

CONSUMPTIVE BEHAVIOR AMONG ADOLESCENTS IN THE ABDULLAH DAENG SIRUA AREA, MAKASSAR CITY

¹Muh. Nur Awal, ²Emanuel Omedetho Jermias, ³Abdul Rahman

^{1,2,3}Department of Anthropological Sociology, Universitas Negeri Makassar

Email: ¹muhnurawal9@gmail.com, ²emanuel181201@gmail.com, ³abdul.rahman8304@unm.ac.id

Abstract

Article Info

Received: 13/01/2023

Revised: 30/01/2023

Accepted: 10/02/2023

This study aims to determine the form of adolescent consumptive behavior in the Abdullah Daeng Sirua area, Makassar City. This type of research is a qualitative descriptive research. The criteria for teenagers who have a consumptive lifestyle are characterized by hanging out at cafes at least once every 3 months, owning more than one cell phone, going to a beauty salon at least once a month, owning more than 12 pairs of clothes. Data collection techniques using observation and interviews. Data analysis techniques are in the form of descriptive and functional analysis by going through the stages of data collection, data reduction, data presentation and drawing conclusions. While the data validation technique used is member check. The results of the study show that the form of adolescent consumptive behavior is buying products on the basis of maintaining self-appearance and prestige, maintaining status symbols, maintaining high self-confidence, and on consideration of prices being discounted.

Keywords: Lifestyle, Consumerism, Youth

1. INTRODUCTION

Modernization is an era of very complex human life. Increasingly advanced development brings us to conditions where the level of living needs is very high and diverse [1]. Progress in the field of development and the increasing complexity of people's lives have resulted in an increase in consumptive desire and purchasing power [2]. This of course changes the habits and simple lifestyle towards an increasingly luxurious and excessive one in a relatively short period of time. Even with different levels, consumption patterns like this occur in almost all levels of society. We can observe this situation with the increasing number of shopping places such as malls, supermarkets, and so on. Not to mention the increasingly widespread online shopping system that makes people more consumptive. This condition in turn gives rise to what is called consumer culture or better known as consumptive [3].

The consumptive culture shapes a person to carry out consumptive behavior. Sembiring made it clear that consumptive people no longer consider function and usability when buying goods, but instead consider the prestige attached to those goods. In a broad sense, consumptive behavior is wasteful and excessive consumption, which prioritizes wants over needs and does not have a priority scale or can be interpreted as a luxurious lifestyle. Adolescents are one of the social groups in society that are vulnerable to the influence of the prevailing lifestyle, trends and fashions. Among teenagers themselves, fashion, appearance, and beauty are important things that get special attention. Adolescents as individuals who are experiencing a process of forming their behavior, where adolescents seek self-identity and try to achieve an ideal pattern of self. A teenager will tend to be involved in peer friendships as a social group in search of his identity. The social environment that should be a place where teenagers seek knowledge and skills is sometimes used as a place to compete in showing off what they have. The development of consumptive behavior is not based on gender differences, both have the same pattern of consumptive behavior. Teenagers are more concerned with

their pocket money to buy various kinds of branded goods to keep up with the latest trends and be recognized by their friends than to buy equipment that is more important.

In living their lives, teenagers want their existence to be recognized by the environment by trying to be part of that environment. The need to be accepted and to be the same as other people who are equal, that is, causes adolescents to try to follow various attributes that are trendy. It becomes a problem when this tendency, which is actually normal for teenagers, is carried out excessively. Sometimes what is demanded by teenagers is beyond the ability of their parents as a source of funds. Zebua & Nurdjaya in Sitohang stated that: Buying is no longer done because the product is really needed, but buying is done for other reasons such as just following the flow of fashion, just wanting to try new products, and wanting to get the real function and become an arena for wasting costs because they don't have their own income [4].

