

Student information-seeking behavior in fashion trends of FISIP students at Universitas Bengkulu

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Abstract

Outfit Of The Day (OOTD) fashion information is part of students' daily lives. Searching for online fashion information is often done before making a decision when shopping online. This research aimed to determine the fashion information-seeking behavior of FISIP students, Universitas Bengkulu in following OOTD trends. Research method was quantitative with a survey method through population was 2,731 students from 6 departments and sample of 96 respondents. Research results showed that FISIP students often look for information on fashion and shopping on the Internet. The e-commerce platform Shopee and social media Instagram were the media most often used to find information. Students' information-seeking behavior was categorized as quite good, with a score of 3,16. Women and men only had a slight difference: women more often searched for fashion information on the Internet. The FISIP students often use the Internet to look for information on fashion. Online shopping was the main choice compared to shopping in physical stores directly. The platform most often used to search for fashion information e-commerce was Shopee. Students would buy clothes, shoes and accessories. Students chose online shopping accounts that were most visited and used by buyers online. Before deciding to buy, students paid attention to reviews and ratings from online stores in e-commerce. In conclusion the information-seeking behavior of FISIP students at Universitas Bengkulu is in a good category, as they have gone through stages of information-seeking behavior when looking for information on fashion trends before deciding to buy.

Keywords: Information seeking behavior; Fashion information; Fashion trend

Perilaku pencarian informasi mahasiswa dalam trend fashion mahasiswa FISIP Universitas Bengkulu

Abstrak

Informasi fashion Outfit Of The Day (OOTD) merupakan bagian dari keseharian mahasiswa. Pencarian informasi fashion online sering dilakukan dalam memutuskan sebelum berbelanja online. Penelitian ini bertujuan untuk mengetahui perilaku pencarian informasi fashion mahasiswa FISIP Universitas Bengkulu dalam mengikuti trend OOTD. Metode penelitian menggunakan kuantitatif dengan metode survei dengan populasi 2731 mahasiswa dari 6 jurusan dan ditetapkan sampel berjumlah 96 responden. Hasil penelitian ini adalah mahasiswa Fakultas Ilmu Sosial dan Politik sering mencari informasi fashion dan berbelanja di internet. Platform e-commerce Shopee dan media sosial Instagram menjadi media yang paling sering digunakan untuk mencari informasi. Perilaku pencarian informasi mahasiswa dikategorikan cukup baik, dengan nilai 3,16. Wanita dan pria hanya memiliki sedikit perbedaan, di mana wanita lebih sering mencari informasi fashion di internet. Mahasiswa FISIP Universitas Bengkulu sering menggunakan internet untuk mencari informasi fashion. Belanja online menjadi pilihan utama dibandingkan berbelanja ke toko fisik secara langsung. Platform yang paling sering digunakan dalam mencari informasi fashion adalah e-commerce seperti Shopee. Mahasiswa akan membeli pakaian, sepatu, dan aksesoris. Mahasiswa dalam memilih akun belanja online dilihat dari akun yang paling banyak dikunjungi dan digunakan pembeli online. Ketika melakukan verifikasi sebelum memutuskan membeli, mahasiswa memperhatikan ulasan dan peringkat dari toko online di e-commerce. Simpulan penelitian menyatakan bahwa perilaku pencarian informasi mahasiswa FISIP Universitas Bengkulu sudah dalam kategori baik di mana mahasiswa telah melalui tahap perilaku pencarian informasi ketika mencari informasi tren mode sebelum memutuskan membeli.

Kata Kunci: Perilaku pencarian informasi; Informasi mode; Tren mode

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INTRODUCTION

The use of information on the Internet is currently the primary need in people's lives in various aspects, one of which is finding fashion information in appearance. The Internet provides facilities for fashion information seekers to shop online and find out the latest fashions in dressing. Information seeking is an essential part of consumer decision-making and buying behavior. Fashion is the primary consumption today for the people of Indonesia. The consumptive pattern of society causes them to compete to display their best to look ideally viewed or seen by those around them. The individual's appearance is the ticket to transmit nonverbal communication signals, such as possible cues about his or her social stature, values, and lifestyle. For young people, fashion is one of the things that often concerns them, especially when going out of the house. Dressing is a mediation between the mind and the body so that people will choose the fashion that is most suitable for them. Apart from that, the current phenomenon is that many people make fashion the primary need in everyday life.

