

TYOLOGY OF CONSUMERS' PERCEPTION IN CHOOSING LOCATIONS TO PURCHASE IMPORTED- USED CLOTHING DURING THE COVID-19 PANDEMIC

Rosidah¹, Rosmawaty Hilderiah Pandjaitan²

Master Program of Communication Science Faculty, Universitas Mercu Buana Jakarta
Author Correspondence: bundarossa@mercubuana.ac.id

ABSTRACT

Since the Covid-19 pandemic, the number of sales of imported-used clothing in Jakarta has increased, and there have been many places where sales of used imported clothing have sprung up. The question arises, what is the typology of consumer perception in choosing the location to purchase imported-used clothing during the Covid-19 Pandemic? This research method is a phenomenology of perception, which elaborates the opinions of Maurice Merleu Ponty and Alfred Schutz, in the constructivist paradigm with a qualitative approach. Primary data is obtained through in-depth and semi-structured interviews. Social Judgement Theory is used as an analysis tool. The result is, when choosing the location to purchase imported-used clothing in Jakarta during the Covid-19 pandemic there was a variety of typologies for consumers' perceptions. Some are influenced by the results of sense, differences in perspective, and the results of the process of perception between individuals and community perceptions.; Two, there are aspects in consumers; perception include "in order motive" and "because of motive"; Third, every consumer has a systematic way and reason to assess the location of imported-used clothing in Jakarta during the Covid Pandemic 19. Some are based on experience, some are based on "anchors" or even references that are believed to be true. Everything affects the consumers' egos.; Fourth, there are messages placed in the latitude of acceptance, the latitude of rejection, and the latitude of noncommission.; Fifth, two extreme opinions emerge, namely, some are "drys" and some are "wets", as a result of pleasant and unpleasant experiences.

Keywords: *Consumers' perception, Phenomenology tradition, Social Judgement Theory*

INTRODUCTION

Based on Statistics Agency data (BPS) in 2020, the import value for used clothing reaches US\$493,000 or the equivalent of Rp. 7.1 billion. Goods are brought in from Singapore, the United States, the Netherlands, and South Korea (Hidayatullah & Barton, 2021).

In Jakarta, there are several large import clothing sales points and among them are well known, namely, as in the Block III Senen Market (Personal, 2020), at the Metro Atom Plaza in the New Market (Princess & Egidius, 2019), at Santa Market near M Block Terminal (Prodjo, & Nursita, 2020), at M Square Block (Sastaviana, 2018), at Puring Park Market in the Mayestic region (Sita, 2017), at the Bibayoran Market (Basuki, 2013), at the Rhino Swamp Market and at the Lontar Market in Koja District (Fajarta, 2015). But elsewhere, in South Jakarta, for example in the Great Fortress Region, there have also begun to appear many used import clothing traders, as the journalist Validnews (Sebayang, & Teodora, M Bachtiar, 2017). It has also even entered the Ambassador Mall and Mango Dua, as revealed by online media journalists from Java Post (Salbiah & Marieska, 2019).

Whereas based on Law Number 7 of 2014 Regarding Trade, Article 47 paragraph (1), it is stated that each Importer is obliged to import goods under new circumstances (Dewi, Widiati, and Skama, 2020, p.218). Likewise, based on Minister of Trade Regulation No.54/M-DAG/PER/10/2009 concerning General Provisions in the Import Field, goods that may be imported must be in new circumstances (Aditya and Sujianto, 2017, p.05). Although the ban on the import of used clothing has existed since January 18, 1982, this business is not lost, but it is increasingly rife and in demand by the wider community to date. Weak economic societies are no exception, as in research written by Tambunan, Suhatrizal, and Siregar (2019, pp.159-160). Many rich people to artists also like to shop for imported used clothing (Hens, 2019). Although there has been a ban from the government, the phenomenon of buying and selling imported used clothing increasingly exists, especially during the Covid-19 pandemic, where the economy became increasingly difficult. Many people prefer to buy imported used clothing (Nugroho, 2020). Apart from the low price, also the unique model, good quality, and a well-known brand (branded). No wonder when it starts from housewives until artists prefer to buy used import clothing (Salbiah, & Marieska, 2019).

Questions arise from researchers: (1) what is the perception of consumers of imported used clothing hunters in choosing locations to buy used import clothing in Jakarta during the Covid-19 pandemic? (2) do consumers consider the situation of the place to buy used import clothing? such as location, distance, and convenience. That is why researchers are interested in revealing this phenomenon as the background for this research.

According to Sarwono (2010, p.24), in general, "perception" is a process of obtaining, interpreting, selecting, and regulating sensory information. Perception takes place when a person receives a stimulus from the outside world that is captured by his shoulder organs which then enter the brain. Perception is an information-seeking process to be understood that uses the sensing tool (Sarwono, p.94). Perception contains a process in itself to know and evaluate the extent to which we know others. In this process sensitivity in a person to the environment begins to be seen. Consumer perception, according to Weaver (1993, p.75), as quoted by Pandjaitan (2010, p.57), perception has a system that can direct reality outside one's self into the form of reality that is within that person, both in terms of thoughts, feelings, and attitudes. So that is, consumer perception is one of the important factors that must be revealed so that the psychology of consumer attitude in choosing a place to buy used import clothing.

The phenomenological tradition assumes that people actively interpret their experiences and try to understand the world with their personal experiences and pay attention to the conscious experiences of others. In this study, the phenomenological traditions used were: First, the phenomenology of perception from Maurice Merleau Ponty, who said that all knowledge of the world, even one's scientific knowledge, was obtained from some experience of the world. That is, what is experienced will give birth to knowledge, and everything does not exist by itself not separate from how everything is known. So, phenomenology makes the real experience the main data of reality. As for humans, Ponty is believed to be the main character who gives meaning to objects in this world, so any phenomenological experience is considered subjective. So according to Ponty, in interpreting an object, there must be a dialogue between humans. Second, the phenomenological theory of Alfred Schutz distinguishes between meaning and motives. Meaning relates to how the actor determines what aspects are important in his social life. Meanwhile, motives point to the reason someone is doing something. To describe all one's actions, Schutz groups motives in two types, namely: (1) In order to motive; and (2) Because of motive (Schutz, 1967; Manggola & Thadi, 2021).

