

ABSTRACT

For today's youth, appearance through the fashion they use can represent their personality as well as show their social status in the eyes of other people. This study aims to determine the self-concept formed in Generation Z who use branded secondhand fashion. To examine the results of this study, researchers used a qualitative descriptive method with a phenomenological approach. The researcher focuses on the study of important concepts contained in symbolic interaction theory, namely the concept of mind (mind), self (self) and society (society) and the motives of all forces that encourage someone to do something as an analytical knife to discover the self-concept of Generation Z users secondhand brand fashion. The results of the study found that teenagers perceive branded second fashion as an alternative for exploring appearances with a minimal budget. Fashion is not only seen as a necessity, but a form of representation that reflects one's personality and a way to enhance the self-existence of adolescents, which often prioritizes social judgment. In addition, in the formation of self-concept or self, Generation Z who use branded second fashion do not feel inferior when using branded secondhand. So that it can increase the self-confidence of adolescents which forms a positive self-concept. On the other hand, the formation of the self-concept of Generation Z who use branded second fashion is influenced by positive and negative views from relatives, parents, and social media.

Keywords : *self-concept, fashion, Generation Z,*