In reality, this is what happened to the majority of teenagers who live in the Abdullah Daeng Sirua area, Makassar City. Not a few of them have consumptive behavior. Seen in malls, cafes, and beauty salons, most of them are teenagers. The results of the author's initial observations, the majority of teenagers from families who live in the Abdullah Dane Sirua area also have a lifestyle that seems luxurious. as a student or taking the time to help parents work at home. It can also be seen from the way you dress, drive a vehicle, have more than one cellphone, and so on. Based on the problems stated above, it is interesting to carry out more in-depth research and studies regarding "Consumptive Behavior in Adolescents, Especially those who live in the Abdullah Daeng Sirua Area".

In elaborating the phenomenon of adolescent consumptive behavior in the Abdullah Daeng Sirua area, qualitative research methods are used. This method is used because it wants to elaborate on the consumptive behavior on the basis of the understanding and experience of the research subjects [5]. Data was collected by means of observation and interviews. The data that has been collected is then analyzed by comparing it to relevant research results and theories. The results of the analysis are then concluded, then set forth in a narrative descriptive form so that they can be utilized for the development of science, especially in the social and humanities fields.

2. LITERATUR REVIEW

2.1 Teenagers and Consumerism

Lifestyle is a pattern of daily behavior of a class/group of people in society. We will specifically discuss Socio Millennials youth in this article. As the times progress, the lifestyle of humans in society also develops. Especially the lifestyle of young people in urban areas. Their lifestyles also vary. As a result of the expansion of globalization through the internet, the lifestyle of teenagers is increasingly diverse, including: (1) hedonism, namely this lifestyle may have really infected the youth of the socio-millennial generation. They always spend their money just to have fun with their friends. Not only in fashion, but most of their money is spent on food [6]. (2) Gamer Addict, This lifestyle is almost the same as hedonism. It's just that, the money they spend is just to upgrade the skin/appearance of the character in the online game that he is playing with his friends. Teenagers who adopt this lifestyle can often be found in cafes with free wifi or even in wifi corners [7]. (3) Movie Addict, Teenagers with a penchant for watching movies, spend all their time just watching movies. However, most teenagers who fall into this criterion often watch Korean dramas/*Drakor* [8].

Adolescent lifestyle that tends to be consumerism Consumerism is a lifestyle that glorifies economic ownership. Another definition of consumerism is the understanding or ideology of groups carrying out the process of consumption and excessive use of production goods. According to the Indonesian Thematic Thesaurus, the meaning of consumerism is waste, waste, and waste. Consumerism is related to product addiction. Consumptive or extravagant lifestyles are influenced by modernization and globalization. This consumerism phenomenon has become a trend in the lives of teenagers and the next generation. The culture of consumerism does more harm than good. The impact of consumerism makes someone lazy to work, loses fighting power, wasteful, consumptive, and lacks the desire to progress [9]. The following are the characteristics of consumerism that exist in

everyday life, there is a feeling of pride in owning goods to show off to others. Tend to want to appear attractive in public and be the center of attention. Mimicking someone's lifestyle like celebrities and influencers is considered as a guideline. The desire of consumers to have different goods. Consumers want goods that do not want to be compared with others. The existence of a limited product (limited edition), so that goods are not widely found and sold in the market.

2.2 Consumerism Culture

Economists believe that the lifestyle or culture of consumerism is strongly influenced by economic growth and technological advances. A consumerist view will consider pleasure and material enjoyment as the main goal in life. The impact of consumerism is that it leads to wasteful behavior and the picture of social inequality is increasingly evident. Modern society living in an age of sophisticated science and technology is more materialistic, secularistic and individualistic [10]. With the characteristics of openness that is dynamic and rational which leads to a shift in views towards religious values. Consumerism encourages widespread deviation and abuse and causes corruption everywhere, which will eventually lead to social inequality and social jealousy.