In addition, this study is intended to answer the question of how the perception of imported used clothing hunters in choosing locations to buy imported used clothing in Jakarta during the Covid-19 pandemic, and will also reveal how consumers assess the location to buy imported used clothing. In doing so, the Social Judgement Theory from Muzaffer Sherif (1961) was used as an analytical tool. According to this theory, one would be more inclined to give an assessment based on the experience possessed to make a selection while considering any information received (Barker, 1987; Syarif, 2019). This theory also states that the social environment in the form of interactions with others will create human judgment, which at the same time becomes an effort in understanding the assessment process that must be faced by each person (Muzni & Budiman, 2021). Here are 3 focuses of the Social Judgement Theory, namely: (1) how people judge messages, giving birth to the term social perception.; (2) communication as a tool for changing individual and social attitudes .; and (3) involvement as a core concept in social assessment theory. The following explanation, as quoted from Littlejohn and Foss (2009, pp.105-107) :

First, it is about how people judge messages and ego involvement. According to Sherif: (1) Everyone has a systematic way and reason in assessing the message he hears, and that will affect his own belief system.; (2) Every message a person receives, will be placed on two different piles of data, as a form of acceptance and as a form of rejection. The data stack that falls on the reception range is known as the term latitude of acceptance. Stacks of data that fall in the rejection range are known as the latitude of rejection. Whereas all statements that are not approved will be in the range of injustice, known as the term latitude of noncommission; (3) whether the range of acceptance or even the rejection of a person, is influenced by a key variable, namely the involvement of the ego (ego involvement). This ego involvement is interpreted by Sherif as an understanding of one's personal relationship with a problem.; (4) Individuals will judge the pleasant thing from a message based on stability in themselves and the involvement of their own egos. However, the assessment process can also involve irregularities.; (5) Everyone can conclude the message he hears by contrast or assimilation, which will then give birth to the contrast effect and the assimilation effect. The contrast effect (contrast effect) occurs when all individuals judge a message further from their perspective than it should. Conversely, the assimilation effect (assimilation effect) occurs when in-

dividuals judge a message closer than they should. So according to Sherif, when a message is relatively close to someone's position, the message will be assimilated, while a further message will be different. In addition, all the effects of assimilation and contrast effects will be heightened by ego involvement. So that is, ego involvement is a very influential thing and becomes one of the foundations for one's social judgment.

Second, communication is a tool for changing individual and social attitudes and ego involvement. According to Sherif: (1) all messages that fall within the reception range, will further facilitate the change in attitude. On the contrary, if the assessed message falls within the range of rejection, then the change in attitude will decrease or even not exist.; (2) messages that are inconsistent in real life, will give birth to the boomerang effect which can strengthen individuals' judgment on an issue, with reasons for their own good.; (3) if a message is in someone's reception room or in someone's neutral space, then the more different a message is from its establishment, the greater the expected behavior change. But when the message touches the rejection area, there is no possibility to change.; (4) statements or messages that are not too far from one's attitude, can help change attitudes towards a person. In other words, a person is more likely to be influenced by messages that are slightly different or even somewhat neutral or not too contrary to the views or beliefs that already exist.; (6) a social issue or phenomenon will at least give birth to two extreme opinions from two social groups, namely the extreme group "drys" and the extreme group "wets". The extreme group "drys" is a group of individuals who when presenting an equally common message, in assessing a message, will be more in favor of the side without prohibition. In contrast, the extreme group "wets", when presenting an equally common message, in assessing a message, will favor the prohibition side. So there is a contrast effect between the two extreme groups.

Third, it is about ego involvement for the basis of social assessment and changes in individual attitudes. According to Sherif the greater the involvement of individual egos on an issue, the range of rejection will be greater and wider, and the range of involvement will be smaller so that changes in attitude are expected to be less. So according to Sherif, all people who are bound by the ego will be very difficult to be persuaded and tend to reject statements that are broader in scope than people who are not attached to the ego. So, those are the efforts made to answer the question: how is the Typology of Consumers' Perception in Choosing Locations to Purchase Imported-Used Clothing During the Covid-19 Pandemic?

METHODOLOGY

This research uses a constructivist paradigm, with a qualitative approach, which reveals the process and meaning of the source of the emergence of understanding and belief in consumer perceptions in the selection of places to buy used imported clothing in the Jakarta region during the Covid-19 pandemic. According to Denzin (2011, p.06), the word qualitative implies an emphasis on processes and meanings that are not rigorously studied or have not been measured from the side of quantity, intensity, or frequency.

The research informants selected were imported used clothing consumers aged between 17 and 60 years, both men and women, and who have already bought imported used clothing at a minimum at two imported used clothing sales locations in Jakarta, such as Pasar Senen Blok III, Metro Atom Plaza di Pasar Baru, Pasar Santa near Blok M Bus Station, Blok M Square, Pasar Taman Puring in Mayestik, Pasar Kebayoran, Pasar Rawa Badak, Pasar Lontar in Koja, or Ambassador mall and Mangga Dua. Eight informants were selected randomly. They

were whom the researchers considered capable of capturing, understanding, and fulfilling the demands of researchers, have reflective abilities, are articulate, and take the time to interview in a semi-structured, and passionate manner to participate as research informants.

Primary data is obtained from in-depth and semi-structured interview techniques. In-depth interviews, according to Kusumawardani, Soerachman, and Laksono (2015, pp.25-26) that is, one of the interview methods to dig deep into subjects or informants to produce more authentic data. In-depth interviews are techniques designed to get a clear picture of the subject's perspective on a research topic.

Secondary data is obtained through library studies and documentation in the field. This secondary data aims to complement primary data so that the information submitted is more accurate and informative. Secondary data can be obtained from research results from articles that have been published in scientific journals or even online media, as well as from books that have been published. As explained by Pandjaitan, R.H. (2020), secondary data can be obtained through research and literature studies such as books, journals, and field study results or direct observation of the research site. In addition, the results of the survey went directly to several locations where imported used clothing was sold, and reported by journalists on well-known online media.

