



Not hedon not famous

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ABSTRACT

The increase in internet users and the development of e-commerce in Indonesia have influenced consumer buying behavior. One of the unique characteristics of Indonesian consumers is that they tend not to plan. Students tend to have a high sense of curiosity, so students often want to try new things that will shape their lifestyle. This study aims to understand and describe the dynamics of the hedonistic lifestyle in STIE PGRI Dewantara Jombang students. The method used in data collection is interviews, where there is a two-way interaction between the researcher and the research subject, to obtain information that is following the research focus. In this study, the determination of informants was carried out using a purposive technique, in which informants were selected based on certain considerations and predetermined criteria. The results of the study show that the hedonistic lifestyle of STIE PGRI Dewantara Jombang students involves individual views that prioritize personal pleasure. Activities such as shopping, walking, watching movies, spending time at the mall, using a private car when going to campus, owning gadgets priced above 5 million rupiahs, and wearing trendy clothes according to current trends in the campus environment.

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INTRODUCTION

Internet is no longer a luxury item because access is very easy (Caro & Sadr, 2019; Hargittai, 2018). One of the Internet developments whose potential is maximized in terms of business is online shopping, where the development of this system is very rapid, especially in Indonesia. With an online shop, the buying and selling process is more modern, simpler, and faster than buying and selling in conventional stores (Alzoubi et al., 2022; Gauri et al., 2021; Sudaryanto et al., 2019).

Another term for transactions via the Internet (online) is E-Commerce. According to the World Trade Organization, e-commerce is the production, distribution, marketing, sale, or delivery of goods/services electronically (Chu & Lee, 2020; Kwilinski et al., 2019; Parashar, 2020). Kominfo stated that the growth in the value of electronic commerce (e-commerce) in Indonesia reached 78 percent, the highest in the world. Indonesia is the country with the 10th largest e-commerce growth and ranks 1st. Even though Mexico is in second place, its growth value has reached 59 percent. This condition shows that the economic value of online shopping is quite good so it must be utilized by entrepreneurs, especially micro, small, and medium enterprises. According to Purnomo's research

(2018), it is undeniable that the positive growth of e-commerce in Indonesia has changed people's shopping habits, which are increasingly turning to electronic shopping or online shopping.

The increase in internet users and the development of e-commerce in Indonesia have influenced consumer buying behavior. One of the twelve unique characteristics of Indonesian consumers is that they tend not to plan. In general, Indonesian consumers still do not have proper planning. Therefore, the level of impulse buying in Indonesia is still high (redaksi.com). According to (Aragoncillo & Orus, 2018; Ittaqullah et al., 2020), impulse buying is the process of buying a product that the buyer does not intend to buy first, it can be said to be an unplanned purchase or an immediate purchase. Such consumers often do not pay much attention to the negative consequences that may arise from consumer actions.

A person's lifestyle can be seen by what he consumes, both the consumption of goods and services. Consumption does not only cover the activity of buying several goods (materials) from television to cars but also applies to the consumption of services, such as: going to places of entertainment and various social activities (shopping, window shopping, etc.). Because for them, buying luxury goods or going on holiday abroad is an act that can give them satisfaction and joy. Continuous consumption in this way can lead to a person's hedonic lifestyle, where a lifestyle is known as a way of life whose activities are aimed at seeking the pleasures of life (Belanche et al., 2020; Chouk & Mani, 2019; Herawati et al., 2019).

The hedonic lifestyle is an individual encouragement to behave by holding the principle of pleasure. A lifestyle like this is legitimate for someone capable of living a life like this. However, it will be dangerous if it is carried out by people who do not have adequate social capital. They will tend to do things that violate social norms to lead a hedonic lifestyle such as stealing, robbing, and so on (Bryndin & Bryndina, 2019). Hedonic buying motive or Hedonic shopping motivation is the emotional side of consumption which is defined as an aspect of behavior related to fantasy seen in the pleasure that consumers feel after buying a product. Consumers experience pleasurable experiences and can be characterized as entertainment because the value obtained is related to the enjoyment associated with the buying activity (Faza et al., 2022; Fernandes et al., 2020; Horváth & Adıgüzel, 2018).

The reason for someone who has a hedonic nature is that he has many needs that cannot be met before, and after the needs are met new needs appear, and sometimes these needs are bigger than before. Thus, consumers often experience impulse buying based on hedonic desires or other non-economic reasons for pleasure, imagination, and social or emotional impact. According to (Wilkinson & Pickett, 2019) shopping is not only limited to women or men, poor or rich, high income or low income, everyone has the opportunity to become a victim. Generally, people tend to buy according to their needs. However, it is not uncommon for people to shop just to fulfill their desires or desires (Singer, 2019).

