

THE MISLEADING ACT OF HIGH CONSUMPTION PATTERN IN
STUDENT'S LIFE

(A Case Study)

A THESIS

Presented as Partial Fulfillment of the Requirements to
Obtain the Bachelor Degree in Economics Department



By:

ALPHA EGA REYHAN

Student Number: 12313067

DEPARTMENT OF ECONOMICS
INTERNATIONAL PROGRAM
FACULTY OF ECONOMICS
UNIVERSITAS ISLAM INDONESIA
YOGYAKARTA

2017

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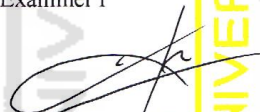
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ALPHA EGA REYHAN

Student Number: 12313067

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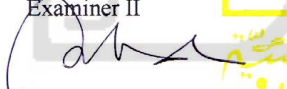
Board of Examiner
Examiner I



Abdul Hakim, S.E., M.Ec., Ph.D.

August 21, 2017

Examiner II



Sahabudin Sidiq, Dr., S.E., M.A.

August 21, 2017

Yogyakarta, August 21, 2017

International Program

Faculty of Economics

Universitas Islam Indonesia



Agus Harjito, M.Si

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Written By:

ALPHA EGA REYHAN

Student Number: 12313067


Approved by

Content Advisor,

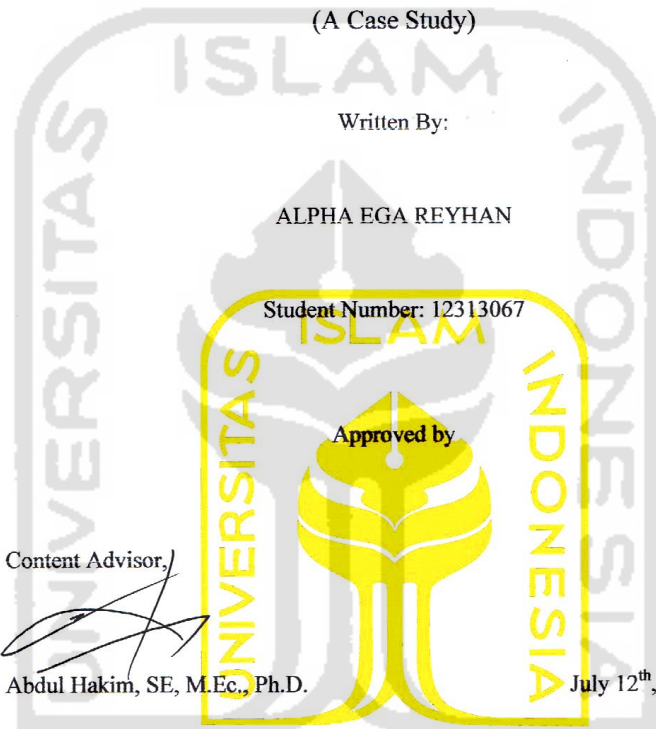

Abdul Hakim, SE, M.Ec., Ph.D.

July 12th, 2017

Language Advisor,


Alfi Zakiya., S.Kom., S.Pd.

July 12th, 2017



DECLARATION OF AUTHENTICITY

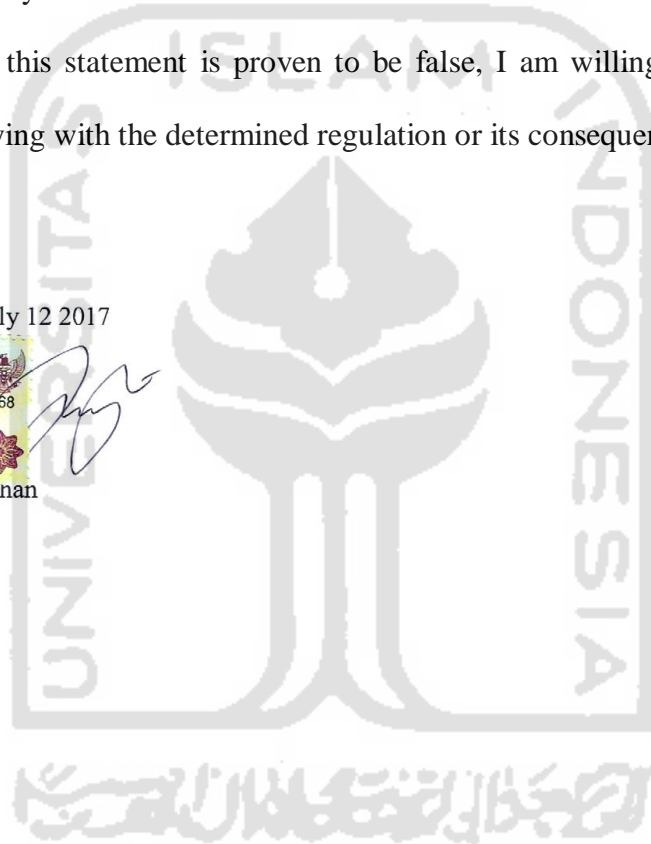
Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgement. All quotations are cited and listed in the bibliography of the thesis.

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Yogyakarta, July 12 2017



Alpha Ega Reynan



ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamualaikom Wr. Wb.,

Alhamdulillah rabbil aalamiin. In the name of Allah the Entirely Merciful, the Especially Merciful. All praises due to Allah, the Lord of the universe who has given us the uncountable blessing in our whole life. Peace be upon the messenger, the chosen one Muhammad SAW (PBUH), who bring the brightness in this world and hereafter. By Allah's blessings and love also, this thesis, entitled "The Misleading Act of High Consumption Pattern in Student's Life", could be finished.

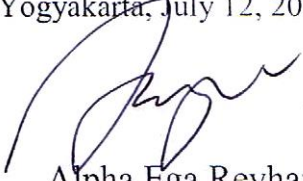
There are many supports, advises, trusts and helps that I obtained from the kind people around me. Therefore, I can do my best to finish this thesis. I express my deepest gratitude to Allah *Subhanaahu Wa Ta'aala* who always give me His blessings and love in every second of my life and Rasullulah Muhammad SAW (PBUH) who enlighten our life and bring peace which bring us to the goodness. My Mother who always take good care of me in every single time and always accompany me in her prayer until I grew up. I love my mom. My Father who always support, take care and do all prayers for me. I love you so much also. Mom and Dad I will do my best to make you always smile, because your happiness is my happiness. For my sibling Endy you are my inspiration and my spirit. Mr. Abdul Hakim, SE, M.Ec., Ph.D. as my thesis advisor who always support and give me all that I need to write my thesis and help me to fulfill the requirement to finish my study in UII. Thank you for your kindness and patience

to guide me. Ms. Alfi Zakiya., S.Kom., S.Pd. who assists me kindly, patiently and perfectly on my language structure. Mr. Wiryono Raharjo, Ph.D as the Director of International Program UII. Mr. Anas Hidayat, M. Bus., Ph.D as the Head of Business and Economic Department IP UII and Mr. Rokhedi Priyo Santoso, S.E, MIDEc as the Deputy Business and Economic Department IP UII. Thank you for facilitating the IP student's needs. For Mbak Alfi and Pak Ahmad thank you for helping us in administration problems. Thanks also Mas Kandri, Pak Kus and Pak Erwan for the support in IP UII. All of IP Economics Department students Enni, Emna, Akhyar, Ayu, Ananti, Intan, Novi, Umi Cece, Big Budi, Arif, Thony and Ridho. Thank you for being my important story in my university life in good and bad times. For Traveller (Incess Arif and Rizka, Aunty Thony, Umi Cece, Nopik Centini, and Pace Ivan) you just made my life so colourful, happy never be replaced in my heart. Hope we can make the true for 11/11/2025. For Arif n Novi, thank you for being my life diary as long as I live in Jogja, supporting me and being a firdauz "B". Umi thanks for your inspiration to be better and have greater spirit. Rizka, Thony and Ivan thanks for being my sweet friends.

I truly hope this study will give positive contribution for the better world now and in the future.

Wassalamualaikum Wr. Wb.

Yogyakarta, July 12, 2017



Alpha Ega Reyhan

TABLE OF CONTENT

Contents

Page Title	i
APPROVAL PAGE.....	Error! Bookmark not defined.
DECLARATION AUTHENCITY	iv
ACKNOWLEDGEMENT.....	iv
TABLE OF CONTENT	viii
ABSTRACT.....	viii
ABSTRAK.....	ix
LIST OF APPENDICES.....	x
CHAPTER I	1
1.1 Background	1
1.2 Problem Identification.....	7
1.3 Problem Formulation	7
1.4 Research Limitation.....	7
1.5 Research Objective	8
1.6 Systematical Writing.....	8
CHAPTER II.....	10
2.1 Theoretical Review	10
2.1.1 Consumption	11
2.1.1.1 Definition.....	11
2.1.2 Consumer Behavior	12
2.2 Factors	13
2.2.1 Income	13
2.2.2 Sub Cultural Factor.....	14
2.2.3 Social Class Factor.....	15
2.2.4 Family Factors.....	17
2.2.5 Lifestyle Factors.....	17
2.3 Impact.....	19
2.3.1 Working	19
2.3.2 Negative Impact	20
2.3.3 Positive Impact.....	22
CHAPTER III.....	23
3.1 Analysis Method.....	23
3.2 Research Location.....	25
3.2.1 Research Subject and Data Source	25
3.2.2 Source of Data.....	26

3.3	Data Collection Technique	27
3.3.1	Interview	27
3.3.2	Documentation	28
3.4	Data Analysis Technique	29
3.4.1	Data Reduction.....	29
3.4.2	Categorizing	29
3.4.3	Synthesis.....	30
3.5	Data Validity Check.....	30
3.5.1	Triangulation.....	30
3.5.2	Using Reference Material.....	30
CHAPTER IV.....		32
4.1	Study Result Data	32
4.2	Result of Research and Discussion.....	33
4.2.1	Consumption	33
4.2.2	Consumer Behavior	36
4.2.3	Factors.....	39
4.2.3.1	Income	40
4.2.3.2	Sub Culture.....	41
4.2.3.3	Social Class	43
4.2.3.4	Family.....	45
4.2.3.5	Lifestyle.....	46
4.3	The Impact.....	48
4.3.1	Working	48
4.3.2	Negative Impact	52
CHAPTER V.....		53
5.1	Conclusion.....	53
5.2	The factors behind the excessive consumption behavior of female students	55
5.2.1	Income	55
5.2.2	Sub Culture.....	55
5.2.3	Social Class	55
5.2.4	Family	55
5.2.5	Lifestyle	56
5.3	The Impact.....	56
5.3.1	Working	56
5.3.2	Negative Impact	56
REFERENCES.....		57
APPENDICES.....		59

LIST OF APPENDICES

Appendix 1. Interview Guide.....	58
Appendix 2. The result of interview with Jasmine.....	62
Appendix 3. The result of interview with Rose.....	67
Appendix 4. The result of interview with Daisy.....	72



ABSTRACT

This research aimed to identify the existence of excessive consumption behavior in some female students and to find a link between the excessive consumption behavior in some female students and their indecent jobs.

This research used qualitative method. The samples of the research were three university students. The data collection technique used in-depth interviews and data analysis techniques used qualitative descriptive by constant comparison method or constant comparative method. In the end, the validity of the data used source triangulation. From the three informants, it could be concluded that all informants become source triangulation because it had a very tight background with high consumption.

The results of this research showed that consumptive behavior was considered as a non common behavior for most female students. The consumptive behavior could influence the decision to buy the goods and services start from using, spending, and then evaluating it. There were some factors that can influence female student to have consumptive behavior; 1) income was dominant factor 2) social class had strong influence 3) lifestyle had its own role in influencing female student in conducting behavior. Factors that did not influence female students to have consumptive behavior were sub culture and family. The impacts that resulted from the informants in fulfilling the high need were, from the prostitution. They are willing to work indecently and from the negative side all informants had difficulties in managing time, study, and social.

Keywords: High consumption, consumer behavior, consumptive behavior factor, impact on consumptive behavior

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi keberadaan perilaku konsumsi yang berlebihan pada beberapa mahasiswi dan untuk menemukan hubungan antara perilaku konsumsi yang berlebihan pada beberapa mahasiswi serta pekerjaan yang tidak wajar bagi mereka.

Penelitian ini menggunakan metode kualitatif. Sampel penelitian ini terdiri dari tiga mahasiswi. Teknik pengumpulan data yang digunakan adalah wawancara mendalam dan teknik analisa data yang digunakan adalah deskriptif kualitatif dengan metode perbandingan tetap atau *constant comparative method*. Pada akhirnya, pemeriksaan keabsahan data yang digunakan adalah triangulasi sumber. Dari ketiga informan tersebut, dapat disimpulkan bahwa semua informan menjadi sumber triangulasi karena memiliki latar belakang yang sangat erat dengan perilaku konsumsi yang tinggi.

Hasil dari penelitian ini adalah perilaku konsumtif dianggap sebagai perilaku yang tidak umum bagi kebanyakan mahasiswi. Perilaku konsumtif adalah kecenderungan manusia untuk mengonsumsi sesuatu yang melebihi kebutuhan dasar dan tidak dapat dikontrol. Perilaku konsumtif seseorang dapat memengaruhi keputusan untuk membeli barang dan jasa. Adapun beberapa faktor yang memengaruhi mahasiswi untuk berperilaku konsumtif antara lain, (1) pemasukan merupakan faktor dominan, (2) kedudukan sosial mempunyai pengaruh yang kuat, (3) gaya hidup mempunyai peran tersendiri dalam memengaruhi mahasiswi dalam berperilaku konsumtif. Faktor yang tidak memengaruhi antara lain, sub budaya dan keluarga. Dampak yang terjadi akibat pemenuhan kebutuhan yang tinggi ialah para informan rela untuk bekerja tidak wajar, mengalami kesulitan dalam mengatur waktu, belajar, dan masalah sosial.

