

DYNAMICS OF HEDONISM LIFESTYLE: CASE STUDY OF SCHOLARSHIP RECIPIENTS (KIP –K) STUDENTS

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ABSTRACT

This research discusses a case study of the hedonistic lifestyle of students receiving KIP-K, Department of Cultural Anthropology, Padangpanjang Indonesian Art Institute. The aim of this research is to determine the factors behind students adopting a hedonistic lifestyle and to describe the form of hedonistic lifestyle of ISI Padangpanjang Cultural Anthropology students receiving KIP-K. The research method uses descriptive qualitative methods. Data collection was carried out by means of observation, interviews and documentation. The data analysis technique carried out in this research uses steps including data reduction, data presentation, and drawing conclusions. The results of the research show the factors behind the lifestyle of students receiving KIP-K, Department of Cultural Anthropology, ISI Padangpanjang, namely expanding their circle of friends, gaining self-satisfaction, expecting praise and social media. As well as a form of hedonistic lifestyle for students in the Department of Cultural Anthropology who receive KIP-K, namely hanging out in cafes, shopping excessively, and following fashion trends.

Keywords: Lifestyle, Hedonism, KIP-K Students

1. Introduction

Globalization is an ongoing phenomenon in human existence that occurs in societies throughout the world and is a component of global human processes. In an effort to use

globalization for the good of life, new obstacles and problems are brought by it, and these need to be addressed and discussed. There are major changes taking place, impacting the environment

and lifestyles of many people, and being felt collectively. The world is always changing, and according to McLuhan's concept of the "global village," globalization has made the world more interconnected than ever (Mc Luhan, 1994).

The influence of globalization on the younger generation of Indonesia, many of whom imitate western cultural lifestyles, this influence is caused by the fact that they often watch social media and television. The influence that comes from the negative side of the younger generation, such as consumerism and a hedonistic lifestyle, makes the younger generation complacent and indifferent to their future. The hedonistic lifestyle, according to Susianto, is a lifestyle that controls actions to pursue the pleasures of life, such as playing more often, being satisfied with city residents, being satisfied with buying expensive things to satisfy satisfaction, and constantly wanting to be the focus of attention (Susianto Harry, 1993). According to Collins Gem (Vionnalita Jenniya, 2021) it is stated that, "hedonism is a teaching that states that pleasure is the most important thing in life, or hedonism is a belief held by people who seek only the pleasure of life."

The increasingly open access to western culture has a significant influence on the desires and lifestyle of people, including students. Students have an important task in community life and have a role in current developments. Students are also social creatures who have choices in their lifestyle. (Rahardjo, 2007) claims that a person's lifestyle is a specific method for them to achieve the things they have

achieved in their life, wherever they are in the world. In contrast, Weber (Damsar, 2002) claims that certain lifestyles have a preference for uniting in collective actor groups or status groups, and are often distinguished by their exclusive control over cultural resources.

A person's lifestyle is a social event that may influence how they behave to fit into society. Students who live a hedonistic lifestyle are among the various types of behavior that exist in today's society. The term "hedonistic lifestyle" refers to recreational activities such as going to malls, cruises, discos, parties, alcohol, drugs, cell phones, or other items associated with the "upper middle class." It also refers to the pursuit of small and trivial pleasures (Indrastuti Dwi, 2006)

Activities carried out by the community related to the hedonistic lifestyle can also be found in ISI Padang Panjang students, especially the Department of Cultural Anthropology which has 178 students from 5 classes, namely from the class of 2019 to the class of 2022. Of the 178 students, 100 of them are students who receive the KIP-K scholarship given by the government to students from economically weak circles with the requirement to obtain a minimum GPA of 3.00. This scholarship aims to support their needs during their study period. The reality on the ground is that not all students who receive KIP-K scholarships have a hedonistic style, there are only some students who receive KIP-K hedonistic styles who misuse the facilities obtained from the scholarship. The facilities provided by the

government are in the form of money which should be used to support students while pursuing higher education, such as to pay rent for housing, buy books and other needs, not to fulfill their satisfaction, such as buying an expensive smartphone and so on (Annastasya DA, 2024).

Based on the facts above, the author is interested in studying more deeply the hedonistic lifestyle among students receiving KIP-K scholarships in the Department of Cultural Anthropology at ISI Padang, namely that the hedonistic lifestyle can be found not only in the general public who already have their own income, but also occurs in students who are still supported by their parents.