Consumerism has causal factors that make it called a lifestyle, such as: (1) Globalization is one of the causes that cannot be avoided because many foreign products enter the realm of the Indonesian market. Many external products are attractive so that people want to buy them for individual satisfaction. (2) The development of the times affects the growth of technology where more and more innovations are created and interesting. There are many interesting and sophisticated innovative products, people are interested in buying these products, even though they don't necessarily need these products (3) Pop culture is already embedded in today's modern society thanks to the media that spreads pop culture everywhere, for example music, movies, games, and others. Therefore, people are easily attracted to follow this pop culture market and buy related products [11]. (4) Lifestyle trends Trends are familiar and cannot be avoided. Trends spread widely in all circles of society through the media. Usually, trends are spread by public figures, such as celebrities, influencers and other influential people. This makes people interested in following the trend [12].

3. RESULTS AND DISCUSSION

Consumptive means excessive consumption activities, namely waste or consumption that is far-fetched and the goods purchased are not primary or urgent needs, more spontaneous [13]. Society views what is consumed today not only as a need but also as a desire. This excessive consumption activity is driven by people's lifestyles. Consumptive behavior is a phenomenon that affects many people's lives, especially those living in urban areas. This phenomenon is interesting to study considering that consumptive behavior often affects the lives of teenagers, especially teenagers in big cities who actually do not have the financial ability to meet their needs. Unknowingly, this encourages them to buy continuously, causing them to become entangled in consumptive behavior. Teenagers change in terms of dress, association, use of money and other needs that become excessive, not according to needs.

Consumptive behavior that is often seen in adolescents, for example in terms of body care, fashion, recreational facilities, for example hanging out in cafes, excessive ownership and use of mobile phones. However, the most common is shopping behavior for the benefit of appearance. In general, teenagers spend a lot of money for the sake of appearance to be accepted in their environment. The social environment that should be used as a place to socialize as well as gain life experience is instead used as a place to show off appearance and wealth. So that when many teenagers adopt a consumptive lifestyle, life in the general public environment is increasingly unclear. Teenagers who tend to have excess wealth become easily influenced to fulfill this consumptive lifestyle. Teenagers will be considered to keep up with the times if they have bought and used goods with well-known brands. Some other teenagers who are in the middle economic level also follow a consumptive lifestyle due to social demands. So most of today's teenagers are only concerned with appearance. The development of a consumptive lifestyle includes all gender streams, both men and

women. Teenage pocket money, which is basically a helping hand from parents, is more important for buying various kinds of branded goods to keep up with the latest trends. As for forms of consumptive behavior in adolescents in the Abdullah Daeng Sirua Area, among others.

First, buying things for the sake of appearance and prestige. In their life, students cannot be separated from the consumption process. If the consumption of these goods is based on needs, then this is not a problem. However, nowadays teenagers often spend their money not because they need it, but because they want it. The lifestyle of teenagers that we see today is very fashionable. They dress and style according to the current trends. Even though not all of them come from wealthy people. Based on information obtained from a teenager with the initials FD, he buys branded items because of prestige and to maintain his appearance. For him, personal appearance is very important for someone to pay attention to because an appearance will provide an initial assessment of ourselves that is given by others. He saw that his appearance would be a measure of his friends' appreciation of him. So in order to maintain his self-appearance and prestige, he ends up buying things that they really don't need, but only because he wants to keep up appearances.

Second, buying goods is just keeping the status symbol. In our society there is a growing belief that material possessions can show who one is. To obtain a higher social status, a person needs to have material or objects that can symbolize a higher status. Objects or materials worn by a person are considered as self-representations of the wearer. One form of adolescent consumptive behavior is that they buy goods and services in order to maintain a status symbol and recognition for themselves. One of the informants with the initials SJ, stated that doing social activities and buying goods is to prove that he can exist in the midst of modern life. He buys things so he can still exist in his association. So the goods that he consumes are basically his initial considerations not because of the benefits it will still be more about the signs and social status behind the goods. And in the end the assessment is not only used on himself but also used to judge others according to the standards he uses. This means that the existence of other people will be assessed and recognized according to the standard of social status they hold.

