Abstract: Some of the young adults use Instagram on regular basis. Instagram become a media for everyone especially young adult to represent their identity based on their fashion style. This research is conducted to study how fashion OOTD construct young adult identity through Instagram by based on their OOTD Instagram post. By using qualitative and Critical Visual Analysis as the methodology of this research, the researcher finds that every aspect of the OOTD picture has meaning that shows the participan identity. This research analyzes three type of fashion such as Korean style, androgyny, and hip-hop style. The aspect includes fashion type, what color they wear, facial expression, gaze, angle, and pose. This research contributes to another research in the future that will be discussing the identity meaning behind fashion.

Keyword: Instagram, Fashion, Self-Identity, Visual Analysis

1. Introduction

The Internet has become a medium of communication between users to exchange information, share some pictures, and also see the various developments outside the world through several websites. Today, the Internet grows with the social media. Social media can affect what we buy, to the clothes we wear, the music we listen to and even the food we eat. Because of the development of social media, we've used to control a certain things of our lives such as careers, relationship, friendship, life-style, and many others. Along with the development of social media, the facilities that can be used by its users to share information one of them is Instagram. Forbes stated that “Instagram became the second most popular social media network in the world, behind only Facebook”. Through Instagram, users can upload their photos and videos; also can share their daily activities through the Instagram story (a feature that lets users post photos and videos that vanish after 24 hours). Instagram also provides facilities for its users to mutually follow each other's account, and also leave the symbol like in the photos they like. Because of this facility, on Instagram users become competitive in uploading their photos on Instagram. Young adults used it as a place to express themselves and show off a personality and style. Many people get their style and fashion inspiration from social media outlets. According to Adweek website, people nowadays don’t walk into the retail store to find their next look. They will turn to their Instagram feeds to see what's happening around them. With a click of a button or a swipe of a finger, people can easily access information about the latest fashion and trends. Trends get a big affect from social media. For example if a celebrity starts wearing a a new trend of fashion and posts it on Instagram, automatically millions of people have access to it. Because celebrities have a huge influence on young people so its easy for making trends to widespread among young people. It comes to this, if you spend most of your day staring at social media and photos, it automatically affect your identity. Young people are trying to determine themselves and social media offers them an easy way to form their identity. Social media can be inspiring when it comes to fashion and style. As long as you don't take it too seriously, social media can be a positive way to create an identity and shape your style.

Instagram users choose a photo that can interest anyone to give like on their photos. For example, both boys and girls who have an interest in fashion trend will share photos that showcase their best fashion, the type of post it called OOTD. OOTD or Outfit Of The Day is an abbreviation or term on Instagram used with hashtag form.
OOTD is another name for WIWT (What I Wore Today) and is used in a fashion context to show what they wear or have worn. OOTD photo types often show photos in front of long mirrors or photos on the street with camera phones. In Indonesia, there is one Instagram account that is quite popular for the young adults who like to post their OOTD photos, the account’s name is @OOTDindo. @OOTDindo Instagram account is one of Indonesia fashion online account with 395,000 followers and 4070 posts. Not infrequently in addition to getting a lot of likers, they also want to show their identity through fashion and also want to make the way of how the dressing into a trend that will be followed by other teenagers. Over time, uploading OOTD photos is no longer just to get a lot of likers or to be a fashion trend, but also to attract the attention of endorsers who will give their products for free in order to be promoted through their Instagram account.

When it comes to the type of photos that they are likely to share, selfie and OOTD (Outfit of The Day) come out as the popular type of photos, especially in Indonesia. OOTD or Outfit Of The Day is an abbreviation or term on Instagram used with hashtag form. Researchers chose OOTD as a fashion term to be studied because there is still a lack of reference in the previous study about fashion on Instagram, so the researcher want to analyze more if Instagram post with OOTD picture can describe their identity through the clothes they wear and also how they give influence to the other to become more confident in showing their identity. Most of the fashion type that people choose to be OOTD is Trendy Fashion. Trendy Fashion is an up to date style which is related to the technology phenomenon. Instagram users interested in fashion are also likely to share photos of other people wearing something they like, as well as posting screenshots of fashion photos. According to the reasearch of Truth Initiative on 2017, almost 98 of young adults are identified as regular social media users and instagram are one of the most populer sites among young adults regular social media users. So the participant choose young adults as the participant with the range age 18 - 35 years old that often posting OOTD photos on Instagram. A young adult is generally a person ranging in age from their late teens or early twenties to their thirties. Because of this study, the research question of this research is:

- How are young adults constructing their identity through OOTD Instagram post?

