

Abstract

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Correlation between Self Esteem and Conformity of Clothing Style (Fashion) in 1st year College Student; Agustina, M. Psi. & Yeni Anna Appulembang, M.A., Psi. Undergraduate Program in Psychology, Tarumanagara University, (i-xii; 53 pages, P1-P4, L1-L30).

Self esteem is an evaluation on oneself based on one's interaction with others, wherein lies a belief regarding one's abilities, which can causes a feeling of either worthiness or worthlessness in one's self. Conformity is an adjustment or change towards an individual's behavior in order to match someone else's standards, as a result of real – or sometimes imaginary – peer pressure. The goal of this research is to find any relationships between self esteem and conformity in terms of clothing style (fashion) on first year female undergraduate students. This research involves 300 female undergraduate students of X University, was conducted in Jakarta between the month of October and November, 2013, and was done using the Non Probability Technique with Purposive Sampling Technique. The result of this research shows that there is a negative relationship between self esteem and conformity in terms of clothing style (fashion), with $r = -0,613$ and $p = 0,000$ (self esteem with conformity). This research concluded that the higher one's self esteem, the lower their conformity level, and vice versa. The lower one's self esteem, the higher their conformity level.

Keywords: Self Esteem, Conformity, Clothing Style, and Fashion