Everyone's fashion is different. Fashion is a look that describes how to display identity in a particular environment. Usually, fashion can be seen in what a person uses and does. Fashion is a part of everyday life that is useful as a communication tool to show one's identity. In the current trend, someone will usually follow the fashion that is in high demand or someone most often uses that. The trend for leaving the house is to pay attention to the Outfit Of Today (OOTD). In the context of clothing, it is often referred to as OOTD (Outfit Of The Day). Someone uses or wears displays for everyday use or

displays what they use every day. Therefore, most people will dress or look at the fashion trends they see.

A person's fashion can vary depending on a person's interest in fashion. Everyone has different fashion tastes based on the purchase of fashion products (Amanda, Prijana, & Yanto, 2017). The development of fashion trends chooses some fashion, while others prefer to feel comfortable wearing, choose the branded stuff, and are economically priced so that people can change clothes mostly. Previously, someone's behavior in seeking fashion information was by looking at public figures on television. They will see what is trending in appearance. After seeing interesting and appropriate things, people will go to the nearest shops around them to get or buy clothes or choose the fashion they want. Fashion information is sought during decision-making and can be obtained from various sources such as magazines, fashion consultants, websites, and store displays. Nowadays, fashion is most commonly found on websites and electronic platforms.

Many online applications make it easier for people to see information about fashion. With this application, they are not only able to see information, but they can shop online. The information behavior of today's society has changed a lot, namely in using application media. Various conveniences in carrying out shopping activities are multiple kinds of products ranging from low prices to the highest prices. Some e-commerce or shopping sites are Shopee, Zalora, Tokopedia, Lazada, and Mapmall, and some interact with Instagram, Facebook, and TikTok media.

Information behavior focuses on a person's activities in searching for information in depth. Information

behavior begins with individuals who are in a situation that requires information (Nihayati & Laksmi, 2020). Various factors and a wide variety of motives influence information behavior. The type of information source used will influence the information users' behavior. Today's public information behavior uses many online stores.

Online shopping is an online shopping activity using electronic devices. Previously, people shopped through face-to-face or direct interaction, but now shopping activities have been replaced using electronic devices. Generation Z people are the most common online shopping users today. Generation Z is used to electronic devices and is always connected to the Internet, so all their activities depend on electronic platforms.

Online shopping is the process of purchasing a product or accessing a service through the Internet network, with a broad scope of products and services of products and services worldwide (Zolait, Isa, Ali, & Sundram, 2018). Online shopping is an electronic store that displays the products or services available in the global markets and makes easy access for those products to consumers at their doorsteps. Need, economy, social status, and environmental factors strongly influence online purchases. Online buying behavior is affected by various factors like economic factors, demographic factors, technical factors, social factors, cultural factors, psychological factors, marketing factors, and legislative factors.

Looking for information will help in buying or shopping online. Information behavior will affect the outcome of the information (Septian, Narendra, & Hermawan, 2021). Online shopping has become one of the most popular online

activities worldwide. Online shopping has also become one of the essential characteristics of the internet era. There are many advantages of online shopping, especially the ease of access to information.

Information behavior is the process of a person's interaction with information. The information interaction process can be carried out in various ways, namely through television, radio, print, and even electronic media. A person will look for information when he/she needs information. Differences in information needs will affect a person's information-seeking behavior. Information-seeking behaviors are the purposive seeking for information due to a need to satisfy some goal. Information sources such as libraries, and internet information sources are the basis for a person's information seeker when interacting with information systems.

In this study, the researchers used the information search behavior model by Ellis (1993) because most of the information search behavior features in the Ellis model are now supported by capabilities available in Web browsers, so the study on fashion information search behavior on the Internet on e-commerce applications and social media is very suitable using Ellis. The stages in the behavior of the Ellis search stage are a) Starting: The stages in this model of information-seeking behavior, which are starting activity, are characteristic of the initial search for information and involve identifying the initial materials to search through and selecting starting points for the search. b) Browsing: Browsing involves a semi-directed searching in an area of potential interest as a monitoring activity going through the scanning of journals