This study contributes to the discussion for future research, especially about the better understanding of showing identity on social media. Besides that, it also helps the Instagram users to become more confident to show their fashion style on Instagram. For the practical thing, it can be as references for people who want to build their identity through social media by showing their fashion style.

2. Literature review

Self-Representation Online

Self-representation is a genre that can be understood as a recognizable, multidimensional, and intertextual genre (Thumim, 2012). The genre should be easy to understand and become an understanding between producer and viewer (Thumim, 2012). In describing the genre of self-representation, Thumim says that it is related to a personal matter, and involves the effort to persuade a person's point of view.

Self-representation and impression management in social media have improved in recent years. Goffman's theory of identity and self-representation, focusing on situation, context, and audience for social behavior has become common in media literacy (Hogan, 2010). Experts agree that through pictures, videos, status updates, profiles, friends, chats column, tastes, and interest, as well as comment column on their social media profiles makes them create another side of themselves (Mendelson & Papacharissi, 2010).

In previous studies of online visual self-representation, it focused on the profile picture, profile and dating site pictures (Haferkamp & Krämer, 2011; Schwarz, 2010; Siibak, 2009; Whitty, 2008), and photo sharing on platforms such as Flickr (Richter & Schadler, 2009; Van House, 2007). People will usually choose a photo that they think is the best photo that matches the profile they write on their media social platform. Van House (2011) has argued further that personal digital photographs are media to express the beauty and reproduce and reconstitute social standards.
Symbolic Language of Dressing

For most of the people, clothes can exhibit positive traits of the wearer, however it isn't always usually by many people, because it make many interpretations. According to Lurie (1984) stated that “clothing is a visual language with a different vocabulary, like music or poetry, resulting in a clear concept depending on the emotional mood of the person” (Dodd, Clarke, Baron, & Houston, 2000). Within the language code, using visual symbols and cultural touches, in a suggestive and ambiguous way, thereby producing information of the important thing elements of the code (fabric, coloration, form, volume, and contour) is usually strong. To make choices in dressing, it is not necessary to understand all the rules in the code. The ambiguity of the dress code is a temporary result and is a changing trait of the fashion itself. On the other hand, the code is influenced by the context in which it occurs and the meaning depends on the people's identity, the circumstances, the place and even the person's mood.

Visual Culture

According to Parsa (2007), visual culture is defined as follows: "visual culture as an approach which is related with a social and cultural interpretation of visual experience and how people interpret what they see”. This cultural phenomenon is happening on the daily basis on social media. In 2009, Tavin gave three definitions of visual culture that all relate to each other in some way. Tavin (2009) states that visual culture "deeply affects images people experiences and pictures created by new technologies and tend to be various seeing practices”. This definition describes exactly what some individuals do regularly. Today’s social media is a perfect example of what and how visual culture operates. For instance, visual culture allows for immediate exchanging of information, expressing pleasure, just as most social media networks allow. In the present era, visual culture is ubiquitous, from billboards, pictures in magazines, movies, television which has taken this culture to new heights. According to Ciochină (2013), visual culture intermediates social contacts, influences personal identity and establishes hierarchies of values. Visual culture has taken social media to new heights and continues to develop every day.

Instagram and Fashion

Social media is a rather new phenomenon and due to its fast spread and its importance on major subjects and events, it has attracted the attention of the research. Correa (2009) defines social media as digital media, as opposed to traditional media, where people connect, communicate and interact with others (Correa, 2009). Instagram is a form of social media that also contains these elements with the only particularity that it is solely focused on image sharing, even though the photos shared can be "tagged", different words can be attached to the photos and identified with different words related to the image.