Kata Kunci: Konsumsi tinggi, perilaku konsumsi, faktor perilaku konsumtif, dampak perilaku konsumtif

CHAPTER I

INTRODUCTION

1.1 Background

Income spent on various goods or services are called consumption activities. Consumption is an integral part of our life. Consumption can be classified into food and non-food (Tama, 2014). Consumption expenditure of food is used to fulfill food supply, while non-food consumption expenditure is used to fulfill the needs besides food. The most important human needs to fill through consumption, of course, is the basic need. However, human needs continue to grow in line with the time and an increase in earned income. People do not simply require satisfying basic needs, but also regarding other needs such as education, health, transportation, communications, and others.

Shifting expenditure on consumption from food to non-food may be an indicator of improvement of social welfare because if the needs of food have been fulfilled, the excess revenue will be used to spend on non-food consumption. Therefore, the consumption pattern of a community is determined primarily on the income received. In general, it can be said that the income levels of different diversity are caused by society or individual consumption.

Just like the society and households, students also conduct economic activity, such as consumption. Student's consumption can be classified into two types of the consumption. They are food and non-food (Dumairi, 1999). Non-food consumption among the students are usually centered on lectures

purposes such as buying books, copies, internet access, and so on. Non-food consumption for students also include the consumption of transport equipment such as the cost of public transport and private vehicle (fuel), communications such as toll fees, and entertainment such as buying clothes, mobile phones, laptops, and accessories. While the consumption of food among the students include main courses and daily snacks.

Students are part of the youth if they are measured by the age of the Indonesian population. The fulfillment of their need is very important. It can be done by empowering each individual to develop their needs in her environment. Consumption is common in the society. Students tend to do consumptive activities, including shopping. In economics, the definition of consumption is the human activities which decrease the value or the benefit of certain goods (products and services) in order to fulfill their needs (Sa'dyah, 2007). It is also supported by Semesta (2008) who stated that consumption is purchasing goods and services to fulfill the needs.

In relation to the above, consumptive behavior is the activity of purchasing goods which are uncontrollable; therefore students spend too much. The pattern of fulfilling the need is more about putting 'want' as the priority rather than the 'need' because people feel the pleasure when they have what they want rather than what they need.

Students are classified as unemployed because students are included in a group that does not work/seeking employment (unemployment) or groups who are not working. Students are included in the group of school and

recipient of the income. Thus, students do not have their own permanent income. Student's income may come from allowance from his parents or scholarships. Allowance from parents is the money received each month, every week or every period agreed upon by the parents with the student's concern.

Although theoretically students are not considered as labor force, but in contrast, many of them indulge in part-time work. There are many reasons why students choose to work part-time; such as income from working part-time can be used for an extra allowance from parents and gain work experience. In general, groups of students can be categorized by gender, housing type, and class where students are involved on the consumption of food and non-food. At a glance based on gender, it appears that female students use more of their incomes on no-food consumption rather than to buy cosmetics and accessories than male students which does not wear too much cosmetic products and accessories or even not using it at all.

The female students' age is adulthood that are common to attract the male students. It is not possible to reduce consumption in food. In the beginning of adulthood, student will be more concerned about their appearance (Umami, 2013). They are more aware of their body; physical condition, what they wear, what they do for makeup, and what they will wear for their look (fashion). The flaming in the beginning of adult age for female will make a hard decision on their consumption behavior, which are needed

and wanted one. That is why most students often faced financial problem to fulfill their monthly needs.

The description of student's lifestyle is expected to be the students who spend their time to study to enrich their knowledge and skills, and also do various positive activities. Therefore, they will get become beneficial human being for the society and nation by joining campus activities and being an active scholar. Rationally, due to their focus on study, students are concerned about their need of knowledge more than their personal satisfaction.

The modernization presented the social change; consist of science technology, philosophy, art, and others. Modernization used to show the step of social development based on the industry, science and technology improvement, modern nation, urbanization, and infrastructure or city arrangement. The appearance of the modernization increases human needs. Nowadays, the consumption of students for the non-food is more various than before. The economic background of the family can also affect their consumption behavior. Generally, students who come from high-middle income family will consume more than the low-middle income family.

Students who come from low-middle income is not possible to think instantly. They will lie to their parents by asking extra fees for tuition fee or perhaps do crazier things such as doing prostitute things and narcotics (drugs). From the positive side, for example, they get part-time jobs or start

new online businesses, or for the clever students, they will be lecturers assistant.

Instant lifestyles which frequently change can be influenced by the female student's mind. The demand from the environments, social interactions, and high lifestyle which is "a must" by them will make them do everything to fulfill it. Lifestyle and personality are something which hardly separated for females. These two things are needed and they cannot live without them everyday because lifestyle and personalities reflect the appearance of females that want to be attractive, especially when it has become a trend. For some females, shopping is one thing that can reduce the stress. When they get stress, shopping activity will relieve their stress and pressure. They can enjoy the time and feel fun. Beside that, female cannot be separated with shopping. Females are social creatures which have more awareness to consume more. Looking at this case the researchers found it is necessary to see what lies behind a female student's decision to conduct consumption behavior that tends to be negative.

The phenomenon of consumer behavior that occurred in Indonesian society also occurs in females, who are currently student's in the universities in Yogyakarta. The researcher named her Rose, Daisy and Jasmine. These three female students conduct two different activities of consumption patterns. Commonly, female students who have less income will fulfill their monthly need consumption by doing positive things. But not with these three

female students. They force themselves to do the thing which should not be done at their age.

This research aimed to understand the behavior of the female students named Rose, Daisy and Jasmine. They were currently studying in the university in Yogyakarta. They were just in the transition phase into the beginning of adult phase. This research is using qualitative approach study. One of the designs that was used in this research was Narrative qualitative. According to Hoedijono & Sulistiyawati, (2017) the life experience method or technique is a method used to analyze a person/group life story both as a whole or only a certain aspect in detail, multiple facets and a broad point of view from a person/group with the environment, and society without any border of place and time.

The problem formulation in this study was how Rose, Daisy and Jasmine fulfill their monthly needs, the sacrifice of Rose, Daisy and Jasmine to fulfill their consumption needs, and the benefit behind the consumption of Rose, Daisy and Jasmine. To obtain the data, the researcher did depth interview and observation about Rose, Daisy and Jasmine life from the beginning of their college until now.

The processing data in this research consisted of the selection, categorizing, classification and archiving data into the sub topic which was homogenous. The resulting study showed the consumption behavior manifested to Rose, Daisy and Jasmine willingness in shopping. Rose, Daisy and Jasmine think that shopping is not only buying goods use them and

consume them but also it is the way of Rose, Daisy and Jasmine to fulfill their existence needs, which is to be respected by their social environment.

1.2 Problem Identification

The researcher indicates that there are existence of excessive consumption behavior in some female students which needs to be identified. Furthermore, the researcher also indicates the need to model such behavior, since it might lead to indecent jobs to fulfill such consumption behavior.

1.3 Problem Formulation

Based on the background, the problem formulations are follow:

- a. How can existance of excessive consumption behavior in some female students be identified?
- b. How is the link between the excessive consumption behavior in some female students and their indecent jobs?

1.4 Research Limitation

The researcher would like to set limitation of the research area in order to be more focused on this research:

1. This research limits on the high consumption among students.
2. The subjects of this research are the female students.

1.5 Research Objective

The objective of this research is to get in deep description about the tendency of excessive consumption behavior in female students life. The objective of this research is as follows:

- a. To identify the existence of excessive consumption behavior in some female students.
- b. To find a link between the excessive consumption behavior in some female students and their indecent jobs.

1.6 Systematical Writting

Chapter I: Introduction

This section presents Introduction, Problem Identification, Problem Formulation, Research Limitation, Research Objective and Systematic of writing.

Chapter II: Theoritcal Review

This section discusses about consumption with its definition, consumer behavior, and the factor such as income, sub culture, social class, family, and lifestyle. Beside that, it discusses the impact of working in negative and positive side.

Chapter III Research Method

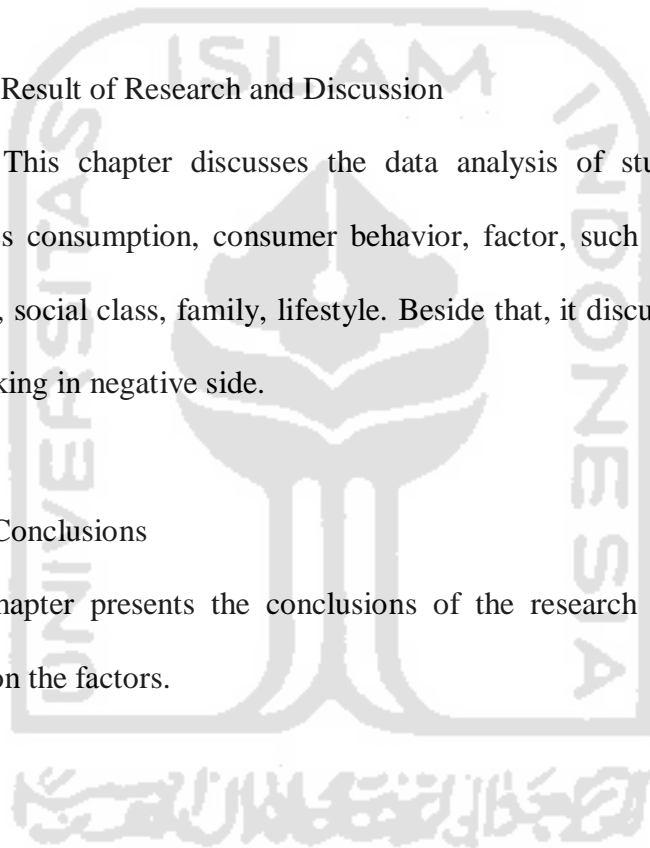
This chapter describes the type of this study, analysis method, research subject and data source, source of data, interview, documentation, data reduction, categorizing, synthesis, and data validity check.

Chapter IV Result of Research and Discussion

This chapter discusses the data analysis of study result data includes consumption, consumer behavior, factor, such as income, sub culture, social class, family, lifestyle. Beside that, it discusses the impact of working in negative side.

Chapter V Conclusions

This chapter presents the conclusions of the research in general and based on the factors.



CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Review

This research discusses consumption, the students' tendency to choose an instant way in attaining their wants, student's consumption behavior and factors that influence it and the impact of consumptive behavior for students in their daily life.

It is a destiny for women to have high self-esteem or prestigious feeling along with them. Therefore many of them try to do everything necessary to live that life, even though not all women do that, but many of them do. It is a fact and common knowledge for men to find a woman who works in a prostitute for earning money to cover all their expenditure. In the old time, prostitution is one of the ways to survive; the economy factor is the biggest cause of many women chose to work in this field. However, it now becomes a trend and even a lifestyle for some people. Many people are open towards this issue. Due to that reason, it is true that many female university students try to start themselves to work as a prostitute.

Correlations were computed between knowledge of specific student participation in the sex industry and social class, gender, age, acceptability and understandability of student participation and amount of

debt. Likelihood to undertake sex work to pay for education (Sanders & Hardy, 2015).

2.1.1 Consumption

2.1.1.1 Definition

Every individual has deal with economic activities in order to fulfill their needs, including the use of services and the consumption of products. Consumption is the activity of purchasing products and services, which is done by an individual or households to fulfill their needs or as a proof to show the usage of their income (Dumairi, 1999). In fulfilling their needs, every individual always faced much preference in the market. Based on the level of intensity used, individual needs are divided into three, including primary need, secondary need, and tertiary need. The primary need is the type of need that must be fulfilled. It means that if this type of need is not fulfilled, there will be real problem or difficulty for the people to stay alive.

In the household, there are some types of needs, such as secondary need and tertiary need. A secondary need is a need that completes primary need. After primary and secondary needs are fulfilled, tertiary need should be fulfilled as well. Generally, the tertiary need is well-known as luxury need because this type of need tends to be fulfilled by people who have high income.

As well as household, university students and teenagers also do consumption activities. These groups of consumers spend some of their allowances for consumption and purchasing some kinds of goods to fulfill their daily needs (Tama, 2014). In general, students' need can be classified into two, such as food and non-food. Therefore, students will divide their income or allowance to fulfill those two types of needs.

The consumption pattern between male students and female students is different. It happens due to female psychological that is more consumptive compared to male. Female tends to follow the trend, specifically fashion trend, although mode itself always changes and female will never be satisfied with what they have. Thus, consumptive behavior is created among female students.

According to Agustina (2002), consumptive behavior is a human tendency to consume something more than they need and sometimes even unlimited. Consumptive behavior is a tendency of an individual to buy something unexpectedly. It happens because the better condition of social and economy in the society, high productivity, and effective mass media that lead people to develop their lifestyle, mode, and social status.

2.1.2 Consumer Behavior

Consumer behavior are acts, process and social relationship exhibited by individuals, groups and organizations of used it, and

consequent experience with products, services and other resources (Zaltman & Wallendorf, 1994). Consumer behavior can be defined as decision process and physical activity that individuals engaged in when evaluating, acquiring, using or disposing of goods and services (Louden & Della, 1984).

According to Sumarwan (2008), consumer behavior is all activities, actions, and psychological processes that encourage such actions before buying, when buying, using, spending products and services after doing the above or evaluating activities. It is study of the processes involved when individuals or group select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires (Solomon, 1999).

2.2 Factors

There are several factors that influence consumption pattern on student in general. The researcher managed to classify it into five factors.

The following factors have an influence on student behavior.

2.2.1 Income

To buy consumption product, an individual spends the money they have from their monthly income or revenue (Wahyuni, 2016).

The level of income has significant impacts that influence the number of expenditure. In general, the higher the income of someone or household has the higher the expenditure they will spend.

2.2.2 Sub Cultural Factor

When it comes to talk about culture, the topic is very wide, wider compare to other factors. According to Heskett (1992), that culture is the habit that is repeated from time to time in a social group, art, belief, institution, and all products made by people in the society.

In the context of marketing, culture is the number of belief, values, and traditions that lead consumer behavior in a specific group in the society (Schiffman & Kanuk, 2005). Hence, principally, culture is the action of a consumer in particular market segmentation. Culture in the society has a role to affect institutional function like the structure of a family and mass media.

