

ABSTRAK

Pengaruh Konten ‘Iqbaal’ Dalam Channel Vindes Di Youtube Terhadap Gaya Hidup Generasi Z Berpakaian Era 90an

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Gaya hidup sudah pasti akan berubah seiring berjalannya waktu, salah satunya ialah gaya hidup dalam konteks berpakaian. Tren *fashion* 90-an di kalangan generasi Z menjadi suatu hal yang menarik dalam pembahasan mengenai perkembangan *fashion*. Penelitian ini bertujuan untuk mengetahui besaran pengaruh konten ‘Iqbaal’ dalam Channel Vindes di YouTube terhadap gaya hidup generasi Z berpakaian era 90-an. Penelitian ini menggunakan pendekatan kuantitatif dengan melakukan survei pada subscriber Channel YouTube Vindes sebagai populasi penelitian. Jumlah sampel sebanyak 384 diambil menggunakan teknik *simple random sampling* dengan rumus Lemeshow. Hipotesis penelitian ini ialah terdapat pengaruh konten ‘Iqbaal’ dalam Channel Vindes di YouTube terhadap gaya hidup generasi Z berpakaian era 90-an. Hasil analisis data menunjukkan bahwa korelasi variabel X terhadap Y berada pada kategori tinggi dengan nilai 0,763, artinya hubungan antara variabel X ke Y dapat dikatakan memiliki hubungan yang tinggi. Persamaan regresi diperoleh $Y = 15,402 + 0,632X$, nilai konstanta nya adalah 15,402, pada saat konten ‘Iqbaal’ dalam channel @Vindes bernilai 0 maka gaya hidup gen z berpakaian era 90an sebesar 15,402. Maksudnya, tanpa adanya konten ‘Iqbaal’, gaya hidup berpakaian era 90-an sudah terjadi dan dialami. Koefisien regresi X sebesar 0,632 memiliki makna setiap peningkatan satu satuan konten ‘Iqbaal’ dalam channel @Vindes, maka akan berpengaruh terhadap gaya hidup gen z berpakaian era 90an sebesar 0,632 satuan. Nilai determinasi sebesar 0,582, bermakna kontribusi pengaruh variabel X ke variabel Y adalah sebesar 58,2%. Hasil uji hipotesis T sebesar $23,060 > 1,966$ yang berarti $T_{hitung} > T_{tabel}$ sehingga hipotesis penelitian ini dapat diterima.

Kata Kunci : YouTube, Vindes, *Fashion* 90-an.

ABSTRACT

THE EFFECT OF 'IQBAAL' CONTENT ON VINDES YOUTUBE CHANNEL ON GENERATION Z'S 90S-ERA FASHION LIFESTYLE

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Lifestyle will undoubtedly change over time, one of which is lifestyle in the context of clothing. The 90s fashion trend among Generation Z has become an interesting topic in the discussion of fashion development. This study aims to determine the extent of the influence of the 'Iqbaal' content on the Vindes Channel on YouTube on the 90s-era fashion lifestyle of Generation Z. This research uses a quantitative approach by conducting a survey of subscribers to the Vindes YouTube channel as the research population. A sample size of 384 was taken using simple random sampling with the Lemeshow formula. The hypothesis of this study is that there is an influence of the 'Iqbaal' content on the Vindes Channel on YouTube on the fashion lifestyle of Generation Z in the 90s era. The results of the data analysis show that the correlation between variable X and Y is in the high category with a value of 0.763, meaning that the relationship between variables X and Y can be considered strong. The regression equation obtained is $Y = 15.402 + 0.632X$. The constant value is 15.402, meaning that when the 'Iqbaal' content on the @Vindes channel is 0, the 90s fashion lifestyle of Generation Z is 15.402. In other words, without the 'Iqbaal' content, the 90s fashion lifestyle has already occurred and been experienced. The regression coefficient of X, which is 0.632, means that for every one-unit increase in the 'Iqbaal' content on the @Vindes channel, the 90s fashion lifestyle of Generation Z will be influenced by 0.632 units. The determination coefficient value is 0.582, meaning the contribution of the influence of variable X on variable Y is 58.2%. The hypothesis test result (T value) is $23.060 > 1.966$, which means that $T_{hitung} > T_{tabel}$, so the hypothesis of this study is accepted.

Keywords: YouTube, Vindes, 90s Fashion.