

**PERILAKU BERBELANJA PRODUK BERMEREK  
DITINJAU DARI KONSEP DIRI PADA WANITA KARIER  
DI PT. ANGKASA PURA I (PERSERO) CABANG BANDAR UDARA  
SYAMSUDIN NOOR-BANJARMASIN**

**Feri Sofiana  
Dian Yudhawati**

Program Pendidikan Sarjana Program Studi Psikologi, Fakultas Bisnis, Psikologi &  
Komunikasi  
Universitas Teknologi Yogyakarta  
Email: ferisofiana432@gmail.com

**ABSTRAK**

*Bagi wanita karier penampilan penting untuk diperhatikan agar terlihat profesional. Lingkungan yang lekat terhadap produk bermerek mendukung untuk berbelanja produk bermerek. Namun, terdapat pandangan yang berbeda dalam penggunaan produk bermerek pada wanita karier. Penelitian ini bertujuan mengetahui perilaku berbelanja produk bermerek ditinjau dari konsep diri pada wanita karier di PT. Angkasa Pura I (Persero) Cabang Bandar Udara Syamsudin Noor-Banjarmasin. Metode penelitian yang digunakan adalah metode penelitian kualitatif studi kasus dengan menggunakan 4 orang subjek berusia 25-35 tahun dan sering berbelanja produk bermerek dalam jangka 3 tahun terakhir. Dalam penelitian ini, 2 subjek berstatus menikah dan 2 subjek belum menikah. Metode pengumpulan data yang digunakan adalah wawancara dan observasi yang dilengkapi dengan pedoman khusus untuk pengambilan data. Hasil penelitian ini menunjukkan bahwa keempat subjek memiliki pandangan dan keinginan berbeda dalam berbelanja produk bermerek, namun konsep diri subjek relatif sama. Terdapat empat faktor yang muncul pada keempat subjek, diantaranya actual self concept, ideal self concept, private self concept, dan social self concept.*

*Kata Kunci : Konsep Diri, Wanita Karier.*

**AN ANALYSIS OF BRANDED PRODUCTS SHOPPING BEHAVIOR  
VIEWED FROM SELF-CONCEPT OF CAREER WOMEN  
AT PT. ANGKASA PURA I (PERSERO) SYAMSUDIN NOOR-  
BANJARMASIN AIRPORT BRANCH**

**Feri Sofiana  
Dian Yudhawati**

Undergraduate Education Program Psychology Study Program, Faculty of Business,  
Psychology & Communication  
University of Technology Yogyakarta  
Email: ferisofiana432@gmail.com

**ABSTRACT**

*For career women the appearance is important to consider to look professional. An attached environment for branded products supports shopping for branded products. However, there are different views on the use of branded product in career women. This study meant to determine the shopping behavior of branded product in terms of self-concept in career women at PT. Angkasa Pura I (Persero) Syamsudin Noor-Banjarmasin Airport Branch. The research method used was a qualitative case study research method using 4 subjects aged 25-35 years who often shopped for branded product in the last 3 years. In this study, 2 subjects were married and 2 subjects were not married. Data collection methods used were interview and observation which were equipped with specific guidelines for data collection. The results of this study indicated that the four subjects had different views and desires in shopping for branded products, but the subjects self-concept was relatively the same. There were four factors that appeared on the four subjects, including actual self concept, ideal self concept, private self concept, and social self concept.*

*Keywords: Self Concept, Career Women.*