Culture also has a term, called custom that can be determined as a clear modus about accepted behavior in a specific condition. Therefore, the custom in the sub culture includes daily conduct. Eating rice with some toppings and knocking the door before enter it are the examples of custom in Indonesia. Thus, it can be concluded that custom is the way someone behaves, while belief and values are the guides for good behavior. For a marketer, a cultural factor is very important because it should be adjusted to the marketing concept and follow the development of culture in the market. The adjustment must be done in a good manner and in a specific border.

This sub cultural context will be dominant if a company tries to enter international market segmentation or global market

segmentation with many people from different nations. The variety of cultures can be reflected through symbol, invisible symbol like reaction, opinion, belief, value, language, and religion, and a visible symbol like tools, resident, product, etc. Everyone can be thirsty, but the kind of drink that can satisfy people and the ways to satisfy the person are all in culture. Thus, there are many deeds and conducts are influenced by culture, while the impact will always change depends on the era.

2.2.3 Social Class Factor

The socio-cultural factor can influence consumers' perspective, especially about social class. In every culture, there is social class. Social class is a group of people who lives based on power and prosperity and have a number of belief, attitude, and values that are close and related to the way people think and behave (Zaltman & Wallendorf, 1983). Therefore, a different social class has different thinking style and a different attitude.

In general, people in the society can be classified into three groups of social class, including:

1. Upper Level

There are some groups of people who are considered as part of this category, such as rich entrepreneurs, big investor, the executives of big companies, high officials, and military.

2. Middle Up

There are some groups of people who are considered as part of this category, including the top manager, professional, and middle-income entrepreneurs.

3. Middle Class

There are some group of people who are considered as part of this category, such as bottom line manager, independent entrepreneur, and employees.

4. Worker Class

There are some groups of people who are considered as part of this category, including creative employees and regular employees.

5. Low-Level Class

There are some groups of people who are considered as part of this category, such as bottom line worker, labor, and unemployed people. In reality, each class has its own level of happiness, which is different from one another. Due to that reason, a marketer cannot judge that the upper class is happier compared to the lower class. This class category influence consumers' behavior.

2.2.4 Family Factors

Each member of a family will react differently towards the product they want to buy. Everyone in the family has different taste and needs. Children, for example, they do not always receive whatever their parents give to them since they want something else too. Moreover, when the children grow up, their wants are even more and bigger.

A family is a group reference to show someone's identity. As other reference group, the family has an important role that forms belief, attitude, values, and behavior. Family's influence is very important in terms of consumer's socialization. Consumer socialization is a process of looking for creativity, knowledge, and attitude that can help them to have a function as the consumers. Parents, for example, they have an important influence in the process of consumer's socialization to their children. Children who want to have shoes and clothes need parents as the source of main information to the things they want.

2.2.5 Lifestyle Factors

Character and self-concept include in lifestyle. Lifestyle is life modus, that can be seen through activities, interest, and someone else opinion. In other words, lifestyle is someone's pattern to reach the purpose of life; it means that someone uses his time and his money. Someone lifestyle can be seen through workaholic lifestyle or outdoor

lifestyle, shopaholic lifestyle, etc. Quantitative measurement of lifestyle can be recognized as psychographic.

Those measurements describe an effort to be in the eyes of consumers and discover what it is called as a way of life. Therefore, the consumer can be classified into some different group of lifestyle with psychographic. Different from characteristics that seem a bit difficult to measure, the characteristic of lifestyle is beneficial for market segmenting and targeting.

For the shopaholic, shopping is only a concept of showing an attitude to get daily needs by spending their money. At this point, the meaning of shopping itself has grown as a reflection of lifestyle and recreation for people from certain economy class. Shopping has its own meaning for teenagers.

Shopping is a word that commonly used in the context of economics, whether it is a business or household (Umami, 2013). Shopping can be used as a tool to satisfy people need towards goods that actually not that necessary for them. However, trend and mode strongly influence consumer decision-making process to decide what kind of goods they want to buy.

Based on the above explanation, it can be understood that shopping habit is actually an activity to get daily needs through repeated purchasing process.

2.3 Impact

The phenomenon of working students is not new. Many of these students find additional revenue to meet the needs of life. Basically every student wants all needs to be fulfilled fairly. The fulfillment of these needs will entrench the balance of personal integrity and personality. Students whose needs are fulfilled will be able to obtain a need in his life.

However, the increasingly adult life needs of the students are challenged to be independent, because in reality the cost of daily living is often not worth the pocket money provided by their parents. This phenomenon is very interesting, plus the opportunity to work or entrepreneurship for students. However as always, this may have a positive and negative effect.

2.3.1 Working

It is not a new phenomenon in the society for students to have part-time job. There are many students who work in a part time job to fulfill their daily needs and wants. Basically, it is normal for students to have all of their needs fulfilled. When the students are able to fulfill all their needs, there will be a balance in their life. Almost all experts agree that someone is willing to work because he has a desire to fulfill urgent needs (Mashadi, 2015).

A student who comes from a rich family does not need to worry about those issues mentioned above since they have a huge fund to cover all of their expenses and tuition fees. Unfortunately, it will be a problem and student will face difficulties if he comes from poor family. The allowance from their parents may not be enough to cover all the expenses they need to pay. Moreover, the high cost of school and many trends in youth activities add all the confusing of how to fund them.

Nowadays, scholarship has a big role in helping people to have proper education and being able to study in a higher-level degree, university degree for example. This type of scholarship is really helpful for students and their parents. However, there are many things that students need to do in order to be independent while fulfilling all their needs and wants, since monthly allowance from their parents may not be enough to cover all of their expenditures. It is an interesting phenomenon in the market. Furthermore, business opportunity for the student is widely opened. The big consideration for everyone is to do a business while they are studying in the university.

2.3.2 Negative Impact

According to Djamarah (2008), there is negative impact that must be watched by college students while working. These impacts are the difficulty of sharing time and concentration during college and work,

fatigue, decreased academic performance, delayed graduation, and the most severe consequences are excluded from the university because of the absence of lecture during the class.

Some students may be lack of focus for their study and tend to be more focus on their business rather than study as their priority obligation as a student. There are many factors that affect someone's performance in the working space. Tiredness is one of the factors that may influence someone credibility while they are working. The cause of tiredness is varying from many aspects. It will affect their muscle, mental, and also interest to do their job. One more thing, it will also affect their study and willingness to work on their school project.

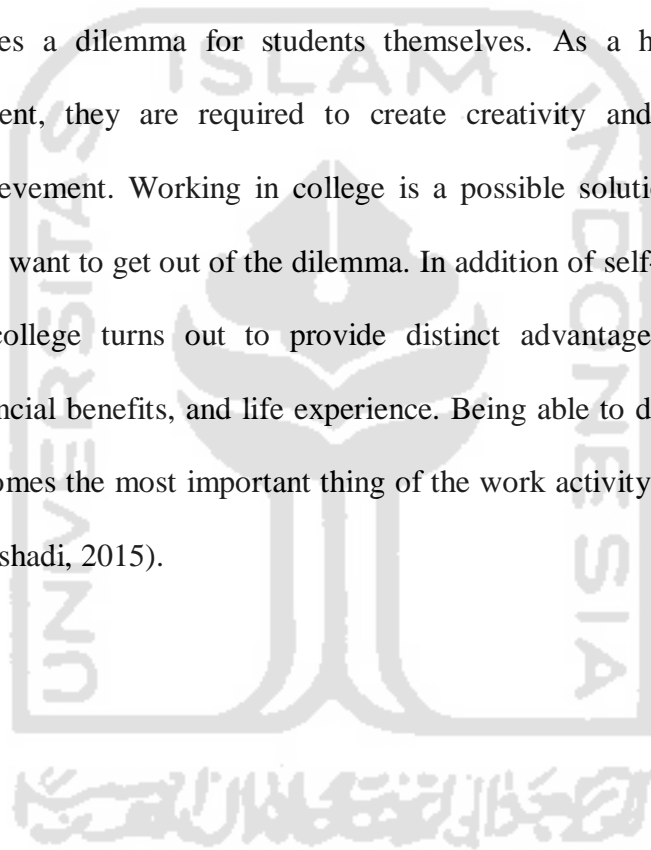
Students' tendency to work is indeed as the cause of their willingness to fulfill all their needs and wants. Many of them take a part time job to earn money. It is undeniably true that they do that because they need to do it. On the other hand, it is also common to find many students who are in the university right now are because they have worked really hard before it to earn a lot of money to pay for their tuition fee.

At the end of the day, they decided to enroll in a university when they have enough fund to register. Also, there are many of them who still work while they are studying in the university since they still need some funds to cover all their daily expenses. Another thing, there are also many students who work because they need to help their parents

to cover all the family expenditure, and there are also many factors come with this action (Hafidh, 2006).

2.3.3 Positive Impact

One of the solutions is to work while they are studying. Being a student, in addition to have a strategic position in various fields; it also leaves a dilemma for students themselves. As a highly educated student, they are required to create creativity and produce high achievement. Working in college is a possible solution for students who want to get out of the dilemma. In addition of self-study, working in college turns out to provide distinct advantages for students, financial benefits, and life experience. Being able to develop yourself becomes the most important thing of the work activity while studying (Mashadi, 2015).



CHAPTER III

RESEARCH METHOD

3.1 Analysis Method

This research used qualitative method. Silverman & Marvasti (2000) defined qualitative research as a method to discover information deeply and open towards all the opinion, which is different from close questionnaire with yes or no answer. This research will ask people to reveal their thought about a certain topic without giving them many directions about how to answer the questions or what to say towards the topic.

According to Moleong (2011), qualitative research aims to understand the phenomenon which is experienced by the respondent of the research, such as behavior, perception, motivation, attitude, etc. Holistically, the description of words and actions of the respondents will fit into a certain natural context by using a natural method.

Qualitative research aims to explain a phenomenon deeply, as deep as possible through well-managed data collection method. This research prioritizes the big number of odd population or sample, even though the sampling method is very limited. If all data collected are deep enough to explain the subjected phenomenon, there will be no use of looking for another sample. Qualitative research is way more about the depth of an issue and not about the quantity of the data collected

Generally, there are some characteristics of qualitative research, such as (Hamidi, 2003):

1. Intensive, researchers' participation for such long period in the field setting because the researcher plays a core role in the research.
2. Well-managed records and notes, also documentary proofs of the data collected.
3. Analysis of data collected from the field.
4. Reporting the detail description of data collected, quotes, and also comments.
5. There is no single reality; every researcher creates some kind of creations during the research process. The reality is deemed as a dynamic view of social construction product.
6. Subjective and based on the research reference. The researcher has a role as the interpreter to translate all the data collected.
7. The reality is holistic and cannot be chosen.
8. Researcher produces unique explanation about the situation that happens to each individual.
9. The issue description is more about its depth, rather than its breadth.
10. Research procedure: empirical-rational and unstructured.

11. The relationship between theory, concept, and data: the data collected create or reform a new theory.

3.2 Research Location

Research location is the basis area of where the research is conducted. In this research, Yogyakarta was chosen purposive due to many students who live in this city.

3.2.1 Research Subject and Data Source

The decision of choosing the respondent was based on the uniqueness of the case. According to Miles, Huberman, & Saldana (2014), the way of choosing a respondent is as follow:

The sample must be able to describe truthful explanation, which means applicable to the real life. One of the aspects to measure the validity of qualitative research is related to whether the data can be trusted or not and the explanation related to the issue subjected. This criterion is also able to lift up the reliability issue from an information source, in terms of its completeness.

Qualitative research does not have a purpose as proof of generalization research findings. The result of the research is contextual and causative, which works on specific time and place at the research time. It is because qualitative research does not implement the concept of sampling. The sample of qualitative research is called as information or research subject. They are chosen for interview or observation based on research purposes.

They are called as a research subject and not research object because information is deemed as an active factor for reality construction, not only as an object to answer a questionnaire (Hamidi, 2003).

There were two female students and one graduated university student who were the informant of this research. They studied in the university in Yogyakarta. Their data are as follow:

1. Jasmine, 22-year-old student
2. Rose, 21-year-old student
3. Daisy, 22-years-old graduated student

3.2.2 Source of Data

Inline with this research, the source of information used was primary data. The information was collected from the informants of this research directly through direct interview. The criterion of choosing the information was based on these three factors, including:

- (1) University Student
- (2) Female (above 19 years old)
- (3) Consumption behavior
- (4) Good looking

Information of this research was student above 19 years old because that age was considered to be able to give consistent answer and statements (Hamidi, 2003). In qualitative research, the main data

is collected from the researcher who collects the data directly from informant; they are the two female students who have a high consumptive lifestyle, and this research was done intensively through an interview with the informant and based on the literature study.

3.3 Data Collection Technique

The technique of data collection method is the technique used to collect all the data for research findings. There are some techniques or method, which is commonly used by the researcher. This research used one or the combination of the methods that were usually used based on the problem (Hamidi, 2003). Data collection methods of this research were as follow:

3.3.1 Interview

The interview is the first technique of data collection method in this research. The interview is a conversation between a researcher and an informant for a specific purpose. Through this process, a researcher will give some questions and the informant will answer the questions offered by a researcher. The purpose of an interview is to construct something or someone's story, an event, organization, feeling, motivation, guidance, care, past, future expectation, and also someone's history that can be used for self-verification (Lincoln & Guba, 1995).

The type of research is a formal open interview, which means there will be formal questions for the informant. The order of the questions, words, and the way the questions offered to all respondents will be the same. The possibility to have a probing the question is limited and it will depend on the situation and the performance of the informant. The purpose of this interview style is to get the same pattern of each informant and avoid many different variations during the interview. The purpose of this interview is to eliminate the possible mistake that might appear (Moleong, 2011).

Specifically, it will be easier if the interview uses well-structured interview because the researcher will be able to decide its own problem and set the questions to answer all those problems (Moleong, 2011).

3.3.2 Documentation

According to Kunto (2006), data collection technique with documentation means that the data is also collected from many documents. Data documentation is secondary data, which means the data is collected from book, internet, magazine, newspaper, and some other documents that can support this research.

