

# PERILAKU KONSUMTIF PADA MAHASISWA RANTAU DI YOGYAKARTA PENGGUNA SHOPEE MEMBER PLATINUM

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## ABSTRAK

*Perilaku konsumtif merupakan tindakan pembelian yang didasarkan pada keinginan, bukan kebutuhan. Perilaku konsumtif tindakan pengeluaran uang untuk kesenangan semata. Penelitian ini bertujuan untuk mengetahui gambaran perilaku konsumtif pada mahasiswa rantau di Yogyakarta pengguna shopee member platinum. Penelitian ini, peneliti menggunakan metode kualitatif dengan desain fenomenologi. Pengumpulan data menggunakan wawancara semi terstruktur berdasarkan 3 aspek perilaku konsumtif Fromm (1995), penelitian ini menggunakan observasi non partisipan. Partisipan berjumlah 4 orang yang terdiri 2 laki-laki dan 2 perempuan 19-23 tahun. Hasil penelitian menunjukkan bahwa keseluruhan subjek memiliki perilaku konsumtif suka melakukan pembelian secara berlebihan, perilaku boros, dan suka membeli hanya untuk mencari kesenangan yang dipengaruhi oleh faktor kelas sosial, harga diri dan kepercayaan diri yang rendah, kegairahan dan stimulasi, spontanitas, serta ketidakperdulian akan akibat.*

**Kata kunci:** mahasiswa rantau, perilaku konsumtif, shopee member platinum

# CONSUMPTIVE BEHAVIOR OF OUT OF TOWN STUDENTS SHOPEE PLATINUM MEMBERS IN YOGYAKARTA

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## ABSTRACT

*Consumptive behavior is a purchase action based on desire, not need. Consumptive behavior is the act of spending money for pleasure. This study aims to describe the consumptive behavior of overseas students in Yogyakarta who use platinum shopee members. In this study, researchers used a qualitative method with a phenomenological design. Data collection used semi-structured interviews based on 3 aspects of Fromm's consumer behavior (1995), this study used non-participant observation. Participants totaled 4 people consisting of 2 men and 2 women 19-23 years. The results showed that all subjects had consumptive behavior like buying excessively, extravagant behavior, and buying just to seek pleasure which was influenced by social class factors, low self-esteem and self-confidence, excitement and stimulation, spontaneity, and indifference to the consequences.*

**Keywords:** *consumptive behavior, overseas students, platinum member shopee*