What happened to the informants of this research is in accordance with Baudrillard's opinion which states that the rationality of consumption in the consumer society system has changed a lot, because now people buy goods not as an effort to fulfill needs but more as fulfillment of desires. Consuming society will "buy" the symbols attached to an object, so that many consumption objects are eroded by their use value and exchange value. The symbolic value then becomes a commodity. To become an object of consumption, an object must become a sign, because only in this way can it be personalized and consumable [14].

When consumption people base themselves on the sign of the object of consumption, they have articulated their own identity and personality through consumer goods. Through things like cell phones, cars, clothes, people express themselves and their personalities. In this case through the object of consumption it can contain personality signs of social status which causes differentiation in social life. Here there is a kind of competition created to further show their identity in the realm of modern life. Needs that should be felt to be sufficient to support life, turn into competition for recognition and ultimately lead to a form of judgment. This has the effect of social differences in society. Therefore, Baudrillard views that current consumption is an active activity, where consumers actively find themselves different through consumption objects. Consumers compete with each other to consume objects to gain social prestige [15].

Third, the emergence of the judgment that buying products at high prices will lead to high self-confidence. Basically, one of the considerations for humans to buy goods is because the quality of the goods they choose is considered good, which of course is proportional to the price of the goods. Or conversely the item is chosen because it is cheap. Or because of other motives that lead to satisfaction in the purchase. Usually based on irrational considerations, for example, the goods purchased will be able to increase self-esteem, be admired and considered in a certain social class. In this study, one form of adolescent consumptive behavior is buying their products because of the element of price considerations that can elevate their social status.

One form of consumptive behavior of adolescents, as conveyed by the informant with the initials APA, is because he feels that buying goods at high prices will generate self-confidence. He used to buy branded items in order to support his appearance. Humanely, this is understandable because basically teenagers have the trait of always wanting to be acknowledged by their environment by trying to be part of that environment. The need to be accepted and acknowledged by other people or peers causes adolescents to try to follow various attributes that are popular. This phenomenon reveals that self-confidence is one of the causes of adolescent behavior to become consumptive. Teenagers become more confident with the expensive attributes they use.

The mall then becomes a favorite place for teenagers to find the expensive things they want. For teenagers who have parents who are quite affluent in the economic class, especially in big cities, the mall has become a second home. Even though with their status as teenagers and students who have not been able to earn their own money, in fact they have not been able to use expensive and branded goods. However, for the sake of showing that they can also follow the fashion that is currently circulating and for the sake of recognition from their group, they finally behave consumptively. Even though the fashion itself is always changing so that teenagers are never satisfied with what they have.

Fourth, buying products on price considerations (not on the basis of benefits or uses). This form of consumptive behavior is buying goods based on price considerations. Teenagers buy goods because they are tempted by the low prices and discounts offered. So sometimes they buy goods not because of the benefits but because of the moment of taking advantage of discounted or cheap prices. The results of the study show that low prices or discounts provided by shops sometimes make students tempted to buy. Teenagers do not only spend their money to buy goods and services according to their benefits and uses so that maximum satisfaction is achieved, meaning that if we are shopping for basic needs then they see a promo or an attractive offer on an item they will be interested in buying it even though it is not included in the shopping list and it also does not include basic and urgent needs. Promos or discounts are indeed created to attract buyers and are packaged nicely to hypnotize people who initially had no intention of buying then pay attention to these items and then are interested in buying these items.

The stores that usually use a membership or membership card system are shops that belong to the upper middle class, namely department stores, minimarkets, supermarkets, hypermarkets and also franchise shops. It is rare to find traditional shops or even grocery stores that use a membership system or membership card. Most often we encounter memberships, namely in stores that are in the fashion or cosmetics genre, because this membership system is easy to attract customers because fashion and cosmetics are not everyday necessities to buy them, most people will think twice compared to buying basic daily necessities. Examples of shops that usually use a promo or discount system are Matahari and Ramayana, especially in the city of Makassar.

