

ANALISIS PERILAKU KONSUMTIF MAHASISWA DALAM HIPERREALITAS *ONLINE SHOP*

(Studi Kasus pada Mahasiswa di Kota Bandung)

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ABSTRAK

Perilaku konsumsi mahasiswa saat ini ditunjang oleh hadirnya berbagai *online shop* sebagai bagian dari perkembangan teknologi dan informasi yang semakin maju. *Online shop* memfasilitasi pemenuhan kebutuhan konsumen dengan cara yang tidak dimiliki pasar konvensional sehingga menjadi daya tarik bagi konsumen. Salah satu daya tarik yang dimiliki *online shop* ditampilkan dalam bentuk hiperrealitas melalui gambar produk. Hiperrealitas yang muncul berperan dalam perilaku konsumsi mahasiswa. Penelitian ini bertujuan untuk mengetahui wujud hiperrealitas *online shop*; faktor-faktor pendorong perilaku konsumen mahasiswa; fenomena hiperrealitas *online shop* yang mendorong terwujudnya perilaku konsumtif mahasiswa; serta upaya yang dilakukan untuk membatasi perilaku konsumtif dalam berbelanja *online*. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan data dilakukan dengan observasi, wawancara mendalam, studi dokumentasi, dan studi literatur. Temuan hasil penelitiannya adalah: (1) Wujud hiperrealitas *online shop* dapat terlihat dalam tampilan gambar produk, program, serta pelayanan; (2) Faktor pendorong mahasiswa berperilaku konsumtif dalam berbelanja *online* yaitu faktor internal dan faktor eksternal; (3) Perilaku konsumen mahasiswa dibentuk dengan adanya hiperrealitas *online shop* sehingga menimbulkan perilaku konsumtif; (4) Upaya yang dilakukan mahasiswa dalam mengontrol perilaku konsumtif berbelanja *online*, yaitu membuat daftar pengeluaran perbulan; dan membatasi mengikuti berbagai akun toko *online*.

Kata Kunci:

Perilaku Konsumtif, Mahasiswa, Hiperrealitas, *Online Shop*

ANALYSIS OF STUDENT CONSUMPTIVE BEHAVIOR IN THE HYPERREALITY ON ONLINE SHOP

(The case study on the student in Bandung city)

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ABSTRACT

Student consumption behavior is currently supported by the presence of various online shops as part of the development of technology and information that is increasingly advanced. Online shop facilitates the fulfillment of consumer needs in a way that conventional markets doesn't have so that it becomes a consumer appeal. One of the attractiveness that an online shop has is displayed in the form of hyperreality through product images. The hyperreality that arises has a role in student consumption behavior. This study aims to determine the form of the hyperreality on online shop; the factors that encourage student consumptive behavior; the phenomenon of the hyperreality on online shop that encourages the realization of student consumptive behavior; as well as efforts made to limit consumptive behavior in online shopping. This research uses a qualitative approach with the case study method. Data collection techniques were conducted by observation, in-depth interviews, documentation studies, and literature studies. The findings of the research are: (1) The form of online shop hyperreality can be seen in the display of product images, programs, and services; (2) The driving factor of the students behaving consumptively in online shopping is internal factors and external factors; (3) The student consumption behavior is formed by the presence of an online shop hyperreality that creates consumptive behavior; (4) Efforts made by students in controlling the consumptive behavior of online shopping, namely making monthly expenditure lists; and limit to following various online store accounts.

Keywords:

Consumptive Behavior, Student, Hyperreality, Online Shop