Data validity checking and triangulation techniques are used. Triangulation is one of the techniques for checking the validity of data that utilizes something else outside the data itself. The most widely used triangulation technique is examination through other sources. Triangulation is distinguished into four kinds, namely, examination techniques that utilize the use of sources, methods, investigators, and theories (Hariwijaya, 2007, p.51). In this study, source triangulation techniques were used, which meant comparing and checking the degree of trust in information obtained through time and different tools in qualitative research. This can be achieved by comparing observational data with interview results data (Moleong, 2007, p.331).

RESULT AND DISCUSSION

In order to understand what and how various typologies of consumers in choosing where to shop used imported clothes during the COVID-19 pandemic, is one of the reasons and objectives of this in-depth interview. This knowledge is important, because it is useful for the development of marketing communication science, especially during COVID-19 pandemic. Although there have been many studies on used imported clothes trading, the following interview focuses on what and how various typologies of consumer perception in choosing where to shop used imported clothes. This in-depth and unstructured interview was conducted with 10 informants, as follows.

First Informant (Code : SM)

This SM informant has known imported used clothing since 2017 and has also shopped at Blok M Market. According to SM, there are several factors to his decision in choosing where to shop used imported clothing in Jakarta during the Covid-19 pandemic. Among them are likability of the place, near house and easy to reach location. This is why, SM prefers to shop near his house, as the following interview results:

"I like to shop near my house, namely the Bundo Ros store. Apart from being strategic, it is on the side of the road, seen by the public, and easy to reach."

"There are items that I needed. Yes, I prefer here because it is affordable, no crowd

like in malls. And also, there's a Covid-19 pandemic.

"The service is also good and friendly. The price is also affordable and there are often promotions for customers."

Other factors that are also basis for consideration in SM's perception, and which become the typology of perception, are:

"During pandemic, the economy is difficult. It's hard to buy food. Instead of buying clothes, it's better to buy food. However, the used imported clothes here are still good, and the material is also good, also the price is quite cheap. Who doesn't want it, compared to the style of new clothes, the imported ones are better. Not bad"

SM also explained that he had some unique experiences when shopping for used imported clothes in Jakarta, which later became the basis for consideration in his perception. These include the following excerpts from interviews:

Pleasant experience:

"Shopping is more practical and affordable. I also got on-budget promo. The shopkeeper is friendly and non-stiff. It's also good to buy more."

Unpleasant experience:

"Cramped store due to piling lot of goods, or because there are too many goods, so it looks cramped and the customer is not free to choose".

Second informant (Code : WA)

This WA informant has known and bought imported used clothes since he was in high school, in 2012, at Pasar Minggu and Pasar Baru. According to him, used imported clothes are stylist and the price is cheap. After laundering, the used clothes will be good. Here are excerpts from the interview:

"I like to go around places, sometimes to Pasar Senen, sometimes to Pasar Baru. I got info from a friend and immediately went there."

"Yeah, the clothes look good. if there's really a good one, just buy it"

"Initially, I found out from my parents, and I didn't tell them to buy it. But my friends joined, so they finally bought it together. I usually like to shop on weekends."

According to WA, these factors are the typology of his perception. Besides the ego factor such as feeling happy and comfortable, there is also a sense of anxiety in shopping. All of these is also a consideration in his perception when choosing where to buy used imported clothes. Here are excerpts from the interview:

"Since high school, my friends and I like to buy used imported jackets or sweaters. I'm happy, because I can get really good ones, only need to be washed. It's okay, the quality is good and the price is affordable too. I look for it at Pasar Senen and Pasar Baru. There are so many at Pasar Senen, that's why I went there, because the goods are good and a lot of choices. In addition, Pasar Senen is also tidy now, for example, the arrangement is more attractive than before, and there are also frequent promos. But it's up to us too, whether we can find the good ones or not".

Regarding the pandemic, which is still limited by PSBB and PPKM, there is also a feeling of anxiety for WA. Here's the quote:

"Yes, there is, there is a feeling of worry and you have to keep your distance. Think about how your immune system can stay healthy. At any rate, there is anxiety and you have to bring medical equipment."

WA also explained about pleasant and unpleasant experiences when shopping for used imported clothes in Jakarta, which later became the basis for consideration in his perception. These include the following excerpts from interviews:

Pleasant experience:

"If the seller is helpful in finding nice clothes and provide laundry services as well. In addition, if the quality of the product is good, the price is also affordable, and the decoration of the shop is also attractive."

"If the goods can be tried first".

"Many stores provide flexibility for consumers in choosing clothes, and if the goods sold are good, the prices are affordable, and there are items they want or are looking for".

Unpleasant experience:

"Yes, there is, there is a feeling of worry and you have to keep your distance. Think about how your immune system can stay healthy. At any rate, there is anxiety and you have to bring medical equipment."

"Prices at Pasar Baru and in malls such as the Blok M market are more expensive, so I don't buy."

Third informant (Code WP)

According to WP informant, she often goes on trips with her friends to Pasar Senen, Pasar Kebayoran, Blok M, PGC and Kelapa Dua. She has known thrifting since graduated from Vocational High School in 2012. According to WP, surely there are several factors on her decision in choosing the location. Here are excerpts from the interview:

"Certainly the shop is comfortable, the place is strategic and big, so it's nice to shop it".

"Income is declining, the economy is difficult and chaotic, sales are difficult. It's a lot, ma'am"

COVID-19 pandemic factor, according to Mrs. WP, is also the basis for consideration in her perception. The perceptions that emerged as the results of the interview were as follows:

"It's a bit uncomfortable because we are told to keep our distance and have to use a vaccine card. But it's still fun."

"What makes me happy is because I'm shopping. He...he. There are so many choices. The service is good, friendly, the shop is neat. It's just comfortable. Plus there are promos. Yes, it's exciting, it's crowded but still nice to choose he...he".

WP also explained about the pleasant and unpleasant experiences when shopping for used imported clothes in Jakarta, which later became the basis for consideration in her perception. These include the following excerpts from interviews:

Pleasant experience:

"Yes, it's exciting, it's crowded but still nice to choose he...he, especially if you shop while sitting on the floor, and the place is not crowded".

"It's interesting to see and the colors are good, and the choices are many, and if the places you visit are familiar."

Unpleasant experience:

"It's a bit uncomfortable because we are told to keep our distance and we have to use a vaccine card. It's a bit complicated and especially if we have to keep our distance. Another unpleasant experience when choosing to shop on the side of the road with the reason of saving costs, turned out to be less pleasant, because I was worried about street noise, street dust, and pickpockets."