Thus what is stated by Baudrillard namely Consumption is understood as a sign system based on the interpretation of social signs (symbols), including: differences in social class, gender, and race. Baudrillard in Ritzer states that these class differences are referred to as: distinction, where the dominant class distinguishes itself through 3 consumption structures, namely: (a) food/beverage (b) culture and (c) appearance [16]. Likewise, if the results of this study are compared with Sumartono's opinion, operationally classifying indicators of consumptive behavior in eight forms, namely: Buying products because of the lure of gifts, buying products because the packaging is attractive, buying products to maintain self-appearance and prestige, buying products based on price considerations. (not on the basis of benefits or uses), buying a product just to maintain a status symbol, using a product because of an element of conformity to the advertised model, the emergence of the judgment that buying a product at an expensive price will lead to high self-confidence, trying more than two similar products (different brands). So there are four forms of consumptive behavior that were not found in this study, especially among research informants, namely buying products because of the lure of gifts, buying products because the packaging is attractive, using products because of conformity to the model that advertises, trying more than two similar products (different brands) [17].

The first form of consumptive behavior in this study is buying a product because it maintains appearance and prestige. Makassar is a big city that shows all its luxury. As a metropolitan city, this city has an attraction for people who have different goals for each individual. This is because Makassar City is a barometer for the surrounding urban areas, the center of government, economy, business, education and many others. Makassar as a city that has a great attraction for a lifestyle is the many malls, entertainment, and means of self-expression. The very first adaptation made by teenagers is an adaptation in terms of fashion. The adaptations that can be seen are in terms of fashion, body care and recreational facilities in the form of hanging out in cafes by teenagers which they did not do before, but due to the intensive social factors outside the home environment, they actually consume them. So that to meet the demands of acceptance of the living environment and social environment these adolescents automatically change their appearance which automatically makes them consumptive.

In the adaptation process, there will automatically be values that will be abandoned and changed to new values. For example, in the case of the ownership of goods, if previously the value held in the ownership of goods was the benefits and uses, then the current ownership of goods or consumption of the value is a sign. meaning that students consume goods only because they want to be accepted in their environment or because they want to get appreciation, as well as increase self-confidence. Thus, consumption cannot be understood as consumption of use value, but especially as consumption of abstract and constructed signs.

4. CONCLUSION

Consumptive behavior is formed because it has become part of the lifestyle process. Consumptive behavior is characterized by a life of luxury and excess. The use of everything that is considered expensive and provides maximum physical satisfaction and comfort, as well as the existence of a pattern of human life that is driven by all desires, only to: satisfy the desire for pleasure. Consumptive behavior is formed by buying things that are not too important so that they become excessive. The main actors of the consumptive lifestyle are the adolescent age group. These behaviors can continue to take root in a teen's lifestyle. In the context of Makassar City, especially in the Abdullah Daeng Sirua Area, the form of adolescent consumptive behavior is buying products to maintain self-appearance and prestige, buying products just to maintain status symbols, the emergence of the judgment that buying products at high prices will lead to high self-confidence, buy products on price considerations, not on the basis of benefits or uses.