3.4 Data Analysis Technique

The descriptive qualitative analysis was used in this research to analyze primary data and secondary data. The concept of this analysis is comparison or well-known as Constant Comparative Method because it compares each explained category (Moleong, 2011).

3.4.1 Data Reduction

- a. Unit Identification. There will be a small part that will be found in the data collected at the beginning of the identification. That data should have a close relationship with the focus and problem of the research.
- b. After the researcher got the unit identification, the next step is coding making. It means that each unit will have code on it, thus all data has the identity that can be used to track them. There will be a specific method of how to create the code.

3.4.2 Categorizing

A category is a group of ideas, intuition, opinion, and certain criteria that have been structured and well-managed.

- a. Grouping the cards that have been made to each related part.
- b. Formulating the rules to decide the inclusion for each card in each category and also used as the basic information to check the truth of the data.
- c. Maintaining each category to follow and obey the principles.

3.4.3 Synthesis

Synthesis means looking for the relation of each category.

3.5 Data Validity Check

In qualitative research, the data that has been collected successfully will be recorded in research activities, which should be valid and reliable. Therefore, the researcher must choose and decide the proper way to develop data validity of its finding. The variation of data collection method with various techniques must be suitable to discover the information needed for the research (Miles, Huberman, & Saldana, 2014).

The implementation of data checking is based on some specific criteria. In this research, the validity and reliability used by the researcher were explained below:

3.5.1 Triangulation

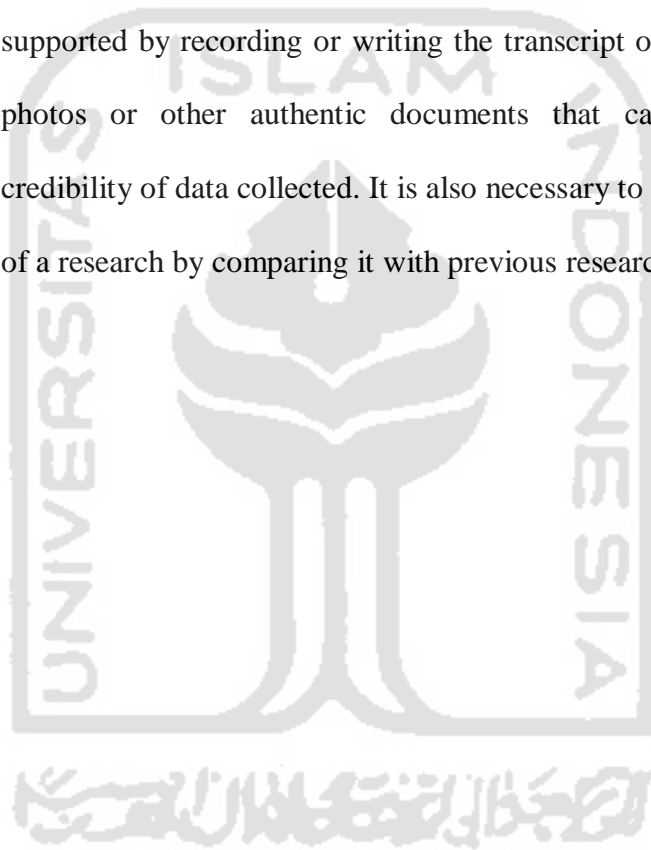
Triangulation is a technique to check data validity that used something else along with it. Out of that data, there will be another variable used to check its validity or as the comparison towards that data. Specifically, the result of triangulation is used in this research.

The result of triangulation compares and checks the turning back points of trust towards information from different time and tools in qualitative research. It can happen due to the

comparison of interview results or one informant to another (Moleong, 2011)

3.5.2 Using Reference Material

Reference material is the supportive material to prove the data collected. For example, the data from interview need to be supported by recording or writing the transcript of the interview, photos or other authentic documents that can support the credibility of data collected. It is also necessary to prove the result of a research by comparing it with previous research.



CHAPTER IV

RESULT AND ANALYSIS

4.1 Study Result Data

The data from the research results were obtained from interviewing techniques with some chosen informants. The informants were identified with the following nick names:

1. Jasmine
2. Rose
3. Daisy

The nick name was used to maintains the secrecy of the the informants identity, as one of the requirements from them to willingly participate in this research. The data were obtained from interviews in the form of informant answers to questions raised by research through interview guides conducted in face-to-face with informants, which then the answer data was presented in the form of interview quotes. The quote from the interviews presented various informant answers about the factors that influence the high consumption behavior of female students to answer the problem formulation. The interview quotes from the research informants were packed in more detail and described for the following research results.

4.2 Result of Research and Discussion

4.2.1 Consumption

The consumption of each individual must be different. Differences are classified into three, namely primary need, secondary need, and the last is a tertiary need. The primary need includes the consumption of food, where the consumption of food that is food or snacks in a month must be fulfilled. Secondary needs include non-food consumption, non-food consumption such as gasoline, laundry, toiletries, makeup and consumption that complement the mobility of primary need. The last is tertiary need that previously was not yet feasible for consumption of female students. Consumption, as the researcher describe above in average includes expenditure in a month. The interview with Jasmine on the consumption of primary and secondary needs in a month that way presented in the form of quotation was:

“...Kebutuhan dasar sih ya makan, laundry, shopping, nonton, hangout, bensin, sama paling kalo gue bosan di Jogja gue sering ke Surabaya, ketemu temen gue disana, nge-club disana...”(J-10)

In other consumption of primary needs and secondary needs in a month done by Rose was not far different, such as confirmed in the statement:

“...Ya kebutuhan dasar yang pasti, ya makan, kos-kosan, laundry, dan keperluan mandi...”(R-9)

The statement from the two informants was also supported by the other informant, Daisy who did the consumption of primary needs and secondary needs in a month. The answer was written in the following quotation.

“...Yang penting make up, makan, laundry, bensin, baju-baju, sama keperluan bulanan lainnya kaya sabun mandi, shampoo, sikat gigi, dan yang gitu-gitulah...”(D-8)

Based on the quotation from the interview of the informants in the research, it can be concluded that the consumption of primary needs and secondary needs are the type of the needs that must be fulfilled. It means that if these types of needs are not fulfilled, they would face real problem or difficulty to stay alive.

The three informants also do the tertiary needs which were not properly done by the common students. The definition of the tertiary need is the type of need that tends to be fulfilled by individual who have the high income, well-known as luxury good. When primary and

secondary needs are fulfilled, the tertiary need should be fulfilled as well.

The consumption of tertiary needs which the researcher obtained from the interview with Jasmine could be seen from the following quotation:

“...Gue tuh paling suka ya sama sepatu, koleksi sepatu gue dari yang harga Rp.4.500.000 sampai dengan harga Rp.20.000.000 ada. Ngga kuat gue sepatu-sepatu lucu...”(J-8)

Different with the informant above, the consumption of tertiary needs can be said as fantastic. The following interview result with Rose, a person who has tertiary needs, was as follow:

“...Paling kalo branded stuff, gue larinya ketas sama sepatutapi lebih ke tas. Tuh kado dari om gue tas Celine harganya Rp.52.000.000. Sama parfume juga...”(R-15)

The different answer stated by Daisy is in the following quotation:

“...Aku perawatan cuma wajah, sebulan aku bisa habis Rp.600.000 untuk perawatan muka. Sekalian itu sama cream pagi-malemnya, trus sabun muka sekalian...”(D-10)

Based on the overall answers written as the quotation of interview result above, the researcher can conclude that the consumption of

tertiary needs are high for Jasmine's, Rose's and Daisy's life. As in common female students, they should not consume these kind of tertiary needs. From the age and physiology factors of these students, they had not be able to be said as welfare. In the other words Jasmine, Rose and Daisy were not considering to the income when they consume the luxury goods.

4.2.2 Consumer Behavior

The basic definition of consumer behavior is overall activities, behaviors, also psychologies which encourage buying, using and spending the goods or services, and evaluating, including the behavior which can be observed such as the amount of expenses when, with whom, by whom and how the buying of consumed goods. Those included the variables which cannot be observed such as the values owned by the customers, private needs, perceptions, how they evaluate the alternative, and what they feel about the ownership and the use of various products. The result of the interview with Jasmine about the customer behavior was as follow:

"...Kalo perawatan gue suntik putih, itu mah wajib. Perawatan muka dari wajah berminyak, soalnya kan wajah gue berminyak parah, jadi kalo ngga ditanganin dia sering jerawat..."(J-12)

Not only the beauty treatment but also doing the other treatments, the next quotation stated by Jasmine as follows:

“...Sama perawatan satu lagi perawatan miss V, itu penting. Soalnya nanti jadi penyakit...”(J-12)

From this thing, the researcher also found the answers from the other informants. Rose said that the treatment is important as stated in the quotation below:

“...Perawatan iya dong harus, apalagi gue kan tuntutan profesi, yang namanya tampil cantik itu bener-bener udah jadi kewajiban. Kalo gak perawatan kan kusem, kalo kita kusem siapa yang mau. Perawatan yang gue lakuin biasanya head-to-toe mulai dari creambath, spa, mani pedi, massage, dan sebagainya. Trus juga suntik putih, perawatan muka dan lainnya...”(R-12)

The same answer is also stated by Daisy as stated in the quotation below.

“Aku perawatan cuma wajah aja, sekalian itu sama cream pagi-malemnya, trus sabun mukanya sekalian...”(D-10)

Based on the overall answers, it can be concluded from informants that they have the habit of face treatment.

In related to consumer behavior, the researcher also did the interviewed three informants about vacation, fuel, laundry cost and branded stuffs.

This is Jasmine's answer related to the consumer behavior:

"...Gue kalo liburan jarang sih ngeluarin duit sendiri, soalnya apa-apa dari gadun gue. Lagian gue setiap minggu bolak balik Jakarta-jogja. Kalo skrg sih gue udah jarang di jogja lagi. Lebih sering di apartment di jkt, supaya lebih dekat..."(J-11)

"...Nah bensin gue mah seratus ribu itu paling 3harian jadi sebulan rata-rata gue ngeluarin sejutaan lah, karna temen-temen gue tuh pada manja, ini itunya minta dijemputin jadi gue habis untuk itu..."(J-13)

"...Yang parah itu mah laundry sepatu sepatu gue krn sepasang sepatu itu 250rb lo kaliin sendiri gue punya 26 pasang sepatu, banyaak kan. Itu kalo gue udah dua kali pake pasti gue langsung laundryin karna sayang kan kalo sampe jamur atau rusak..."(J-14)

"...Kalo diliat dari barang branded, ya itu tadi paling ke sepatu, kacamata. Atau ngga night gown dress..."(J-15)

Those statements supported the following quotation:

"...Iyalah liburan pasti, apalagi kalo penat. Biasanya gue liburan ke Bali apalagi kalo penat. Enak banget untuk nenangin diri. Apalagi kalo liburannya sama temen-temen..."(R-11)

"...Kalo untuk bensin sih gue abisin Rp.100.000 setiap minggu, tapi kalo mobilitas gue lagi tinggi sama temen-temen pasti bensinnya lebih boros. Jadi itu bisa dua kali lipat..."(R-13)

"...Untuk laundry gue ke premium laundry, soalnya kalo dipremium laundry ada jaminan kalo baju-baju gue luntur atau kenapa-kenapa. Kan sayang tuh bajunya secara mahal kan..."(R-14)

"...Paling kalo branded stuff, gue ke tas sama sepatu tapi lebih ke tas. Sama parfume juga..."(R-15)

Daisy as one of the informants stated another opinion related to consumer behavior, as seen from the following quotation:

“...Kalo liburan jarang, soalnya duitnya ngga ada...”(D-9)

“...Bensin ngga terlalu sih...”(D-11)

“...Laundry lumayan, sebulan rata-rata Rp.300.000...”(D-12)

“...Branded aku habisnya ke make up, dari brand make up make over, mac...”(D-13)

The statement of the informant shows that the consumer behavior of a person can influence the decision of buying the goods and services, using, spending, and then evaluate it. The three interviewees stated that the nominal amount spent or they consumed is proportional with what they want.

4.2.3 Factors

The negative consumption behavior of female students is consumer behaviors that tend to be triggered by the needs or willingness to have goods or services based on their needs and their satisfaction. The factor included income, family, sub-culture, social class, and lifestyle which resulted the customer that will look for goods and services, bought them with the various consideration such as the price, brand, quantity of buying goods, evaluate by comparing the alternative goods that has the same specification, and consider one good chosen goods and sources by comparing to the other goods or

services finally continued with the consideration of buying those goods or services.

4.2.3.1 Income

The income of a female student is routinely and usually obtained from the parent. In this case, it is still being the responsibility of the parent. But in a certain condition where the female student earn less money, they will ask more to their parents. Even if they must do everything such as cheating to their parent to get more money. But this will not happen if they realize their financial condition.

Initiatives will appear when the female student needs more money to fulfill her needs. Probably, most of them get the money from their close people, such as families or someone they trust to give the money to them. Jasmine stated about her income she obtained written in quotation as follows:

“...Rp.10.000.000 dari gadun gue...”(J-5)(J-6)

The answer quoted by Rose was as follow:

“...Rp.1.500.000 dari orang orang tua, terus ada dari donator tiap bulan dikasih Rp.5.000.000...”(R-5)(R-6)

The answer quoted by Daisy was as follows:

“...Sekitar Rp.3.000.000, tapi ngga tetap juga. Ya tergantung dari pelamggan...”(D-5)(D-6)

It can be concluded that they have different amount of income and different source of income in a month. When the three of informants received the high income, they will absolutely spend more.

4.2.3.2 Sub Culture

In this era, Indonesia has a tendency to consumptive culture. The consumptive culture in this case means a highly consumption behavior. In other words, the consumptive culture does the buying activity of goods and services which actually are not really necessary to fulfill their satisfaction and their willingness than their needs. Most of the Indonesian youth in Indonesia is consumptive youths, and the Indonesian youth is more proud to use the imported goods than the domestic goods.