Fourth informant (Code : DN)

DN has known and bought imported used clothes since he was in junior high school and has shopped about 10 to 15 times at Pasar Senin and Pasar Baru. She has been shopping at the Bunda Ros Store for about 1 year, since the COVID-19 pandemic. The following is an excerpt from the interview, which explains some basic considerations for DN's perception when choosing a location to shop used imported clothes during the COVID-19 pandemic:

"I prefer the closest location to avoid crowds and health protocols. So I choose a close one, because the price is also cheaper. My friend asked me to shop to another place, but I prefer to choose the closest road so that it can be faster."

"Happy, comfortable and good clothes, good service, as well as a neat store arrangement with many choices ranging from tops and famous brands".

"Yes, everything is limited, there are many pandemic rules and I prefer close place because it's easier, hence I choose Bunda Ros Store".

"Yes, choosing new goods and services, so complete".

DN also explained about the pleasant and unpleasant experiences when shopping for used imported clothes in Jakarta, which later became the basis for consideration in his perception. These include the following excerpts from interviews:

Pleasant experience:

"If customer service is good, like at Bunda Ros Store"

"There is a sense of pleasure and quality of branded goods, friendly service, easy to choose, affordable prices, furthermore the shop is neat and the choices are many".

Unpleasant experience:

"When everything is limited and there are many rules, such as not being allowed to make crowd."

"If the fitting room is not spacious enough to try on clothes"

Fifth informant (Code : PR)

According to PR, he has known and bought imported used clothes for about two years. He used to shop at Pasar Baru, Pasar Senin, and Pasar Kebayoran. The following is an excerpt from the interview, which explains some basic considerations for PR perceptions when choosing a location to shop used imported clothing during the COVID-19 pandemic:

"Firstly, because of its close location, easy access of transportation and lots of clothes you can choose while eating. There are lots of different brands like H&M, Zara and Adidas. So it's fun and exciting."

"Usually at Pasar Senin. Besides being strategic, transportation access is also easy since I like to commute by train, the view is not chaotic and you don't have to worry in choosing. Plus if there is a place to eat a lot so it's practical. The point is, it's fun. The place is also good and the health protocols are enforced."

"Covid really has an impact, like death rate. So as consumers, we are becoming more limited in buying various goods, such as daily clothes. The important thing is that health protocols are enforced at the place, the place is strategic, fun, and there are many choices, so that in looking for choices there are possibility to mix and matches."

"Of course, because if we shop at uncomfortable or unfamiliar place, it will make us uncomfortable in shopping. On the other hand, if there are many choices and the

place is neat, it will make us happy. Even though there is still a Covid 19 pandemic, we are still happy and comfortable, because there are enforcement of health protocols, even though there are worries. My hobby is indeed shopping."

PR also explained about the pleasant and unpleasant experiences when shopping for used imported clothes in Jakarta, which later became the basis for consideration in his perception. These include the following excerpts from interviews:

Pleasant experience:

"When you find a neat store, customers don't have to worry about choosing clothes. Plus if there is a place to eat a lot so it's practical. The point is, it's fun. The place is also good and the health protocols are enforced."

"If there are many choices, and even though they are imported, they are still good to wear".

"When shoppers can walk around the store as they wish and have fun in choosing the clothes"

Unpleasant experience:

"During this pandemic, it's limited to buying or looking for clothes".

"There is fear and the need to keep a distance."

"if the seller is not informative and not communicative"

Sixth informant (Code : DE)

According to DE, he has been knowing and shopping used imported clothes since 2013, when he was still dating his then girlfriend, or before getting married. Ever since, he shops at Pasar Baru and Pasar Senen. The following is an excerpt from the interview, which explains some of the basic considerations for DE's perception when choosing a location for selling used imported clothing during the Covid 19 pandemic:

"There are many choices of clothes and the price is affordable, for now the location is reachable and the place is neat".

"Before the pandemic, it was quite to shop at Pasar Senen, I didn't count it. Not anywhere else. hm.. not really because those two places are the most affordable in terms of price and distance from home. There are many choices of clothes, and the prices are affordable."

"Surely Pasar Senen is very vast, and there are many choices, and the prices are cheap, and the goods are also good."

During the Covid 19 pandemic, it was not often for DE to shop for used imported clothes, considering the dangers of the Corona virus. Here is an excerpt from his interview:

"Of course, in conditions like this, you have to be more careful because it's too crowded there and it reduces spending."

"Yes, the important thing is that we just wash it clean so it can be used again. Even though it is imported, there are also items that are disposable, there are also items that have holes or have a few stains. As long as it can be used and can be washed, there's no problem, just buy it."

DE also explained about the pleasant and unpleasant experiences when shopping for used imported clothes in Jakarta, which later became the basis for consideration in his perception. These include the following excerpts from interviews:

Pleasant experience:

"The place and budget are still in and you can shop there, bring a hundred thousand, you've got a lot."

"Surely Pasar Senen is very vast and has many choices and the prices are cheap, the goods are also good."

Unpleasant experience:

"I have ever got rejected imported clothes, had holes in it and had a few stains."

"The dilemma is, the more choices, the more shopping time you run out."

"When shopping at an chaotic place at Pasar Senen. Because at Pasar Senen, there are also sellers without stores"

Seventh informant (Code : ET)

According to the informant (ET), he knows and buys used imported clothes from 2019, at Pasar Senen and Pasar Baru. The following is an excerpt from the interview, which explains some basic considerations for the perception of ET when choosing a location for selling used imported clothing during the Covid 19 pandemic:

"Mostly at Pasar Senen, to get good stuff, I usually go into block 3 near the elevator. And for Pasar Baru, it's usually near a jewelry store".

"Because first, the information I got was there and it's also close to my house, I'm already used to that kind of atmosphere, so I'm not confused about finding a place anymore, right. I also shop at familiar stores."

"I also once had my son who used to shop at the Pasar Senen and knew the owner of the shop, because there was information about new items, we just went there".

"In 2020, I also went shopping at the Tanah Abang market. It's fine there."

These factors also exist. According to EL, here are some basic considerations for EL's perception when choosing a location for shopping used imported clothing during the Covid 19 pandemic.

