

SHOPAHOLIC LIFESTYLE PHENOMENON FOR COLLEGE STUDENTS IN SURAKARTA CITY

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Keyword

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Abstract

The shopaholic lifestyle is a form of consumptive behavior. Many students in the city of surakarta have a shopaholic lifestyle. The purpose of this research is to describe the lifestyle of shopaholic students in the city of surakarta and to identify factors that influence the lifestyle of shopaholic students in the city of surakarta. This is a qualitative study with a string of phenomena designs. The subject of this study is ten students studying in surakarta. The ten students consisted of two students from the muhammadiyah university of surakarta, two students from sebelas maret university, two students from the Indonesia institute of arts surakarta, two students from the Tunas Pembangunan university, and two students from the university of slamet riyadi. Data collection techniques included interviews, observation, and documentation. The data validity used source triangulation and technical triangulation. The data analysis technique used interactive analysis. The results of this study indicate that theshopaholic lifestyle of college students tends to spend money to shop compulsively with a fairly high frequency. Students of shopaholic have a life that is prone to luxury or hedonics that they indulge in involuntary and continual consumption without any consideration that causes students to become consumptive. The factors that influence students to become shopaholics are luxury lifestyle and hedonic lifestyle, influence from family, advertising, following trends, and lots of shopping centers..

INTRODUCTION

Dynamically, the world continues to grow without the ability to control its progress. The development is in the entering of an era in which the world feels increasingly small or likened to a global village. Because everything relating to information technology and communication is expanding without restriction.

Globalization is an excellent momentum for the development of all the elements in present life (Isnawati, 2019). Globalization has brought dramatic improvements and improvements to the world of information technology and communication. In the age of globalization, it has turned out that not only has technology evolved into more sophisticated but also that the human life-style has now become modern and versatile. They can use up-to-date information and communication technologies to communicate with one another.

The development of the age affects the increasingly sophisticated technological development and the information that makes it easier for a person, as for the modern-day development of "fashion," each individual follows the fashion change to more modern (Nurpadila, 2020). Constant fashion changes can make one more consumptive and cause one to become more extreme in shopping. So that individuals pay more attention to the factors of desire than need, and have a tendency to master material pleasures and mere worldly desires.

Consumerism is an understanding or ideology (Rachel, & Rangkuty, 2020). A consumerism framed for excessive or improper consumption. This is done in a conscious and sustained way of life (Bakti, et al., 2020). Man makes a product, when one is consumptive and makes it A lifestyle is a person who submits to consumerism. Yuniarti (2015: 36) suggests that consumptive, excessive consumption behaviors, where wants are put first, and there is no scale of priorities or can be characterized as a lavish lifestyle. The many necessities of life for humans will increase their lifestyle.

A person who has a pattern of life that tends to spend time and time without considering between needs and wants by spending a lot of money, time, and ways, this life-style is called "shopaholic" (Arbaini & Yonyanis, 2017). Shopaholic is a person who is unable to resist her desire to shop and spends so much time and money on shopping that she may not always need items (Kurnia, 2019). It can be said that one shopaholic when consumption or consumption consumption is excessive and inappropriate in a deliberate and sustained way.

The effects of globalization become more evident in the big cities of one surakarta. Rapid economic development is responsible for the behavior patterns of people's consumption. That 3 of the 5 people in surakarta are based on a conciliatory society, economic growth is difficult in 5 subdivisions in surakarta, including irrational arsari, laweyan,, kliwon's market and jebres. In this area 60 percent of society's behavior is consumptive and 40 percent of the remaining is rational consumptive (Kurniati et al., 2021). So the consumptive nature and behavior of surakarta people is high (Derajad, 2013). The large number of students studying in surakarta, of course, has become such a promising market share that students have become one of the consumer groups that business leaders target.

The shopaholic lifestyle of students in surakarta can be seen from her appearance and association. The student's perception of lifestyle is the modern life-style, the hedon lifestyle, and the independent life-style. It can be seen in the light of any student's change, his behavior, his habits, the fashion used, his activities, and his interest in something (Hastuti et al., 2019). Students who have the shopaholic lifestyle have always tried to be attractive and cool, to use branded products, to keep up with The Times ahead, and to measure up high. As for the utilities in appearance such as the use of shoes, slippers, and other accessories that have always been sought by college students to make themselves more visible to date. They become consensual because shopping can be a way to show their social identity and status in society.

The proliferation of shopaholic in Surakarta is not in spite of surakarta's existence as one of the cities where Indonesia's center for educational activities continues. It implicates many students who come to surakarta in order to study. Among the most prestigious universities in surakarta, the aubernatory university, Indonesia's Indonesia Indonesia institute of art,, and et riyadi university whose students come from various parts of the city, from most provinces in Indonesia.

