Student's perceptions of dressing style (Casestudy of Ahmad Dahlan communication science students university)

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ABSTRACT

Keywords

Fashion style
Perception
Communication Science

This study aims to determine the perception of the dressing style of students at Ahmad Dahlan University. One of the references to assess a person is to look at his appearance style, especially the person for the first time we know, the thing we see most first is the style of pacing that can make us give a positive impression or a negative impression and this study uses quantitative descriptive methods where this study the author conducts by analyzing and seeing the symptoms that occur by describing and interpreting objects according to what they are and the results In the form of numbers while the sample used in this study is a calculation of the Slovin theory where later the researcher will conduct research by giving sample images between pictures 1 and 2 to respondents to see their perception of the style of dress in the sample image

1. Introduction

One of the main references in calculating a person is seen from his appearance, especially if the person is the first time we know. The subject that becomes attention is to look at the style of clothing, body shape, face, behavior, gestures, hairdo, all of which can cause various impressions both positive and negative (Vivian et al., 2017). The appearance of physical forms often raises assumptions that override a person's characteristics, a kind of reflection on his personality or competence. Moreover, just looking at the physical can have an influence on an interpersonal bond (Sulaeman et al., 2023). Of course, this matter will affect future interactions. Sometimes just looking at his appearance can cause an impression that can even cover how the quality of the person is actually something that is associated with the appearance of a person, namely with the style of dress he wears, the clothes worn by someone indicate important characteristics of the wearer, Whether you realize it or not, the purpose of the style of dress someone wears reflects an intelligent self, Sexy, smart, relaxed, quiet, and responsible, fashionable, etc. this is also a symbol for the person shown. In a study also states that what we wear does not only have an impact on others (Wahyudi & Adhani, 2021). But it also has an impact on oneself.

Moreover, Ahmad Dahlan University is known as an Islamic campus as well as the way its students dress if you see someone wearing a long-sleeved shirt and tie, complete with a suit and fantovel shoes, also with a luxury watch like a circle On his wrist, people would judge that he is an established person.and highly authoritative (Hidayah et al., 2021). This assessment will be different when looking at someone else, wearing a dirty T-shirt, pants and jeans jacket, and sandals that are very untidy, people will judge him as a person who is very indifferent to himself, it is clearly seen that what he wears can be judged from the style he behaves Fashion becomes an inseparable part of his appearance and daily style (Khairiah, 2020). Objects such as clothes and accessories worn are not just body coverings and decorations, more than that they are also a means of communication to convey personal identity. In subsequent developments, fashion is not only about clothing and accessories such as jewelry such as necklaces and bracelets, but other functional objects combined with sophisticated and unique design elements become tools that can show and boost the appearance of the wearer. Fashion

can be a small showcase about oneself to others. Style of dress is a material for a person's initial assessment.

Populix released a survey entitled "Indonesia in 2022: Looking at Fashion Trends &; Economy Revival". As a result, simple fashion style is the choice of the majority of Indonesian people from various circles with a percentage of 73%. Populix also found that both male and female respondents preferred a modest style of dress the most (Syahdan, 2022). As for age, simple dressing styles are also the most widely chosen in all age categories. In addition to dressing simply, as many as 68% of respondents chose casual clothing styles. While sporty fashion styles were chosen by respondents with a percentage of 35%. There are also as many as 35% of respondents choose sporty and formal fashion styles. While as many as 22% of other respondents chose vintage fashion styles. The Populix survey was conducted on 1,013 respondents consisting of 500 male respondents and 513 female respondents aged 18-55 living in big cities, such as Jakarta, Surabaya, Medan, Bandung, and Semarang. The survey was conducted in December 2021. One of the objectives of the survey was to find out the trend of people's preferred fashion styles in 2022.

Research conducted by S, (2020) from the Faculty of Da'wah and Communication Sciences, State Islamic University Raden Intan Lampung with the title Social interaction of parents on the style of adolescent behavior in the village of Karya Tani, Labuhan Maringgai, Lampung Regency with the results of the study Based on the above understanding, it can be concluded that social interaction is a relationship between individuals with one another, as well as individuals with groups, who influence each other. The social interaction intended in this study is the social interaction of parents and their teenagers (Rahman, 2023).

