktokshop* over other applications because the ads displayed by *tiktokshop* are more interesting than other applications, there is real evidence from the videos on tiktok.

The MC said in his interview on tiktok that there are many discounts provided by the application so that it makes shopping interest increase, in accordance with Dewi's research (Dewi dkk., 2021) the promotions offered can make students more consumptive because they feel that they are benefiting from purchases during the promotion period, if the promo period has passed, students will feel that they are missing out on the offer to buy the goods they want with the best offers. Shopping This tiktok application provides a variety of entertainment, than other applications that are only for shopping, in its activities using *tiktokshop* MC Feels consumptive behavior in using *tiktokshop* even though there are many discounts available, not getting more economical but more encouraged to shop because you get discounts or free shipping, so you buy a lot of things you already have, For example, t-shirts, or small "printout" items for boarding houses, end up many are not used or turn out to be owned, for clothes to become more and more and pile up in the closet.

RB is a 20-year-old student of Jenderal Soedirman University from Jakarta and boarding house in the Sumampir area. In his interview, he said that he actively uses the application for entertainment in his spare time and has used *tiktokshop* because he is interested in the advertisements seen there, many videos advertising clothes, shoes, and food. So RB is interested in using *tiktokshop* to shop *online*, although not too often, but interest in buying goods advertised through tiktok videos often appears. Items that are often bought at *tiktokshops* seem to be clothes. RB has bought snacks on the application, only once a month or more than 3 times, depending on his desire when shopping. *The budget* spent can exceed Rp150,000.00. Prefer *tiktokshop* because many videos contain interesting advertisements, and there is also entertainment so you don't have to use different applications to shop *online*, and RB feels that they are doing consumptive behavior because the goods purchased are not in accordance with their needs, such as snacks that are bought because they are "drooling" seeing people who advertise by eating the food, according to (Nurussofiah dkk., 2022) research, namely the role of the internet to business makes it easier for the company to reach *customers* around the world. even though RB can buy those in *the offline store* without having to shop *online* using postage.

KN is a 22-year-old student of Jenderal Soedirman University from Purbalingga and boarding house in the Pabuaran area. KN has a tiktok application installed on *his cellphone to just view videos and share videos on tiktok with friends as a means of entertainment. In his interview, KN had used tiktokshop, especially at that time when there was a new tiktokshop* where almost every *live* seen was a person who was selling, so sometimes it didn't feel like seeing the live sales because it was presented in an interesting way, sometimes I felt entertained when I saw it, and very often used *tiktokshop*, in *tiktokshop* all the needs were almost the same as shopping applications *other online*, until the toilet cleaner was once bought on *tiktokshop* "because of the advertisement that does not need to be scrubbed to clean the bathroom which is honestly lazy to do it, because of the advertisement which is thought to help make it easier and finally buy" this statement is in accordance with research (Gratia dkk., 2022) that the creativity of the videos made will be a benchmark to attract other users, but for the items that KN often buys, namely clothes because he is in college with free clothes, sometimes he is confused about what clothes to wear, and finally buys clothes that are advertised on TikTok. Not to mention that there are discounts on goods and free shipping that sellers offer to buyers, so use *tiktokshop* more often, in a month up to 4 times, to buy clothes, boarding house needs, such as bed sheets and bathroom cleaners.

Prefer to use *tiktokshop* because it offers many discounts, KN said, "especially accounts that sell clothes also advertise by making color combinations or even making OOTD content

that looks good and looks good like it is to be worn to campus or just to play" according to (Faradila dkk., 2022) research on the many diversity of *fashion* What is offered can affect the buying interest of students For KN who is easily consumed by advertising, of course, do not miss the item not to be bought and KN feels consumptive behavior, because it is very easy to be consumed by existing advertisements, end up buying goods that are not necessarily necessary or buy more than one to meet the minimum price to get free shipping which is actually not much different from only buying one but there is postage, which is not used in accordance with its function, according to him, it is included in consumptive behavior .

WA is a 21-year-old student of Jenderal Soedirman University from Lampung and boarding house in the Karang Wangkal area. WA admitted in his interview that he was active in using the tiktok application, and often opened it to see the videos provided in the application and had used *tiktokshop*, initially from *a live* that sold formal clothes, such as shirts and *blouses*, there was one shirt that he liked and finally bought it through *tiktokshop*, and still continues to use it until now. WA quite often uses *tiktokshop* to shop, especially clothes, because on tiktok there are many cute and interesting clothes, which have been reviewed by many buyers who display photos, so it can be seen whether it is in accordance with the video displayed or live, in a month it can be 3 times, but not necessarily according to the desire to shop at that time, *budget* who spends around IDR 400,000.00 a month just to buy clothes, WA said "sometimes you can get to the point of "khilaf" to buy the clothes, because I often watch *live* on TikTok that sells clothes, and the excitement is that in *the live* the audience can comment to choose clothes or items that they want to see in detail" in accordance with the research of Wulandari and Aulia (2022) which conveyed the factors that cause Gen Z to implement behavior Consumptive when shopping *online* is self-control.