2. Literature Review

A literature review was carried out to understand various previous research results related to the hedonistic lifestyle of students receiving KIP-K, Department of Cultural Anthropology. The aim is to avoid duplication or similarities and also overlap of the problems to be researched. Some research results and related articles are as follows:

First, Vionnalita-Maria-Selvie (2021) is in a journal entitled "Hedonistic Lifestyle Among Sam Ratulangi University Students". The contents of this journal explain the meaning of a hedonistic lifestyle. The definition of hedonism is behavior that delights in pleasure. People who like pleasure and enjoyment are called hedonists. Supelli (2003: 30) states that hedonism is a disease whose virus is called the hedon virus. In more detail,

hedonism is defined as a preference for personal enjoyment that is oriented towards prosperity and luxury (galmour) in all things. Hedonism is a lifestyle that is often found among students, this can be seen in everyday life, usually in the habits of those who like to live luxuriously, such as buying branded and expensive goods. These goods were even purchased on credit, even though they were still financially dependent on their parents. The phenomenon of a hedonistic lifestyle can be seen from the behavior of today's young generation in competing to live a luxurious life.

Second, Rika Hidayati (2019) is in a journal entitled "Hedonistic Lifestyle Behavior Among Underprivileged Students, Faculty of Social Sciences, UNP". This publication provides an explanation of the hedonistic behavior of FIS UNP students who come from poor backgrounds. Research shows that college students often spend money on frivolous activities and luxury purchases, especially when they have free time. Students at FIS UNP who come from disadvantaged backgrounds prove this truth, That when people buy something, they do so as if they only see the label or symbol on the product or service itself instead of its actual value or, in other words, they just buying goods based on their status rather than their utility. Buying goods only for desires, not for needs. Spending money on luxuries such as shopping, hanging out at cafes, karaoke, traveling, or refreshing shows that students are more interested in their personal lives than their studies. This has an impact on repeating courses due to not attending class during lecture hours. Thus, an

atmosphere that places a higher value on enjoying life's small pleasures than considering attending college is another factor that contributes to the reason why they have been found to live such a lifestyle. They are used as a platform to showcase their goods and activities, and they feel embarrassed if they do not follow the trends set by today's youth.

Third, Ike Nur Janah and Ike Sylvia (2020) in a journal entitled "Peer Group Relationships on Hedonistic Lifestyles in Students". Peer groups are discussed in this journal without influencing hedonistic lifestyles because students are not easily influenced by their peers. This research is identical to that conducted by Fatimah (2013). The findings and analysis show that when someone has a strong sense of self-worth, they also tend to live a luxurious lifestyle, and vice versa when they have a low sense of self-control. Therefore, peer groups cannot have any influence on hedonistic lifestyles. According to Chaney (in Praja and Darmayantie, 2013: 187) friends, environment and self-control are several other indicators which are claimed to have an impact on a hedonistic lifestyle. Friends who live hedonistic and passionate lives tend to live in an atmosphere that is less sensitive to abnormal behavior and more forgiving of it when it occurs. Furthermore, it is the lack of self-control on the part of parents who give complete freedom to their children, which makes children less able to withstand peer pressure. Such circumstances are sufficient to explain how other elements, such as the environment, can influence hedonism.

Fourth, Dwi Indrastuti (2006) in a thesis entitled "Descriptive Study of Hedonic Lifestyles among Students from NTT in Yogyakarta". This thesis explains that 8 subjects (11.11%) had a relatively high hedonic lifestyle, and 26 subjects (36.11%) had a relatively low hedonic lifestyle and 38 subjects (52.78%) had a hedonic lifestyle. quite low. If we examine it based on indicators of a hedonic lifestyle, the most dominant form is parties, then consumptive behavior, free sex and finally drug users. In general, it can be concluded that NTT students in Yogyakarta have a relatively low hedonistic lifestyle, but if we trace it based on the form and aspect of lifestyle, there are different aspects of distribution in each aspect and each form of hedonistic lifestyle. It can be interpreted that having a lifestyle that is in the low category does not mean they do not have hedonic lifestyle tendencies. Looking at the various forms of hedonic lifestyle, in general a person has a lifestyle that tends to be hedonic even though it is in the moderate category.