"Like the pandemic, which greatly affects all aspects, our economy, education and all of our activities. It seems as if it has stopped and it's very long and beyond prediction. I never thought that this Covid-19 has lasted for 2 years. I'm also concerned about the situation, for lower middle class people such as small sellers, and restaurant employees for example".

"I personally feel comfortable, because the place is comfortable, there is air conditioning, the service is also friendly and good, there is an elevator too, and the parking is also not so complicated, and the restaurant is also there."

ET also explained about the pleasant and unpleasant experiences when shopping for used imported clothes in Jakarta, which later became the basis for consideration in his perception. These include the following excerpts from interviews:

Pleasant experience:

"Shopping together with the family, and getting the wanted item"

"I personally feel comfortable, because besides the place is comfortable, there is also air conditioning, and the service is also friendly and good, there is an elevator too, parking is also not so complicated, and the restaurant is also there".

Unpleasant experience:

"Parking spots are full and hard to find the free one, especially on Saturday or Sunday".

"During this pandemic, shopping budget is reduced because some shops are not open, so we are not free to shop."

"Ever got the price of goods that are more expensive than usual, such as Uniqlo, Zara and others".

Eighth informant (Code : APLW)

According to an APLW informant, he has known thrifting since he was in high school. The locations he chose were Pasar Senen, Pasar Baru, and Pasar Tanah Abang. The factors that underlie the choice are, as quoted from the following interview:

"Usually at the Pasar Senen, Tanah Abang and Pasar Baru, because you can have refreshment and snacks, because there are a lot of street food in these markets, so you can have a snack at the same time.

"Certainly to me, hygiene is important, like washing the clothes first."

"Initially, I thought that these used clothes were from people who didn't wear them anymore. But, after I came to the location and saw social media, I finally bought it."

In addition, according to the APA, used imported clothing is considered as 'hype' among young people or all ages. Here's the quote:

"For young people, it's good, because the price is cheap, the quality is good and branded. In general, it's good option for all people because they are affordable too, right?"

The Covid-19 pandemic is also a factor in his perception when choosing a location, as quoted:

"Definitely yes, because I avoid crowds and enforce health protocols as well."

"Health protocols is getting stricter. And many sellers are getting bankrupt."

APLW also explained about the pleasant and unpleasant experiences when shopping for used imported clothes in Jakarta, which later became the basis for consideration in their perception. These include the following excerpts from interviews:

Pleasant experience:

"You can have refreshment and eat snacks, because there are lots of street food".

"You can go for a walk, play with friends, and eat a lot of delicious food, and it can relieve stress."

"Getting items that don't look used and can choose, as well as a fairly convenient location."

"On budget or low price"

Unpleasant experience:

"Access is jammed, especially to Tanah Abang Market. The market is hot and it makes you sick"

"There is a crowd that is difficult to avoid, even if there is health protocols."

"Worried, because the seller at the shop during this pandemic did not wear a mask".

Discussion

Based on the results of in-depth interviews, a variety of reasons or factors that attract consumers' attention can be classified, and which shaped the perception of consumers in choosing the location of places to buy imported-used clothing in Jakarta during the Covid-19 pandemic (Ref. Table 1). (1) interesting information from trusted people or social media. This information eventually made consumers curious and wanted to try thrifting in various places in Jakarta, such as in Pasar Senen, Pasar Baru, and others; (2) hobbies of shopping and recreation. For informants, the thrifting activity is one of the ways to meet the satisfaction of the hobbies of shopping and recreation, after working for a week. That is why, when choosing the locations, consumers prefer shopping at places that are also available for eating, hanging out, not hard to reach, clean, and bright. In addition, elevators, escalators, safe and spacious parking lots are also considerations for the consumers. (3) there is attention to the health protocol, because of the Covid-19 pandemic. However, according to consumers, the health protocol should not be too strict. For example, the vaccine card requirement has made consumers uninterested to shop.; (4) friendly, kind and polite service from traders is also one of the attractions in the perception of consumers of imported-used clothing; (5) the layout of the clothes is neatly arranged. Clothes that are wrapped in plastics and hung are important things for the assessment and perception when choosing places for shopping for imported-used clothing.; (6) discounts or promotions from traders are also important factors for consumers' perception to come shopping for some imported-used clothing.; (7) the distance of the location of imported-used clothing that is not too far away, and easily accessible, whether in two or four-wheeled vehicles or even with public transportation facilities such as bus way for example, also an important concern in consumer perception.; (8) good condition of used clothing which is demanded by consumers, or is trending, is one of the important factors that exist in consumer perception when choosing the location for shopping for imported-used clothing. Moreover, branded products, in consumers' perceptions increase the fun of shopping.; (9) affordable prices are also certainly one that arises in consumers' perception when choosing the location of used imported clothing sales.

So there are several important factors that fall into consumers' perception and judgment in choosing the location of places to purchase imported-used clothing in Jakarta during the Covid-19 pandemic. These include interesting information from reliable sources; a way to meet the satisfaction of hobbies of happy shopping and recreation; many facilities such as for eating or hanging out; elevators and escalators; good or no humid air circulation; bright lighting; a safe and spacious car or motorcycle parking area; the existence of a health protocol that is not too strict; friendly, polite, and good service; neat layout of clothing; a discount or promotion from the trader; the distance of the location of imported-used clothing that is not too far away and easy to access; good condition of goods, trending, and having a well-known brand; and affordable prices. These are important factors that exist and are the basis of consideration in consumers' perceptions when choosing the location to purchase imported-used clothing in Jakarta during the Covid-19 pandemic (Ref. Table 1).

Table 1: The basis of consideration in consumers' perception when choosing places to purchase imported-used clothing in Jakarta during Covid-19 Pandemic

No	The basis of consideration in consumers' perception
1	interesting information from trusted people or social media
2	Hobbies of shopping and recreation
3	Facilities such as places for eating and hanging out, elevators and escalators, good or no humid air circulation, bright lighting, a safe and spacious car or motorcycle parking area
4	Not too strict health protocol
5	Friendly, polite, and good service
6	Neatly arranged clothes
7	Discount and promotion
8	Short distance and easily accessed places
9	Good condition of clothing, trending, and well-known brand
10	Affordable prices

Source: Researchers' data results (Rosidah & Rosmawaty Hilderiah Pandjaitan, 2022).