Reference

- [1] F. N. F. Qizi, "Modernization And Integration Of National Culture In The Condition Globalization And Its Importance In The Restoration Of The New Uzbekistan.," *Turkish Online J. Qual. Inq.*, vol. 12, no. 6, 2021.
- [2] P. J. Carpena Lucas, F. S'nchez-Cubo, M. Vargas Vargas, and J. Mond'jar Jim'nez, "Influence of Lifestyle Habits in the Development of Obesity during Adolescence," *Int. J. Environ. Res. Public Health*, vol. 19, no. 7, p. 4124, 2022.
- [3] R. Khrishananto and M. A. Adriansyah, "Pengaruh intensitas penggunaan media sosial instagram dan konformitas terhadap perilaku konsumtif di kalangan generasi Z," *Psikoborneo J. Ilm. Psikol.*, vol. 9, no. 2, p. 323, 2021.
- [4] P. A. Susanto and S. I. Savira, "Hubungan Antara Konformitas Dengan Perilaku Konsumtif Pengguna E-Commerce Marketplace," *Character J. Penelit. Psikol.*, vol. 8, no. 9, pp. 131–141, 2021.
- [5] Ahmadin, "Metode Penelitian Sosial." Rayhan Intermedia, Makassar, 2013.
- [6] M. Ridho and T. W. R. Ningsih, "Hedonism practices as reflected through main character in the wolf of wall street movie," *ISLLAC J. Intensive Stud. Lang. Lit. Art, Cult.*, vol. 6, no. 1, pp. 1–10, 2022.
- [7] G. Imataka, R. Sakuta, A. Maehashi, and S. Yoshihara, "Current Status of Internet Gaming

- Disorder (IGD) in Japan: New Lifestyle-Related Disease in Children and Adolescents,” *J. Clin. Med.*, vol. 11, no. 15, p. 4566, 2022.
- [8] R. C. Muin, S. S. Pangemanan, and M. V. J. Tielung, “Analyzing The Lifestyle Behaviour On Movie Theater Consumers At University Students In Manado,” *J. EMBA J. Ris. Ekon. Manajemen, Bisnis dan Akunt.*, vol. 7, no. 3, 2019.
- [9] W. Li, T. Yigitcanlar, I. Erol, and A. Liu, “Motivations, barriers and risks of smart home adoption: From systematic literature review to conceptual framework,” *Energy Res. Soc. Sci.*, vol. 80, p. 102211, 2021.
- [10] H. M. Ajmal, N. Ahmad, and M. Q. Majeed, “The Role Of Belief In Individual And Social Life Belief And Happiness In Both Worlds: Building A Prosperous Individual (A Case Of Said Nursi &Risal-I-Nur),” *PalArch’s J. Archaeol. Egypt/Egyptology*, vol. 18, no. 10, pp. 2577–2595, 2021.
- [11] M. Meissner, “Against accumulation: lifestyle minimalism, de-growth and the present post-ecological condition,” *J. Cult. Econ.*, vol. 12, no. 3, pp. 185–200, 2019.
- [12] I. D. Susanti, Y. Janah, and A. P. D. T. Waru, “Pengaruh Nagita Slavina Sebagai Brand Ambassador Terhadap Keputusan Pembelian Skincare MS Glow,” *J. Adm. Bisnis*, vol. 2, no. 1, pp. 35–39, 2022.
- [13] D. R. Zahra and P. Anoraga, “The influence of lifestyle, financial literacy, and social demographics on consumptive behavior,” *J. Asian Financ. Econ. Bus.*, vol. 8, no. 2, pp. 1033–1041, 2021.
- [14] T. Saumantri, “Konsumerisme Masyarakat Kontemporer Dalam Pemikiran Jean Baudrillard,” *Paradig. J. Filsafat, Sains, Teknol. Dan Sos. Budaya*, vol. 28, pp. 56–68, 2022.
- [15] G. Ritzer, *Mc Donaldisasi Masyarakat*. Yogyakarta: Pustaka Pelajar, 2014.
- [16] G. Ritzer, *Ketika Kapitalisme Berjingkrang*. Yogyakarta: Pustaka Pelajar, 2002.
- [17] R. A. Putra, M. Ridwan, Z. Melmusi, R. B. Putra, and S. H. Mulyani, “The Differences of Consumer Behaviors Towards Merantau Student and Local Student,” *KnE Soc. Sci.*, pp. 41–52, 2019.