Research conducted by Han, (2021) from Strata 3 Postgraduate Program Students of UIN Medan, North Sumatra with the title Muslim Men's Perception of Religious Clothing Users with the results of research on public perceptions of religious clothing wearers is very positive. Gamis clothing is the sunnah clothing taught by the Prophet and which was later exemplified by the companions of the Prophet. The community knows the wearers of gamis clothes this is by making a lot of clothes wearers, and the community knows the wearers of gamis clothes since two thousand years ago.

Research conducted by Sabrina (2018) Faculty of Islamic Sciences, Universitas Islam Indonesia Review of Islamic law on the perceptions of UII Faculty of Economics students about Muslim clothing and dressing styles with the results of this study The results of this study show that most students of the Faculty of Economics have not fully implemented how to dress Muslims, the dressing styles of their students still follow fashion trends.

Research conducted by Tantri Puspita, Yazid and Ridwan (2017) Communication Sciences, Faculty of Social Sciences, Political Sciences, University of Riau, The Process of Self-Perception of Female Students in Muslim Clothing with The results of the study describe the process of self-perception of female students in Muslim clothing forming two categories, namely Shar'i Muslim clothing and trendy Muslim clothing

Research conducted by A.M Surur, M. F Rozaq, D.N Fikriyah (2020) Faculty of Tarbiyah and Teacher Training IAIN Kediri Lecturers' Perceptions of Student Dress Style with the results of research by FTIKI AINK studentsThemselves are dressed well and correctly according to Islamic law and IAINK regulationsTheir own are very following the growing fashion, there are many factors that influence, including association, Study programs, parents, economy, prestige, and the current development of the era itself From the description above, researchers are interested in conducting research on Student Perceptions of Dress Style (Study on Communication Science Students of Universitas Ahmad Dahlan).

The image of Ahmad Dahlan University as an object for the research of Universitas Ahmad Dahlan (UAD) is the result of the development of the Institute of Teacher Training and Education (IKIP) Muhammadiyah Yogyakarta. IKIP Muhammadiyah Yogyakarta, as a higher education institution, was originally a development of FKIP Muhammadiyah Jakarta Branch in Yogyakarta which was established on November 18, 1960. FKIP Muhammadiyah is a continuation of the BI Muhammadiyah course in Yogyakarta which was established in 1957. The BI course has majors in Educational Science, Civic Law, and Economics.

On December 19, 1994, with the Decree (SK) of the Minister of Education and Culture of the Republic of Indonesia Number: 102/D/0/1994, IKIP Muhammadiyah Yogyakarta was changed to Ahmad Dahlan University. Starting from FKIP Muhammadiyah, FKIP Muhammadiyah has a Department of Educational Science where most of the students are teachers, and do not experience problems with basic knowledge and continue to develop. After going through coaching and struggle, the challenges faced can be overcome. In 1963, the Government granted "recognized" status to FKIP Muhammadiyah for the Baccalaureate program through the Decree of the Minister of Higher Education and Science Number: l06/A.63 dated September 15, 1963.

Then, in 1966, with intensive management, this institution obtained the highest status for private universities, namely the status of "equalized" for the Department of Educational Sciences through the Decree of the Deputy Minister of Higher Education Number: 50 of 1966. With the acceptance of the "equalized" status, FKIP Muhammadiyah began to open doctoral education programs since 1966. Although the application for status has been submitted and the examination takes place, the status has not come, so the Doctoral education program has experienced obstacles and bottlenecks (Prathisara & Masduki, 2023).

Only in 1979, the doctoral education program was opened and obtained "registered" status through the Decree of the Minister of Education and Culture Number: 029/0/1981. Starting in 1986, the Baccalaureate Education program in Educational Science and Doctoral Education in Educational Science were integrated into the Undergraduate (S-1) education program with the status of being recognized as program studi Kurikulum dan Teknologi Pendidikan melalui Keputusan Menteri Pendidikan dan Kebudayaan Republik Indonesia Nomor: 0361/0/1986 tanggal 14 Mei 1986.