and tables of contents, etc., to find something of particular interest. c) Chaining: Chaining is when the information seeker follows the chains of citations or other forms of referential connection between materials to identify new sources of information. Chaining can be forwarded when the user is looking for new sources that refer to the initial source or follow footnotes and citations in an information source. d) Differentiating: Differentiating is characterized by activities in which the user ranks the information sources based on their relevance and value to his or her information need. e) Monitoring: Monitoring is similar to searching for information for current awareness purposes, where the user maintains an awareness of developments in his field of interest by monitoring particular sources. f) Extracting: Extracting shows the user systematically works through a particular source to locate material of interest in the extracting mode. This implies the selective identification of relevant material in an information source and represents a significant feature of the information-seeking patterns of many researchers. g) Verifying: Verifying involves checking the accuracy of information obtained by the user from various sources. h) Ending: The ending involves 'tying up loose ends through a final search (Sharma, Yogesh, Metri, & Rana, 2020).

FISIP students are social science students. Their choice of clothing is also different from other students, such as the education department, because of the different rules when entering lectures. These students also interact a lot with the learning field. This faculty comprises nine undergraduates, three diplomas, and three Master's study programs. The departments

are Bachelor of Journalism (BJ), Bachelor of Social Welfare (BSW), Bachelor of Library and Information Science (BLIS), Bachelor of Public Administration (BPA), Bachelor of Communication (BC), and Bachelor of Sociology (BS). These bachelor students are students who most often use the Internet to complete assignments supporting their studies and social life, especially in online shopping. The majority of these bachelor students belong to the Z generation, while the Masters are in the Z and X generations. Based on their survey, the majority have a shopping account on their phone. They have accounts in Shopee, Lazada, Zalora, and various other online shopping applications.

Based on the background of these problems, researchers want to examine the fashion information search behavior of students. There are currently many online stores in fashion shopping, namely how students search and determine decisions to buy fashion products in e-commerce. Researchers used the Ellis model to see students' information-seeking behavior. Sharma, Yogesh, Metri, and Rana (2020) mentioned that the research behavior model is often used to see a person's behavior in search of information, one of which is looking for information online. Moreover, in this study, researchers used Ellis' information search behavior model to see the extent of a person's search for information, especially in shopping for fashion in appearance purposes. This model consists of starting, browsing, chaining, differentiating, monitoring, extracting, verifying, and ending. This model will help in every stage of a student of FISIP student's behavior when shopping online. The purpose this study is to examine students' information-seeking

behavior regarding fashion trends of FISIP students at Universitas Bengkulu.

RESEARCH METHODS

The research method used a quantitative approach with survey methods. Quantitative research describes a condition or event in a systematic, actual, and accurate manner regarding the facts, properties, and relationships or phenomena being investigated by collecting statistical calculations (Arikunto, 2015). Data are collected through a survey. Surveys were given to respondents and were used for research with a reasonably large population. The survey in this study used an open survey where online shopping users provided reasons for the question components.

The primary instrument used to

collect data for the study was a 5-point Likert scale. The Likert scale measures a person's attitudes, opinions, and perceptions. The population in this study was 2,731 FISIP students. Determination of the sample used the Slovin formula with an error rate of 10%. The sample in this study was 96 students—determination of the sample based on stratified random sampling. The sample in this study was 96 students—determination of the sample based on stratified random sampling. Samples were obtained from 6 (six) departments. The departments were Bachelor of Journalism (BJ), Bachelor of Social Welfare (BSW), Bachelor of Library and Information Science (BLIS), Bachelor of Public Administration (BPA), Bachelor of Communication (BC), and Bachelor of Sociology (BS).

Table 1
Sampling frame

No	Department	Population	Sample
1	Bachelor of Journalism (BJ)	427	15
2	Bachelor of Social Welfare (BS)	424	15
3	Bachelor of Library and Information Science (BLIS)	331	12
4	Bachelor of Public Administration (BPA)	608	21
5	Bachelor of Communication (BC)	542	19
6	Bachelor of Sociology (BS)	399	14
Total of sample			96

Source: Field survey, 2022

The analysis techniques in this study were carried out by editing, coding, and tabulating. Editing is the process of checking all the answers from the respondent and then processing them. Coding is the process of grouping the answers of respondents. The last stage is data tabulation, where, at this stage, all

data is calculated and processed so that it can be interpreted.

Data analysis was carried out using the mean formula. The measurement of the mean formula is often used in statistical analysis. The results of the answers from respondents were given an assessment using score interpretation.

