

## ABSTRAK

**Meillyza Larassaty Nur Arimbi. (2013). Efektivitas Teknik *Self Instruction* Untuk Mereduksi Perilaku Konsumtif (Penelitian Pra-Eksperimen Terhadap Peserta didik Kelas XI SMA Negeri 6 Bandung Tahun Ajaran 2012/2013).**

Perilaku konsumtif di kalangan peserta didik saat ini bukan lagi untuk memenuhi kebutuhan semata akan tetapi untuk memenuhi keinginan yang sifatnya untuk menaikkan *prestise*, menimbulkan rasa percaya diri, atau hanya untuk mengikuti *mode* yang sedang berkembang. Peserta didik yang mengalami perilaku konsumtif memiliki pola pikir yang tidak rasional. Pikiran sangat berpengaruh kuat bagi perasaan, emosi dan tindakan peserta didik yang akhirnya menghasilkan perilaku yang maladaptif. Tujuan penelitian mengetahui efektivitas teknik *self instruction* dalam mereduksi perilaku konsumtif. Penelitian menggunakan metode pra-eksperimen dengan *one group pretest-posttest design*. Partisipan penelitian adalah peserta didik kelas XI SMA Negeri 6 Bandung Tahun Ajaran 2012/2013 yang berjumlah 15 peserta didik (laki-laki 8 dan perempuan 7) pada kategori perilaku konsumtif tinggi. Instrumen yang digunakan dalam penelitian adalah angket. Analisis data statistik menggunakan *Wilcoxon Match Pairs Test*. Hasil penelitian: (1) sebagian besar peserta didik kadang-kadang berperilaku konsumtif; (2) rancangan intervensi berfokus untuk mereduksi indikator perilaku konsumtif; (3) teknik *self instruction* efektif mereduksi perilaku konsumtif.

Kata kunci: Perilaku Konsumtif; Peserta Didik; Teknik *Self Instruction*.

## ABSTRACT

**Meillyza Larassaty Nur Arimbi. (2013). The Effectiveness of self Instruction technique to reduce consumptive behavior (pre-Experimental research towards XI grade Students of SMA Negeri 6 Bandung academic year 2012/2013).**

Consumptive behavior among teenage students nowadays is not only to fulfill their needs but also to fulfill their desires to boost their prestige, to gain their self-confidence, or just to adjust and follow the mode trending in particular time. Students who experience consumptive behavior tend to have unreasonable or irrational mindset. The way of their thinking has very strong influence over their feeling, emotion, and action so that it would cause a maladaptive behavior at the end. The purpose of the study is to know the effectiveness of self-instruction technique in reducing consumptive behavior. The study used pre-experimental method with one group pretest-posttest design. The participants of the study were XI grade students of SMA Negeri 6 Bandung academic year 2012/2013 in which 15 students (eight male and seven female) were considered as consumptive in high category. The study used questionnaire as the research instrument. The statistical data analysis used in the study was *Wilcoxon Paired T-test*. The results of the study show: (1) most students sometimes behave consumptive; (2) the design of intervention focused on the reduction of consumptive behavior indicator; (3) *self-instruction* technique effectively reduces students' consumptive behavior.

Keywords: *consumptive behavior, students, self-instruction technique.*