Instagram is one form of social media but other significant social media platforms, Facebook and Twitter, will not be disregarded. Thus, these are only three out of a wide range of similar platforms people use in an attempt to accentuate and convey a particular impression of themselves. That is to say, these are all elements that people use in order to build themselves, to be themselves, share what they are and what they are doing. In addition, build positive social relationships associated with building a social identity. The main activities of user Instagram are post pictures, Social media users tend to show rather than say directly. One of the reasons why Instagram becomes popular is because images are considered more prominent to show their lifestyle and character than explain it (Zhao, Grasmuck and Martin 2008), thus reinforcing norms and habits that are only known to insiders. These users communicate by presenting themselves in a particular way to appeal to specific target communities or types of users. Group and consumer identities are thus stressed over personally narrated ones. But before one reaches out to these public spheres, one commonly starts with following their inner circle. This behavior is considered to be normal, as social networking sites are, in the first place, used as a tool to maintain established connections.

Modernization of technology can give impact on other sectors including fashion. Modernization of fashion can be interpreted as a cultural change in the sense of traditional habits become more modern or follow the changing times. It cannot be denied that many Indonesian people are oriented to western customs, but what can be said western culture is already part of our society's fashion culture and it is impossible to remove again. Modernization in the field of fashion takes place very quickly along with technological developments. The development of technology is increasingly global, making the style of fast-growing clothes, so the mode that is in vogue in other countries can be immediately adapted also by local communities. Fashion that developed so fast, often make a surprise for people who move in the field of fashion, because it often happens things that had never been imagined before.
Fashion became a part that cannot be released from the style and our daily appearance. Some objects such as clothes and accessories are worn not as the cover of the body and ornaments, more than it also becomes a media of communication to convey personal identity. In a further development not only comes to fashion clothing and accessories of jewelry such as necklaces and bracelets but other functional objects that are combined with elements of a sophisticated and unique design into a tool that can show and boost the appearance of the wearer. Fashion can be a picture of ourselves to others. The way of people dressing can be one’s self-assessment. In addition, fashion can be a way to express ourselves. Fashion and clothing at its basic level are to function as cover, protection, decency, and charm. Now fashion is already part of lifestyle or lifestyle because with the latest fashion a person can show a person’s personality and quality of his lifestyle. The social strata of a person can also be boosted when the person uses Fashion that is a trend, or the term is often referred to as fashionable. The term for people who are very fond of fashion as a lifestyle commonly called a fashionista or fashionista.

Fashion bloggers have experienced the medium as a successful addition to their spread of popularity. Some of them have even established their fame solely through posting pictures on Instagram in the first place and do not keep a regular blog on a website. Having a popular Instagram account is established through various social and cultural notions such as authenticity, identity and the rise of the lifestyle consumer society.

**Teenager Identity and Fashion Blogging**

Entwistle argues that clothing is the most important part of socialization since childhood, then that person will behave over their bodies in a certain way. Fashion is one of the most effective media for determining one’s gender. Most teenagers have worries to adjust how they perceive themselves and how they perceive it. By trying to express their identity, receiving feedback from peers, and figuring out how to modify fashion, posture, and language, teens gain self-esteem in the impression they make. This is very important in socializing, especially for teenagers who start to recognize the wider social environment. Fashion is the main source for teenagers so they can create their identity. Fashion is a communicative and cultural phenomenon used by a group to synthesize and communicate its identity because Fashion has a nonverbal way of producing and exchanging meanings and values. Fashion as a communicative aspect not only as a work of art but fashion is also used as a symbol and a description of the identity of the person who uses it. According to Kawamura (2006), fashion has an important role in shaping the identity and diversity of lifestyle at this time giving freedom to anyone including young people to create meaning from their own identity.

Fashion bloggers are active on Instagram must be strategic in creating and maintaining their online. The fastest growing independent fashion and style website is more than traditional fashion bloggers, popular Instagram users have built their followings around their individual identities. By making the aesthetic look very important to make the blogger look more authentic and can attract the attention of certain circles. It is important to create self-identity or commonly known as self-branding. This is a strategy for representing oneself as a consumer product and selling this image to others (Marwick 2015, Hearn 2008, Lair, Sullivan and Cheney 2005).

