

The Lifestyle of Hedonist Community in The City Lhokseumawe

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ABSTRACT

Keywords:

*Hedonist,
Life Style,
Youth Generation.*

Teenagers have an obligation to carry out education, achieve, even fall into relationships that lead to fulfilling the needs of life. This is because in adolescence, they have a high sense of curiosity. So that teenagers want to try many new things in their lives that will determine the teenager's lifestyle. The purpose of this research is to find out in depth and describe the dynamics of the hedonistic lifestyle in adolescent girls. The method used is a quantitative method with a purposive technique to obtain complete information which is used as a technique for data collection through interviews, an interaction that involves two-way communication. The results showed that the hedonism lifestyle is an individual who views happiness, pleasure unilaterally and uses it to seek the expected pleasure. Activities for shopping, sightseeing, watching movies and hanging out at the mall are spent three to six hours per day and two to three times a week going to the mall with peers.



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INTRODUCTION

In the current era of globalization, various fields such as economy, technology, industry and others have progressed very rapidly. The existence of this progress will certainly make it easier for people to do things. For example, in the economic field, people no longer have difficulty in finding the products or goods they will need. This is due to the increasing level of production of the circulation of goods and services offered to the public.

The number of goods and services on the market will certainly affect the goods and services offered to the public. Individual attitudes towards the purchase and use of goods. The purchase and use of an item is sometimes no longer to meet needs, but is driven by a desire factor that is less useful, such as following trends, prestige, increasing prestige, and various other reasons that are considered less important. So that this directly or indirectly causes purchasing power and consumptive attitudes to increase (Anggarasari, 1997). The desire to buy a product that is excessive is the beginning of the emergence of consumptive behavior. Individuals will continuously buy goods based only on what is needed (Fitriyani, Widodo, & Fauziah, 2013).

Nowadays, hedonistic behavior has hit all circles of society, one of which is teenagers. According to (Santrock, 2012) in adolescence, individuals will tend to like various new things that are quite challenging for themselves, this is because teenagers are trying to achieve independence and find their identity. Meanwhile, the emergence of several changes that are likely to be experienced by adolescents, both physical changes, attitudes, behavior, and emotions. One of them is a change in behavior that tends to be consumptive (Sukasari, Larasti, Mudjijono, & Susilantini, 2013).

According to Bush (Hylander, 2013) Adolescents are one of the groups with great potential for marketers as their product marketing targets, so that teenagers grow up in a consumerist culture that makes teens engage in consumptive behavior. Furthermore, Mangkunegara (Mangkunegara, 2005) revealed that the characteristics of teenagers who are easily persuaded and still

unstable, impulsive in shopping are less realistic in thinking, and make teenagers more consumptive.

Sukari (Sukari, 2013) revealed that the tendency of adolescents to behave is the tendency of adolescents to behave in hedonism due to the increasing number of existing facilities and infrastructure such as shopping centers or malls, cafes where to eat or restaurants which have increased. Teenagers who are trapped in a life of hedonistic behavior often spend their money just to buy various kinds of needs that are based on their desires not needs, such as buying cellphones, clothes, food, entertainment, and others (Maulana, 2013). This is in line with Solomon's opinion (Salomon, 1996) which revealed that most of the youth's money is used only to buy products that can provide pleasure and satisfaction for themselves.

The phenomenon of hedonism behavior will certainly continue to grow due to the factors that cause lifestyle. According to Chaney (Fransisca&Suyasa, 2005) mentions that the behavior of hedonism occurs because of the emergence of the western lifestyle. The presence of a shopping center that serves a variety of brands from abroad. Then, the existence of a food facade restaurant which often makes individuals prefer western food to food from local products, as well as the existence of a café cafe which tends to be used by teenagers as a place to socialize and date.

Teenagers' high awareness of new and branded products causes them to tend to imitate new styles. This pattern of behavior is reinforced by the number of teen magazines, advertisements, and other media which directly or indirectly exploit the luxurious and conspicuous lifestyle (Lina& Rasyid, 1997). According to Erikson, during adolescence, individuals must have their own unique lifestyle and are known as themselves, even though they experience various kinds of changes (Gunarsa, 1983).