Table 2

Score interpretation

No	Response value	Category
1	1,00 – 1,80	Very bad
2	1,81 – 2,60	Not good
3	2,61 – 3,40	Moderate
4	3,41 – 4,20	Good
5	4,21 – 5,00	Very good

Source: Field survey, 2022

The table above shows the criterion of means categorized into five criteria. The "very bad" category means from 1.0 to 1.80 score. For the score from 1.81 to 2.60, it means the "not good" category. A score of 2.61 to the 3.40 score is classified as the "moderate" category. The score 3.41 to 4.20 is classified as the "good" category, and the score 4.21 to 5.00 is classified as the "very good" category.

RESULTS AND DISCUSSION

Outfit Of The Day (OOTD) fashion is very closely related to one's lifestyle. Over time lifestyle also shows and determines an individual social and work status. Students are a group of people who pay attention to their fashion in their daily style. Students of Universitas Bengkulu also felt the same way that fashion became part of their self-appreciation to show off their best. Although they were not living in a big city like the others, FISIP students could be categorized as students who liked to use the latest fashion trends. These students saw what items were frequently used at their age, and they would search

for those products, especially priced products, to the best of their ability.

According to survey results, almost 95% of students from various majors said that fashion information became meaningful and exciting. Based on the results of the FISIP student survey, there were several reasons for seeking fashion information. They had an informational need for fashion and cared about their fashion appearance. They said that it would be exciting when they had good fashion while going to college or other places. Fashion gave them satisfaction because they could show something they liked, and it gave them confidence in what they offered. Fashion is also a way for an individual to distinguish oneself from others by displaying one's uniqueness; fashion is also interpreted as an identity.

Most FISIP students said they paid attention to their OOTD when going to or from campus. Some of the media that students most often used to view fashion were the e-commerce platform Shopee, social media Instagram, TikTok, and YouTube. The data are shown in table 3.

Table 3
Media platform usage

Platform	Frequency	Percent
YouTube	14	14,6
Shopee	52	54,2
Instagram	20	20,8
Tiktok	7	7,3
Tokopedia	2	2,1
Pinterest	1	1,0
Total	96	100,0

Source: Field survey 2022

Based on the table above, the Shopee application is the most widely used in online shopping. Students also often use Instagram and YouTube to search for information. The most commonly sought-after fashions for students in this application are clothes, pants, hijab, and

shoes. This is the same as in Pasla's study, where users believe that the Shopee application can provide what they need (Pasla, Mangantar, & Saerang, 2022). Shopee is also a shopping application that has a high rating of 4.6 out of 5. The result is shown in figure 1.



Figure 1. Data rating Shopee
Source: Personal data of the researcher, 2022

Online shopping has become a tradition nowadays because Indonesian society cannot be separated from students. Online shopping is the process of purchasing a product or accessing a service through the Internet network, with a broad scope of products and services of products and services worldwide (Zolait et al., 2018). Online shopping for fashion

needs has become the most desirable thing for the Z generation. They can find fashion information in online shops ranging from the lowest price to the highest price.

In looking for information about fashion, Faculty of Social and Political Sciences students must have information-seeking behavior in using OOTD. Most FISIP students chose to shop online rather

than directly go to the store, especially during the pandemic. In survey results of Faculty of Social and Political Sciences students, 99% of the respondents shopped online compared to shopping at stores such as supermarkets and markets to buy fashion because shopping online made it easy. Most students use e-commerce platform applications and social media as online shopping media. Also, most students shopped for clothes online on the Shopee application because there were many products on offer, ranging from cheap to expensive.

In carrying out information-seeking activities, each student had a different behavior in searching for information about OOTD. Success in finding information will depend on how someone uses the system and interacts with the system. This study used the concept of Ellis, namely starting, browsing, chaining, differentiating, monitoring, extracting, verifying, and ending (Sharma et al., 2020). Ellis's studies discuss how people use various information resources to meet information needs in health, consumption, and leisure.

Table 4

Recapitulation of overall results of student fashion information seeking behavior

Instrument	Variable	Mean
Information seeking behavior	Starting	3,43
	Browsing	3,13
	Chaining	2,97
	Differentiating	3,27
	Monitoring	2,45
	Extracting	3,16
	Verifying	3,86
	Ending	3,04
Average amount		3,16

Source: Field survey, 2022

Based on the description of the recapitulation table above, students' fashion information-seeking behavior can be categorized in the mean range of 3.16. Meaning that students were in a satisfactory category in finding fashion information on platforms that provided fashion information.

