

ABSTRAK

PERANAN SIKAP *DO IT YOURSELF* (DIY) DALAM MEMNIMALISIR

PERILAKU KONSUMTIF DI KALANGAN REMAJA

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Penelitian ini dilatarbelakangi krisis percaya diri yang dialami kalangan remaja, kalangan remaja membeli barang bukan untuk memenuhi kebutuhan namun lebih sebagai pemenuhan hasrat atau keinginan. Kalangan remaja pun mudah terhasut dengan iklan yang ditampilkan diberbagai media, seperti media sosial, media cetak ataupun media elektronik. Berdasarkan permasalahan tersebut, maka tujuan penelitian yang hendak dicapai adalah: (1) mengungkap faktor-faktor apakah yang menyebabkan perilaku konsumtif di kalangan remaja, (2) mengungkap bagaimana peranan sikap *Do It Your Self* (DIY) dalam meminimalisir perilaku konsumtif di kalangan remaja, (3) mengungkap dampak perilaku konsumtif bagi kalangan remaja. Metode yang digunakan dalam penelitian ini adalah Penelitian kualitatif dengan pendekatan Studi Kasus. Subjek penelitian ini adalah remaja usia 12-15 tahun, remaja 15-18 tahun, dan remaja 18-21 tahun bejumlah 13 orang. Hasil penelitian melihat peranan dari sikap *Do It Yourself* di kalangan remaja mengakibatkan terjadinya perubahan *mindset* terutama dalam hal perilaku konsumtif. Sebagian besar dari responden yang menerapkan sikap *Do It Yourself* memiliki tingkat kreatifitas yang tinggi karena mereka berinovasi dengan barang yang berada di sekitarnya untuk pemenuhan kebutuhan dan inovasi dari barang yang dibuatpun memiliki nilai ekonomis dan nilai guna. Berdasarkan hasil penelitian di atas dapat disimpulkan bahwa peranan sikap *Do It Yourself* di kalangan remaja mempunyai peranan yang sangat penting dalam upaya meminimlaisir perilaku konsumtif dikalangan remaja, disamping itu remaja bisa berkarya dan meningkatkan produktivitas ditengah keterbatasan ekonomi. Berdasarkan hasil penelitian tersebut, ada beberapa saran yang hendak disampaikan, antara lain: (1) Bagi informan penelitian Hasil penelitian ini dapat memberikan gambaran tentang perilaku konsumtif. Informan/subjek penelitian diharapkan dapat memikirkan kebutuhan yang diprioritaskan. (2) Bagi masyarakat diharapkan dapat menjadi petunjuk dan gambaran tentang perilaku konsumtif sehingga dapat mengontrol diri sendiri dalam berbelanja. (3) Bagi peneliti selanjutnya dengan tema yang sama, diharapkan lebih fokus terhadap tema yang diteliti sehingga data tidak keluar dari tujuan penelitian, akurat dan tidak mempersulit pada analisis, adapun tinjauan bagi penelitian selanjutnya berkaitan dengan hal pengembangan Sikap *Do It Yourself* (DIY) dalam menumbuhkan jiwa *Entrepreneur*, hubungan antara konformitas dengan perilaku konsumtif.

Kata Kunci: *Do It Yourself* (DIY), Perilaku Konsumtif, Remaja

ABSTRACT

ABSTRACT THE ROLE OF ATTITUDE DO IT YOURSELF (DIY) IN MEMNIMALIZING CONSUMTIVE BEHAVIOR IN ADOLESCENT KINDS

(Case Study in Banjaran Village, Bandung Regency)

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This research is backed by confidence crisis experienced by teenagers, teenagers buy goods not to meet the needs but rather as the fulfillment of desire or desire. Kalangan adolescent is easily instigated with ads that appear in various media, such as social media, print media or electronic media. Based on these problems, the research objectives to be achieved are: (1) to reveal what factors that cause consumptive behavior among adolescents, (2) reveal how the role of Do It Your Self (DIY) attitude in minimizing consumptive behavior among adolescents, (3) to reveal the impact of consumptive behavior for adolescents. The method used in this research is qualitative research with Case Study approach. The subjects of this study were adolescents aged 12-15 years, teens 15-18 years, and 18-21 years old teenager amounted to 13 people. The results of the study see the role of Do It Yourself attitude among adolescents resulted in the change of mindset, especially in terms of consumptive behavior. Most of the respondents who apply Do It Yourself attitude have a high level of creativity because they innovate with the goods around them to fulfill the needs and innovation of the goods that made have the economic value and value for use. Based on the results of the above research can be concluded that the role of Do It Yourself attitude among adolescents have a very important role in the effort meminimalisir consumptive behavior dikalanagan adolescents, in addition teens can work and increase productivity amid economic limitations. Based on the results of the research, there are several suggestions to be conveyed, among others: (1) For informant research The results of this study can provide a picture of consumptive behavior. The informant / research subject is expected to think about the priority needs. (2) For the community is expected to be a guide and a picture of consumptive behavior so that it can control themselves in shopping. (3) For the next researcher with the same theme, it is expected to focus more on the theme studied so that the data does not come out of the research objectives, accurate and not difficult for the analysis, as for the next research review related to the development of Do It Yourself (DIY) attitude fostering the soul of Entrepreneur, the relationship between conformity and consumptive behavior.

Keywords: *Do It Yourself (DIY), Consumptive Behavior, Youth.*