Informants who came from the different regions might have different answers. It will be influenced by the consumptive culture done by them. The answer given by Jasmine was as follows:

“...Gue dari Bandung...”(J-4)

“...Soalnya di bandung tau sendiri kaya gimana kehidupannya, lingkungannya...”(J-16)

With the income obtained by Jasmine it did not last in less than a month, the quotation was as follows:

“...Paling ngga sampai sebulan Gue tuh kayanya manusia paling boros sedunia, soalnya gue ngga kuat kalo liat-liat barang yang lucu-lucu...”(J-8)

Rose had different answer as follows:

“...Gue dari Palembang...”(R-4)

The income also received by Rose in a month, was stated bellow:

“...Tergantung hahaha kalo boros banget nih kadang kurang tuh Rp.6.000.000...”(R-8)

The answer from Daisy was as follow:

“...Aku dari Pekanbaru, Riau...”(D-4)

The income received by Rose in a month was as follow:

“...Ya kalo selama ini ngga sampe sebulan, soalnya kan pengeluaranku banyak banget...”(D-7)

Based on the quotation from the interview from all interviewees, it can be concluded that the origin region has a

negative relationship to the negative consumption. Although the three informants came from the different origins, they still did high consumption behavior in spending. In average the income received by them was not enough in a month to fulfill the needs and their willingness.

4.2.3.3 Social Class

The social class is one of the factors seen by the socialization and the environment. There is always gap in a group of individual. Friend gives the direct influence to a person. This happened if a person has a frequent interaction with their friends, automatically all the suggestions also information came from the friends has a tendency to consider the consumption of goods and services.

Family and friends influence the personal behavior and determine the behavior of a person in considering buying goods or services. Friends factor including a referencing group deem has an influence on the consideration to buy something of a person. It is proven by the statement of Jasmine as follows:

“...Dari SMA temen-temen gue pada hedon, mereka itu matre banget sama pacar-pacarnya. Nah di Jogja gue makin jadi kayak sekarang ini...”(J-16)

“...Makin gila belanja dan makin nuntut ini itunya, gue selama di jogja waktu awal-awal itu semua yang nanggung pacar gue beb. Gue ngga keluar duit sepeser pun....”(J-17)

The following answer strengthens that if her environment can change her to be a high consumption person:

“...Dari lingkungan jaman SMA semuanya apa-apa serba beli ini itunya. Dari keluarga soalnya kata si mamah dulu itu nyari pacar yang tajir supaya dibelanjain ini itunya jadi semenjak SMA pacar aku tuh bisa dibilang tajir dan anak kuliah. Ngga tanggung-tanggung sih jaman SMA dulu itu tuh makanya dibawa sampe sekarang...”(J-18)

Rose also stated the same thing in the quotation as follow:

“...Jadi itu semenjak gue kuliah di jogja, gue main sama kakak kelas gue waktu di SMA dulu. Gue kan main ngga cuma main atau ngobrol-ngobrol biasa. Ya gue sih liatin dari gaya hidupnya, tapi secara ngga sadar sih gue jadi dibawa ini itunya...”(R-16)

“...Factor lingkungan, dari temen-temen. Semakin banyak temen yang gue punya, itu kan semakin sering atau semakin banyak juga ajakan buat ketemu, main, nongkrong, atau cuma sekedar hangout gitu. Nah semakin lo banyak ketemu temen-temen kan semakin buat gue kayak minder gitu ngeliat kehidupan mereka, apa yang mereka punya itu juga gue pengen. Apalagi semakin high class gue, gue semakin diterima di kalangan mereka...”(R-17)

This had a similar statement as Daisy. She also stated that a friend can give her the influence to do high consumption.

“...Trus temen-temen aku disini juga pada konsumtive jadi kaya aku ngga sadar kebawa juga...”(D-14)

“...Penyebab itu mungkin karna Aku lebih banyak mengkonsumsi lebih ke make up yang dulu di Riau kan ngga ada tuh, jadi ngerasa bebas aja gitu. Mungkin karna lingkungan juga kali yaa, temen aku kan pinter make up dan kok ya aku diajarin tuh make up yg bener sama dia, dia juga baik ngasih tau brand-brand yang bagus di wajah kek mana. Walaupun harganya mahal tapi sesuai lah dengan hasilnya diwajahku...”(D-15)

All the informant's quotations showed that friend factor may influence the group. Thus, it may affect the consideration in buying, high consumption, and the change of consumer behavior. It can be concluded that they tend to buy a product due to social status. But in a society, it will not influence the consideration to buy goods and services.

4.2.3.4 Family

The parents are included in a primary group of an individual. They also become base group (influence group), as an important and valueable reference on willingness of product. The family such as a father, mother, husband or wife can influence and determine the behavior of buying. The parents are the family who

are able to influence the behavior of a person, certainly in case of the consideration to buy goods or services.

Jasmine comes from a complete family. Nothing is wrong with Jasmine's life. But time to time, her mother asked her to find the rich husband. Jasmine come from The same statement is stated by Jasmine:

“...Kata si mamah dulu itu tuh nyari pacar yang tajir supaya dibelanjain ini itunya...”(J-18)

Rose comes from the middle income family. Rose still has a father and mother. The economy condition of Rose family is just enough for their daily need. Daisy comes from low middle income family. But she still has a father and mother. The economy condition of her family is the main reason that forced Daisy to work hard while she studying in her college.

Based on the statement from the informants named Jasmine, her quotation showed the influence of a person in considering to buy goods or services. Parents are just one of the inputs; the overall consideration is considered by the individual itself without considering the suggestion from the parent.

4.2.3.5 Lifestyle

The life pattern of a person is applied in activities (jobs, hobbies, shopping, sports, social activities), the willingness (foods,

fashion, hangout, recreations) and the opinion which is more than social class and the characteristic of a person, lifestyle that shows the pattern of reactions and the interaction in a whole in the world. The quotation stated by Jasmine about the lifestyle shows the consumption pattern from the hangout places and the amount of money spent during hangout as follow:

“...Kalo weekdays gue nongkrong sama cari makan paling...”(J-20)

“...Kalo sama temen-temen kadang gue juga yang bayarin, Sekali keluar gitu Rp.400.000rban...”(J-22)

“...Starbucks, sama di Lounge...”(J-21)

“...Ngga lama sih sejam sampe 3jam doang...”(J-23)

The same statement by Rose was written in the quotation as follows:

“...Nongkrong paling, atau kadang nonton...”(R-19)

“...Yaa pastinya tempat yang nyaman buat gue yaa, yang bukan tempat rame banget yg orang-orang bakalan kesitu. Tempatnya yang bagus lah. Jadi walaupun range harga ditempat nongkrong itu ngga student friendly mah its okey ngga jadi masalah sih...”(R-20)

“Rp.200.000 sampai Rp.250.000 an”(R-21)

“...Semampunya gue paling dua sampe tiga jam lah tapi tergantung jumlah temen yaa, kalo rame ya lupa waktu belum ngegosipnya...”(R-22)

Daisy had the same answer as written in the quotation as follows:

“...Jalan-jalan aja ke mall, sama nonton paling sekalian makan ...”(D-17)

“...Paling starbucks atau ngga j.co yang di mall doang...”(D-18)

“...Rp.100.000 sampe Rp.300.000 ya...”(D-19)

“...3 jam paling lama itu, soalnya emang ngga suka nongkrong kecuali di lounge yaaa, soalnya beda kek sepi gitu ngga rame kek pasar itu kalo di mall...”(D-20)

The statement of the informants showed that lifestyle influenced the consideration in buying goods or services. Lifestyle is one of the supporting factors to consider hanging out, buy goods and services and the duration used for it.

4.3 The Impact

The needs will lead a female student to look for a way to satisfy the needs. In the beginning, a female student is trying to work to get the more income and fulfill the needs. If it is fulfilled, it can be said that work may bring influence. Thus, a person who works tends to have a negative effect such as written below.

4.3.1 Working

The profession of a person affects the goods and services bought by them. In this case, it is often faced by female students both college and part time job. It is the complicated problem, basically

every female student want to fix all her problems well. Students who do double roles, study and work, certainly should have a smart way to fix this problem.

The increasing of needs affect the students in the working environment when they are still studying in college. If they can fulfill their needs, they will feel balance in life and have self confidence. The students who have fulfilled their needs properly will appear to have good effect in their life. But in the other side, the working activities will also have a negative effect such as disturbing the academic activity in the college because of working. Therefore, the study activities will decrease in quality. Thus, they should solve this problem wisely.

But when the students consider to working in unproper job from the side of age, social and the status which should be done, they will face the hardness in psychology and development. The answer from the informant, Jasmine, is quoted as follows:

“...gue sebetulnya ngga ada niatan sama sekali mau ngelakuin hal yang kaya gini. Makanya kalo disuruh kerja gue ngga kepikiran sama sekali. Hidup gue skrg juga udah nyaman lah istilahnya...”(J-36)

“...Gue rela ngga rela gitu lah awalnya, cuman makin lama makin kesini kok hidup gue kaya gini tuh gue ngga punya beban untuk ngelakuinnya. Awalnya mungkin iya kan gue kerja yg ngga bener untuk nyukupin kebutuhan gue yang luar biasa banyaknya. toh

diluar sana juga kerjaan kaya gue ini udah bukan karna masalah ekonomi lagi loh beb, tapi udah menjadi dari gaya hidup, ngga cowo ngga cewe juga sama aja. Ngga muna loh yaa gue ngomong apa adanya gini karna kehidupan SMA gue udah ngga bener...”(J-40)

“...Gue udah ngga bisa hidup susah dan secara ngga langsung gue males tuh kerja yang istilahnya komersil yah kaya orang2. Gue ngga muna juga kalo kerjaan kaya gini tuh menjanjikan...”(J-19)

The type of profession done by Jasmine is called “escorting” as stated by Jasmine as follows:

“...Gue bukan prostitute gitu gue cuman macem nemenin lebih ke escorting bisa dibilang...”(J-27)

“...Tapikan gue ngga gonta ganti pasangan...”(J-38)

The similar statement stated by Rose is quoted as follows:

“...Ya habisnya menurut gue yaa ini cara yang paling mudah, supaya model konsumsi yang gue jalanin sekarang bisa terpenuhi tanpa harus minta orang tua, dan tanpa harus bekerja mati-matian...”(R-38)

“...Gue kadang sadar kok kalo ini emang ngga betul, cuman gue yg sekarang udah enak banget gituloh, gue mau apa aja bisa keturunan tanpa harus minta sama orang tua. Apa ya kerja gini tuh pake naluri jadi kaya gue ngga merasa capek otak. Menurut gue juga pekerjaan ini tuh menjanjikan gmn yaa menjanjikan duitnya gitu deh. Mau kerja yang beneran kerja pake patokan jam seperti part-time maupun full-time belum kepikiran untuk sekarang...”(R-34)

The job done by Rose was also able to be called “escorting”, where the job is sex activities. Rose’s statement is written below:

“...*Simpenan mungkin ya bahasa halusnya...*”(R-36)

“...*Ya jelas dong, kan gue dapet duitnya dari situ...*”(R-37)

In the other side, Daisy stated the different statement from the two informants above. It is written in the quotation as follows:

“...*Capek rasanya waktu kerja di swallowan itu, trus hasilnya kek ndak sebanding makanya Cuma bertahan sebulan aku disana...*”
(D-33)

“...*Ya gimana yaa aku nyaman udah kek gini haha ndak terlalu capek badanku ini...*”(D-34)

“...*Yang penting duit dulu aja sekarang. Aku hidup kek mana nanti di jogja yakan, jadi ku buat cuman ini lah yang bisa aku lakuin...*”(D-36)

The type of job done by Daisy can also be called as “*Online Prostitution*”. The statement is written in the quotation below:

“...*Prostitusi online bisa, cewe bookingan juga biasa aku sebutnya...*”(D-35)

Based on the interview in this research, it can be concluded that the three interviewees were able to fulfill their needs by working although it is classified as the negative job. They allow themselves to

work as “escorting” and “online prostitution” to fulfill their needs in a month.

4.3.2 Negative Impact

The various reasons of student background who work while they study in the college come from the economic problem, the willingness to help their parent to pay the tuition fee, willingness to survive, and looking for good experience to fulfill their spare time. The negative impacts which appear from the female student who works while they study in the college almost have the same problem, from timing, studying and socializing. The same impact also felt by Jasmine as written in the quotation below:

“...Cuma kadang kalo mau menjelang UTS sama UAS doang rada klimpungan...”(J-31)

“...Temen kampus gue dari awal yaa cuman itu-itu aja dan kebanyakan cowo, krna mereka tuh ngga kaya cerewet nanya pengeluaran gue yang banyak, istilahnya mereka ngga kepo sama gue...”(J-33)

The informant named Jasmine also got the negative impact. It appeared from the surrounding of campus. This can be seen from Jasmine’s quotation as follows:

“...Yang cewe sih kebanyakan, entah mereka liat gue kaya ngga suka aja gitu...”(J-34)

“...Gue kadang tuh udah dikasih label cewe ngga bener, tapi ya mau gimana lagi. Toh mereka ini ngga biayain hidup gue, mereka ngga ngasih makan gue, mereka ngga bayarin tempat tinggal gue, ngga bayarin semua kebutuhan gue kan, jadi gue berusaha cuek aja...”(J-35)

The quotation from the interview with Rose supported Jasmine’s statement who faced the same problem, time, and study as follows:

“...Akhir-akhir ini doang sih yaa soalnya mklum semester akhir Yang harus mikirin skripsi, jadi kayak kelimpungan...”(R-28)

The quotation from the interview with Daisy supported the statement from Jasmine and Rose as written below:

