

ABSTRACT

Fashion Accessories Design with Beaded Jewelry Techniques for Students who Active in Social Media with Shopaholic Shopping Style in the Covid-19 Pandemic and it is Business Opportunity

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In this era of globalization, consumptive behavior is very easy to find among teenagers, especially students. This behavior is characterized by having a penchant for shopping for goods that are not a primary need but only for personal pleasure or commonly known as a shopaholic. These people usually like to travel to meet their needs, but with the Covid-19 pandemic, shopping activities were forced to be limited after the implementation of PSBB (Large-Scale Social Restrictions) and also the obligation to implement Health protocols so that the use of masks is increasing, considering the regulations that have been implemented that every community You are required to wear a mask every time you go out. After doing research with mixed methods, namely qualitative and quantitative which includes literature studies, interviews, observations, and questionnaires, the authors see the need and a business opportunity, namely by developing exploration accessories in the form of straps with beaded jewelry techniques that are in accordance with trends, which aim to enable students to do daily activities not only look stylish, but comfortable when wearing a mask.

Keywords: Accessories, Shopaholic, Beaded Jewelry, Business Opportunity