Perception Analysis

According to Sarwono (2010, p.24), in general, "perception" is a process of obtaining, interpreting, selecting, and regulating sensory information. Perception takes place when a person receives a stimulus from the outside world that is captured by his organs which then enter the brain. So that is, all the basic considerations mentioned in Table 1, are stimulus from the outside world that is captured by the organs of imported-used clothing imported-used clothing consumers, and which then enter their brains.

Furthermore, perception is also an information-seeking process to be understood that uses the sensing tool (Sarwono, p.94). Some of the factors that appear in Table 1 are actually the result of consumer sensing with complete and normal five senses. However, for blind consumers, there are several factors in Table 1. that are not the basis for their consideration, for example, the neat and attractive layout of clothing, and a well-lit lighting system. It is certainly not an important factor that is the basis of consideration in their perceptions when choosing the location to purchase imported-used clothing in Jakarta during the covid-19 pandemic.

Sarwono also explained that the way how people view will determine the impression from the process of perception. In addition, the process of interaction cannot be released from the perspective or perception of one individual towards another individual, giving rise to what is called community perception. So community perception will produce an

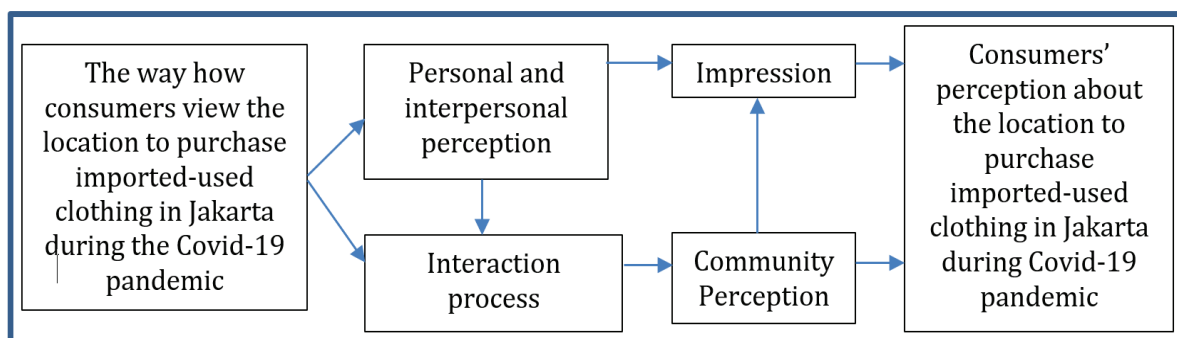


Figure 1. The Flow of Consumers' Perception and Judgement on The Location to Purchase Imported-Used Clothing in Jakarta during the Covid-19 Pandemic

From the research, it was found that Pasar Senen is the place for imported-used clothing that in consumers' perception. It means that Pasar Senen is the main option for consumers to purchase imported-used clothing in Jakarta during the COvid-19 pandemic since it gives good impression in consumers' perception and is considered to fulfil the factors mentioned in Table 1.

Motive Analysis based on Phenomenology Theory

Motive refers to the reasons for people to do something. This study found the "because of motive" and "in order motive" for consumers' perception when choosing the location to purchase imported-used clothes in Jakarta during the Covid-19 pandemic. Alfred Schutz mentioned that "because of motive" refers directly to the events in the past that cause someone decide to do certain actions. While, "in order motive" refers to the planned actions based on the past experiences and for certain objectives. From these two aspects, several motives appear in consumers' perception when choosing the location to purchase imported-used clothing in Jakarta during the COvid-19 pandemic as it is seen in Table 2.

Table 2: Variety of Motives in Consumers' Perception When Choosing The Location to Purchase Imported-Used Clothing in Jakarta during The Covid-19 Pandemic

No.	In Order Motif	Because Of Motif
1.	Interesting information from the trusted sources	Accountable
2.	Happy shopping and recreation	Self-satisfaction
3	Facilities such as places for eating and hanging out, elevators and escalators, Air Conditioner, good air circulation or not humid, bright lighting system, spacious and safe parking lots	Self-satisfaction
4	Not too tight health protocol	Troubled when infected by Corona virus, but it's such a pain to follow the too tight health protocol
5	Friendly, polite and good service	Feel comfortable when shopping
6	Neatly arranged layout for the clothes	Interesting for window-shopping
7	Discount and promotion	Paid attention
8	Short and easily accessed distance to purchase the imported-used	The distance is not too far
9	Good condition of clothing, trending, well-known brand	To look cool, and branded
10	Affordable price	Cheap

Source: Researchers' data results (Rosidah & Rosmawaty Hilderiah Pandjaitan, 2022).

Social Judgement Theory Analysis

According to Muzafer Sherif (1961), everyone has a systematic way and reason to judge the message he hears. Some are based on what they experienced in their past, and some are based on "anchors" or even trusted references. In addition, in a social setting, the benchmark of perception is internal and is based on past experience. Even the more important a past experience is for one's ego, the stronger the experience is used as a benchmark that

affects issues that he then understands and accepts.

Likewise with the informants in this research. One, informants who have not been vaccinated were bothered when the place of imported-used clothing was too strict in handling health protocol rules. In fact, during the covid-19 pandemic, there was a threat of contagious coronavirus. It is seen when they have to show a vaccination card as proof. This rule becomes a policy that conflicts with their egos. Their reason, besides being bothered, is also because they have not been vaccinated. So, the strict health protocol rules are actually according to instructions from the government. However, they were reluctant to come since it was not in accordance with the consumer ego which made it special consideration; Two, consumer egos want to be served by neat, clean traders, wearing masks, if necessary wearing uniforms, with friendly, polite and kind service, also a special consideration in consumer perception. It also affects the selectivity of consumers in choosing places to purchase imported-used clothing in Jakarta during the covid-19 pandemic.; Three, for consumers who like to shop for recreation or refreshing, the big considerations that suit their egos are facilities for eating and hanging out, elevators and escalators, cold air conditioners, good or unhumid air circulation, a well-lit lighting system, also a safe and spacious parking lot, all of which make them comfortable in shopping. In addition, the way to arrange items must also be neat and attractive, so that they are interested to have a look.; Four, for consumers who like to look stylish, cool, fashionable, and brand-minded, when in choosing a place to purchase imported-used clothing in Jakarta during the covid-19 pandemic, they will choose shops that sell clothes that still look good, are trending, and have a variety of brands that are quite well known but have cheap or affordable prices, and are already in washed in the laundry.; Five, for consumers who don't want to bother, they will choose a place to purchase imported-used clothing in Jakarta during the covid-19 pandemic, which is close to their home, but still want to get friendly, polite and good service, also be given a cheap price, or there is an interesting promotion. To accelerate mutual understanding, it can be seen in Table 3.