Changed to IKIP Muhammadiyah, To adjust to the development of society, especially university life, in 1972, FKIP Muhammadiyah was renamed IKIP Muhammadiyah Yogyakarta. Development and management continue to be carried out to develop IKIP Muhammadiyah Yogyakarta. In 1976, the Master Plan for Development (RIP) of IKIP Muhammadiyah Yogyakarta was made for the period 1976-1983. Starting in 1978, new courses were opened. The opening and development of new departments and faculties took place as follows.

In the academic year 1978/1979, the Teaching Faculty of Literature and Arts (FKSS) opened a department of Indonesian Language and Literature. Through intensive coaching, this faculty immediately obtained registered status based on the Decree of the Minister of Education and Culture of the Republic of Indonesia Number: 307/1981 dated October 24, 1981. In 1984, the department conducted the state examination for the first time and succeeded with satisfactory results, with 26 out of 31 participants (83%) passing.

In 1981/1982, FKSS also opened an English department with D-3 and S-1 programs. This department also obtained registered status based on the Decree of the Minister of Education and Culture of the Republic of Indonesia Number: 0139/0/1984 dated March 4, 1984. In 1986, there was an adjustment of educational pathways, levels, and programs, so that the Department of Indonesian Language and Literature was entitled to use registered status in accordance with the Decree of the Minister of Education and Culture of the Republic of Indonesia Number: 0361/0/1986 dated 14 Mei.

In the academic year 1980/1981, the Faculty of Teacher Training and Exact Sciences (FKIE) opened the Department of Mathematical Sciences, which was later updated to the Department of Mathematics Education with the same study program. FKIE obtained registered status based on the Decree of the Minister of Education and Culture of the Republic of Indonesia Number: 032/0/1982 dated January 30, 1982. In 1986, this department also received an adjustment to its registered status based on the Decree of the Minister of Education and Culture of the Republic of Indonesia Number: 0361/0/1986 dated May 14, 1986. In the academic year 1985/1986, FKIE also opened the Department of Physics Education, which had obtained an operational permit in 1987.

Furthermore, in the academic year 1981/1982, the following new departments were opened: Department of English Language and Literature at the Faculty of Language and Arts Education, with registered status based on the Decree of the Minister of Education and Culture of the Republic of Indonesia Number: 0139/0/1984 dated March 9, 1984. Department in organizing S-1 and D-3 programs. In 1986, this registered status was renewed based on the Decree of the Minister of Education and Culture of the Republic of Indonesia Number: 0361/0/1986 dated May 24. Department of

Educational Psychology and Guidance Counseling Guidance Study Program at the Faculty of Education, with registered status for S-1 and D-3 programs.

The history of the Faculty of Letters, Culture, and Communication was originally named the Faculty of Letters. The Faculty of Letters began to be held since 1997 which began with the opening of English Literature and Indonesian Literature study programs based on Decree No: 232 / DIKTI / Kep / 1997 dated August 1, 1997 signed by the Director General of Higher Education of the Republic of Indonesia. In its development, both study programs have received accreditation from BAN PT (Anastasya, 2013).

The development of user needs as well as technological advances in terms of communication and media demand changes in preparing human resources. One of them is the need to create scientists in the field of communication and media. Therefore, based on the Decree of the Minister of Education and Culture of the Republic of Indonesia No 34 / E / O / 2012, the Faculty of Letters began to organize Communication Science study programs. With the increase in Communication Science study programs, the name of the faculty needs to be adjusted so that it can overshadow the three study programs. Thus, based on the Decree of the Rector of Universitas Ahmad Dahlan number 138 of 2012, the name of the Faculty of Letters changed to the Faculty of Letters, Culture, and Communication. The three study programs under the Faculty of Literature, Culture, and Communication have been accredited. English literature is accredited A with BAN-PT No. 2770/SK/BAN-PT/Akred/S/X/2018. Indonesian literature is accredited A with SK BAN-PT No. 4161/SK/BAN-PT/Akred/S/X/2019. Communication Science is accredited Very well with SK BAN-PT No. 6055/SK/BAN-PT/Akred/S/IX/2020.