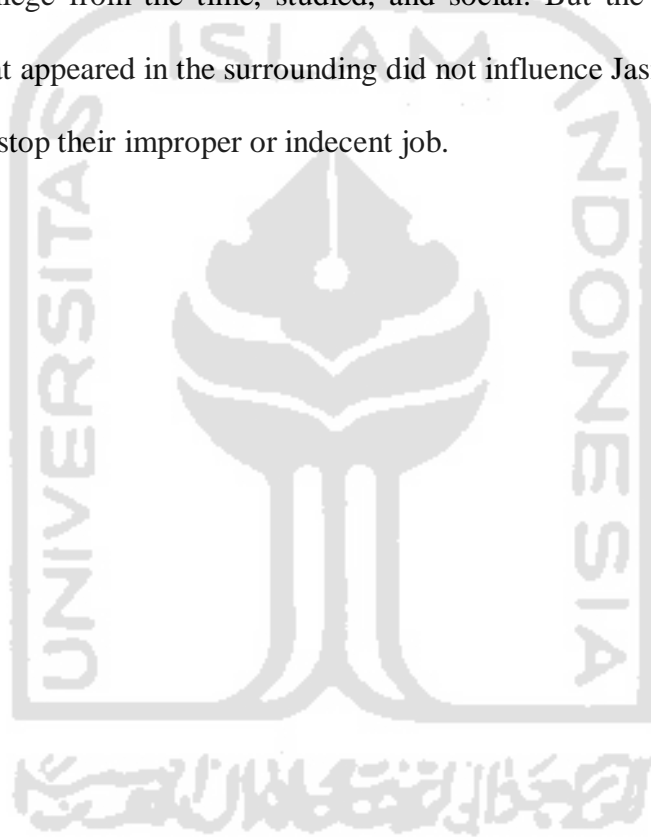
“...Dulu waktu aku masih ngampus itu susaaaahnya minta ampun, kadang kalo kerja sampe malem dan ketiduran di hotel pas kelas pagi itu sering bolos lah aku, yaa gimana lagi paling minta tolong aku sama temanku, ku suruh dia Tain...”(D-26)

“...Ndak punya temen aku pun kalo di kampus, paling bertiga aku sama dua temenku yang dari riau juga. Sudah kemana-mana kalo dikampus yaa bertiga...”(D-30)

The informant named Daisy also felt the negative impact that appears in her college life. The quotation is written as follows:

“...Ya paling ndak ku respon lah, gimana mereka ndak paham kondisiku kan. Mereka juga ndak kasih aku makan, ndak hidupin aku juga. Orang tua udah ndak kirim duit...”(D-32)

Based on the answer from the three informants in this study, it can be said that working while studying will disturb the study in the college from the time, studied, and social. But the negative effect that appeared in the surrounding did not influence Jasmine and Daisy to stop their improper or indecent job.



CHAPTER V

CONCLUSION

5.1 Conclusion

Based on the data analysis and discussion in the previous chapters, this thesis can be concluded as follows:

The consumption of primary and secondary needs are the type of needs that must be fulfilled. It means that if these types of needs are not fulfilled, human will face real problem or difficulty to stay alive. The three informants also consumed tertiary needs way beyond the level normally conducted by common students. The informants consumed tertiary needs in a daily basis. This behavior was considered as a non common behavior for most female students. This thesis also found that the consumer behavior of a person could influence the decision to buy the goods and services by using, spending, and then evaluating it. The three informants stated that the nominal amount they spent for their tertiary needs were proportional with what they wish.

There are several suggestions to reduce of online prostitution. frist, the university could create leadership training to help students, particularly female students, inshaping their characteristic. in addition, university could also provide students training of money management,

to prevent student's involvement in prostitution. Furthermore, providing a professional psychologist in campus could assist the students to be mentally stable as they have the space to share their their problem.

5.2 The factors behind the excessive consumption behavior of female students

5.2.1 Income

Income was the dominant factor behind the excessive consumption behavior of female students. Whenever female students received high income, they tended to spend more.

5.2.2 Sub Culture

Female student's sub culture did not have a negative influence on the excessive consumption. The sub culture of female students did not influence their excessive consumption behavior.

5.2.3 Social Class

Sometimes a common female student lived in a high social class with high income habit. This social environment had a very strong influence on the common female students to change their behavior.

5.2.4 Family

This thesis also found that family was not a strong factor that influenced the behavior to consume excessively. Family was just

giving a suggestion. The overall consideration was considered by the individual herself.

5.2.5 Lifestyle

Currently, the consumer behavior was prominently influenced by a major factor of consumer as a socialized human being. The needs that was required for daily consumption varies more than ever. Certainly, lifestyle played a major role in decision making process of consuming certain goods and services. Unsurprisingly, the consumption of female students were mostly affected by lifestyle.

5.3 The Impact

5.3.1 Working

Some of female students could be able to fulfill their needs by working although it was classified as the negative job. They allowed themselves to work as “escorting” and “online prostitution” to fulfill their excessive spending habit in a month.

5.3.2 Negative Impact

Some female students who work while studying found that their study in college was disturbed by their work regarding the time, study, and social.

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APPENDICES

Appendix 1

INTERVIEW GUIDE

1. Umur?
2. Angkatan / semester?
3. Jenis kelamin?
4. Daerah asal?
5. Berapa uang bulanan yang anda dapatkan setiap bulan?
6. Darimana sumber uang tersebut?
7. Jadi pemasukan tersebut bertahan berapa lama?
8. Setiap bulan meliputi pengeluaran apa saja?
9. Sebagian besar anda habiskan untuk apa?
 - Liburan? Motivasi?
 - Make Up Essentials?
 - Perawatan?
 - Bensin?
 - Laundry?
 - Branded stuff?
10. Sejak kapan anda menjadi konsumtive? Kenapa?
11. Apa yang menyebabkan anda hidup dengan pola konsumtive? Ada penyebab lain?
12. Apa factor pendorong anda untuk bekerja instant?
13. Kira2 kalo anda punya waktu luang anda habiskan untuk apa?
14. Nongkrong tempatnya dimana?

15. Sekali nongkrong habis berapa?
16. Berapa lama waktu yang anda habiskan dalam sekali nongkrong?
17. Kalo dengan waktu yang segitu disatu tempat apa berpindah2 tempat?
18. Apakah ada maksud lain dari sekedar nongkrong?
19. Apakah ada pihak lain yang membantu anda dalam “bekerja”?
20. Bagaimana anda mengelola hasil pendapatan dari bekerja?
21. Bagaimana cara anda mengatur dari hasil pendapatan dalam bekerja?
22. “kegiatan dalam bekerja” yang sudah anda tekuni ini, anda ngerasa mengganggu jam beajar anda ngga? Istilahnya kan anda masih berstatus sebagai mahasiswa.
23. Kalo ada tugas? UAS? UTS? Apakah anda menyempatkan diri untuk menyempatkan belajar?
24. Siapa yang membayar uang kuliah, seperti semester-an?
25. Bagaimana pergaulan anda di kampus?
26. Bagaimana pandangan dari temen-temen kampus tentang anda?
27. Bagaimana cara mengatasi jika ada pandangan negative tentang diri anda?
28. Mengapa anda lebih memilih “bekerja instant” daripada part-time?
29. Apakah anda tidak terfikir untuk mengurangi pola konsumsi dari konsumtive ke pola konsumsi yang layak? (selayaknya mahasiswa)
30. Mengapa anda rela bekerja seperti itu?

Appendix 2

Wawancara ke- : 1

Nama Responden : Jasmine

Tanggal : May, 23rd 2017

Tempat : Kos Jasmine

	ID	Dialogue	Code
1.	ER	Umur?	
	J	22 tahun	J-1
2.	ER	Angkatan / semester?	
	J	2012 / 10	J-2
3.	ER	Jenis kelamin?	
	J	Perempuan	J-3
4.	ER	Daerah Asal?	
	J	Gue dari Bandung	J-4
5.	ER	Berapa uang bulanan yang anda dapatkan setiap bulan?	
	J	Around 10jt sih angkanya	J-5
6.	ER	Darimana sumber uang tersebut?	
	J	Dari <i>gadun</i> gue	J-6
7.	ER	Gadun itu siapa?	
	J	Gadun itu kaya sebenarnya bahasa anak sekarang sih, Gadun tuh kaya mace om-om gitu lah	J-7
8.	ER	Jadi pemasukan tersebut bertahan berapa lama?	
	J	Paling ngga sampe s ebulan hahaha gue tuh kayanya manusia paling boros sedunia deh paraaah, soalnya gue ngga kuat kalo liat-liat barang yah yg lucu-lucu. Dan gue tuh paling suka yaa sama sepatu. Bukannya gue sombong nih tapi koleksi sepatu gue dari yang 4,5jt sampe 20jtan adaaa hahaha ngga kuat gue sama sepatu sepatu lucu	J-8
9.	ER	Brand siapa tuh yang sampe 20jtan?	
	J	Christian louboutin beb	J-9
10.	ER	Setiap bulan meliputi pengeluaran apa saja?	
	J	Kebutuhan dasar sih yaa kaya makan, laundry, <i>shopping</i> , nonton, hangout, bensin beb, sama paling kalo gue bosan banget nih di jogja gue sering ke Surabaya gitu, ketemu temen gue disana, <i>ngeclub</i> disana	J-10
11.	ER	Sebagian besar anda habiskan untuk apa? Liburan?	
	J	Gue kalo liburan jarang sih ngeluarin duit sendiri, soalnya apa-apa dari gadun gue. Lagian gue setiap minggu bolak balik Jakarta-jogja kan dan itu selalu jum'at malem atau pagi dari jogja, minggu malemnya balik dari jkt karna kan gue seninnya kuliah. Tapi itu dulu sih waktu semester-semester	J-11

		awal. Kalo skrg sih gue udah jarang di jogja lagi. Lebih sering di apartment di jkt, supaya lebih dekat.	
	ER	Perawatan?	
	J	Kalo perawatan gue suntik putih hahaha itu mah wajib! Perawatan muka dari wajah berminyak, soalnya kan wajah gue berminyak parah, jadi kalo ngga ditanganin tepat dia sering jerawat. Sama perawatan satu lagi perawatan <i>miss V</i> itu penting beb soalnya nanti jadi penyakit hehehe	J-12
	ER	Bensin?	
	J	Nah bensin gue mah seratus ribu itu paling 3harian jadi sebulan rata-rata gue ngeluarin sejutaan lah, karna temen-temen gue tuh pada manja, ini itunya minta dijemputin jadi gue habis untuk itu	J-13
	ER	Laundry?	
	J	Laundry pakaian sih wajar beb, yang parah itu mah laundry sepatu sepatu gue krn sepasang sepatu itu 250rb lo kaliin sendiri gue punya 26 pasang sepatu, banyaak kan beb. Itu kalo gue udah dua kali pake pasti gue langsung laundryin karna sayang kan kalo sampe jamur atau rusak	J-14
	ER	Branded stuff?	
	J	Kalo diliat dari barang branded, ya itu tadi paling ke sepatu, kacamata. Atau ngga <i>night gown dress</i>	J-15
12.	ER	Sejak kapan anda menjadi konsumtive? Kenapa?	
	J	dari SMA beb, soalnya di bandung kan beb tau sendiri kaya gimana kehidupannya, lingkungannya. Temen-temen SMA gue tuh pada <i>hedon</i> beb, mereka tuh <i>matre</i> banget sama pacar-pacarnya gue juga gitu sih tapi ngga separah temen-temen gue. Masih dalam batas normal lah. Itu juga alasannya kenapa skrg gue bisa ada di jogja sih. Krn setelah lulus SMA itu gue ngikut pacar gue untuk kerja di jogja, yauda dia mau sekalian biayain uang kuliah gue kan. Ngga baik juga nolak rezeki. Nah di jogja gue makin jadi kaya sekarang ini.	J-16
13.	ER	Makin jadi contohnya?	
	J	Makin gila belanja dan makin nuntut ini itunya, gue selama di jogja waktu awal-awal itu semua yang nanggung pacar gue beb. Gue ngga keluar duit sepeser pun.	J-17
14.	ER	Apa yang menyebabkan anda hidup dengan pola konsumtive? Ada penyebab lain?	
	J	Pertama dari lingkungan jaman SMA beb semuanya apa-apa serba beli ini itunya karna kan jaman SMA masih tinggal sama bokap nyokab jadi duit itu aku pake untuk beli baju sama tas dulu tuh, trus penyebab kedua sendiri dari keluarga haha soalnya kata si mamah dulu itu tuh nyari pacar yang tajir supaya dibelanjain ini itunya jadi semenjak SMA pacar aku tuh bisa dibilang tajir dan anak kuliah. Di bandung kan banyak tuh anak kuliah, yauda jaman SMA kan keren	J-18

		juga tuh kalo pacarnya anak kuliah. Jadi keinget jaman SMA aku itu termasuk anak yang famous beb. Mungkin penyebab lainnya tuh kaya gue merasa kalo gue kan terkenal karna bisa dibilang gue cantik kan, jadi apa2nya kaya kosmetik seperti bedak gitu2 gue minta dibeliin sama pacar-pacar gue. Ngga tanggung-tanggung sih jaman SMA dulu itu tuh makanya dibawa sampe skrg beb.	
15.	ER	Apa factor pendorong anda untuk bekerja instant?	
	J	Gue udah ngga bisa hidup susah beb hahahaha dan secara ngga langsung gue males tuh kerja yang istilahnya komersil yah kaya orang2. Gue ngga muna juga kalo kerjaan kaya gini tuh menjanjikan.	J-19
16.	ER	Kira2 kalo anda punya waktu luang anda habiskan untuk apa?	
	J	Kalo weekdays gue nongkrong sama cari makan paling beb	J-20
17.	ER	Nongkrong tempatnya dimana?	
	J	Starbucks, sama di lounge karna kan sekalian cari mangsa disitu. Sebulan dijatah 10jt ngga cukup kali	J-21
18.	ER	Sekali nongkrong habis berapa?	
	J	Kalo sama temen-temen kadang gue juga yang bayarin, karna kebanyakan temen gue di jogja tuh ngga tau kalo gue jadi <i>simpenan</i> . Sekali keluar gitu 400rban beb lenyap	J-22
19.	ER	Berapa lama waktu yang anda habiskan dalam sekali nongkrong?	
	J	Ngga lama sih sejam sampe 3jam doang. Karna pribadi gue juga kurang suka nongkrong lama-lama	J-23
20.	ER	Kalo dengan waktu yang segitu disatu tempat apa berpindah2 tempat?	
	J	Tergantung dulu beb sama siapanya, kalo sama temen kampus ya paling bentaran doang, karena untuk ngerjain tugas doang. Gue suruh mereka ngerjain sih haha gantinya ya gue bayarin mereka makan dan minumannya. Kalo sama temen main yaa suka pindah-pindah tempat nyobain tempat-tempat yang baru dan bagus. Kadang temen dari bandung juga suka liburan kan ke jogja, gue sering ngajak mereka jalan2 juga	J-24
21.	ER	Apakah ada maksud lain dari sekedar nongkrong?	
	J	Hahahaha yaa kalo ada yang ngelirik dan tampilannya <i>clean gpp</i> sih hahaha	J-25
22.	ER	Apakah ada pihak lain yang membantu anda dalam "bekerja"?	
	J	Maksud kmu <i>mucikari</i> ? ngga pake gue beb	J-26
23.	ER	Ngga pake <i>mucikari</i> kenapa tuh?	
	J	Gue bukan prostitute gitu gue cuman macem nemenin lebih ke <i>escorting</i> bisa dibilang	J-27