Based on the literature review above, there are differences with what the author wants to examine, including the factors behind students receiving KIP-K in the Department of Cultural Anthropology, and the form of students carrying out a hedonistic lifestyle. The results of the research and explanations from several of the references above can be a reference and guide for the author to follow up on research regarding case studies of the hedonistic lifestyle of students receiving KIP-K, Department of Cultural Anthropology, ISI Padangpanjang, which the author will

carry out in the future. Apart from that, there is also a comparison and proof that no one has conducted research on case studies of the hedonistic lifestyle of students receiving KIP-K, Cultural Anthropology Department, ISI Padangpanjang. So that the authenticity of the research results can be accounted for.

3. Research Method

The method used in this research is a qualitative method with a descriptive approach, namely, explaining student life in the study of hedonistic lifestyle theories. Used to research the condition of objects that are often used for an event, or social situation where the author is the key instrument. Data collection techniques are carried out in a natural way that is relevant to the problem and unit being studied between the events being tested. Qualitative research emphasizes meaning from generation to generation, and data analysis is inductive/qualitative (Sugiyono, 2008). The object of this research is students who receive KIP-K who have a hedonistic lifestyle at the Department of Cultural Anthropology, ISI Padangpanjang.

This research is located at the Padangpanjang Indonesian Art Institute, West Sumatra. The reason for choosing this location as a research location is because the author's target object is students from the Department of Cultural Anthropology, ISI Padangpanjang, recipients of the KIP-K scholarship, which is a challenge for the author to obtain information about the hedonic lifestyle of students from the Department of Cultural Anthropology,

ISI Padangpanjang. The data source sample in qualitative research was selected using purposive sampling, which is a sample determination technique with certain considerations (Sugiyono, 2008).

4. Results and Discussion

4.1 Background of the Hedonistic Lifestyle of Cultural Anthropology Students

The factors behind the Cultural Anthropology Department students who received the KIP scholarship for a hedonistic lifestyle on the ISI Padangpanjang campus are as follows;

1.1 Expanding the Circle of Friends

Humans basically live in a social environment where they cannot live alone. Therefore, the author found something in the students and in the researchers themselves that we as humans need other humans to live side by side with each other. The author finds answers from sources regarding what the author is looking for. There were various responses from several informants regarding the reasons why students expand their circle of friends and social interactions.

According to PAP students majoring in Cultural Anthropology class of 2019 (PAP, interview, 12 October 2023):

"Because his desires exceed his needs and the lifestyle he obtains in a social environment. What students want is usually not in accordance with their needs and sometimes exceeds their needs. Meanwhile, the social/environmental environment can influence students' desires,

whether they are just a need or more than just what they need."

RM is one of the students majoring in Cultural Anthropology from the class of 2021 who received the KIP-K scholarship (RM, interview, 12 October 2023):

"The formation of environments or groups that only follow lifestyles or lifestyles is due to the lack of knowledge about lifestyles that follow prestige"

FEP, who is also a student in the Cultural Anthropology Department who received the KIP-K scholarship class of 2022, said (FEP, interview, 13 October 2023):

"Because of campus environmental factors or existing traditions, it is considered familiar, because influences from outside and the surrounding environment have made this hedonistic lifestyle a lifestyle today."

The above phenomenon proves that the social environment of ISI Padangpanjang is a space or place for students, especially students of the Department of Cultural Anthropology, to expand their relationships by doing various things such as socializing with their friends. Not just studying but also enjoying a hedonistic lifestyle competition on campus and in everyday life. It's like saying that if you don't have style, you won't have many friends in this environment.

2.1 Gaining Self-Satisfaction

Everyone chooses with different goals, but currently the life goals of a student depend on their social environment. If the social environment

is simple, then the person is also simple. But if the social environment is luxurious, then the character of that person's life will also be luxurious. There were various responses from several informants regarding the reasons why students majoring in Cultural Anthropology wanted to gain self-satisfaction with a hedonistic lifestyle.

According to FAP, a student from the Department of Cultural Anthropology who received a KIP-K scholarship who said (FAP, interview, 18 October 2023):

"To get self-satisfaction it is temporary and to get it we have to follow what we like to have a desire for self-satisfaction so that it can be recognized in the circle of friends, because we are still young and take advantage of it before it is lost to time."