Based on previous research, the characteristic of the initial search for information involves identifying the initial materials to search through and selecting starting points for the search (Sharma et al., 2020). When someone starts searching for information and has the desire to find information, this is the

stage where someone starts the activity. Most students carried out initial activities in searching for information after they first determined what they were looking for. This result could be seen from the mean effect, 3.43, which was in the good category. Based on these data, FISIP students carried out the initial process stage when looking for fashion information. The activity carried out was to identify where to look for fashion information. Students searching for information also determined where they should look for fashion information and what they wanted to know. They grouped things, such as clothes, shoes,

headscarves, and other accessories. Students also determined what sources of information to use in searching for fashion and decided which online stores they should open. It aims to find fashion information that suits their needs. Information sources also help decrease the perceived risk associated with online shopping (Nigam, Singh, & Chadha, 2017). Identifying the search for information is the beginning of choosing information to make it easier to decide where to look for fashion information. Based on the data obtained, students carried out behaviors such as Ellis's theory, where they identified what products to look for before searching the Internet.

Based on previous research, information-seeking behavior is the activity where information seekers look for information that can fulfill their information needs, such as monitoring activities and retrieving journal contents to find out their needs (Sharma et al., 2020). In this research, the browsing in question involved information seekers searching in online applications. In this case, there were various sources of information about fashion in search of fashion information and shopping online. Many tools, devices, and applications were used to search for information. Students were looking for fashion information to be purchased on the Internet. At this stage, FISIP students were categorized as satisfactory, namely being in the range of 3.13. Students searched for their internet fashion information using various e-commerce platforms and social media, namely Shopee, Instagram, Lazada, TikTok, and Tokopedia. For shopping online, shoppers search for different sources of information

available on the Internet (Saravanan & Nithyaprakash, 2015). Students often searched for readily available information because it made it easier for them to find various fashion options.

Moreover, fashion information on Shopee was more diverse and up to date than other applications. Shopee provided all their fashion information needs. This could be seen in Shopee users, as much as 54.2% of the total sample. Students often watched Shopee live to get discounts. Most online buyers are students, especially female students, who spend around 100,000-200,000 IDR to buy fashion products on Shopee, which is their favorite platform (Kuswanto, Pratama, Ahmad, & Salamah, 2019). In addition to Shopee, social media is also a means of finding fashion information for students, namely Instagram. In searching for information on accounts or platforms, students also open and see the reputation of figures in the fashion world. It aims to ensure that what the figure wears will help them find and choose fashion.

FISIP students followed a style of dress popular with movie stars and models. We could infer that a figure or someone who is significantly favored affects the way a person dresses. Figures such as influencers become one way for students to determine their decisions to choose fashion and fashion shopping from styles promoted by influencers on social media (Saravanan & Nithyaprakash, 2015). Based on Ellis's theory, it could be seen that students could find sources of information that suit their information needs. This was evidenced by their already understanding of each character of e-commerce and social media in fashion information.

Identifying information in the form of citations from various references is called chaining activities. Based on previous research, the information seeker follows the chains of citations or other forms of referential connection between materials to identify new sources of information (Sharma et al., 2020). The link in online shopping is information provided by online platforms or online accounts referring to other related information. The search for information on other connections, such as social media, Instagram, TikTok, YouTube, and e-commerce, such as Shopee, Lazada, and Zalora, also allows users to see similar information links. These links are useful because being promotional on a particular account also allows information seekers to view other information. The survey showed that student chaining behavior could be categorized as satisfactory, namely 2.92. Students opened recommended links or certain connected accounts. Some links were usually beneficial in finding fashion information. These links were very good for adding information about fashion and seeing the complete specifications of a style that they were looking for. However, sometimes, the links provided were aimed at students' fashion information needs.

Based on previous research, a person can differentiate information by ranking various sources of information to select relevant and valuable information for their information needs (Sharma et al., 2020). Students carried out the appropriate applications to compare various fashion information with other fashions. Comparing fashion information would make it easier for students to get information that suited their needs and bring quality fashion information—

students grouped types of information based on accounts and fashion stores from the different platforms they used, for example, fashion clothes on account A and fashion pants on Account B. This made it easier for students to get suitable, quality fashion items. So the more someone has the experience, and knowledge in exploring information will affect the results obtained. Consumers with higher Internet usage experience may have developed a more remarkable ability to identify reliable online sources (Akalamkam & Mitra, 2018).