**Representational Metafunction**

According to Kress and Leeuwen Monday, Representational metafunction is divided into two structures i.e. narrative and conceptual structure. The conceptual structure used to analyze the meaning, while the structure of the narrative used as referral process and participant in the community. Kress and Leeuwen summarize that there are two agents in this process, i.e., actors and vectors. The actor is the participant who becomes part of the process while a vector is a tool that supports the achievement of these goals. Representational metafunction process is based on the agitative (activities carried out by the participant knowingly) or non-agitative (unconscious). The agitative process is divided into two parts of the image can be seen by the participant that is projective (described in the form of text in a bubble (cartoon), and non-projective. For non-projective is further divided into two processes that can be seen by participant i.e. action process and reaction process. For action process, there are two processes that can be used to analyze the meaning of an image. The first transactional (the action which shows that there is a goal of such images), and non-transactional (does not indicate any purpose of such images). The transactional process is further divided into two unidirectional and bidirectional. Unidirectional is the participant in the image are not human beings and bidirectional is the participant in the picture is human (Caple, 2013).
Interpersonal Metafunction

Interpersonal metafunction analyzes the action or the act of the object involved in the picture. The behavior can be attributed to the relationship between the object and the vector object with the viewers. Based on the theory of Van Leeuwen Monday (2006) interpersonal metafunction process associated with the act of the object, social distance, the intimacy, the camera angle that will determine the relationship between viewers and the object in the picture. According to the theory of Van Leeuwen (2006), the interpersonal metafunction is divided into three categories which can be used to analyze the images 1) Analysis based on eye contact between object and viewer that is direct eye contact (Demand) or non-direct eye contact (Offer). 2) Social distance which can be best demonstrated through camera shots that is extreme-close upshot which more showing head-shoulder (Intimate relationship), medium shot which more showing down to waist of participant's body (social relationship), and long-extreme long shot which more showing to all the body of the object and the background (impersonal relationship). 3) Analyze the camera to determine the attitude of the object in the image is divided into subjective (the image that can be seen subjectively) and objectivity (diagram/chart) (Caple, 2013).

Compositional Metafunction

Metafunction Compositional is the relationship between representational and interpersonal metafunction in interpreting the meaning of the image. Metafunction Compositional elements of which have some value to information, salience, framing, and modality. Information value compositional metafunction is to analyze the place of the object in the picture, is the object on the centered (center) or in addition to of the image (polarized). According to (Harrison, 2002), information value is divided into two categories there are center and polarized. The second category is the salience of the specified color, gradation, and the image size. The third category is, framing is used to determine the relationship between object and vector or between an object and the other object internally or external. (Caple, 2013).

3. Methodology

Visual Analysis

Given this general approach to understanding the importance of visual images, the researcher now elaborates on what the researcher thinks is necessary for a critical approach to interpreting visual images. A critical approach:

_Takes images seriously._ Although this opinion seems quite enforced, art historians from various circles continue to complain that some social scientists often make mistakes in seeing a picture. Even social researchers have a tendency that images are essentially a rejection of their social context. Whereas on the contrary, it is necessary to be careful in viewing visual images because visual images are not fully accepted in context. Visual representations have their own effects.

_Thinks about the social conditions and effects of visual objects._ As Griselda Pollock (1988: 7) says, cultural practices do work that has a major social interest in interpreting the meaning of the world, in negotiations of social conflict, in social subjects’. Cultural practices such as visual representations are interconnected with each other and result in inclusion and social exclusion, and critics need to pay attention to their cultural practices and meanings.

_Considers your own way of looking at images._ It is important to consider as a critique of a visual image. As Haraway (1991: 190) says, being careful in thinking of where we can see the visual image, it may give an answer to what we learn about how to see a visual image.

To conduct this research, the researcher chooses the @OOTDindo Instagram account as the reference of purposes sampling because @OOTDindo is one of Indonesia street fashion online account with 395,000 followers and 4070 posts. So most of the fashion enthusiast, especially young adult use @OOTDindo as their fashion references. The researcher chooses trendy fashion as a fashion category for choosing the type of photo to be analyzed from each account because trendy fashion is becoming their fashion option to be posting on their Instagram account. After that, the researcher chooses three Instagram accounts divided into one male and two female based on photos that posted by @OOTDindo account. For each account, the followers must be above three thousand followers and their Instagram feed mostly posting about OOTD picture. The research method that will be used is
critical visual analysis as an approach to analyzing how the participant presents their identity on social media based on what they wear.