3.1 Expect Compliments

A person's friendships or social environment will always expect praise from other people. This praise makes them feel proud and always want to look good in their environment. There were various responses from several informants regarding the reasons why students majoring in Cultural Anthropology have a hedonistic lifestyle.

According to MH, who is a student at the Department of Cultural Anthropology who received KIP-K, said (MH, interview, 2 November 2023):

"At first it was just for recognition from friendship, Sis, so that our friends would recognize our existence, especially in the campus environment, Sis, but sometimes I feel okay with my appearance, so I

like it when friends say it's good like that, Sis."

4.1 Social media

Social media currently really influences a person's lifestyle, especially students of the Department of Cultural Anthropology who tend to be active in social media, especially when using an application called Instagram, where in this application we can all find out about what is trending at the moment. (Annastasya DA, 2024). The author interviewed a student from the Department of Cultural Anthropology with the initials VVP and said (VVP, interview, 2 November 2023):

"I use social media, Instagram and Tiktok, sis, on Instagram I can see the styles of celebrities, influencers and artists to use as a reference for what kind of style I want to wear tomorrow, sis. "Well, when it comes to TikTok, I usually make content like that, bro. Sometimes there's a TikTok celebrity who has a good OOTD (Outfit of the Day), so I immediately look at it on the online shopping application, bro."

4.2 Forms of Hedonistic Style for Students Receiving KIP-K Scholarships, Department of Cultural Anthropology

In this research the author found a consumptive behavior in the form of a hedonistic lifestyle in students of the Department of Cultural Antopology who received KIP-K scholarships in interviews conducted by the author, including;

1) Hanging out at the Cafe

It is undeniable that today's students spend hours hanging out alone or with their friends in cafes. If we look at the presence of cafes with different concepts to attract visitors' attention, they are always busy with students, especially on weekends (Annastasya DA, 2024).

As for students who carry out activities in cafes, such as the informant with the initials VPP, (VVP, interview, 2 November 2023):

"Usually when I get KIP-K I invite my friends or treat them to hang out at a cafe as entertainment because there is acoustics and order some drinks and food, once you hang out you can't determine how much money I spend, sis, but usually it's around IDR 100,000 if you treat friends."

The student with the initials MH also did the same thing to avoid being shunned by his circle of friends.

"Hanging out at cafes is one of the mandatory things that I do so that I don't get shunned by my circle of friends, because one of the people hanging out at our cafe can also be said to be a hit for the current generation, sis, that's why I quite often go to these cafes. "There is, especially if there's a cafe shop that has just opened, sis, and it's Instagrammable, sis, even though your pockets are running low when you're hanging out, sis, because one drink costs around Rp. 20,000, bro, not to mention the cheapest snacks are around Rp. 15,000."

This habit of hanging out is carried out by students who like to keep up with the times so that they are recognized as trendy. So, as students, we often have headaches about studying and other things. It's okay if we like visiting cafe shops, but if we do it too often, it's also not good for our physical health and our economic health, especially if we don't work yet. This form of a lifestyle that likes hanging out is found in Chaplin's theory of hedonism, which according to Susianto is a form of life that directs activities towards seeking pleasure in life, such as playing more, enjoying being in the hustle and bustle of the city, liking to buy expensive things to fulfill one's pleasures and always wanting to be the center of things. attention (Susianto, 1993).

2) Overspending

Excessive shopping has a negative impact on consumer lifestyle behavior in someone who does not have a balance between income and expenditure (wasteful). Students are usually easily taken in by the lure of advertising, go along with their friends, are unrealistic, and tend to be wasteful in how they use their money, which is why they call it consumptive behavior. Characteristics like these are usually used by producers to find consumers.

Through interviews such as those conducted by several informants with the initials TR who usually shop excessively, (TR, interview November 2023):

"When it comes to shopping, I usually like to go too far, bro. Sometimes the intention is to only

buy one, bro. Well, I've seen something funny like that, so I definitely buy more than one, like for example buying clothes in an online shop. I've seen a few. What's funny is that I check out more than once, if I buy goods in an online shop, the postage is at least around IDR 50,000 depending on what item I buy, for skin care, usually the minimum I buy is around IDR 200,000. It depends on when it ends, sis."