Table 3: Variety of Consumers' Experience and Ego as the typology of perception when choosing the location to purchase imported-used clothing in Jakarta during the covid-19 pandemic

No	Variety of consumers' experience	Variety of consumers' geo
1	There were places of imported-used clothing in Jakarta during the covid-19 pandemic that apply too strict health protocol. This has made consumers bothered.	Eventhough there was a threat of coronavirus, consumers were bothered when they had to follow the strict rule of health protocol. In fact, they were actually not vaccinated. Consumers were bothered when they had to show vaccination cards. They only wanted to follow the rules to wear masks, keep their distance, and wash their hands. So, for the consumers who have not been vaccinated, those three rules are considered enough. They declined the rule to show vaccination cards as proof.
2	During the covid-19 pandemic, only a few sellers wear neat, clean, and uniform outfits. There were even sellers who did not wear masks properly and were not friendly, polite, and kind.	During the covid-19 pandemic, consumers wanted to feel comfortable when shopping. It means sellers should wear neat, clean, and uniform outfits and be friendly, polite, and kind.
3	Wearing imported-used clothing that is still in good condition makes someone look fashionable, cool, and branded	Eventhough during the pandemic there was threat of coronavirus and a monetary crisis, consumers of imported-used clothing still want to look stylish, fashionable cool and branded. Besides, they also hope to have affordable price.

- | | | |
|---|---|--|
| 4 | During the covid-19 pandemic, tourism sites and shopping centers were closed. For certain consumers, having the opportunity to purchase imported-used clothing was part of self-satisfaction for hobbies of recreation or refreshing. It should be noted the comfort such as facilities for eating or hanging out, elevators and escalators, cold air conditioners, good or unhumid air circulation, a well-lit lighting system, also a safe and spacious parking lot, all of which make them comfortable in shopping. In addition, the way to arrange items must also be neat and attractive, so that they are interested to have a look These are the comforts for consumers when shopping. | Eventhough during the pandemic there was threat of coronavirus and monetary crisis, consumers still hope that they can have self-satisfaction for hobbies of recreation and refreshing. One of the ways was by shopping at imported-used clothing places that are facilitated with eating and hanging out places. Besides, elevators and escalators, cold air conditioners, good or unhumid air circulation, a well-lit lighting system, also a safe and spacious parking lot, all of which make them comfortable in shopping. In addition, the way to arrange items must also be neat and attractive, so that they are interested to have a look These are the comforts for consumers when shopping |
| 5 | Shopping for imported-used clothing at places close to their homes were also satisfying. Besides, the sellers were friendly, polite, and kind. Cheap price and promotion are also available. | Eventhough during the pandemic there was threat of coronavirus and a monetary crisis, several consumers were still eager to purchase imported-used clothing, even the place is not too big but, it is close to their homes. Besides, the sellers were friendly, polite, and kind. Cheap price and promotion are also available. |

Source: Researchers' data results (Rosidah & Rosmawaty Hilderiah Pandjaitan, 2022).

Furthermore, according to Sherif, every message a person receives will be placed on two different piles of data, as a form of acceptance and as a form of rejection. Where all messages fall within the reception range, it will further facilitate the change in attitude. Conversely, if the assessed message falls within the range of rejection, then the change in attitude will decrease or even not exist.

The data stack that falls on the reception range is known as the term latitude of acceptance. Stacks of data that fall in the rejection range are known as the latitude of rejection. Whereas all statements that are not approved will be in the range of injustice, known as the term latitude of noncommission.

From the results of interviews with research informants, it is known that in the reception range (latitude of acceptance), there is a change in attitude supported by the consumer ego (Ref. Table 3.). For example, although during the Covid 19 pandemic there was a threat of the coronavirus and a monetary crisis, consumers still hoped to satisfy their hobbies of shopping for the sake of recreation or refreshing. Changes in attitude made, that is, come and shop imported-used clothing in Jakarta, which has many places to eat or hang out. In addition, it also has facilities such as elevators and escalators, cold air conditioners, good or non-humid air circulation, a well-lit lighting system, and a safe and spacious car or motorcycle parking lot. Furthermore, due to the strict health protocol rules at the place of imported-used clothing in Jakarta, consumers who used to not want to be vaccinated turned into willing to be vaccinated. In addition, some consumers are willing to keep their distance and queue to wait their turn to choose used clothing.

Next, in the range of rejection or latitude of rejection. As for the message delivered not received or supported by the ego and changes in consumer attitudes that is, consumers who have not been vaccinated, they refuse when it is forbidden to bring a proof card already vaccinated.

In the range of injustice or latitude of noncommission, which represents ideas that are

not accepted or even not rejected, occurs when the recipient of the message is indifferent, did not receive, and also did not reject the message received. This condition also exists in some consumers. For example, sometimes consumers also care less about keeping their distance, other than because of the fun shopping, also because they want to get served first and or take precedence.

So it can be understood, that there are differences in the reception of messages to consumers, which are caused by differences in attitudes that depend on the ego involvement (cognitive and mental) of consumers, which is also the cause for further behavior change in response to the message received. This ego involvement is interpreted by Sherif as an understanding of one’s personal relationship with a problem.

When borrowing Sherif’s opinion, it can be understood as a form of consumer personal relationship with a place to sell used imported clothing in Jakarta during the Covid-19 pandemic, which appears in consumer behavior when choosing the location of used imported clothing sales. For example, when a consumer chooses or receives a message describing that, the location of the place of sale of strategic important clothing, the goods sold look neatly arranged, the price of the goods is described as cheap and there is a promotion, items sold are good and branded, and so on, as shown in Table 4.

Tabel 4: Variety of reception for consumers’ perception when choosing the location to purchase imported-used clothing in Jakarta during the covid-19 pandemic.