2. Method

For data collection techniques with the qualitative method, researchers use the Scoring technique, namely by setting a score of 1-10 to give a value to photo 1 and photo 2 (score 1 for the lowest fashionable level value and score 10 for the highest fashionable level value). This technique is used to measure the extent of the range of values given by research subjects to photo objects that have been treated by researchers. By using Scoring, researchers will get an estimate of the level of perception of the photo through data analysis first. To determine the scale of the photo, researchers asked the following 3 questions: (1) How much value do you assign to the objects in both photos? (grading scale 1-10), (2) On what basis do you give the value?

For primary qualitative data collection techniques, researchers use interview techniques, so that the data obtained will be more in-depth and able to explore thoughts or opinions in detail. To get accurate results, researchers made a number of questions that have been designed for research subjects after assigning scores to the two photo objects, with the following questions: (1) What comes to your mind when you look at the two photos?. (2) Based on these two photos, which one do you think you like the most?. (3) What do you think a fashionable student looks like? And what doesn't it look like?

Then for secondary qualitative data collection techniques, researchers use observation methods, which are methods that not only measure the attitudes of respondents, but can also be used to record various phenomena that occur. The observation method used is participant observation, where researchers are directly involved in the activities or situations observed as data sources.

The research conducted in this study is a qualitative descriptive approach consisting of variables: Student perceptions of clothing styles. While the location of this research was carried out in the campus IV environment of Ahamad Dahlan University. According to Yayat Rahmat Hidayat et al., (1967) that qualitative descriptive is a method that aims to systematically describe facts or The characteristics of certain informants are factually and meticulously, so this is just how students perceive the style of dress. Sugiyono & Lestari (2021) Descriptive is the solution of the problem investigated by describing or describing the subject and object of the researcher about (Perception and style of dress) with the results of the quote above, the things expressed and descriptive from the results of this study are: To find out the picture of the perception of communication science students of Universitas Ahmad Dahlan towards the style of dress, the following is the data of the resource person who helped to undergo research on the perception of dress style:

This theory uses the formula of slovin where the concept of the slovin formula is explained is a formula used to determine the sample size. Usually, this formula is found in research methodology books because it is a formula related to research activities, especially those that rely on population and samples. This formula reads, "the Slovin formula is used to determine the sample size of the study with a selectable level of significance, whether to use 0.05 (5%) or 0.01 (1%)". Well, here is the slovin formula:

$$n = \frac{N}{1 + Ne^2}$$

Fig. 1. Slovin's formula
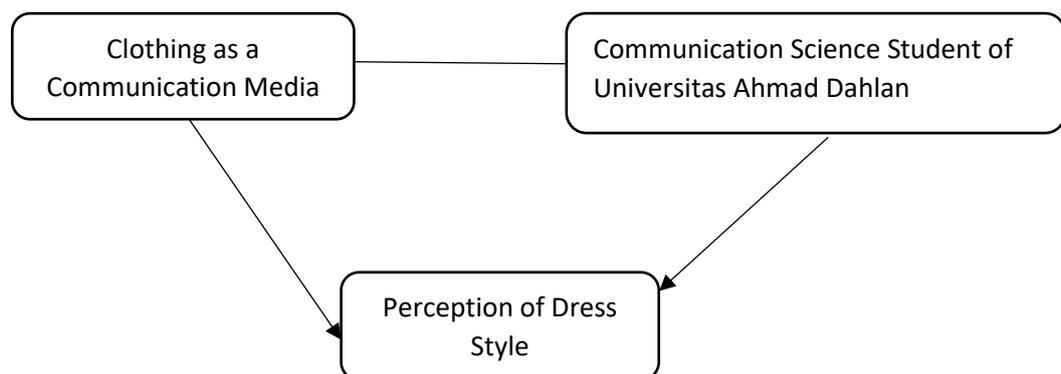
Information:

n = number of samples

N = total population

e = maximum tolerable error limit in the sample aka significance level is 0.05 (5%) or 0.01 (1%)

A researcher is unlikely to examine the entire object of study. This is due to limitations such as cost and time. Therefore, it will be a conclusion. Research should be able to. generalized. Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics that researchers set to study (Sugiyono, 2013). In this study, the population used was the perception of communication science student Ahmad Dahlan

A representative sample can mean that the sample reflects all the elements inside. population proportionally or provide equal opportunities for all elements of the population to be selected, so as to represent the actual situation in the entire population Kriyantono (2019) The sample used was students of Communication Science Universitas Ahmad Dahlan.