24.	ER	Bagaimana anda mengelola hasil pendapatan dari bekerja?	
	J	Gue setiap bulan suka ngirim orang rumah juga beb, sekitar 2jt karna kan mereka taunya gue di jogja kuliah sama kerja di company gitu haha	J-28
25.	ER	Bagaimana cara anda mengatur dari hasil pendapatan dalam bekerja?	
	J	Gue tuh orangnya bors banget beb. Ngga bisa ngatur financial gue. Jadi kadang baru tengah bulan gue tinggal tlp <i>gadun</i> gue untuk nambahin	J-29
26.	ER	Siapa yang membayar uang kuliah, seperti semester-an?	
	J	Gadun gue yang ngecover semua biaya kampus gue beb, gue udah ngga pernah ngeluarin duit sepeser pun untuk kuliah	J-30
27.	ER	“kegiatan dalam bekerja” yang sudah anda tekuni ini, anda ngerasa mengganggu jam belajar anda ngga? Istilahnya kan anda masih berstatus sebagai mahasiswa.	
	J	Ngga mengganggu sama sekali tuh beb, Cuma kadang kalo mau menjelang UTS sama UAS doang rada klimpungan.	J-31
28.	ER	Kalo ada tugas? UAS? UTS? Apakah anda menyempatkan diri untuk menyempatkan belajar?	
	J	Yaa gunanya bayarin temen-temen gue kalo lg jalan gitu apasih beb kalo ngga untuk urusan kampus haha mereka paham betul kok kalo gue males parah untuk urusan kampus. Semenjak SMA aja gue udah ngga pernah belajar beb apalagi kuliah ini. Main doang mah	J-32
29.	ER	Bagaimana pergaulan anda di kampus?	
	J	Temen kampus gue dari awal yaa cuman itu-itu aja beb dan kebanyakan cowo, krna mereka tuh ngga kaya cerewet nanya pengeluaran gue yang banyak, istilahnya mereka ngga <i>kepo</i> sama gue	J-33
30.	ER	Bagaimana pandangan dari temen-temen kampus tentang anda?	
	J	Yang cewe sih kebanyakan, entah mereka liat gue kaya ngga suka aja gitu padahal kan gue ngga pernah buat masalah gitu sama mereka kan yaa, tapi yaudalah yaa bodo amat. Mereka ngga kasih makan gue ini.	J-34
31.	ER	Bagaimana cara mengatasi jika ada pandangan <i>negative</i> tentang diri anda?	
	J	Gue kadang tuh udah dikasih label cewe ngga bener, tapi ya mau gimana lagi. Toh mereka ini ngga biayain hidup gue, mereka ngga ngasih makan gue, mereka ngga bayarin tempat tinggal gue, ngga bayarin semua kebutuhan gue kan, jadi gue berusaha cuek ajaa sih beb	J-35
32.	ER	Mengapa anda lebih memilih “bekerja instant” daripada part-time?	
	J	Yaaa gimana yaa beb, gue bingung jawab pertanyaan yang	J-36

		ini hahaha gue sebetulnya ngga ada niatan sama sekali mau ngelakuin hal yang kaya gini. Soalnya gue dari kecil emg dirumah tuh sama nyokab ngga pernah disuruh kerja, karna gue anak terakhir kan dari 4 bersodara. Jadi kakak kakak gue tuh yang ngerjain pekerjaan rumah. Gue Cuma makan tidur sekolah sama main doang. Makanya kalo disuruh kerja gue ngga kepikiran sama sekali. Hidup gue skrg juga udah nyaman lah istilahnya beb.	
33.	ER	Apakah anda tidak terfikir untuk mengurangi pola konsumsi dari konsumtive ke pola konsumsi yang layak? (selayaknya mahasiswa)	
	J	Kayanya ngga bisa deh beb hahaha dari SMA hidup gue udah kaya gini	J-37
34.	ER	Pekerjaan itu anda sebut apa?	
	J	Prostitusi simpenan kali yaaa, eh tapikan gue ngga gonta ganti pasangan. Apa yaa sebutannya	J-38
35.	ER	Tapi anda berhubungan badan juga?	
	J	Yaiyalaaaaah beb	J-39
36.	ER	Mengapa anda rela bekerja seperti itu?	
	J	Gue rela ngga rela gitu lah awalnya, cuman makin lama makin kesini kok hidup gue kaya gini tuh gue ngga punya beban untuk ngelakuinnya. Awalnya mungkin iya kan gue kerja yg ngga bener untuk nyukupin kebutuhan gue yang luar biasa banyaknya. Cuman mungkin takdir gue hahaha toh diluar sana juga kerjaan kaya gue ini udah bukan karna masalah ekonomi lagi loh beb, tapi udah menjadi dari gaya hidup, ngga cowo ngga cewe juga sama aja. Ngga muna loh yaa gue ngomong apa adanya gini karna kehidupan SMA gue udah ngga bener hahaha	J-40

Appendix 3

Wawancara ke- : 2

Nama Responden : Rose

Tanggal : May, 24rd 2017

Tempat : Café 24 Jam HYPE – Selokan mataram

	ID	Dialogue	Code
1.	ER	Umur anda?	
	R	21th	R-1
2.	ER	Angkatan dan Semester berapa?	
	R	2013 / 8	R-2
3.	ER	Jenis kelamin?	
	R	Perempuan	R-3
4.	ER	Daerah asal?	
	R	Gue dari palembang sih	R-4
5.	ER	Berapa uang bulanan yang anda dapatkan setiap bulan?	
	R	Rp.1.500.000,-	R-5
6.	ER	Darimana sumber uang tersebut?	
	R	Ya dari orang tua sih sejuta lima ratus, trus ada tuh dari <i>donator</i> tuh tiap bulan dikasih lima juta.	R-6
7.	ER	Maksudnya <i>donator</i> itu apa ya?	
	R	Gini loh <i>donator</i> maksudnya eee ya penyuplai dana gitu, kalo bahasa yg lo paham sih om om gitu.	R-7
8.	ER	Jadi pemasukan tersebut bertahan berapa lama?	
	R	Tergantung hahaha kalo boros banget nih kadang kurang tuh enam juta. Tapi gue musti bohong sama om gue kalo kepake untuk bayar kampus ini itunya. Tapi kalo diitung-itung dengan duit segitu cukup lah untuk sebulan.	R-8
9.	ER	Setiap bulan meliputi pengeluaran apa saja?	
	R	Yaa kebutuhan dasar sih yang pasti. Ya makan, kos-kosan, laundry, keperluan mandi itu doang sih paling	R-9
10.	ER	Jadi uang untuk tempat tinggal ini yang nanggung kamu juga ?	
	R	Bukan, itu yang nanggung tetep si om lah	R-10
11.	ER	Sebagian besar anda habiskan untuk apa? Liburan?	
	R	Iyalah liburan pasti, apalagi kalo penat hahaha, biasanya gue liburan sih ke bali apalagi kalo penat, enak banget untuk nenangin diri. Apalagi kalo liburannya sama temen-temen gitu. Biasanya liburan itu gue lakuin kalo ada duit karena kalo lagi bokek ngapain liburan, mendingan duitnya buat yang lain kan.	R-11
	ER	Perawatan?	

	R	Perawatan iya dong harus, apalagi gue kan tuntutan profesi, yang namanya tampil cantik itu bener-bener udah jadi kewajiban. Kalo gak perawatan kan kusem, kalo kita kusem hayoo siapa yang mau. Perawatan yang gue lakuin biasanya head-to-toe mulai dari creambath, spa, mani pedi, massage, dan sebagainya. Trus juga suntik putih, perawatan muka dan lainnya. Jadi memang untuk memenuhi kebutuhan setiap bulan itu ngepress banget ya karena dari segi perawatan aja udah komplit banget.	R-12
	ER	Bensin?	
	R	Kalo untuk bensin sih gue abisin 100 ribu setiap minggu, tapi kalo mobilitas gue lagi tinggi dalam artian kayak keliling-keliling atau jalan-jalan sama temen-temen gitu kan pasti bensinnya lebih boros ya, jadi itu bisa dua kali lipat, bisa 200 ribu dalam seminggu. Nah gue sih mengatasi pengeluaran buat bensin kadang-kadang gue minta jemput temen atau yaa kalo lagi males bawa kendaraan tinggal naik taxi deh.	R-13
	ER	Laundry?	
	R	Kalo untuk laundry sih gue ke premium laundry, soalnya kan kalo dipremium laundry ada jaminan tuh kalo baju-baju gue luntur atau kenapa-kenapa. Kalo baju gue rusak ditempat laundry yang biasa kan sayang tuh bajunya kan secara mahal ya kan.	R-14
	ER	Branded stuff?	
	R	Paling kalo branded stuff, gue larinya ke tas sama sepatu tapi lebih ke tas hahaha tuh kado dari om gue tas celine harganya 52jt. Sama parfum juga deng. Kalo kayak baju-baju gitu yang penting <i>fit</i> di gue.	R-15
12.	ER	Sejak kapan anda menjadi konsumstive? Kenapa?	
	R	Jadi itu semenjak gue kuliah di jogja, gue main sama ada kakak kelas gue waktu di SMA dulu. Gue kan main ngga Cuma main atau ngobrol-ngobrol biasa. Ya gue sih liatin tuh dari gaya hidupnya, tapi secara ngga sadar sih gue jadi dibawa ini itunya. Tapiiiii semenjak itu juga gue jadi tau lingkungan kaya gini. Apalagi kalo misalnya diajakin main kesana kemari gitu ya, nah main kesana-kemari kan semakin tahu lingkungan, bahwa dunia itu gak cuma ini aja.	R-16
13.	ER	Apa yang menyebabkan anda hidup dengan pola konsumtive?	
	R	Ya factor utama sih factor lingkungan, dari temen-temen. Tapi ini maksudnya bukan semua temen gue kayak gue ya, maksudnya gini. Semakin banyak temen yang gue punya, itu kan semakin sering atau semakin banyak juga ajakan buat ketemu, main, nongkrong, atau cuma sekedar hangout gitu secara waktu itu tahun pertama gue yang jauh dari rumah, orang tua. Jadi gue ngerasa bebas banget, mau balik malem	R-17

		juga ngga ada yg bawelin. Gitu-gitu lah pasti lo ngerasain juga kan ditahun pertama kulaih lo! Nah semakin lo banyak ketemu temen-temen kan semakin buat gue kayak minder gitu ngeliat kehidupan mereka, apa yang mereka punya itu juga gue pengen. Apalagi semakin high class gue, gue semakin diterima di kalangan mereka kan, jadi ya bisa juga lo artiin sebagai factor gengsi juga sih.	
14.	ER	Apa factor pendorong anda untuk bekerja instant?	
	R	duit yang segitu dari ortu gue tuh ngga cukup loh untuk menuhin kebutuhan bulan-bulanan gue. Ya gue juga kan tadi udah bilang kalo awalnya gue liat dari kakak kelas gue itu kok enak banget ya idupnya. Mana kan gue juga ngga ganti-ganti pasangan tuh. Istilahnya gini ada orang yg emg bersedia mau nyukupin kebutuhan gue yakan, jadi why not gtu ? toh gk perlu usaha berat-berat banget.	R-18
15.	ER	Kira2 kalo anda punya waktu luang anda habiskan untuk apa?	
	R	Nongkrong doang paling atau kadang sih nonton hahaha mau ngapain lagi	R-19
16.	ER	Nongkrong tempatnya dimana?	
	R	Yaa pastinya tempat yang nyaman buat gue yaa, yang bukan tempat rame banget yg orang-orang bakalan kesitu. Tempatnya yang bagus lah. Jadi walaupun range harga ditempat nongkrong itu ngga student friendly mah its okey ngga jadi masalah sih.	R-20
17.	ER	Sekali nongkrong habis berapa?	
	R	Dua ratus sampe dua ratus lima puluh ribuan lah	R-21
18.	ER	Berapa lama waktu yang anda habiskan dalam sekali nongkrong?	
	R	Semampunya gue hahahaha hmmm paling dua sampe tiga jam lah tapi tergantung jumlah temen yaa, kalo rame ya lupa waktu belum ngegosipnya hahaha	R-22
19.	ER	Kalo dengan waktu yang segitu disatu tempat apa berpindah2 tempat?	
	R	Ya tergantung juga sih, mood gue dimana. Tapi biasanya sih kalo ditempat itu udah mulai rame ya gue pindah ke tempat lain. Atau ngga nyobain café yang baru buka, lebih tepatnya sih gue doyan makan jadi lumayan sering pindah dari satu tempat ke tempat lain.	R-23
20.	ER	Apakah ada maksud lain dari sekedar nongkrong?	
	R	Maksud lo yg kaya gmn nih? Apakah yg ada aji mumpungnya hahaha yaaa kalo gue sih let it flow aja. Ada yg ngelirik dan tampilannya berduit gitu gue sikat aja, atau hanya sekedar pay my bill.	R-24
21.	ER	Apakah ada pihak lain yang membantu anda dalam “bekerja”?	