4. Findings

<table>
<thead>
<tr>
<th>NO</th>
<th>USERNAME</th>
<th>GENDER</th>
<th>NUMBER OF FOLLOWERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>@cherrydreamy</td>
<td>Female</td>
<td>75,200</td>
</tr>
<tr>
<td>2</td>
<td>@cindy.octaviany</td>
<td>Female</td>
<td>4,377</td>
</tr>
<tr>
<td>3</td>
<td>@kenthadi</td>
<td>Male</td>
<td>3,697</td>
</tr>
</tbody>
</table>

Table 1—Participant for this research

For the analysis that conducted by the researcher by taking three participants from the posting of @OOTDindo account, the researcher took one photo from each account according to the research criteria. The object analysis is taken from three accounts there are @cherrydreamy, @cindy.octaviany, @kenthadi. For a complete analysis of each image will be described below.

Figure 4.1 – Instagram post from @cherrydreamy

In figure 4.1 this picture of being one social media influence that often posts about OOTD photos named @cherrydreamy. Mostly her Instagram post is focused on OOTD and use Korean style as her fashion references. The orange color illustrates that a user is a social person and easy to be friends with anyone, so in here it explains that the woman is feeling happy and involve in meeting a group of people. The light colors the dress (e.g., yellow, orange, blue) it stands with bright and happy thought. It represents the subject of that image have a desire for happiness. It also represents someone who has a personal major and will want a happy outcome in the future. The dress color also combined with the white color of the bottom part dress that describes the simplicity (Bleicher, 2012). Then by using long dress combined with medium wedges gives the impression that the woman likes a feminine style which is the typical way of dressing of women because there are various types of women's clothing such as skirts, dresses, corsets, so the dress can represent a femininity.

So this can be an example of how clothing can symbolize feminine, and how the clothes are developed with the ideal type of a feminine (Nevin & Elodie 2015). According to Schumann (2003), since the 19th century, the dress has become a medium to emphasize the visible differences between men and women. In the 1980s, the dress has become a practitioner where gender was created. From previous research, it is explained that women should
express their gender identity, from the type of the dress and how she dresses up to shape the body. Some media, such as ads and magazines that sell women’s clothing become one of the mediums that make up gender constructions and reinforce the difference between masculine and feminine (Schorman, 2003). With her oriental face, some people will assume that she is not Indonesian. With a tie-dye, batik long dress that woman shows her citizenship, identity as an Indonesian since batik is one of Indonesian cultural heritage according to the website of the United Nations Educational, Scientific and Cultural Organization (UNESCO) on October 2nd, 2009. From the expression on her face with less expression with a slightly open lips is one of the trends that are often used when taking pictures to give a graceful impression on that woman. That woman did not make an eye contact with the viewer and looking for somewhere that the viewer cannot look at.

Figure 4.2 – Instagram post from @cindy.octaviany

In figure 4.2, it is one of the Instagram users who likely was kind of boyish fashion such as a blazer, jeans, and sneakers. In that image, it shows a woman wearing a dark gray suit. The suit is often categorized into androgyny. Androgyny is the combination of feminine and masculine in the same object and subject, and it's the entity between feminine and masculine. The androgynous style usually wears some kind of outfit like blazer, suit, shirt and brogues as shown in figure 4.2. Because suit basically a clothes that men usually wear, then when used by women it will illustrate that the woman has a dominant and independent personality. These women appear in androgyny fashion that is often referred to as unisex fashion because this fashion does not lead to a particular gender. Androgyny often becomes also a means for the display of social status. Diana Crane (2012) writes that "the message of fashion is about the way in which women and men perceive their gender roles or are expected to perceive them", moreover, "fashionable clothes are used to make statements about social class and social identity". Mainstream androgynous fashion is directed towards conventionally attractive, heterosexual, white, middle-class customers, and its particular aesthetics reflect it (Suddreth, 2009). For people who choose gray as their color likes to separate themselves from everyone and everything, don’t want to involve in conflict and prefer to stand alone (Bleicher, 2012). The woman’s pose showed indifference to the surrounding circumstances that it can be seen from her hip posture and then one of the hands was put into the pocket and the head was pointing sideways. This pose shows that a woman is a person who is not easy to be close to people and likes someone who has a good sense of humor (Amrullah, 2012). With a face that does not give any expression represent her charming side and she looks
down means that she makes less engagement with the viewer and the picture taken with a long shot and frontal angle.