Habits like this can have a bad impact on yourself if you continue to shop online. Moreover, now there are many online shops that are incorporated into the application, such as Shopee, Lazada, Toko Pedia, Tiktok shop, and many other similar online shops. In a similar interview, the informant with the initials S, a KIP-K scholarship recipient, also said (S, interview, September 2023):

"I prefer to hunt at the second-hand market in Bukit Tinggi, bro, so I want to shop no matter how much I don't spend too much money on clothes, but when it comes to shoes, it's really hard to find, sis, but sometimes I only get this stuff. "And sometimes the prices aren't cheap, but that's really what it is for me, bro, because if I'm going to rush, I'll get a minimum of IDR 50,000 to get some clothes. If I make shoes, the cheapest thing I'll buy is IDR 65,000 for a pair, depending on the model, sis."

Another thing was also done by FEK, who is also a student in the Department of Anthropology who received the KIP-K scholarship, saying that when he first received the

scholarship he immediately bought a new cell phone, because he thought his old cell phone was outdated. Not only that, he also felt embarrassed to use his old cell phone because it made him feel insecure when he was around his friends and when making something on social media, nowadays people prefer to post aesthetic things. so we need a cellphone with good speculation.

Meanwhile, FAP, who is also a student at the Department of Cultural Anthropology, said (FAP, interview, October 2023):

"There are some individuals who carry out a hedonistic lifestyle just to have fun after they get Bidikmisi/KIP-K, such as going to parties, buying liquor, and also clubbing. If I was said to be hedonistic, I might be able to deny it, because I prefer long-term investments like gold, because in the future we don't know what it will be like, so if there is something urgent, the gold can be resold for urgent things. ."

The FAP brother's statement that the author responds to is how he uses the facilities provided by the government as best as possible so that he can use them again in the future when there are urgent matters. Meanwhile, from this story, he also found that several of his friends used the money for their personal enjoyment.

Apart from that, the informant of the ACH writer who said that if he could spend money to buy cigarettes in a day, he could spend two packs of cigarettes which he also shared with his

friends, whereas currently the selling price of cigarettes is very high, and the cigarettes consumed by ACH per pack amount to Rp. 37,000 multiplied in a day which he said could reach two packs or even more (ACH, interview, September 2023).

Therefore, along with economic changes and globalization, there have been changes in people's buying behavior. Sometimes someone buys something not based on actual needs, but rather based on needs that are done solely for the pleasure of life, thus causing someone to become wasteful, which is known as consumptive behavior or consumerism.

3) Following Fashion Trends

It is mandatory for students to follow current fashion trends, because otherwise we will be said to be people who are behind the times when socializing. Characteristics like these are ultimately exploited by producers to enter the market to attract consumers. Students who live a hedonistic lifestyle also become an opportunity to compete with each other in wearing the latest fashion. They want to show that they also follow changes and developments in fashion. Even though fashion itself is always changing, students are never satisfied with what they have.

As said by the informant with the initials S who follows current fashion trends (S, interview, September 2023).

"Since I use social media, it's anything related to current fashion. It makes me not want to miss out on all the latest information regarding today's clothing styles, especially now that there are so many artists who are

releasing products that attract the attention of consumers to buy them, one of which is clothes."

Through the interview above, the author discovered that there is an excessive lifestyle towards changes in globalization which can have an impact on a person's economy.

Brother HNS, who is a student of the Department of Cultural Anthropology, said that appearance determines a person's lifestyle. From the results of an interview with HNS, Yes, he said that (HNS, interview, September 2023):

"The way we wear clothes can make us look cool, sis, especially since I'm one of those blak mamba guys and adapt it to the styles that are trending now, sis."

It cannot be denied that the greater the influence of modernization entering society, the greater the hedonistic lifestyle will influence today's students. However, the presence of hedonism has a negative influence on the development of the times.

5. Conclusion

The factors behind the hedonistic lifestyle of Cultural Anthropology students who receive KIP-K scholarships are to expand their circle of friends, gain self-satisfaction, expect praise and social media. So they depend on these things to get their pleasure.

Furthermore, the hedonistic lifestyle of the Cultural Anthropology Department students who received KIP-K scholarships is due to the existence of a culture of consumerism as practiced

by the informants who have shared their stories with the author which include liking hanging out in cafes, excessive shopping, and following fashion trends. . So in this research, a hedonistic lifestyle is an excessive lifestyle that arises in a person and is influenced by the social scope of students from the Department of Cultural Anthropology who receive KIP-k scholarships.

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