

ABSTRAK

Alviah, Imas Kusnul, 2023. *Opini Mahasiswa Tentang Klinik Kecantikan Di Kabupaten Jember (Studi Kasus Di Klinik Kecantikan Larissa Aesthetic Center, Naavagreen Dan Kartika Skin Care Beauty Clinique)*. Skripsi, Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Jember. Pembimbing: Dr. Juariyah M.Si.

Kata Kunci: Opini, Klinik Kecantikan, Komunikasi

Penelitian ini ditujukan untuk mengetahui opini mahasiswa terkait klinik kecantikan di Jember. Metode penelitian menggunakan teori S-O-R (*Stimulus-Organisme-Respon*) dan melakukan studi kasus pada 3 klinik kecantikan yaitu Larissa Aesthetic Center, Kartika Skin Care Beauty Clinique, dan Navagreen. Sampel penelitian yaitu mahasiswa perempuan yang menjadi responden dan dipilih dengan teknik purposive sampling. Hasil penelitian menunjukkan bahwa mahasiswa memiliki opini bahwa klinik kecantikan merupakan tempat perawatan wajah yang saat ini dijadikan kebutuhan pokok mahasiswa untuk menunjang penampilan fisik. Mahasiswa mendapatkan informasi mengenai klinik kecantikan melalui media sosial Instagram dan rekomendasi kerabat atau teman. Kendala yang didapatkan yaitu kendala komunikasi seperti *customer service* kurang ramah, dan tidak tersampainya informasi serta kendala terkait perawatan yang dilangsungkan.

ABSTRACT

Alviah, Imas Kusnul, 2023. *Student Opinion About Beauty Clinics in Jember Regency (Case Study at Larissa Aesthetic Center Beauty Clinic, Naavagreen and Kartika Skin Care Beauty Clinique)*. Thesis, Communication Science Study Program, Faculty of Social and Political Sciences, Muhammadiyah University of Jember. Advisor: Dr. Juariyah M.Si.

Keywords: *Opinion, Beauty Clinic, Communication*

This study aims to find out the opinions of students regarding beauty clinics in Jember. The research method used the S-O-R (Stimulus-Organism-Response) theory and conducted case studies at 3 beauty clinics namely Larissa Aesthetic Center, Kartika Skin Care Beauty Clinique, and Navagreen. The research sample was female students who were respondents and were selected by purposive sampling technique. The results of the study show that students have the opinion that beauty clinics are places for facial care which are currently used as basic needs for students to support physical appearance. Students get information about beauty clinics through Instagram social media and recommendations from relatives or friends. Obstacles encountered were communication constraints such as unfriendly customer service, and information and problems related to the treatment being carried out were not conveyed.