Today hedonic lifestyle is one form of lifestyle that has an attraction for teenagers. With this phenomenon, teenagers tend to prefer a life that is

luxurious, comfortable, and self-sufficient without having to work hard (Gushevinalti, 2010). Ndzir and Ingarianti revealed that a hedonic lifestyle is a lifestyle of someone who carries out his activities to seek the pleasures of life, spends time outside the home to have fun with friends, likes or likes to buy things that are not needed, and always wants to be the center of attention in the surrounding environment. In this study, the hedonic lifestyle aspect refers to Darden's theory in engel (Engel, 1994) yaitu terdiri aktivitas (activities), minat (interest), dan opini (opinion).

According to Kotler (Amstrong, 1994) that lifestyle is one of the factors that can influence consumptive behavior. A person's lifestyle will show a pattern of life which is reflected through his activities, interests, and opinions in interacting with the surrounding environment. Hawkin revealed that the lifestyle adopted by a person will affect his needs, desires, and behavior including buying behavior. (Yuniarti, 2015). This is in line with the research results Hariyono (Hariyono, 2015) shows that lifestyle has a positive relationship with consumptive behavior in adolescents.

Researchers are interested in researching the hedonism lifestyle among the people of Lhokseumawe through how they spend time hanging out with their friends, where they usually go to spend time on weekends, whether they follow the trends in society or not or whether they like to buy expensive stuff.

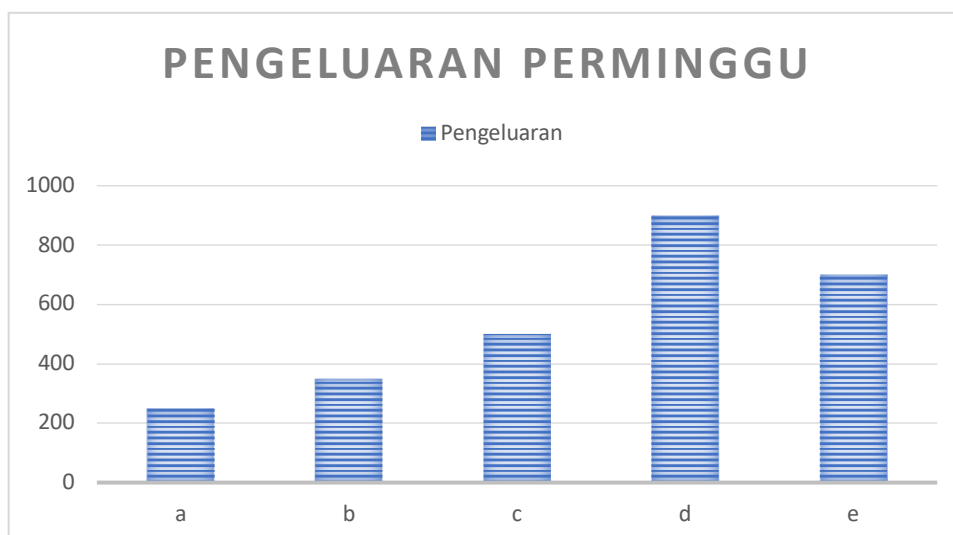
METHODS

The approach in this research is qualitative with the type of case study. Data collection techniques used in this research are interviews, questionnaires and documentation by considering the aspects that have been determined. The aspects studied are factors that can lead to hedonistic lifestyle behavior towards the community and adolescents in the city of Lhokseumawe, among others: 1) internal factors, namely factors that form a hedonistic lifestyle from within the individual, 2) external factors, namely factors that come from outside the individual (family, friends). The object of this research are men and women who are taken by purposive sampling technique.

RESULT AND DISCUSSION

From all interviews, the results showed that subjects A, B, C, D, E in their spare time were walking, shopping with their friends. Subjects spend more time at the mall for fun so they don't get bored with their activities at home. This is in line with the opinion (Trimartati, 2014) said that the hedonism lifestyle is a lifestyle whose activities are oriented towards seeking pleasure, such as spending more time with things that are less useful, playing more, happy to follow the latest trends, love to buy expensive things, and always want to be the center of attention. . According to the interviewed subjects, shopping activities are not tiring. In fact, the subject feels happy because if the subject does not go to the mall or the streets, the subject feels bored, and according to the subject, shopping activities are very important to do for self-enjoyment. Some subjects C and E also argue that every day 3 to 6 hours for shopping, and sightseeing. This agrees with the research conducted by Kasali (Kartina, 2009) who found that the mall is the most favorite hangout place among teenagers (30.8%), and snacks are the top priority for teenagers' spending (49.4%), traveling or having fun (9.8%), buying school equipment/ college (19.5%).