	R	Ngga ada lah, gue takut tuh kalo urusan sama pake mucikari, selain persenan gue diambil. Ikut-ikut aturan dia, kerja kok diatur-atu	R-25
22.	ER	Bagaimana anda mengelola hasil pendapatan dari bekerja?	
	R	Kalo gue pribadi sih gue banyak pake akun bank. Bank yg ini untuk duit bulanan, bensin, sama makan, bank yang satu lagi itu untuk nongkrong-nongkrong, nah gue punya satu bank lagi yg khusus untuk biaya liburan gue kalo gue lagi penat banget. Gitu doang sih	R-26
23.	ER	Bagaimana cara anda mengatur dari hasil pendapatan dalam bekerja?	
	R	Gue tuh pengen nabung yah, cuman duit bulanan gue udah mepet banget	R-27
24.	ER	“kegiatan dalam bekerja” yang sudah anda tekuni ini, anda ngerasa mengganggu jam beajar anda ngga? Istilahnya kan anda masih berstatus sebagai mahasiswa.	
	R	Akhir-akhir ini doang sih yaa soalnya maklum semester akhir hahaha. Yang harus mikirin skripsi, jadi kayak kelimpungan. Kalo awal-awal dulu sih ngga mikirin kampus sama sekali.	R-28
25.	ER	Siapa yang membayar uang kuliah, seperti semester-an?	
	R	Masih orang tua gue kok, tapi kadang gue lebih2in haha	R-29
26.	ER	Kalo ada tugas? UAS? UTS? Apakah anda menyempatkan diri untuk menyempatkan belajar?	
	R	Yaa ngga lah sama sekali hahahaha parah yaaa	R-30
27.	ER	Bagaimana pergaulan anda di kampus?	
	R	Baik, karna gue kan orangnya fleksibel gitu ngobrol sini situnya okeee. Maklum yaaa sering bertemu banyak orang hahahaha	R-31
28.	ER	Bagaimana pandangan dari temen-temen kampus tentang anda?	
	R	Kalo gue liat sih mungkin yaa mungkin sebagian dari mereka paham betul dengan kondisi gue. Cuman gue sendiri ngga musingin banget. Bebas aja sih mereka mau mikir apa tentang gue.	R-32
29.	ER	Bagaimana cara mengatasi jika ada pandangan <i>negative</i> tentang diri anda?	
	R	Alhamdulillah sejauh ini gue belum ngerasain kaya terinimidasi atau disudutkan dari lingkungan gue	R-33
30.	ER	Mengapa anda lebih memilih “bekerja instant” daripada part-time?	
	R	Menurut gue sih gitu itu juga part time kan yaa hahaha kan gmn dong gue ngga ada patokan jamnya, gue mah tinggal ikutin yang disono butuh kapan gue langsung cabut. Gue kadang sadar kok kalo ini emang ngga betul, cuman gue yg	R-34

		sekarang udah enak banget gituloh, gue mau apa aja bisa keturutan tanpa harus minta sama orang tua. Apa yaa kerja gini tuh pake naluri jadi kaya gue ngga merasa capek otak. Paling capek fisik juga tinggal ke salon massage capeknya trus ilang. Menurut gue juga pekerjaan ini tuh menjanjikan hahaha gmn yaa menjanjikan duitnya gitu deh. Mau kerja yang beneran kerja pake patokan jam seperti part-time maupun full-time belum kepikiran untuk sekarang.	
31.	ER	Apakah anda tidak terfikir untuk mengurangi pola konsumsi dari konsumtive ke pola konsumsi yang layak? (selayaknya mahasiswa)	
	R	Yaa karna gue masih ada dilingkungan seperti ini sih sulit buat gue, selama gue juga masih bergaul dengan temen gue yang high consum seperti tadi yg lo bilang itu, ya pasti gue masih dibawa-bawa juga kan.	R-35
32.	ER	Pekerjaan itu anda sebut pekerjaan apa?	
	R	Apa yaaa, simpanan mungkin ya bahasa halusnya tuh	R-36
33.	ER	Apakah anda berhubungan badan?	
	R	Yaa jelas dong, kan gue dapet duitnya dari situ hahahaha	R-37
34.	ER	Mengapa anda rela bekerja seperti itu?	
	R	Yaa habisnya menurut gue yaa ini cara yang paling mudah, supaya model konsumsi yang gue jalanin skrg bisa terpenuhi tanpa harus minta orang tua, dan tanpa harus bekerja mati-matian.	R-38

Appendix 4

Wawancara ke- : 3

Nama Responden : Daisy

Tanggal : May, 27rd 2017

Tempat : Kos Daisy

	ID	Dialogue	Code
1.	ER	Umur?	
	D	22 th	D-1
2.	ER	Angkatan / semester?	
	D	2012	D-2
3.	ER	Jenis kelamin?	
	D	Perempuan	D-3
4.	ER	Daerah asal?	
	D	Aku dari Pekanbaru, riau	D-4
5.	ER	Berapa uang bulanan yang anda dapatkan setiap bulan?	
	D	Sekitar 3jutaan, tapi ngga tetap juga sih tergantung lah hehe	D-5
6.	ER	Darimana sumber uang tersebut?	
	D	Yaa aku kerja dong, kesana kesini nyari duit hehe dari <i>pelanggan</i>	D-6
7.	ER	Jadi pemasukan tersebut bertahan berapa lama?	
	D	Yaaa kalo selama ini ngga sampe sebulan, soalnya kan pengeluaran ku banyak banget tu	D-7
8.	ER	Setiap bulan meliputi pengeluaran apa saja?	
	D	Yang penting make up haha, ya makan, laundry, bensin, baju-baju, sama keperluan bulanan lainnya. Kaya sabun mandi, shampoo, sikat gigi yang gitu-gitulah	D-8
9.	ER	Sebagian besar anda habiskan untuk apa? Liburan?	
	D	Kalo liburan jarang sih, soalnya duitnya ngga ada haha tapi kalo ada panggilan kerja keluar kota ya <i>dijabanin</i> .	D-9
	ER	Perawatan?	
	D	Aku perawatan Cuma wajah aja sih, sebulan aku bisa habis 600rb untuk prawatan muka. Sekalian itu sama cream pagi-malemnya kan, trus sabun muka sekalian. Kalo menurutku sih ngga sanggup deh kalo perawatan seluruh badan hahaha	D-10
	ER	Bensin?	
	D	Paling kalo bensin ngga terlalu sih	D-11
	ER	Laundry?	
	D	Laundry yang aku lumayan, sebulan rata-rata 300rban	D-12
	ER	Branded stuff?	
	D	Nah kalo branded aku habisnya ke make up, aku suka dandan orangnya hahaha. Dari make up make over, mac, itu aja	D-13

		dalam sebulan sejuta lima ratus lenyap untuk ke branded make up doang	
10.	ER	Sejak kapan anda menjadi konsumtive? Kenapa?	
	D	Kapan yaaaa, kayanya awal kuliah deh. Kenapa? Hahaha karna mungkin disini lebih bebas yaa. Kaya aku tuh nemu sesuatu yang baru di aku, ini aku gitu rasanya. Trus temen-temen aku disini juga pada konsumtive jadi kaya aku ngga sadar dibawa juga.	D-14
11.	ER	Apa yang menyebabkan anda hidup dengan pola konsumtive? Ada penyebab lain?	
	D	Penyebab itu mungkin karna dalam diri aku sendiri baru tau kalo semenjak di jogja tuh bebas, aku lebih banyak mengkonsumsi lebih ke make up yang dulu di riau kan ngga ada tuh, jadi ngerasa bebas aja gitu. Mungkin karna lingkungan juga kali yaa, temen aku kan pinter make up dan kok ya aku diajarin tuh make up yg bener sama dia, dia juga baik ngasih tau brand-brand yang bagus di wajah kek mana. Walaupun harganya mahal tapi sesuai lah dengan hasilnya diwajahku.	D-15
12.	ER	Apa factor pendorong anda untuk bekerja instant?	
	D	Yaa sedikit cerita aja, kalo dulu intinya aku diputusin sama pacarku kan. Jadi dulu itu aku sekosan sama dia. Trus pas putus aku keluar kan dari kosan itu, dan dapet kosan yang skrg ini. Jadi aku ketemu temen baru lah disini ha. Jadi dia kek ajarin aku dunia yang kek gini. Ngga rasa dulu tuh kaya pening pala ku dibuatnya	D-16
13.	ER	Kira2 kalo anda punya waktu luang anda habiskan untuk apa?	
	D	Jalan-jalan aja ke mall, sama nonton paling sekalian makan sih, kurang suka nongkrong aku orangnya	D-17
14.	ER	Nongkrong tempatnya dimana?	
	D	Paling <i>starbucks</i> atau ngga <i>j.co</i> yang di mall doang	D-18
15.	ER	Sekali nongkrong habis berapa?	
	D	Seratus sampe tiga ratusan lah ya	D-19
16.	ER	Berapa lama waktu yang anda habiskan dalam sekali nongkrong?	
	D	3jam paling lama itu, soalnya emang ngga suka nongkrong kecuali di lounge yaaa, soalnya beda kek sepi gitu ngga rame kek pasar itu kalo di mall	D-20
17.	ER	Kalo dengan waktu yang segitu disatu tempat apa berpindah2 tempat?	
	D	Paling stay disitu aja ngga pindah-pindah sih	D-21
18.	ER	Apakah ada maksud lain dari sekedar nongkrong?	
	D	Dulu diajakin nongkrong aku sama temen yang sekosan ini, diajak kenalan sama temen-temenya yang lain. Kata dia banyak temen banyak rezeki haha awalnya pun aku tak paham	D-22

		apa maksudnya kan, trus makin kesini ku paham hehehe	
19.	ER	Apakah ada pihak lain yang membantu anda dalam “bekerja”?	
	D	Awalnya temen ku itu, cuman skrg aku udah bisa sendiri ngaturnya	D-23
20.	ER	Bagaimana anda mengelola hasil pendapatan dari bekerja?	
	D	Hasilnya itu yaudah aku pake lah untuk keperluan sehari-hari, ndak pinter aku orangnya disuruh ngatur duit itu	D-24
21.	ER	Bagaimana cara anda mengatur dari hasil pendapatan dalam bekerja?	
	D	Tadikan sudah ku bilang ndak pandai aku mengatur duit hahaha ya paling dapet duit besoknya atau kalo pas weekend jalan-jalan lah aku ke mall, cuci mata, cari duit lagi	D-25
22.	ER	“kegiatan dalam bekerja” yang sudah anda tekuni ini, anda ngerasa mengganggu jam beajar anda ngga? Istilahnya kan anda masih berstatus sebagai mahasiswa.	
	D	Sekarang kan aku sudah lulus yaa, dulu waktu aku masih ngampus itu susaaaahnya minta ampun, kadang kalo kerja sampe malem dan ketiduran di hotel pas kelas pagi itu sering bolos lah aku, yaa gimana lagi paling minta tolong aku sama temanku, ku suruh dia TAIN aku	D-26
23.	ER	Trus kalo uang kuliah pas semesteran gimana?	
	D	Nah kalo pas semesteran aku kerjanya banyakin keluar kota, aku ambil semua pelanggan dulu, yang penting kebayar uang kuliahku	D-27
24.	ER	Jadi anda sudah bayar uang kampus sendiri?	
	D	Iyaaa, aku pake duit aku sendiri	D-28
25.	ER	Kalo ada tugas? UAS? UTS? Apakah anda menyempatkan diri untuk menyempatkan belajar?	
	D	Ih mana sempat lah aku belajar hahaha ndak sempat belajar	D-29
26.	ER	Bagaimana pergaulan anda di kampus?	
	D	Ndak punya temen aku pun kalo di kampus, paling bertiga aku sama dua temenku yang dari riau juga. Sudah kemana-mana kalo dikampus yaa bertiga	D-30
27.	ER	Bagaimana pandangan dari temen-temen kampus tentang anda?	
	D	Duh kurang paham aku sama mereka, soalnya emg aku ndak terlalu deket sama anak-anak kampus	D-31
28.	ER	Bagaimana cara mengatasi jika ada pandangan <i>negative</i> tentang diri anda?	
	D	Ya paling ndak ku respon lah, gimana mereka ndak paham kondisiku kan. Mereka juga ndak kasih aku makan, ndak hidupin aku juga. Orang tua udah ndak kirim duit. Karna dulu aku sempet cuti cuman aku pikir lagi kan ih sayang lah aku udah setengah jalan, makanya aku kerja juga waktu itu, part time di swallowan tapi capek betul kerja begitu.	D-32

29.	ER	Mengapa anda lebih memilih “bekerja instant” daripada part-time?	
	D	Capek rasanya waktu kerja di swallayan itu, trus hasilnya kek ndak sebanding makanya Cuma bertahan sebulan aku disana	D-33
30.	ER	Apakah anda tidak terfikir untuk mengurangi pola konsumsi dari konsumtif ke pola konsumsi yang layak? (selayaknya mahasiswa)	
	D	Kalo sekarang udah susah, ya gimana yaa aku nyaman udah kek gini haha ndak terlalu capek badanku ini. Paling aku kalo uang sebulan gitu tinggal nipis yaa, kaya laundryn aku stop. Aku cuci baju sendiri, masak karna dibawah kan ada dapur yang disediakan sama kosan. Gitu aja sih, tapi jarang banget kek gitu, paling awal-awal itu waktu aku masih kerja di swallayan	D-34
31.	ER	Pekerjaan tersebut anda sebut apa?	
	D	Prostitusi online bisa, cewe bookingan juga biasa aku sebutnya	D-35
32.	ER	Mengapa anda rela bekerja seperti itu?	
	D	Gimana ya jawabnya, rela ngga rela sih. Cuman kadang kalo lagi <i>gitu</i> suka keinget mamah dirumah, cuman mereka udah ndak kirim duit lagi kan. Jadi ku buat merem sudah matak. Yang penting duit dulu aja skrg. Aku hidup kek mana nanti di jogja yak an, jadi ku buat cuman ini lah yang bisa aku lakuin gitu	D-36