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Respon Remaja Di Kota Tangerang Pada Konten Parodi Produk Thrifting  
Selebgram Fadil Jaidi  
Bibliografi : 5 Bab 85 hal + Lampiran

### **ABSTRAK**

Fenomena thrifting fashion sebagai modus konsumsi pakaian bekas layak pakai menjadi alternatif bagi remaja untuk memenuhi kebutuhan berpakaian karena harga pakaian yang murah. Bahkan selebgram bernama Fadiljaidi ikut meramaikan fenomena ini dengan membuat konten thrifting fashion yang sangat menghibur dan membuat daya tarik para penonton ataupun followers terkhususnya para remaja di Perumahan Villa Tangerang Indah RW 12, Kota Tangerang. Thrifting belakangan ini kembali menjadi ramai pembicaraan sehingga Presiden RI Joko Widodo membuat larangan keras bisnis Thrifting karena dapat merusak industri tekstil di Indonesia.

Untuk lebih memperdalam kerangka teoritis peneliti menggunakan Teori S-O-R (Stimulus-Organism-Response) untuk melihat bagaimana reaksi atau respon seseorang ketika menonton suatu tayangan yang dapat menimbulkan sebuah efek dari apa yang mereka lihat.

Metode penelitian yang digunakan penulis adalah metode survey dengan pendekatan kuantitatif. Tujuan peneliti ingin mengetahui dan menganalisis respons remaja Di Kota Tangerang pada Konten Parodi Produk Thrifting selebgram Fadil Jaidi.

Hasil penelitian dimensi Afektif (emosional) merupakan yang paling dominan dengan jumlah presentase sebesar 85.7% (Sangat Tinggi / Sangat Positif), Kemudian berdasarkan mean score, nilai mean terbesar diperoleh oleh dimensi Kognitif (keyakinan) dengan nilai mean 3,42. Dari hasil penelitian dapat dikatakan bahwa secara umum konten parodi produk thrifting selebgram fadiljaidi disukai oleh remaja di perumahan villa tangerang indah dan memiliki respons yang (Sangat Tinggi / Sangat Positif) dikarenakan konten fadiljaidi memiliki ciri khas tersendiri sehingga dapat menghibur mereka yang menonton konten tersebut.

***Kata Kunci: Konten, Thirfting, Respons.***



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Response of Teenagers in Tangerang City to Content Parody of Celebrity Fadil Jaidi's Thrifting Products

Biography : 5 chapters 85 pages + Attachment

### **ABSTRACT**

The phenomenon of thrifting fashion as a mode of consumption of used clothing is an alternative for teenagers to meet their clothing needs because clothing prices are cheap. Even a celebrity named Fadiljaidi helped enliven this phenomenon by creating thrifting fashion content which was very entertaining and attracted viewers or followers, especially teenagers at Villa Tangerang Indah Housing RW 12, Tangerang City. Thrifting has recently become a hot topic of discussion again, so that Indonesian President Joko Widodo issued a strict ban on the thrifting business because it could damage the textile industry in Indonesia.

To further deepen the theoretical framework the researcher uses S-O-R (Stimulus-Organism-Response) Theory to see how a person's reaction or response when watching a program can cause an effect of what they see.

The research method used by the author is a survey method with a quantitative approach. The purpose of the researchers was to find out and analyze the responses of adolescents in the city of Tangerang to the Parody Content of Fadil Jaidi's program Thrifting Products.

The results of the study of the Affective (emotional) dimension are the most dominant with a total percentage of 85.7% (Very High / Very Positive). Then based on the mean score, the largest mean value is obtained by the Cognitive dimension (belief) with a mean value of 3.42. From the results of the study it can be said that in general the parody content of fadiljaidi's thrifting celebrity products is liked by teenagers in Villa Tangerang Indah housing and has a response (Very High / Very Positive) because fadiljaidi content has its own characteristics so that it can entertain those who watch the content.

***Keywords: Content, Thrifting, Response.***