This shows that today's teenagers are more oriented towards a hedonic lifestyle.



According to subjects A, C, D and E after shopping and buying the desired item they feel satisfied and happy because they already have the desired item. This is in line with the opinion Veenhoven (Veenhoven, 2003) A person has a hedonic lifestyle, namely an individual who views happiness, pleasure unilaterally and uses it to seek the expected pleasure.

The allowance for subjects D and E is seven to nine hundred per week, if subjects A, B and C are two to five hundred per week. According to the five subjects, if the pocket money runs out, the subject will ask parents and parents to give pocket money again. This is in line with Yusnia (Rianton, 2014), explaining the hedonic lifestyle requires a large cost, because the pleasures of life are certainly seen from the results of material success, so it can be said that money, property, wealth and luxury in life are their norm.

Subject E who often buys skincare at a price of three hundred thousand to five hundred thousand per month, while subject A, B, C and D often buys clothes, shoes, bags and headscarves at a price of two hundred thousand to seven hundred thousand per month. The five subjects buy clothes and headscarves within 3 to four times per month. If subject A buys shoes once a month, sometimes if you see good shoes, the subject immediately buys them. According to the five subjects, if the item is good and funny, the subject buys the item and does not care about the price of the item the subject will buy, this agrees with Nasroni. According to Monks (Monks, 1998) Teenagers really want their appearance, style of behavior, manner of behaving to attract the attention of others, especially peer groups. The need to be accepted and be the same as other people or peer groups causes teenagers to try to follow various attributes that are trending, for example, android phones, fashion, shopping in famous shopping centers such as malls, and so on.

The hedonistic lifestyle that occurs among teenagers is reflected in their daily behavior, including their habit of always wanting to have fun, such as the desire to buy luxury goods. Hedonism is a view of life which assumes that

pleasure and material enjoyment are the main goals of life. For adherents of this ideology, having fun, debauchery, and pleasure is the main goal of life, whether it is pleasing to others or not. Because they think that this life is only once, so they feel like they want to enjoy life to the fullest.

Empirically, the living conditions of young people are currently experiencing a decline, even degradation compared to the actions of previous generations. Youth is currently dominated by the influence of foreign cultures and the swift currents of globalization through information technology and the development of communication between nations that bring a new culture to one's national identity. (Sunatra, 2016).

Hedonism as a phenomenon and lifestyle has been reflected in the behavior of the young generation every day. The majority of students compete and dream of being able to live a luxurious life. Have fun and spend time at cafes, malls, and plazas. This is the agenda of their lives. Perhaps this is the negative effect of the proliferation of malls, plazas, and other hypermarkets. Claiming to be easterners who are religious, but they are not uncomfortable making out in public. Another thing that makes it difficult to listen to the facts presented by the mass media, news on television and newspapers, is that quite a lot of young people have free sex and don't care anymore about the people around them. Being pregnant out of wedlock is no longer a disgrace, instead it is considered a model to imitate the lifestyle of celebrities or their models which are rumored by electronic media and print media.

Hedonism develops among teenagers influenced by environmental factors, they imitate the lifestyle of famous people, even want to be famous. Various reality shows offer programs to achieve popularity in an instant way. According to psychologists, hedonism can not be denied, because humans are always associated with feelings of pleasure, as well as automatically tend to avoid bad feelings. Humans try to achieve their goals which then make them enjoyable or satisfied (Sunatra, 2016).

In the environment of adherents of this understanding, life is lived as freely as possible to fulfill unlimited desires. In the Collins Gem dictionary (1993) it is stated that, "hedonism is a doctrine which states that pleasure is the most important thing in life, or hedonism is an understanding held by people who seek pleasure in life solely". From Collin Gem's opinion above, the hedonism lifestyle is not at all in accordance with the educational goals of our nation. The purpose of our country's education is to educate the nation's life (Preamble to the 1945 Constitution, paragraph 4). The goal, of course, is not to create a nation that is hedonistic, but a nation that is spiritual, has emotional care for others, and does not put itself first. The life of the nation is actually expected from the current young generation who become a young generation with character in accordance with the values of Pancasila.