Researchers feel interested in researching the hedonic lifestyle among STIE PGRI Dewantara Jombang students through how they spend time with their friends, where they usually go to spend time on weekends, how they look when they go to college whether they follow trends in society or not, or does he like to buy expensive things to look better in the eyes of his friends, and so on. Based on the pre-research that the researchers observed on STIE PGRI Dewantara Jombang students, it can be concluded that they shop at online shops, students shop because they are interested in price discounts, and consumers on average make purchases such as daily necessities at online shops.

In connection with changes in hedonic behavior taking place at a college of economics located in Jombang, a study is needed on changes in hedonic behavior in STIE PGRI Dewantara Jombang students. By formulating research on how hedonic behavior is carried out by STIE PGRI Dewantara Jombang students, and what the reasons underlying STIE PGRI Dewantara Jombang students to live a hedonic lifestyle.

This research was conducted based on the researcher's curiosity about the subject under study, namely how hedonic lifestyle behavior occurs among STIE PGRI Dewantara Jombang students who

have also mushroomed among the community. In addition, this research also aims to further explore the reasons that underlie STIE PGRI Dewantara Jombang students to live this hedonic lifestyle. This research is expected to provide benefits both from an academic and practical perspective, namely to enrich the treasury of research related to Hedonic Lifestyle Behavior that is currently rife in the community, especially in the research focus of STIE PGRI Dewantara Jombang students, provide recommendations and make it easier for further researchers who wish to research the concept of Hedonic Lifestyle Behavior among STIE PGRI Dewantara Jombang Students, and the results of this study are expected to provide knowledge and insight into Hedonic Lifestyle Behavior among Students, especially STIE PGRI Dewantara Jombang Students.

RESEARCH METHOD

The research design used in this study is qualitative which describes, describes, and describes the object under study (Mohajan, 2018). Descriptive qualitative research is research using a case study method or approach. This research focuses intensively on one particular object that is studied as a case. Case study data can be obtained from all parties concerned, in other words, this study collected from various sources (Johnson et al., 2020).

By using this qualitative method, it is hoped that the data that has been obtained will be more complete, more in-depth, credible, and meaningful so that the research objectives can be achieved. This qualitative research design is divided into three stages, namely:

Planning

The activities carried out in this stage are the analysis of the research focus, the preparation of the research design, the determination of research sites, and the preparation of research instruments.

Implementation

At this stage, the researcher is a research implementer as well as a human instrument seeking data information, namely in-depth interviews with STIE PGRI Dewantara Jombang students.

Data Analysis

Data analysis was carried out after the researchers conducted in-depth interviews with STIE PGRI Dewantara Jombang students.

In qualitative research, the terms population and sample are not known. The term used is the setting or place of research (Bloomfield & Fisher, 2019). The place of research is the STIE PGRI Dewantara Jombang campus environment. The time used by researchers for this research was carried out from the date of issuance of research permits in approximately 3 (three) months, 1 month of data collection, 1 month of data processing, and 1 month of reporting including presentation in the form of a thesis.

The focus of this research is STIE PGRI Dewantara Jombang students who apply hedonic shopping motivation, shopping lifestyle, and impulse buying when shopping on e-commerce as a lifestyle. To deepen this focus, this study will use qualitative methods. Qualitative research was chosen because the problems observed require open observation, it is easier to deal with reality, and the emotional closeness between researchers and respondents so that in-depth data is obtained.

Determination of informants using purposive sampling technique, purposive sampling technique, namely the technique of taking samples of data sources with certain considerations. In this study, the informants referred to by the authors were STIE PGRI Dewantara Jombang students who adopted a hedonic lifestyle.

Table 1. Research informants

| No | Subject | Age | Gender | Majoring | Address |
|----|---------|-----------|--------|------------|---------|
| 1 | AR | ±23 Years | Male | Accounting | Jombang |
| 2 | DR | ±22 Years | Male | Management | Jombang |

| | | | | | |
|---|----|-----------|--------|------------|---------|
| 3 | FS | ±24 Years | Male | Management | Jombang |
| 4 | LE | ±22 Years | Female | Accounting | Jombang |
| 5 | WE | ±22 Years | Female | Management | Jombang |
| 6 | ER | ±22 Years | Female | Accounting | Jombang |
| 7 | SA | ±23 Years | Female | Management | Jombang |

Source: Primary data, processed in 2023.

