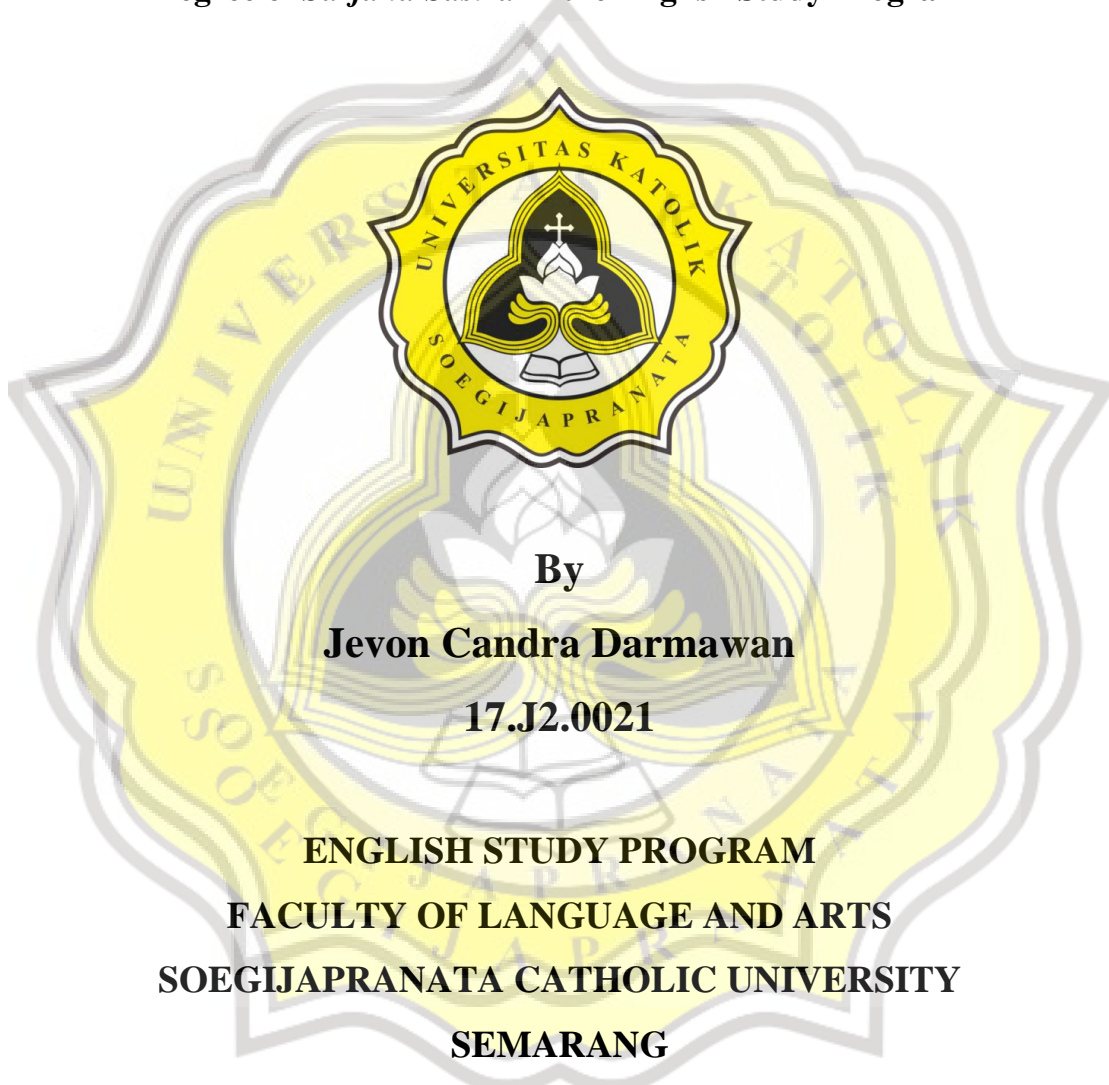


**THE ANALYSIS OF PEOPLE'S PERCEPTION ON
PURCHASING CLOTHES IN A THRIFT SHOP**

**A Thesis Presented as a Partial Fulfillment for the Requirements for the
Degree of *Sarjana Sastra* in the English Study Program**