WA prefers *tiktokshop* to other online shopping applications, because it uses tiktok more often and the ads delivered are very interesting, especially ads that use *live*, so as a buyer can *request* which clothes they want to see, and can ask for what the details are, not to mention the way the seller mixes and matches cute and interesting clothes, this kind of thing has not been felt in Other applications, although there are not as interesting as on tiktok, maybe because in it there are many other entertainments so I feel like that and feel that I have behaved consumpively because I often shop for clothes on *this tiktokshop*, and it is easy to "eat" the advertisements displayed by sellers on *tiktokshop*, sometimes to the point of not realizing that the clothes in the closet have piled up whose colors and models are almost similar, until the costs used for other needs can be used to buy the clothes they want and according to (Taqwa

& Mukhlis, 2022), the younger generation has a tendency to hedonism, as WA does as a follower of the OOTD trend.

H is a 21-year-old student of Jenderal Soedirman University from Pematang. H admitted in the interview that he no longer had the TikTok application, used to use the application but the cellphone memory was not enough, the application was deleted for the continuity of his cellphone, and chose the deleted TikTok application over other applications because the videos on TikTok can be viewed on Instagram, and prefer to watch entertainment on YouTube because it is longer and you don't have to get tired of scrolling. H knew about the application, because he had seen it in the past when he was still using the application, such as online shopping in general and had been interested in shopping at tiktokshop but did not check the goods, and saw an advertisement on the tiktok FYP and there was a yellow basket on the video, at that time the video was about pants, and H put it in the cart but had not had time to buy it, shows that H is already interested in the promotions used by sellers and in the research of Wulandari and Aulia (2022) who said that promotions are one of the reasons why Gen Z implements consumptive behavior.

Tiktok is an application that is widely used by students, both to find information and just for entertainment. In the results of interviews from 5 students, only 1 of them did not have the tiktok application on their cellphones, even with the reason that the storage on their cellphones could not install the application, this shows that tiktok is in great demand by students, especially at Jenderal Soedirman University, the reason students install the application is mostly for entertainment and shopping, in the tiktok application has a shopping feature called tiktokshop (Ilmy dkk., 2024). Many advertisements are in the form of videos and live from the store concerned on the application, this is considered more interesting by students than other shopping applications for the reason that they can see what kind of goods will be purchased, it is said that the advantage of tiktok live is that the audience can ask the seller to show the item they want to be more sure whether to buy it or not, In addition to the advantages of the TikTokShop promotion method, this application offers a lot of discounts or discounts, from shipping discounts and discounts on the item itself, this adds to the advantages of the application for shopping (Rahman dkk., 2024).

Students who no longer have the provision to learn to use uniforms are certainly looking for clothes for their college activities, and this makes students more interested in videos with the theme of the Outfit Of The Day trend on the tiktok application. Influencers whose videos are themed on OOTD trends include a cart where the influencer buys goods. According to (Rosanti dkk., 2023), in her research, influencers are one of the best tactics in bringing in

potential consumers. It was admitted by students through interviews conducted that the videos from the influencer are very interesting and it is not uncommon to even often buy goods promoted by the influencer even without a need factor, students can buy it just because they are interested in the promotion. This can reflect the consumptive behavior carried out by students of General Soedirman University.

Social media, especially tiktok, makes Jenderal Soedirman University students to behave consumptively. The results of the research conducted with interviews prove that students use TikTok as a shopping medium and inspiration for outfits. (Afifah & Yudiantoro, 2022). said that currently it is easier for students to know more modern information knowledge, changes in students' dress styles can affect their daily activities. Therefore, students follow what is trending at this time through the tiktok application, and it is made easier by the existence of tiktokshop that helps find goods or clothes worn by Outfit Of The Day trendsetters.

CONCLUSION

Based on the information presented, it can be concluded that the development of information technology, especially social media such as TikTok, has made it especially convenient for Jenderal Soedirman University students to obtain information and expand the target market. Social media, including TikTok, encourages user activity and collaboration, allowing millennials to understand the outside world and interact with the wider environment. The phenomenon of OOTD trends on TikTok, which displays content that contains information about products, can affect users' consumptive behavior. Social media users, including students who follow the OOTD trend presented on social media and tend to behave consumptively. The consumptive lifestyle that emerges from social media, especially TikTok, can affect an individual's lifestyle, time, money, and desires. Students of Jenderal Soedirman University also get encouragement from individuals to consume a larger amount of goods and can lead to a consumptive lifestyle. Consumptive behavior occurs when individuals buy goods and services excessively or uncontrollably, exceeding their needs or financial ability as evidenced by research that many students are active in online shopping, the factors that cause consumptive behavior in Generation Z in online shopping are lifestyle, self-control, promotion, impulse purchases, and social environment.