National character can be formed from educational programs or in the learning process in the classroom. However, if education is serious about shaping the character of the nation's generation, there are many things that must be done and awareness is needed for educators and also for implementing education policies. If we understand the meaning of education broadly, education as a process of awareness, intelligence and mental or character development, is certainly not only synonymous with school. However, related to cultural processes that are generally ongoing, they also have the ability to direct awareness, shape perspectives, and build the character of the younger generation. This means that very few characters related to the perspectives and habits of students, youth, and young people are formed in classrooms or schools, but are more shaped by social processes that also cannot be separated from the ideological processes and material economic arrangements that ongoing.

According to Burhanuddin (Burhanuddin, 1997) hedonism is something that is considered good, according to the pleasure it brings. Something that only brings pain, suffering, and unpleasantness, is automatically judged not to be

good. People who say this, automatically consider or make pleasure as the goal of their life. Hedonism as a "culture" that puts the dimension of material satisfaction as the main goal of triggering and spurring the use of nature and or carrying out life activities that are far from the spiritual dimension (morality). Awareness of ethical values and low morality in achieving life goals provides temporary satisfaction and long-term negative impacts.

Every hedonistic lifestyle that is owned by each individual is a behavior that has a basic trigger or factor that plays a role behind it, as stated by Kotler. (Nadzir, 2015) The factors that underlie the hedonism lifestyle include internal and external factors.

The factors behind the formation of a hedonistic lifestyle in adolescents, in terms of theoretical studies are grouped into personality factors as internal factors and parenting factors and social class as external factors. Based on the data collected through three instruments, it can be seen that the dominant factors that influence the hedonistic lifestyle in adolescents are social class factors including invitations from friends, friends' lifestyles that tend to be luxurious and urban environmental factors that support hedonism activities. While some of them are proven to be personality factors and parenting styles to be one of the contributing factors, such as those who have indeed received pampered parenting since childhood and the tendency of parents to have a similar lifestyle.

Based on the information above, it is revealed that the three factors including personality, parenting and social class have their own roles in each individual indicated by a hedonistic lifestyle. Where in each individual or group has a tendency of dominant factors that are different in influencing their lifestyle. However, it cannot be denied that social and environmental roles can be said to be the main factors that play a role in fostering a hedonistic lifestyle for students, considering that the times have actually facilitated hedonistic activities by providing high-quality hangout places.

Theoretically, perceptions in relation to the hedonistic lifestyle in adolescents are divided into two, as explained in Veenhoven (Veenhoven, 2003) that is, generally view hedonic as two opposite sides. One side views hedonism as a form of positive view and on the other side views it as a form of negative things. Adolescents generally describe positive perceptions, namely assuming pleasure as a form of assuming things that bring happiness to the individual. It is shown by the results of the questionnaire analysis that shows a high percentage, interview statements and documentation that support the assumption that hedonism is an important thing and even a need for some teenagers around Lhokseumawe and some of the other teenagers have the perception that in fact hedonism is not a necessity and a thing that which leads to a negative perception of the hedonistic lifestyle.

Based on the description of the perception of the hedonistic lifestyle in adolescents, it can be seen the extent to which their opinions or opinions respond to the hedonistic lifestyle phenomenon that even exists in themselves. It turns out that not infrequently consider hedonism as an important thing on the basis that everyone needs fun and entertainment as a balance, but on the other hand it does not rule out the possibility of opposing responses, even though their profile is indicated by hedonism but in perception they realize that hedonism is not simply an important thing even a necessity.

CONCLUSION

Based on the results of the study, it can be seen that the hedonism lifestyle is an individual who views happiness, pleasure unilaterally and uses it to seek the expected pleasure. Activities for shopping, sightseeing, watching movies, karaoke and hanging out at the mall are spent three to six hours per day, three to four times per week with peers. Adolescents are in the process of adjusting to adulthood, middle teens are at this stage teenagers need friends, they will be happy if many friends like them. There is a tendency to love yourself, by liking friends who have the same characteristics as him. There are two factors that influence the hedonistic lifestyle in adolescent girls, namely internal factors from within the individual so they don't feel bored, they have the desire to shop, have fun and hang out at the mall with peers, external factors from outside the individual, imitate fashion. -Today's fashion, pocket money, stay away from parents, parents support shopping.

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