In this study, the data collection techniques used can be explained as follows: (a). Observation, this research is carried out in a structured manner, namely observations are carried out systematically because researchers already know what aspects are relevant to the problem and research objectives. Observations have been designed systematically, about what will be observed, and where it is by observing each behavior using the instruments used to measure the performance and activities to be studied, (b). An interview is an oral question and answers between two or more people directly. The interviewer is called the interviewer, while the person being interviewed is called the interviewee. In this interview, the researcher had prepared an interview guide, but the researcher was also more open and took notes on what was stated by the informant. Respondents in this interview were STIE PGRI Dewantara Jombang students who were the research sample, (c). Documentation is a data collection technique obtained through documents - documents. Data - data collected by documentation techniques tend to be secondary data. This document is in the form of a campus profile description to get an overview of the research location and is supported by pictures related to the research topic.

In this study, the data analysis used was the Procedure Data Analysis Manual (MDAP) by (De Smith, 2018). According to (De Smith, 2018), The proposed data analysis method is comprehensive and systematic but not standardized; provides space that designs intuition and creativity as optimally and maximally as possible. This method takes the researcher out of confinement and the analysis process is seen as a team activity not as a purely individual process.

RESULTS AND DISCUSSIONS

Hedonic Lifestyle Behavior of STIE PGRI Dewantara Jombang Students

This study aims to gain an understanding and description of the hedonistic lifestyle of STIE PGRI Dewantara Jombang students, as well as the factors that influence it. According to Simamora (2019), a hedonic lifestyle is characterized by several characteristics, including activities aimed at achieving happiness in life, a large focus on activities outside the home, ease in making friends although selective, being the center of attention, and spending free time playing. often with members of groups of high social status.

According to AR, "The meaning of a hedonic lifestyle may be subjective, different people may have different opinions. However, what I understand for someone who can be said to be a hedon is when the individual has expenses that maybe per day it can be said to be excessive. (Interview on April 10, 2023).

Even though every society has different meanings regarding this hedonic lifestyle, the initial concept of this hedonic lifestyle is a lifestyle that makes living happily in the world its goal in life. That something that is fun is a good thing and anything that makes an individual unhappy is a bad thing.

The purpose of the things that are felt pleasant in the world is oriented towards things related to the material. The hedonic lifestyle tends to be related to the consumptive culture of society, which at this time is happy to buy things that will make them in a greater position or equal to those who are among these socialites compared to the things they need. According to LE, "The hedonic lifestyle that is usually carried out by someone, in my opinion, is when an individual is too consumptive without seeing his needs." (Interview on April 12, 2023).

Because it is synonymous with consuming goods or carrying out luxury activities, it seems that this lifestyle can only be carried out by the upper social class or people in productive adulthood who already have their income so that they have the sufficient social capital to offset their hedonic lifestyle. However, as the impact of modernization and the development of current technology is expanding, the perpetrators of this hedonic lifestyle are increasingly expanding into the realm of society in the late adolescent age group (students). It's just that, the fulfillment activities are different from people from the upper social class.

In addition to the form of hedonic lifestyle that can be seen from how people consume luxury goods, it turns out that in the field researchers found other forms of application of this hedonic lifestyle. Nowadays, students who are considered hedonic are those who like to show off their daily activities on social media. As stated by DR, "The lifestyle that is usually carried out by students is in the form of showing off activities carried out on their respective social media." (Interview on April 13, 2023).

As is known, modernization has a big impact on technological developments in today's society. Social media as a result of technological developments has begun to contribute a lot to facilitate community activities such as facilitating communication. Many of today's people cannot stay away from using social media because they get various kinds of information through this platform. The majority of social media users are teenagers, including students, so many of them use the function of this social media to share about their daily activities with the intention that their peers know what activities are being carried out.