BIBLIOGRAPHY

- Afifah, N., & Yudiantoro, D. (2022). Pengaruh Gaya Hidup dan Penggunaan Uang Elektronik terhadap Perilaku Konsumtif. *Journal of Management.*, 5(2), 365-375.
- Arrahman, K., & Nastainb, M. (2023). Pengaruh Media Sosial Instagram Terhadap Gaya Hidup Mahasiswa Fakultas Ilmu Komunikasi Universitas Mercu Buana Yogyakarta. *JKOMDIS: Jurnal Ilmu Komunikasi Dan Media Sosial*, 3(1), 16–19. <https://doi.org/10.47233/jkomdis.v3i1.461>

- Dewi, L. G. K., Herawati, N. T., & Adiputra, I. M. P. (2021). Penggunaan e-money Terhadap Perilaku Konsumtif Mahasiswa Yang Dimediasi Kontrol Diri. *EKUITAS (Jurnal Ekonomi dan Keuangan)*, 5(1), 1–19. <https://doi.org/10.24034/j25485024.y2021.v5.i1.4669>
- Fadhillah, N. R., & Ediyono, S. (2023). Perilaku Konsumtif Oleh Masyarakat Konsumsi Dalam Prespektif Teori Jean Baubillard. *Marketgram Journal*, 1(1), 39–43.
- Far Far, G., & Salong, A. (2024). History of Globalization Development and its Towards Students. *The Kalimantan Social Studies Journal*, 5(2), 128. <https://doi.org/10.20527/kss.v5i2.10180>
- Faradila, S. M., Kusnadi, E., & Soeliha, S. (2022). Pengaruh Keragaman Produk, Kualitas Layanan Terhadap Keputusan Pembelian Konsumen Shopee Pada Mahasiswa Fakultas Ekonomi Universitas Abdurachmansaleh Situbondo Dengan Minat Beli Produk Fashion Muslim Sebagai Variabel Intervening. *Jurnal Mahasiswa Entrepreneurship (JME)*, 1(2), 256. <https://doi.org/10.36841/jme.v1i2.1867>
- Gratia, G. P., Merah, E. L. K., Triyanti, M. D., Paringa, T., & Primasari, C. H. (2022). Fenomena Racun Tik-Tok Terhadap Budaya Konsumerisme Mahasiswa di Masa Pandemi COVID-19. *KONSTELASI: Konvergensi Teknologi dan Sistem Informasi*, 2(1). <https://doi.org/10.24002/konstelasi.v2i1.5272>
- Hasanah, M., Jumriani, J., Juliana, N., & Kirani, K. P. (2021). Digital Marketing a Marketing Strategy for UMKM Products in The Digital Era. *The Kalimantan Social Studies Journal*, 3(1), 36. <https://doi.org/10.20527/kss.v3i1.4146>
- Ilmy, Z. A., Abbas, E. W., Putra, M. A. H., Sari, R., & Handy, M. R. N. (2024). The Important Role of Intra-School Student Organization (Student Council) in SMA Negeri 1 Anjir Pasar. *The Kalimantan Social Studies Journal*, 5(2), 209–218.
- Mutiani, M., & Faisal, M. (2019). Urgency of The 21st Century Skills and Social Capital in Social Studies. *The Innovation of Social Studies Journal*, 1(1), 1. <https://doi.org/10.20527/iis.v1i1.1256>
- Noor, M. A. R. (2024). Possibility Analysis of Indonesia Clear of Identity Politics. *The Kalimantan Social Studies Journal*, 5(2), 146. <https://doi.org/10.20527/kss.v5i2.9616>
- Nurussofiah, F. F., Karimah, U., Khodijah, S., & Hidayah, U. (2022). Penerapan Media Sosial Sebagai Media Pemasaran Online Diera Globalisasi. *DEVELOPMENT: Journal of Community Engagement*, 1(2), 92–108. <https://doi.org/10.46773/djce.v1i2.329>
- Rahman, T., Subiyakto, B., Jumriani, J., Ilhami, M. R., & Rusmaniah, R. (2024). Exploration of Social Studies Learning Resources Based on Religious Activities. *The Kalimantan Social Studies Journal*, 5(2), 196–208.
- Rosanti, W., Rahmadian, M., Regita Cahya Tiara Gani, F., & Permana, E. (2023). Efektifitas Strategi Influencer terhadap Minat Beli Konsumen Produk Pstore. *Jurnal Ekonomi : Journal of Economic*, 14(01). <https://doi.org/10.47007/jeko.v14i01.6500>
- Saswili, E., Syaharuddin, S., Jumriani, J., Mutiani, M., & Ilhami, M. R. (2024). Rice Milling Business in Anjir Serapat Muara Village. *The Kalimantan Social Studies Journal*, 5(2), 119. <https://doi.org/10.20527/kss.v5i2.8857>
- Septiansari, D., & Handayani, T. (2021). *Pengaruh Belanja Online Terhadap Perilaku Konsumtif pada Mahasiswa di Masa Pandemi Covid-19*.
- Taqwa, Y. S. S., & Mukhlis, I. (2022). Faktor Yang Mempengaruhi Perilaku Konsumtif Pada Gen Z. *E-Jurnal Ekonomi dan Bisnis Universitas Udayana*, 831. <https://doi.org/10.24843/EEB.2022.v11.i07.p08>
- Wulandari, D. (2022). *Analisis faktor-faktor yang mempengaruhi perilaku konsumtif belanja online pada generasi Z di Kota Padang*. 5(4), 178-186.