Table 1. Theoretical Table Framework

Perception is the process of organizing and deciphering sensory information to provide meaning. Peck & Shu, (2018) According to the complete dictionary of psychology, perception is:

(1) The process of knowing or recognizing objective objects and events with the help of the senses, (2) Awareness of organic processes, (3) (Titchener) a sensing group with the addition of meanings derived from past experience, (4) variables that hinder or intervene, derived from the organization's

ability to distinguish between stimulators, (5) intuitive awareness of immediate truth or immediate beliefs about something (Chaplin, 2018).

Perception is defined as a process that combines and organizes our sensory data (sensing) to be developed in such a way that we can be aware of our surroundings, including being aware of ourselves (Afriana et al., 2022). So it can be concluded that perception is the process of processing information from the environment in the form of stimuli, which are received through the senses and forwarded to the brain for selection, organization so as to cause interpretation or interpretation in the form of judgment from previous senses or experiences.

According to Rakhmat, Krech and Crutchfield in Sobur (2009) the factors that influence perception can be categorized into: Functional Factors, Functional factors result from an individual's needs, moods, service, and past experiences. Structural Factors, Structural factors mean that they arise or result from the form of stimuli and neutral effects caused by the individual's nervous system. Situational FactorsThis factor has a lot to do with nonverbal language. Proxemic clues, kinesic clues, facial clues, paralinguistic clues are some of the situational factors that influence perception.

Personal Factors, These personal factors consist of experience, motivation and personality. According to Sholeh et al., (2020) perception is more psychological than a sensing process alone so there are several factors that influence: (a) Selective attention, the individual focuses his attention on certain stimuli only. (b) Excitatory characteristics, stimuli that move between stationary stimuli will attract more attention. (c) Individual values and needs. (d) Past experiences, previous experiences greatly influence how a person perceives his world.

From some of the points above, it can be concluded that perception can be influenced by mood, individual nervous system, situation and experience factors, motivation and personality. Broadly speaking, human perception is divided into two parts, namely Mulyana (2007): perception of objects (physical environment) and perception of humans (interpersonal).

1. Perception of Objects (physical environment)

Perception of objects (physical environment) is a process of perception that uses objects as objects, not humans. The stimulus captured is not from nonverbal communication, decelerating from light waves, sound waves, temperature, etc. external properties, while perception of people responds to external and inner properties (feelings, motives, expectations, and so on). People will perceive you the moment you perceive them. In other words, human perception is interactive. The object we perceive does not react to us nor do we give an emotional reaction to the object, and the object we perceive is relatively fixed. Object perception consists of 3 types, namely: (a) Distance Perception. For example, the more we look far away, the lower it appears as if we can reach it . (b) Motion Perception . For example, when we are in a train and next to a resident's house or a tree, sometimes we are confused, we are moving or the resident's house is moving. (c) Total Perception, In the perception of the new total will be clear when viewed as a whole.

2. Perception of humans (interpersonal)

Perception of humans is a process of perception in which humans are objects. Stimuli are conveyed through verbal and nonverbal symbols. The reaction of the perceived is that there is a possibility of bias, because humans are always changing.

The style of dress is often also interpreted as Fashion. According to The Contemporary English Indonesian Dictionary by drs. Peter Salim (1985), Fashion means fashion style fashion way of clothing, shape, type, kind, manufacture. Speaking of Fashion, at first glance it is about clothing or clothing. And talking about clothes is talking about something very close to us. As quoted by Idi Subandi Ibrahim (media and pop culture researcher in the introduction to Malcolm Barnard's book, Fashion and communication: 2007): Thomas Carlyle says, "Clothing is the epitome of the soul". Still according to Idi: "Clothing cannot be separated from the historical development of human life and culture". The study of Fashion is not only about clothing, but also the role and meaning of clothing in social action. In other words, Fashion can be metaphorized as a social skin in which it carries the message and lifestyle of a particular community that is a part of social life. In addition, Fashion also expresses a certain identity. Clothing is one of the entire ranges of the most obvious marking of external appearance, with which a person puts themselves apart from others, which further develops

into the identity of a particular group. This is also reinforced by another opinion, according to Solomon, (1986) "Clothing according to Fashion Products is a product category known to reflect the social life of consumers, their fantasies and memberships".