Based on previous research, it is similar to seeking information for current awareness purposes, where users maintain awareness of developments in their area of interest by monitoring specific sources (Sharma et al., 2020). The process of monitoring existing sources of information is called monitoring. When searching for information on the Internet, this stage is where the platform gives the facility to get the latest news about information. This menu is usually on the reminder menu or subscribes to information. E-commerce platforms and social media allow the account owner to obtain information from their account if it has joined or become a follower of the account. Based on the survey results below, it could be seen that the monitoring process carried out by students in the search for fashion information was in the range of 2.45 in the category of not good. Students rarely used the reminder feature on e-commerce platform applications and social media.

Monitoring is done by following the reminder or notification feature. The usefulness of the features in this reminder is to get the latest information from a fashion product information. Students

rarely monitored it for several reasons because the reminder menu usually did not match what information they were looking for.

The user systematically works through a particular source to locate material of interest in the extracting mode. This implies the selective identification of relevant material in an information source and represents a significant feature of the information-seeking patterns of many researchers. In this research, the main point was selective sources of information about fashion.

Based on previous research shows that the user systematically works through a particular source to locate (Sharma et al., 2020). Extracting utilizes the menus on e-commerce platforms and social media to obtain fashion information that suits information needs quickly. FISIP students at the extracting stage were in the mean range of 3,167. In this case, it was categorized as satisfactory. Students used the fashion information search features provided by fashion platforms. Fashion platforms usually provide categorization features, namely categories, prices, products, posts, etc., to make it easier to select fashion products. In addition, filter features on the menus of platforms such as online shop accounts and social media aim to narrow search results to make it easier for users to get appropriate information.

The process of checking various sources of information and seeing which ones are accurate is called the verifying process. In this case, verifying was how the students determined the accuracy of fashion information from various applications and social media to find the most appropriate and correct one. The common problem when someone does

online shopping is that the goods are different from what they expected. It made students aware of purchasing these items. They utilized the menus on e-commerce platforms and social media to obtain fashion information that suited information needs quickly. FISIP students at the extracting stage were in the mean range of 3,167. In this case, it was categorized as satisfactory. Students used the fashion information search features provided by fashion platforms. Fashion platforms usually provide categorization features, namely categories, prices, products, posts, etc., to make it easier to select fashion products. Filter features on the menus of platforms such as online shop accounts and social media aim to narrow search results to make it easier for users to get appropriate information. The information verification stage is crucial to determine which information decision can be trusted before purchasing products on the account. Students in the verifying setting were in the mean range of 3.86, which was in the good category.

Based on previous research, this involves checking the accuracy of information obtained by the user from various sources. The ending involves tying loose ends through a final search (Sharma et al., 2020). Verification aims to get the correct fashion information before buying fashion products on multiple e-commerce platforms and social media. Several things that are carried out in the verification process are seeing reviews from previous buyers regarding the product to be purchased.

Then, reviews become important information in finding the most appropriate information before buying a product. Reading one review after another will make it easier to find the

right product because the more review information displayed, the more quality information will be obtained from a product. Usually, this can be seen from the many general reviews in the comments box. Online reviews influence people to buy products in online stores. Consumers who have already used the product give extra product knowledge to other consumers, easing and creating better buying decisions (Jayagowri & Rajesh, 2021). The rating of a store will also affect the quality of a product. Some online shopping platforms provide rating features. This makes it easier for users to see which products are most in demand by buyers.

In online shopping information, selecting brand ambassadors is very necessary; the more famous a person is, the greater the trust of the buying community. Students also looked at information based on who was promoting the product. In looking at fashion, they used to choose famous people or influencers they knew who promoted this product. This figure made it easier for them to make decisions in choosing a product. Students also asked many friends who bought at the same store. Friends' recommendations would make it easier for them to know the quality of these products before determining which online shop they would choose to buy the fashion products. Some students experienced incidents when they found that the product did not fit the application. These incidents made

students very careful in searching for fashion information on the Internet. What students did was read reviews about products in the store where the products were sold.

