

## ABSTRACT

Zahlita Halimatus Sya'diah. Perception of State University of Jakarta. About College Fashion. Skripsi: Study Program of Clothing and Textile, Home Economics Department, Faculty of Technology. State University of Jakarta. 2017.

This study aims to describe the fact that exist in wearing of fashion on female students of State University of Jakarta. State University of Jakarta is a university with educational labels that print teachers, where one of them is to dress in accordance with the ethics that has been applied by the campus

The method used is descriptive method with quantitative analysis of survey categories. The study was conducted at State University of Jakarta. The sampling technique used is *Incidental Sampling*. Data collection is done by giving questionnaires to 100 sample people who indirectly meet.

The result show that in general the breed in the selection of college fashion design (53%), complementary design of college fashion (58%), and dress codes on campus (80%), female student of the State University of Jakarta are already dresses in accordance with the goals and opportunities of college. But not all female student State University of Jakarta who dess in accordance with the pupose and function in the opportunity to study. The advice proposed in this study is for all student State University of Jakarta to better apply the dress codes that have been determined in the campus environment during a student at the State University of Jakarta.

Keywords: perception, students, State University of Jakarta, college dress.