No	Message reception for consumers’ perception		
	Latitude of Acceptance	Latitude of Rejection	Latitude of Noncommitment
1	Message explaining the strategic location	Reject the instruction to bring vaccination cards	Less aware to keep the distance because consumers are too serious in shopping and want to be served the first
2	Message that explains the neat arrangement of the items		
3	Information on cheap price and promotion		
4	Information on good and branded items		
5	Information on getting to know the sellers		
6	Information on the ready items and can directly be kept		
7	Information on facilities such as places for eating and hanging out, elevators and escalators, air conditioner, good or non-humid air circulation, a well-lit lighting system, and a safe and spacious car or motorcycle parking lot.		
8	Information on health protocol		
9	Information that describes the fun condition when shopping because of the available variety of products		

Source: Researchers’ data results (Rosidah & Rosmawaty Hilderiah Pandjaitan, 2022).

Sherif also explained that an issue or social phenomenon would at least give birth to two extreme opinions from two social groups, namely the extreme group "drys" and the extreme group "wets". The extreme group "drys" is a group of individuals, who when assessing a message that is equally common, are more in favor of the side without prohibition. In contrast, the extreme group "wets" that is, groups consisting of individuals, who when assessing an equally common message, are more in favor of the prohibition side. All of this arises, as a result of the pleasant and unpleasant experiences experienced by consumers, when choosing the location of used imported clothing sales in Jakarta during the covid-19 pandemic. This is why, there are contrasting differences in consumers in assessing the location of used import clothing sales in Jakarta during the covid-19 pandemic, which also caused contrasting effects on the two extreme groups (Ref. Table 5.).

Tabel 5: Variety of extreme opinions for consumers' perceptions when choosing the location to purchase imported-used clothing in Jakarta during the covid-19 pandemic

No	Extrem group "drys" (consumers were more on without prohibition)	Extreme gorup "wets" (consumers were more on prohibition)
1	Even though there was the threat of coronavirus during the covid-19 pandemic, consumers are free to shop and sellers were free to offer and sell imported-used clothing	Sellers in Jakarta were prohibited to sell imported-used clothing if the clothes has not been washed in the laundry. Consumers were afraid that the clothes contain bacteria that can cause diseases
2	Even though there was the threat of coronavirus, places for eating and hanging out are available and consumers were allowed to eat and hang out there	Seller of imported-used clothing were obliged to keep the health protocol strictly because of the danger of coronavirus.

Source: Researchers' data results (Rosidah & Rosmawaty Hilderiah Pandjaitan, 2022).

CONCLUSION

In the end, it can be concluded, as for the typology of consumers' perception in choosing the location to purchase imported-used clothing in the Jakarta region during the Covid-19 pandemic. They are:

First, it is influenced by several factors as shown in Table 1, which appears as a result of consumer sensing with complete and normal five senses. All of these factors are important and form the basis of consideration in consumers' perception when choosing the location to purchase imported-used clothing in Jakarta during the covid-19 pandemic. All this is due to the viewpoint that results from the process of consumer perception, both perceptions between individuals and community perceptions. This perception is the one that will determine the attitude, behavior, and actions of a consumer in choosing the location of a used import clothing sale in Jakarta during the covid-19 pandemic (Ref. Figure 1.). In this study, Pasar Senen is the location of imported-used clothing sales in Jakarta which in consumer perception is seen as the most worthy choice during the covid-19 pandemic. Pasar Senen is considered capable of giving an impression that is in line with consumer perceptions, also because it is considered to meet all factors as shown in Table 1.

Second, judging by the analysis of motives based on Phenomenology Theory, it is understood that there are aspects in consumers' perception which include "in order motive" and "because of motive" when choosing the location to purchase imported-used clothing

in Jakarta during the covid-19 pandemic (Table 2.). The "in order to motive " aspect, that is, there is interesting information from reliable sources, happy shopping for recreation and the location has many supporting facilities such as, have lots of places to eat or hang out, elevators and escalators, cold air conditioners, good or unhumid air circulation, a well-lit lighting system, and have a safe and spacious car or motorcycle parking space. In addition, there are health protocols, but don't be too strict, and friendly, polite good service. Others, there is a neat and attractive clothing layout, discounts or promotions from traders, and distance from the location of imported-used clothing that is not too far away and easy to reach. As for the aspects of "because of motives " that is, as trustworthy, can meet self-satisfaction, as well as the hard feeling when exposed to the Corona Virus, do not want to bother with health protocols that are too strict, comfortable shopping, eye-paced or attracting attention. In addition, because the place is near or not too far away, to look stylish, cool, fashionable, and brand-minded, and because cheap.

Third, judging by the analysis of Social Judgement Theory (Muzafer Sherif, 1961), can be understood as follows: (1) each consumer has a systematic way and reason to assess the message he hears about the location of used import clothing sales in Jakarta during the Covid Pandemic 19 (Ref. Table 3). Some are based on what they experienced in their past, some are based on "anchors" or even references that they believe in the truth. Everything can affect the consumer's ego, depending on how the power of experience and "anchors" or even the reference (Ref. Table 3.); (2) every message received by used import clothing consumers in Jakarta during the Covid 19 Pandemic, will be put on three different data stacks, such all messages that fall in the reception range are placed on the latitude of acceptance, and all messages that fall in the rejection range are placed on the latitude of rejection, and all statements that are ignored because they are not approved will be placed on the latitude of noncommission. In this study, it is known, that both in the reception range (latitude of acceptance), the rejection range (latitude of rejection), and the range that is not inhaled because it is not approved (latitude of noncommission), there is a change in attitude supported by the consumer ego factor (Ref. Table 3.) caused by differences in attitudes that depend on ego involvement (cognitive and mental) consumers as shown in Table 4.; (3) in choosing the location of used import clothing sales in Jakarta during the Covid-19 pandemic, two extreme opinions emerged from two social groups (Ref. Table 5.). From the extreme group "drys" and from the extreme group "wets", as a result of pleasant and unpleasant experiences. The extreme group "drys" is a group of individuals, who when assessing a message that is equally common, are more in favor of the side without prohibition. In contrast, the extreme group "wets" that is, groups consisting of individuals, who when assessing an equally common message, are more in favor of the prohibition side.

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