The researchers chose muhammadiyah university surakarta, March 11 university, Indonesia's institute of art for Indonesia, development growth university, and slamet riyadi as a research site because the five universities were close to the research center in surakarta, which could cause a change in the behavior of shopaholic students. Also, researchers living in surakarta make it easier to do research. Almost every day, grand mall solos, square solos and paragon mall become hang or hang out young people, feeding Food, shopping to become exhibition grounds, festivals and other events (Chizuwa, 2014).

The urgency of the study is to dig deeper into the life - style of shopaholic college students in the city of surakarta. In addition to learning about factors affecting the life - style of shopaholic college students in the city of surakarta. Excessive consumer lifestyle makes students consumptive.

METHOD

This type of research USES qualitative research with theoretical phenomena. The subject of this study is ten students studying in surakarta. The ten students consisted of two students from muhammadiyah university of surakarta, two students from the eleven march university, two students from Indonesia's surakarta institute of art, two students from development bud university, and two students from the university of slamet riyadi so that the total number of subjects was ten students. As for the criteria of the informants set by researchers of those 18 - to - 25 - year - old students, students showing the shopaholic lifestyle of daily life, her standard of living is high, fashionable, do - shopping often and have minimal shopping intensity three times a month.

The data-gathering technique of this study is the use of interviews, observation, and documentation techniques. Interview techniques by asking informants about the shopaholic lifestyle phenomenon in college students. The study also used observational data collection techniques by seeing how the informers' lifestyle looked, the items used and how to interact with others in both the campus and off-campus neighborhoods. In the documentation of this study, researchers search for and obtain such data as photo sources that are hanging out or shopping with friends, photos The image - based source used at interviews, photos of the source's brands, bookmaking history of products through e-commerce, and postings or social media status of the source living shopaholic. The validity of data uses source and technical triangulation. The data analysis techniques used are interactive data analysis techniques.

RESULTS AND DISCUSSIONS

3.1 Lifestyle Shopaholic College Student

The shopaholic lifestyle of university students in the city of surakarta makes students indulge by spending money on items they only want, though they have little real need. Based on the interviews, it can be concluded that the average shopaholic students live a life that is prone to luxury or that their hedonists go through excessive consumption without being conscious and sustained without any consideration that students become consumptive. Observing, students with shopaholic lifestyle tend to take pleasure in spending money on designer goods. And supported by documented photos such as shoes, bags, jackets and designer accessories by sources that have the lifestyle of shopaholic.

One of the intelligences that modern humans must possess today is financial intelligence, which is intelligence in managing personal financial assets (Sari, 2018). However, students with shopaholic lifestyles have a hard time managing spending because they have a hard time controlling themselves when shopping. This harmonizes with a study carried out by Pebriani (2022) that money problems may result from uncontrolled spending. A shopaholic feels unable to stop shopping and will still spend more on her Shopping's even in debt. Because shopaholic students have a tendency to shop compulsively at high frequencies.

Further signs of the shopaholic lifestyle for university students in the city of surpaholic can be concluded that shopaholic students in the city of surakarta tend to lack their pocket money. students who have shopaholic's lifestyle spend monthly on shopping for debts range from \$500million. Shopaholic students struggle to endure while shopping, and they enjoy spending a lot of money on desirable items, although they are initially low and when they are bought, shopaholic students will be content.

Observing that university students who have a lifestyle of shopaholic tend to be affluent inclined to spend money on desirable items that are not particularly needed they will feel content shopping because of the economic factors. Moreover, documented by documentarian retention of high-order records through e-commerce through commercial sources that have a shopaholic lifestyle. This coincided with a study conducted by Wahyudi et al. (2021) concludes that students of shopaholic buy items that are not necessary for emphasis and then not be used at all, and they often make unplanned purchases. Sadly, some purchases are never removed from the wrappings at all. That is, it loses meaning and meaning after it has been purchased.

Based on interviews already conducted, it could be concluded that the three most dominant types of shopaholic are image - seekers' shopaholic, who buy image image and often collect favorites such as collecting bags, make up, shoes, accessories. Second, the compulsive shopaholic is a student who shopping for emotions, if the situation is unfavorable, and to relieve the stress of shopaholic shopaholic shopping for pleasure. Negative mood always triggers a desire to go shopping and waste money. Students who have the shopaholic lifestyle shop to eliminate the boredom and boredom felt in college activities, remembering that college students are not only in class but also various other activities such as performing individual tasks, group work and participating in the activities of the campus organization. Third, a type of shopaholic dikonan is a college student who likes to buy goods, not because of some real need, but simply because they feel they have a low price. For those who matter most is not to miss a discount or a discount. Shopaholic shopaholic goes into shopping because of the price tag that keeps them going.