In this research, finding OOTD fashion information was the final stage of seeking and using that was obtained from various information sought and the decision to buy, use and wear the fashion received; so the search for information aimed to get information needs. Based on the survey results, the mean range in this stage was 3,04 in the category of satisfactory. Students used fashion and made the fashion they saw on social media platforms and e-commerce in everyday dress or OOTD. This could be seen from the mean results in the final behavior, namely that students often used fashion information and various platforms that they searched for and made decisions to buy these fashions in OOTD clothing.

However, there were times when students often found results where they discovered fashions in online shopping that did not match the description of the effects described or detailed on online shop accounts on social media and e-commerce platforms. This made them more careful and thorough in looking for fashion information on various social media and e-commerce platform accounts.

This study divided the women and men surveyed in percentages. There were 49 women and 47 men.

Table 5

Information-seeking behavior between male and female respondents

No	Variable	Mean	
		Man	Women
1	Starting	3,23	3,75
2	Browsing	2,99	3,26
3	Chaining	2,65	3,19
4	Differentiating	3,13	3,42
5	Monitoring	2,55	2,89
6	Extracting	2,9	3,42
7	Verifying	3,56	3,81
8	Ending	2,78	2,80
Average amount		2,97	3,31

Source: Field survey, 2022

Based on gender, there was little difference between information-seeking behavior in students. Referring to the Table above, women and men were in a good category in OOTD fashion information-seeking behavior; namely, women were with a total mean of 3.31, and men were 2.97. However, the total mean of

women was higher than men. This is in line with the study's results that the number of women is higher than men. Women usually buy clothes, shoes, jewelry, books, and other goods with a highly visually attractive appearance. Women are more interested in using fashion every day when going out.

Table 6

Information-seeking behavior by the department of study can be seen below

Variable	BJ	BLIS	BSW	BS	BPA	BC
Starting	3,29	3,73	3,35	3,81	3,31	3,63
Browsing	2,91	3,22	3	3,47	3,01	3,22
Chaining	2,6	2,79	2,82	3,25	3,07	2,92
Differentiating	3,09	2,97	3,21	3,6	3,16	3,52
Monitoring	2,9	2,71	2,85	3,18	2,27	2,66
Extracting	2,93	2,87	3,32	3,35	3,13	3,31
Verifying	3,46	3,77	3,76	3,85	3,45	3,91
Ending	3,1	2,66	2,82	2,6	3,07	2,44
Average amount	3,02	3,09	3,14	3,38	3,05	3,2

Source: Field survey, 2022

The table above shows data on student fashion information-seeking behavior from several majors in the Faculty of Social and Political Sciences: Journalism, Library and Information Science, Social Welfare, Sociology, Public Administration, and Communication. Students' information behavior in various majors in the Faculty of Social and Political

Sciences is satisfactory from the data collected. The mean number of each major has only a small number of differences. The highest mean value among several departments in fashion information-seeking behavior was students from the sociology department, with a mean value of 3.38 (moderate).

CONCLUSION

Based on research results on students' information-seeking behavior regarding fashion trends it shows that it is excellent, which can be seen from the overall results being in a good category. This can also be seen from the indicators of information-seeking behavior stages starting from Starting, Browsing, Chaining, Differentiating, Monitoring, Extracting, Verifying, and Ending. Even though they do not express it directly, in the process of finally buying a fashion product and using it, they already have information behavior to get the fashion product they use. This means they are already able to search for fashion product information on fashion-buying platforms. The most frequently used platforms in searching for fashion information are e-commerce. Shopee is the platform most used by students to meet their fashion needs. The majority of students feel confident when they have a good fashion sense. Women and men only have a little difference in information seeking and are satisfactory, especially regarding verification of search results; female students more often carry out verifying than men. Women and men have something in common in using online shopping platforms to find information. In verifying information, verification behavior based on the comment column greatly influences the determination of product purchase decisions. The ranking of online stores also greatly influences students in making decisions to buy products, where the higher the ranking, the higher the level of trust in a product. Currently, almost all e-commerce platforms provide facilities marked with an asterisk. Students in all majors in FISIP are categorized as satisfactory in Outfit Of

The Day (OOTD) fashion information seeking, and they only slightly differ in information-seeking behavior. Further research needs to be conducted that examines the relevance of information literacy to a person's information-seeking behavior in online shopping. This future research also has the opportunity to create a model of student information behavior, especially in searching for information on buying and selling platforms.

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