ABSTRACT

THE INFLUENCE OF THE USE OF BRANDED FASHION AGAINST THE PERCEPTION OF SOCIAL CLASS AMONG THE STUDENTS

By

FETIA IRTAMA REZA

This research aims to know the factors, impact, and how great the influence of use of branded fashion against the perception of social class among the students majoring in Sociology, Faculty of social and political sciences of the University of Lampung. The approach used in this study was the quantitative approach using questionnaire. Respondents in this research totalled 76 people, determination of the sample in this study using random sampling techniques. The analysis of the data used in this study uses regression and correlation. The results showed: (1) cultural and lifestyle Factors triggers high levels of use of goods as well as the impact of branded fashion students more consumerist, wasteful, being arrogant, and prestige led to a pattern of hedonism, and creates social class differences between one another (2) there was significant influence between the variable use of branded fashion against the perception of social classes, the magnitude of influence between the variable use of branded fashion with social class of 46.5% (3) based on the results of the correlation analysis, there is a significant relationship between use of branded fashion against the perception of social class among the students and the results of this correlation positive relationship that is of 0.682 means that the higher the level of use of branded fashion then the stronger one's perception of one's social class.

Keywords: Fashion Branded, perception, social class