In figure 4.3, it's a picture from the @kenthadi Instagram account. His Instagram post mostly shows his fashion that focused on hip-hop style, which is a man wearing an oversized shirt combined with training pants, hat, and sneakers with black color. It can be seen from his outfit, the outfit can be categorized as hip-hop style. People who like hip-hop style is usually also very eccentric and important. It's evident that rap and hip-hop lovers are artistic, creative, and passionate, have self-esteem, and have high self-confidence (Morgado, 2007). Today, hip-hop has become a culture that is shown in the fashion style. Because the identity of the hip-hop community is shown through clothing, and hip-hop artists convey information about what they consider as cool in fashion from national to international thereby creating a relentless buzz. The information spread rapidly through fashion, rap poetics, social activism, downloading music, and to the body language of hip-hop lovers. In the old day's hip-hop style was guilty of the middle class down, but now the hip-hop style has evolved into a high-class fashion using sneakers, jewelry, vintage clothes, and elaborate, costly hairstyles (Chandler & Chandler-Smith, 2005). And the color of the outfit all black show the mysterious side of that man. Black is often the color chosen to describe the identity of a dominant person and a dissident. Black color represents someone who dares to take risks, rebel against anything and everything. They always want to look different (Bleicher, 2012). With looking down face means that they make a less engagement with the viewer, but they stand in the center of the image and it takes with long shot with frontal angle.

From the three images above, each picture has a different fashion type that represents different identity. In contemporary environment, people play and control their roles in which the style of one of the roles of the people is to represent their identity and ideology. From the analysis of figure 4.1, her preferences style leads to Korean style that matches the look of a woman who has a face like a Korean woman. Korean fashion is one part of Korean culture that became popular along with the entry of Korean music in Indonesia. Added too many brands that now selling Korean clothes and accessories. Unique, colorful, casual, and inspiring is a Korean style fashion trait. For the young adult who likes fashion is usually described as having a bright and humble personality like already explained.
In figure 4.1, for people who like to wear clothes with dark colors are often associated with negative emotions, but they have strong positions as in the analysis of figures 4.2 and 4.3.

In figure 4.2, it represents women wear the gray suit which is usually known as androgyny fashion. Androgyny becomes a socially-accepted way of extending the period of tomboyish freedom into adult femininity. Androgyny, which until a few years ago was only associated with underground subcultural style and famous people trying to adopt a provocative public image, has now become a key element in mainstream fashion and gained widespread appreciation. Fashionable androgyny, in this sense, was found to function as an instrument of social oppression, as well as for the reproduction of the privilege of dominant groups (Suddreth, 2009). Even though androgyny is at the moment widely accepted in mainstream circles, and even different declinations of gender and sexual nonconformity are now embraced for being cool, edgy, up to date, and the existence of this culture that is still controversial and considered to be something threatening but then converted into an acceptable culture. (Suddreth, 2009).

Then in figure 4.3, the man comes up with hip-hop fashion. Hip-hop culture not only gives influence through music but also gives influence on fashion. According to designer, producer and creative director Frank the Butcher, the hip-hop fashion, however, carries an aura of naturalness (Smith-Strickland 2016). The similarity of the three images above is they do not look directly at the viewers or it could offer. Offer represented participants to the viewer as items of information, objects of contemplation, impersonally, as though they were specimens in a display case. The object on that three image above does not invite the viewer to identify them. The angle also same. They used frontal angle as their angle. Mostly OOTD image use frontal angle to show the detail of their outfit and also how the background can be related to the outfit. Frontal angle says that “what you see here is part of our world, it's something that we involve with”. As a viewer, we do not have a choice but we have to represent what has been depicted. Viewer address as involvement, but still the viewer can accept or reject the meaning of the image. But still, need to understand what is meant.

