

ABSTRAK

Hasna Habibah, 2020. Fenomena Tren Belanja Daring Generasi *Millennial* Kediri pada akun @nutbeishop. Skripsi. Jurusan Komunikasi dan Penyiaran Islam, Fakultas Ushuluddin Adab dan Dakwah, Institut Agama Islam Negeri (IAIN) Tulungagung. Pembimbing Dr. Mulia Ardi, M.Phil.

Penelitian ini dilatar belakangi, rasa keingintahuan dan ketertarikan penulis untuk mengkaji dampak teknologi komunikasi di Media sosial yang menyebabkan generasi *millennial* dalam tren belanja *online*. Adapun dampak berkembangnya teknologi komunikasi dan informasi pada generasi *millennial* yang menyebabkan munculnya berbagai fasilitas-fasilitas yang semakin memudahkan di Media sosial, salah satunya yaitu *online shop*. Fasilitas *online shop* ini dapat memudahkan *millennial* dalam melakukan transaksi jual beli. Media sosial khususnya instagram memiliki peran penting dalam fenomena tren belanja yang berkembang.

Adapun rumusan masalah pada penelitian ini adalah : (1) Bagaimana analisa fenomena tren belanja daring pada generasi *millennial* di instagram? (2) Faktor-faktor apa saja yang Melatarbelakangi transaksi via instagram pada akun @nutbeishop?

Penelitian ini menggunakan metode *kualitatif*. Dengan metode pengumpulan data diantaranya wawancara, observasi, dokumentasi melalui pendekatan *fenomenologi* dengan menggunakan analisa *deskriptif*.

Berdasarkan pada penelitian ini ditarik kesimpulan bahwa perkembangan media sosial @nutbeishop memanfaatkan fenomena tren belanja *online* yang saat ini popular di media sosial instagram. Melalui penawaran seller, efektivitas belanja, kemudahan transaksi, faktor-faktor harga dan kualitas tentunya sangat berpengaruh terhadap keputusan pembelian dalam belanja *online* yang digemari oleh generasi *millennial* dengan menggunakan gadget sebagai konektor transaksi daring *online*.

Kata Kunci : Belanja *Online*, Generasi *Millennial*, Instagram.

ABSTRACT

Hasna Habibah, 2020. The phenomenon of Millennial Generation Kediri Online Shopping Trends on the @nutbeishop account. Thesis. Department of Communication and Islamic Broadcasting. Faculty of Ushuluddin Adab and Da'wah, Tulungagung State Islamic Institute (IAIN), Advisor by Dr. Mulia Ardi, M.Phil.

This research is motivated by the author's curiosity and interest in examining the impact of communication technology on social media that has led to the millennial generation in online shopping trends. The impact of the development of communication and information technology on the millennial generation that led to the emergence of various facilities that make it easier on social media, one of which is the online shop. This online shop facility can facilitate millennial in buying and selling transactions. Social media especially Instagram has an important role in the phenomenon of developing shopping trends.

The formulation of the problems in this study are: (1) How do you analyze the phenomenon of online shopping trends in the millennial generation on Instagram? (2) What factors are behind Transactions via Instagram on the @nutbeishop account?

This study uses a qualitative method. With data collection methods including interviews, observations, documentation through a phenomenological approach using descriptive analysis.

Based on this research, it can be concluded that the development of social media @nutbeishop utilizes the phenomenon of online shopping trends that are currently popular on Instagram social media. Through seller offers, shopping effectiveness, ease of transactions, price and quality factors are certainly very influential on purchasing decisions in online shopping favored by the millennial generation using gadgets as online transaction connectors.

Keywords: *Online Shopping, Millennials, Instagram*