Fashion as communication, The fashion phenomenon is influenced by "you are what you wear", which causes fashion to become a concrete, tangible, deep, difficult and symbolic process in shaping modern and post-modern self, identity, body and social relationships. And fashion becomes part of a process of social discrimination called the reproduction of hierarchical positions and prestige in society that are very disproportionate. Fashion is a kind of "macro" dress code that sets style standards according to age, gender, social class and so on (Danesi, 2021). Fashion encompasses a wide variety of elements which include clothing, accessories and hairstyles. What one's fashion shows can state who that person is without having to express it through words or actions. It can be about lifestyle, gender or about status in society. It is determined that fashion is tribalism and gives a clear message about who we are. That is why things like accessories can be considered as extraordinarily awesome when they have been worn by someone in showing their identity.

Roach and Eicher in Pan et al., (2020) show that fashion and clothing symbolically bind a community. This shows that the social agreement of what is worn is the social bond itself which in turn will strengthen other social ties. The distracting function of fashion and clothing takes place to communicate membership of a cultural group whether or not it is a member of that group.

3. Result and Discussion

Data collection is carried out in 3 ways, namely first observation, by making direct and systematic observations on the object under study in the form of aspects related to morale and performance such as leadership and communication. The second method of interview is a data collection method that uses a question and answer process with leaders and employees of related agencies, to obtain information related to the object of research. The last method of questionnaire is a method of collecting data through a list of statements compiled systematically which is then submitted to respondents to be asked for information on something experienced, which is related to the research problem. The study questionnaire consisted of 24 statement items.

After all respondents' answers are collected, the statement items of each variable will be measured using the Likert Scale which is 7 proposed by Sugiyono (2007: 87) with scoring guidelines 1 to 5. The data analysis technique used is path analysis using the SPSS 17.0 for windows program. Path analysis is a direct development of multiple regression forms with the aim of providing estimates of the level of importance (magnitude) and significance (significance) of hypothetical causal relationships in a set of variables (Sarwono, 2007: 1). Pathway analysis is used to study the direct and indirect effects of a variable, some of which are considered to be the cause of other variables. This analysis is one option in studying the dependence of a number of variables in the model, especially to explain large data sets so that they can be analyzed and searched for causal relationships. Data collection Data collection can be done with various source settings and various ways there are various data collection techniques and data collection techniques used in this study are: a. Interview

An interview is a form of communication between two people, involving a person who wants to obtain information from another person by asking questions, based on a specific purpose.21 Interviews are broadly divided into two, namely unstructured interviews and structured interviews. Unstructured interviews are often also called in-depth interviews, intensive interviews, qualitative interviews, and open-ended interviews. While structured interviews are often also called standard interviews. The interviews that researchers used were unstructured interviews.

A structured interview is an interview conducted by first making a list of questions that are sometimes accompanied by alternative answers from respondents with the intention that data collection can be more focused on the problem, research objectives and hypotheses.22 This method aims to obtain forms of information from all respondents, but the wording and order are adjusted to the characteristics of each respondent. In practice, the author prepares several framework questions and the respondents are given power and freedom in using the answers. So, to get data and information about student perceptions of dress style (case study on communication science students of Ahmad Dahlan University).

One way of collecting information about objects or events that are visible or can be detected with the five senses. In some ways, the information is Obtained through observation has a better level of accuracy and reliability than information obtained through interviews. In the interview process, there is a tendency for the informant to give normative answers. Meanwhile, through observation, the observer can know directly the existence of the object or event he observes. Or in other words, the data obtained through interviews is "the perception of communication students on the style of dress", while the data obtained through observation is "student perception". Thus, the information obtained through observation may be different from that obtained through interviews. To obtain optimal results, interviews should be conducted by paying attention to the following: (1) Make sure that the object or event you are about to observe is completely visible or detectable by the five senses. (2) Use the 5W and 1H principles as observation guidelines. (3) For objects or events that contain high sensitivity, observations are made in such a way that they do not create an atmosphere that can affect the originality of the object/event. In addition, observation activities carried out should not endanger the observer himself. (4) In order to obtain comprehensive and in-depth information, on certain objects or events the observer may make involved observations (participatory observations) or pretend to participate. (5) Equip yourself with observation records and cameras.

