

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh Ciri Kepribadian Lima Besar (*Big Five Personality Traits*) pada aktivitas media sosial serta perannya dalam meningkatkan perilaku ramah dan peduli lingkungan yang selanjutnya menghasilkan *getok tular* mode berkelanjutan. Telah didapat sebanyak 385 responden yang merupakan pengguna media sosial di Pulau Jawa, berusia 17-40 tahun, dan mengikuti akun *sustainable fashion* di media sosial. Data dikumpulkan dengan metode *purposive sampling*, lalu dianalisis menggunakan *Partial Least Square-Structural Equation Model* (PLS-SEM) dengan metode *bootstrapping*.

Hasil penelitian menunjukkan bahwa keramahan dan ekstraversi adalah dua ciri kepribadian yang paling berpengaruh pada aktivitas media sosial. Selain itu, aktivitas media sosial terbukti memiliki pengaruh positif pada perilaku ramah lingkungan dan kepedulian lingkungan terhadap mode, yang kemudian masing-masing juga berpengaruh positif pada *getok tular* untuk mode berkelanjutan.

Kata kunci:

Ciri Kepribadian Lima Besar, aktivitas media sosial, perilaku lingkungan, kepedulian lingkungan terhadap mode, getok tular, mode berkelanjutan

ABSTRACT

This study aims to examine the influence of the Big Five Personality Traits on social media activities and their role in increasing eco-friendly behavior and environmental concern for fashion which in turn results in word of mouth toward sustainable fashion. This study obtained as many as 385 respondents who are social media users on the island of Java, aged 17-40 years, and follow sustainable fashion accounts on social media. Data were collected by purposive sampling method. Furthermore, the data were analyzed using the Partial Least Square-Structural Equation Model (PLS-SEM) with bootstrapping method.

The results showed that agreeableness and extraversion were the two personality traits that had the most influence on social media activity. In addition, social media activities have been shown to have a positive effect on eco-friendly behavior and environmental concern for fashion, each of which also has a positive effect on word of mouth for sustainable fashion.

Keywords:

Big Five Personality Traits, social media activity, eco friendly behavior, environmental concern for fashion, word of mouth, sustainable fashion