From the overall post on @OOTDindo account, almost the whole post is a fashion for women. No doubt, the world of fashion is a world that is identical with women. Most of the emerging fashion trends are intended for women consumption. According to Wilson that, "fashion is, rightly or wrongly, primarily associated with women" (Barnard, 2002) is true. Because women's fashion has a variety of types. Unlike men whose fashion choices tend to be conventional and not too much detail. That is why women do more fashion OOTD compared with men. From the different types of fashion from the three images, each individual has their own way of representing their identity in social media through the different fashion that characterizes them because social media now have a direct access to fashion. Nowadays, fashion is not that exclusive anymore, but open to everyone on social media so everyone can access every day (Baron 2016). The participant on the images shows their identity through fashion by using OOTD picture on Instagram and ignore what viewers think about them. What they show is their own world and their viewer only needs to understand the meaning of the identity that they show on their Instagram account.

5. Conclusion

This study concludes that OOTD posts represent young adult through Instagram. As we know, young adults use Instagram to interact with anyone through the image that they uploaded to their Instagram feeds. In this era, social media is a perfect example of the visual culture. For instance, visual culture allows for immediate exchanging of information, expressing pleasure, just as most social media networks allow. Indonesian who are actively using Instagram began to follow the trend of OOTD to look for fashion references to be one that plays a role in the OOTD display. Each fashion displayed on the image symbolizes the identity of each individual because fashion is the picture of ourselves. With the OOTD as a fashion trend on Instagram, young adults can express fashion that suits their personality and also according to the trend that they like to follow. OOTD is a trend that is part of the visual culture that makes people interpret what they see from the image. Each image is analyzed by use visual analysis through the analysis on various aspects such as the fashion type, pose, gaze, angle, what color they wear, to facial expression. All these aspects have a relationship with the way young adult represents their identity through the outfit. Fashion has an important role in shaping a person's identity so it gives a freedom for young adults to create meaning for their identity through Instagram. In addition, visual analysis can identify the relationship between those who produce the image with a viewer that captures the meaning of the image. From the image analysis, the researcher takes three images of three different types of fashion, there are Korean style, androgyny, and hip-hop. The three types of fashion come from three different fashion trends, but mostly used by Indonesian young adults on Instagram as their favorite fashion and it also represents different identity. For people who like to wear Korean style,
they tend to use the colorful fashion so it represents that the person is humble, has a bright personality, and feminine.

For the androgyny, it represents people who did not lead in particular gender and they referred to stand alone to avoid conflict. Because androgynous style, it's known as unisex fashion so they mostly did not use a fashion that represents to one gender. And the last is hip-hop that represents people has high self-esteem and creative because hip-hop style is the influence of hip-hop music so they use the performances as the role model. Mostly from the three images above avoid eye contact with the viewer so it means that they just want to show their identity without being distracted by person's opinion (do not want anyone to involve). It's because they just want to show who are they and they did not care what people think about their identity. And also we know each type of fashion has it comes from the influence of culture, phenomenon, and also music. It depends on the interest of each individual. Woman fashion has a variety type of fashion compared with men, but from this research, we know that OOTD it not only comes from a woman, but also men can use OOTD as their media to creating their identity on social media since fashion it's not exclusive anymore and people can access fashion on social media every day and everywhere. So, without explaining verbally, each individual can explain their identity to anyone using any medium. Depending on how they represent the meaning of what they want to convey.

Acknowledgement

Thanks to Allah SWT, dad, mom, brother, all my friends for your support, and Mr. Abhi for supervise me in conducted this research.

References


PANEL OF EXAMINERS APPROVAL SHEET

The panel of Examiner declares that the thesis entitled "SHOWING FASHION STYLE IS SHOWING IDENTITY: A STUDY OF INDONESIAN YOUNG ADULTS' OOTD THROUGH INSTAGRAM" that was submitted by Avi Shafira, majoring Public Relations, from the Faculty of Humanities was assessed and approved to have passed the Oral Examination on April 12nd, 2018.

Abhirama S.D. Perdana, S.Pd., M.Ed., MComm&MediaSt.
Chairman of Panel & Thesis Advisor

Anathasia Citra, S.Sos., M.Si.
Examiner I

Mohammad Shihab, S.I.Kom, M.I.Kom.
Examiner II