A person's efforts to lead a hedonic lifestyle take various forms. However, what is unfortunate is that an individual in a society justifies any means to achieve it. As is often heard about social climbers. Individuals who commit social climbers will usually depend on their friends who have large social capital or can be said to have excess finances. Apart from that, another characteristic is that he will always buy branded goods but fake ones (kw). He does this so that his environment continues to label him as a hedonist because for those who always do this business, being an individual who lives a lifestyle like this is very important as a form of their business to be seen as more compared to others people. Prestige like this will later give more power to their pride because, for them living in the world, they cannot be the same as other people, they like to be the center of attention and to be in a position above a social class in society. According to WE regarding the Social Climber phenomenon are: "... it is very unfortunate for the person who is doing the social climbing activity because firstly he justifies any means to fulfill the hedonic lifestyle he is leading. For example, there is an individual who deceives other people for his pleasure, for example, he sells an item but he deceives his consumers. The purpose of his actions is none other than this individual's pleasure. In addition, another example of a social climber is that he follows a contemporary lifestyle that is synonymous with nightlife, such as going to a club because he sees other friends going there even though he has no money. So, it's really unfortunate. Then, now people are smart enough to judge other people like someone who pretends to be able to look cool on social media even though we know he's not like that in real life. He often posts his luxurious life on social media but in real life, at the end of the month, the money has run out because of his actions that want to be seen as better than those other people. The point is, it's a shame to justify all means for the sake of worldly pleasures." (Interview on April 16, 2023).

However, ER, who was one of the informants of this study, had other assumptions regarding this social climber phenomenon, namely: "This social climber phenomenon is a common thing to do so that if this social climber has an impact only on ourselves and it doesn't have any effect, let alone to the detriment of other people, then it's legal to do it." (Interview on April 18, 2023).

People who lead a hedonic lifestyle like everything related to luxury. Luxury goods, luxury places to luxury hobbies they often live for the sake of self-actualization of this lifestyle. As quoted from a Sociological figure, namely Jean P. Baudrillard, regarding the consumer culture of today's society, he, today's society has shifted the value of an object it buys. From the beginning, an object

was to their needs, until now people are no longer thinking about the exchange value and use the value of the object for themselves, but more about marking social class for the individual who buys it. The status and position of a person in society are largely determined by the goods purchased and used. (Baudrillard, 2011).

It also turns out that students of STIE PGRI Dewantara Jombang often live a hedonic lifestyle, as they like luxury branded goods because they have a higher price than others. In addition, they often think that luxury goods will last longer because the quality is better compared to the price given. For those with a hedonic lifestyle, the habit of buying branded goods will be proportional to the social status and position they will get later.

According to SA, "I personally really like branded goods. Because it usually determines the quality as well so it doesn't get damaged quickly. So, when it comes to shoes, I prefer to buy ones that are guaranteed to be original and have a cool brand too. The problem is a bit of prestige too." (Interview on 02 May 2023).

To get original (original) goods, people are usually required to spend a lot of money. However, this is not an obstacle because, for those who live this hedonic lifestyle, it is better to spend more money than to be out of date. Many people judge a person by what he wears, so statements like this are what make today's society vie to buy all kinds of items that are popular or current in society.

Apart from being seen from today's society's habit of consuming branded goods, the hedonic lifestyle that students often live is their habit of spending time outside the home. Often researchers meet several STIE PGRI Dewantara Jombang students who prefer to hang out first after finishing class rather than going straight to their respective homes. Usually, they discuss the lecture material they studied in class or just chat and joke to unwind.

We often find this hanging out activity and it's not something special because it has become a separate culture for students. However, there are distinct differences that are usually practiced by students who live this hedonic lifestyle. They admit that sometimes after coming home from college and on weekends they spend more time outside the home, such as at the mall or cafe. In addition, several of the interviewees admitted that they often did their college assignments at cafes or restaurants. As stated by Ferdi, he revealed that he prefers to do his college assignments, namely his current thesis at a Cafe with Live Music compared to at home because he feels more enthusiastic when he is outside the house. So, he can gather with his friends at the same time but still focus on completing his studies. As FS said in an interview with the researcher, "For now - now I rarely hang out at the mall, right now I'm doing my thesis, at least to meet my friends in cafes or places where there is live music." (Interview on 04 May 2023).

The reasons underlying the Students Following the Hedonic Lifestyle

According to Kotler and Armstrong (2018), a person's lifestyle, in general, can be influenced by 2 factors, namely factors that come from within the individual (internal) and factors from outside the individual (external). Internal factors include personality and motives. Personality in this concept is so important because the actions of this lifestyle would not have been possible without an inner push. The encouragement in question is in the form of personal desires to be superior to others. Self-impulsive personality and consumptive attitude will give rise to a hedonic lifestyle in society so that anyone can carry out this lifestyle. In addition, motives are also the main internal reason for the existence of a hedonic lifestyle in society. The need to feel satisfaction and the need for individual prestige are the underlying motives. Following a hedonic lifestyle can provide image and prestige so that individuals who follow a hedonic lifestyle are motivated so that their needs and rewards are met.