By

Jevon Candra Darmawan

17.J2.0021

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

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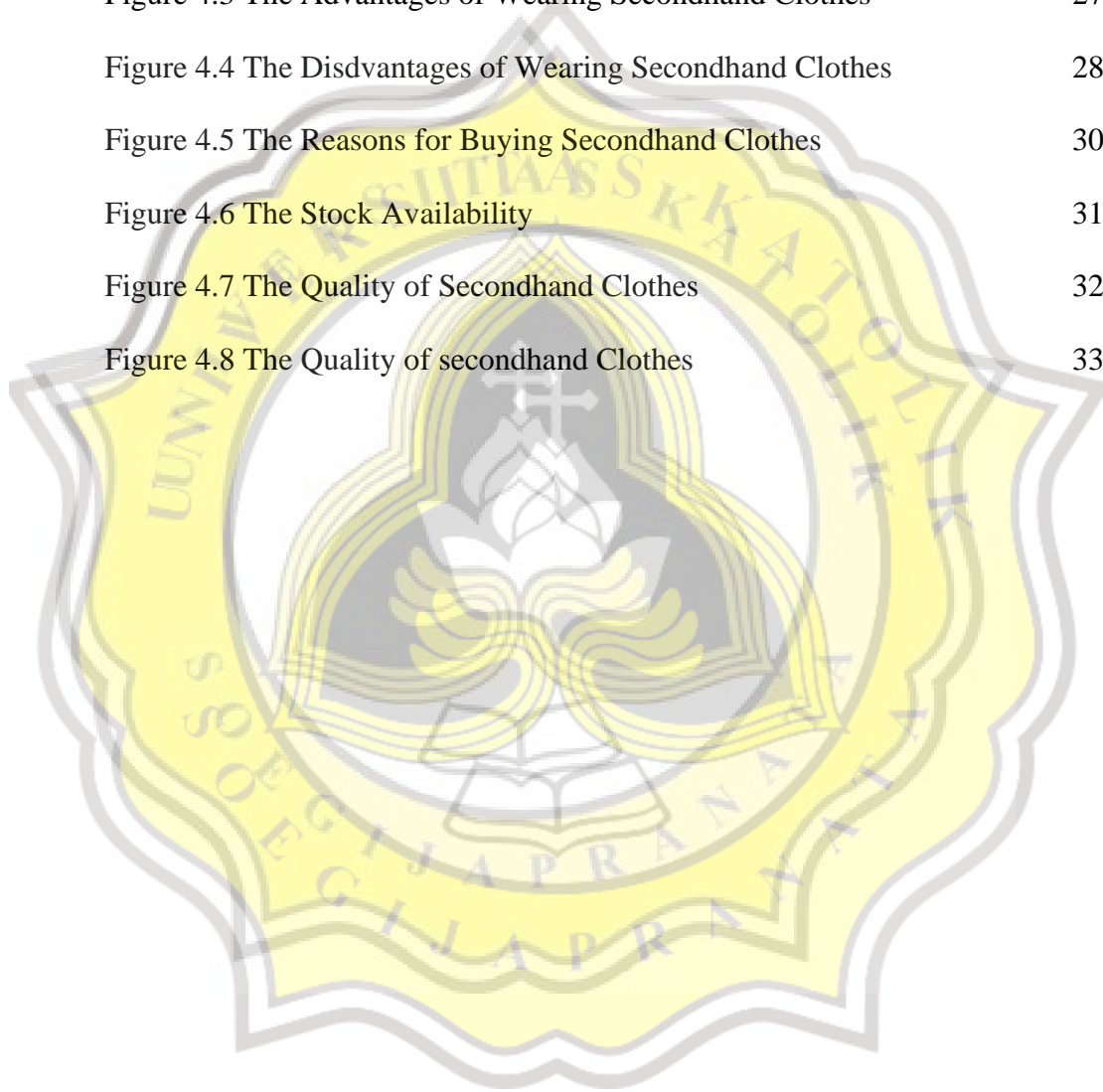


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ABSTRACT

This study aims to find out people's perceptions on purchasing clothes at thrift shops and the reasons people purchase clothes at thrift shops. To address the research questions, mixed method research is applied to get a more complete picture. The data was collected quantitatively using questionnaires to obtain the participants' reasons for purchasing secondhand clothes. The questionnaire was distributed to 40 participants. For the qualitative data, the writer interviewed 10 participants to get data on the participants' perceptions on purchasing clothes in thrift shop. Based on the analysis, it can be concluded that most of the participants perceive that purchasing clothes at thrift shops can give them some advantages like being able to follow fashion, feeling comfortable and getting cheap prices and unique clothes. They felt that wearing secondhand clothes did not make them look worse because most said the clothes were as good as new or reasonable. The statistics showed that they agreed with the questionnaire that they buy secondhand clothes for recycling, wish to pay less, bargain hunting, search for a fair price, and gratification role of price. However, they disagreed with the conventional means that people only buy new clothes.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui persepsi masyarakat dalam membeli pakaian di toko barang bekas dan alasan orang membeli pakaian di toko barang bekas. Untuk menjawab pertanyaan penelitian, penelitian metode campuran diterapkan untuk mendapatkan gambaran yang lebih lengkap. Data dikumpulkan secara kuantitatif dengan menggunakan kuesioner untuk mengetahui alasan partisipan membeli pakaian bekas. Kuesioner dibagikan kepada 40 partisipan. Untuk data kualitatif, penulis mewawancarai 10 partisipan untuk mendapatkan data tentang persepsi partisipan dalam membeli pakaian di toko barang bekas. Berdasarkan hasil analisis dapat disimpulkan bahwa sebagian besar partisipan berpersepsi bahwa membeli baju di toko barang bekas dapat memberikan beberapa keuntungan seperti dapat mengikuti mode, merasa nyaman dan mendapatkan harga yang murah serta pakaian yang unik. Mereka merasa dengan memakai baju bekas tidak membuat mereka terlihat jelek karena sebagian besar mengatakan baju tersebut masih bagus atau wajar. Statistik menunjukkan bahwa mereka setuju dengan kuesioner bahwa mereka membeli pakaian bekas untuk didaur ulang, ingin membayar lebih sedikit, berburu barang murah, mencari harga yang wajar, dan peran kepuasan harga. Namun, mereka tidak setuju dengan cara konvensional bahwa orang hanya membeli baju baru.