This is in accordance with the study by Waninghiyun (2018) that discounts act as a consumer behavior during student shopping, since they also affect the motivations or decision-making factors of the student purchase and consensual factors. Observing that students with a lifestyle of shopaholic love to collect and use brand-name items such as bags and shoes to visit College. Supported by a documented collection of bags and make ups belonging to sources that have the lifestyle of shopaholic.

Based on the interviews already conducted, it can be concluded that the motive for the shopaholic university in surakarta city is for shopping for the pleasure of getting together and interacting with friends. Shopaholic students have the intensity to shop three times a month, and when shopping can be expensive and stressful. They feel that being in a shopping area can bring excitement by spending and interacting with friends after college activities to the point that they feel satisfied when they have a desire to spend or just to hang out with friends.

This goes hand in hand with research done by Ruzadi & Zainal (2019) that students who have the shopaholic lifestyle prefer to spend time in shopping and shopping gives the student pleasure and satisfaction. Most shopaholic students buy their favorites at the grand mall solo, at solo square, paragon solo mall, and some shopaholic students also enjoy shopping at the marketplace. Observing that students who have the shopaholic lifestyle have been at the end of the shopaholic college activity going to the hangout mall.

3.2 Factors affecting the shopaholic lifestyle

There are several factors that can influence students to be shopaholic. The first factor is that students shopaholic practice lavish lifestyles and hedonists tend to misunderstand people Others based on what belongs. This would cause the student to feel deprived constantly, constantly overwhelmed by anxiety over his or her needs.

Shopaholic students generally shop in high class and tend to shop spontaneously, suggesting that shopping is good for itself. According to a study conducted by Amiruddin (2018), the hedonistic way of life among university students has become a result of their being materialistic, a strong desire to own goods spontaneously without regard for their needs and a large percentage of purchases made has been driven by a desire to satisfy just the desire for pleasure.

The next factor is trend, student shopaholic who follow trends and have high social economic status to consume items that identify their social status by buying high - price brands. Shopaholic students love to shop and usually do not satisfy one's needs but shop to fulfill the same desires or desires that others have. The study matches that done by Nurpadila (2020), which explains that many shopaholic students have chosen to buy goods because they are only trying to meet the trend. When, in fact, they're not really necessary. Only they fear that they will be viewed as obsolete by their friends who already have the latest products.

The third factor is that families, the families of most sources do not forbid their spending habits, and it turns out that the average family also has a habit of spending time in their shopping. Many students say that they participate in the shopping spree with their parents When a parent

learns about their child's spending habits and does not forbid them, he or she supports them by buying and filling out items that their children need while overspending. The study coincided with that study by Anugrahati (2014) that his parents knew his child's shopping habits, and he did not forbid it. Instead, a parent supports them by buying things for their child.

The fourth factor of advertising is that students of shopaholic are particularly interested in advertising, where they attract and smell discount because students wait for cheaper items than usual. The study harmonizes with a study done by Nurpadila (2020) that advertising can influence student behavior into shopaholic by excessively consuming goods. Because ads influence the mind and persuade people to buy a product.

A recent factor that can affect the life - style of shopaholic - the number of shopaholic college centers love shopping at malls, the number of shopping centers has been one of the factors affecting the shopaholic lifestyle. Heavy care and high price tag may prompt a shopaholic to overspend at the mall. The study matches that of Damayanti et al. (2021) that being in a shopping center is one of their homes and considering it to be one of their paradise on earth. Not just a place to make a purchase of products, but it has turned into an attractive recreation. Shopping mall as a shopaholic lifestyle entertainer for high-end goods.

CONCLUSION

Based on a study of the shopaholic's lifestyle for university students in the city of surakarta, it is concluded that shopaholic students shop compulsively at high frequencies. Students of shopaholic usually perform this habit without realizing it. The intensity of shopping for students in the city of surakarta is said to be done frequently, with the average student spending 3 times a month at around Rp. 500,000 - Rp. 1,000,000. The symptoms of shopaholic, a student living in the city of surakarta, have been fond of spending money on desirable items The high-seeking lifestyle of shopaholic among college students in the city of surakarta is shopaholic, image hunters shopaholic compulsively and shopaholic discount.

While the motive for the high life - style of shopaholic among college students in the city of surakarta is social shopping - shopaholic students shopping for get-together and for interacting with friends. As for the factors that influence college students to be shopaholic - extravagant lifestyles and hedonistic lifestyles, the influence of families, advertisements, and the trend, the many shopping centers. In doing this study, the researchers have a limited amount of time that is required for a minimum of interviews because some sources do not have enough time for interviews because there are other activities they will do and some personal documents cannot be enclosed in the study. Suggestions for further research into performing Research on the phenomenon of the shopaholic's lifestyle - that of university students - has unearthed additional information and has given rise to higher sources

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