The location chosen from this observation is campus 4 of Ahmad Dahlan University to find data on student perception research on dress (case study on communication science students of Ahmad Dahlan University). According to Guba and Lincoln, documentation is any written material or film other than recond. Documentation is the collection of data using documents that are at the location. Documentation is more widely used as supporting data and supplementary to primary data obtained through in-depth observation and interviews. In this case, documentation can be done to obtain data on Ahmad Dahlan University's regulatory documents on dress.

The process of self-perception of female students in Muslim clothing illustrates a positive self-perception of wearing Muslimah. This can be seen from the process of self-perception of female students in the style of dress which according to Robins is divided into three stages, namely selection, organization and interpretation of the style of dress worn by students

The desire of students for the style of pacing in students and their positive view of the style of pakian. Robbins (2004: 164) suggests that the process of perception formation occurs in three stages that are integrated with each other. The stages of perception formation can be seen through selection, organization, and interpretation. First, In the process of self-formation the first stage is selection. Why and what is chosen or filtered against the style of dress by students usually comes from several external factors and internal. External factors in the process of forming self-perception consist of size, contrast, strong intensity of stimuli, movement, and something new.

In accordance with the results of interviews collected by researchers, size is a factor in the process of forming perceptions that affect the selection of students in the style of dressing by size is something big so it will be easier to attract attention. Size is closely related to how the informant's taste regarding dress in accordance with Islamic religious teachings. The survey results showed that most respondents (more than 70%) states that they consider the style of dress as one of the important aspects in their self-expression. They see this style of dress as a way to express their personality and self-image to others. These results reflect the importance of dress style as a visual communication tool in relation to individual identity However, the survey results also show that there is variation in the perception of dressing style among college students. Some respondents consider the style of dress less important and focus more on the comfort and functionality of the clothes. These results indicate that there is no homogeneous view of the importance of dress style among Communication Studies students.

4. Conclusion

This research provides valuable insights into the perception of Communication Science students at Universitas Ahmad Dahlan towards clothing styles. The results of this study reflect the diversity of students' views and experiences on this topic. Here are some of the main conclusions that can be drawn from this study:

The Importance of Dress Style in Self-Expression: The survey results show that most Communication Studies students consider dress style as an important tool in their self-expression. The style of dress is considered as a way to express their personality and self-image to others. The style of pacing can also increase our confidence to make it look cooler in the environment we visit

Variation in Perception: There is variation in perception of dress style among students. Some students emphasize the importance of looking fashionable and dressing well in the context of a competitive academic environment. However, there are also those who focus more on the comfort and functionality of clothing. Shaking satiety also we ourselves have to wear What we wear is not just to look cool for people to look at but we must feel comfortable with the clothes we use

Social Pressure: Some students feel pressure to look fashionable and dress well due to social expectations in the academic environment. They feel that their appearance can affect the way they are seen by their professors and peers. Usually looking at the social itself, the style of dress is very influential for us to blend with someone to get more attention in order to cause a good perception of our style of dress

Cultural Diversity: Factors such as cultural background, personal experiences, and personal values influence how students understand and implement dress styles. Cultural diversity and individuality are important elements in the understanding of dress styles.

This case study contributes to a deeper understanding of the role of dress style in academic contexts, particularly in the Communication Studies environment. The results can also help universities create an inclusive and supportive environment for all students, regardless of their preference for dress style. In addition, this study demonstrates the importance of understanding visual communication in an academic context, which can help Communication Studies students become more effective communicators in the future. This study also provides a solid basis for further research on this topic on a wider scale.so that future researchers can look for more about the perceptions of various kinds of students on dressing styles to add part of future research because the research I made still has a lot to be researched more deeply about the perceptions of communication science students Ahmad Dahlan towards fashion style.

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