Apart from the factors previously described, according to the informants, other factors trigger a hedonic lifestyle in a person. As stated by AR, "...the emergence of a hedonic lifestyle among

students is due to social constructs that shape their thinking that if you want to be considered cool in today's society, you have to be hedonistic." (Interview on April 10, 2023).

For students to be able to adapt to such an environment, they inevitably have to follow the constructs created by their community environment, namely that it will be cooler if they live this hedonic lifestyle, such as bringing their vehicles to campus and spending time at the university. - a luxurious place with friends - friends.

The existence of a construct created by the community also forms a certain standard of living amid society so that people compete to try to achieve this standard of living. As stated by LE, "...students live this hedonic lifestyle because the environment applies certain standards so that these individuals try to achieve these environmental standards." (Interview on April 16, 2023).

The researcher also found several informants who both said that the reason why these students live a hedonic lifestyle is due to modernization and globalization which are also the reasons that encourage a hedonic lifestyle among students today. As stated by WE: "One of the biggest motivations for students to carry out this hedonic lifestyle is Modernization. The current era which is referred to as the Millennial Age is where teenagers nowadays like to imitate the lifestyle of influencers on social media. They are influenced by the hedonic lifestyle displayed by these influencers on their respective social media platforms..." (Interview on 16 April 2023). Likewise what was stated by FS, "Globalization is the biggest encouragement for students to become hedonists because the times have now changed so that today's students, if they want to look cool, must be hedons." (Interview on 04 May 2023).

Modernization also changed the system of people's lives from traditional to modern living systems and then contributed to globalization which played a role in introducing it globally so that it was evenly distributed throughout the world's people. It is this changing era that makes no people want to live an ordinary life. They also want to experience life in excess and achieve pleasure in their own lives.

Students who claim to have a hedonic lifestyle often say that they spend time with friends, they prefer to spend time outside the home because this is also a place to prove themselves to other people on campus that they can afford their hedonic lifestyle. The existence of a sense of pride and not wanting to lose among fellow students causes this hedonic lifestyle.

As revealed by SA, where he spends time with friends depends on who he will spend it with. If he goes with friends who live an "ordinary" lifestyle, he prefers to spend time at the house of one of his friends, whereas if he wants to spend time with his "hedon" friends, he will also be willing to spend more money on hangout at a cafe or restaurant in a particular mall. As he stated in the interview that: "...if I spend time with my friends, it's different, sis, it's like friends at Public Middle School. Country, so with friends who are private, I prefer hanging out, going to malls/restaurants/cafes..." (Interview with Laras, 02 May 2023).

CONCLUSION

From the previous description, it can be concluded that the meaning of a hedonic lifestyle among college students is expanding based on the research that has been done. It can be seen that students now tend to post photos or videos about their daily activities on personal social media as a form of a hedonic lifestyle. In addition, the meaning of hedonic lifestyle actions among students has experienced an expansion from what we know so far. Previously, this was identified with hanging out with friends in popular places, using a private car when going to campus, owning gadgets priced above 5 million rupiahs, and wearing trendy clothes according to current trends in the campus environment. Even though these activities are still the benchmark for students in the hedonic lifestyle category, and are still often carried out today, the impact of globalization which has brought technological developments has changed the situation. In addition, there is a tendency for male students to be reluctant to admit that they adhere to a hedonic lifestyle. This can be caused by social pressure and the negative stigma associated with this lifestyle. They tend to feel shy and have a

negative view of the hedonic lifestyle. In addition, there is a belief that some of them believe that a hedonic lifestyle is more suitable for women because it is often associated with consumptive activities such as shopping which are generally carried out by women or female students. As for the factors that cause students to style hedon because of their desire, wanting to be seen as rich students, and also environmental factors, as well as the association as well. The association here if student friends are hedonistic, it will affect the view of students to follow the habits of their friends as well. Suggestions for future research development are to understand the changes and expansion of the meaning of the hedonic lifestyle among students, differences in perceptions and implementation of the hedonic lifestyle between male and female students, motivational factors that encourage students to adopt a hedonic lifestyle, such as the desire to look rich or stylish, the role of social media and the influence of technology on the meaning and implementation of the hedonic lifestyle among students, student consumption behavior and its implications in the context of sustainability and social welfare.

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