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Student Lifestyle Due to Online Shop

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A B S T R A C T

Internet technology that offers online shop services has changed the lifestyle of students, especially students of the IAIN Kudus. This study aims to determine the lifestyle of the IAIN Kudus students due to the existence of an online shop and analyze the factors underlying the students making purchases through an online shop. This study uses a qualitative. The results showed that the online shop had changed the lifestyle of students into consumptive behavior. Students who have consumptive lifestyles always look attractive, wear branded fashion, have middle to high living standards, and get along with people who have similar hobbies. In line with the theory of consumption society which shows that they consume goods because of the development of modern times through the use of online shop services. Factors that influence the use of online shop are time efficiency, supportive access, and fulfillment of goods needs and satisfaction. Fulfillment of satisfaction can be seen from the selection of branded goods to be seen to exist in their social environment. Therefore, we need to consider what you want to buy through online shop services, so that consumptive behavior can be avoided.

A R T I C L E I N F O

1. INTRODUCTION

The development of technology and information provides real changes in all aspects of people's lives. One of them is internet technology that provides a lot of convenience in communicating that has been able to change people's behavior, especially Indonesian people. (Farida, 2016) published that active users (active internet users) in Indonesia in 2019 increased by 150 million people from 143 million in 2018.

Changes in the behavior of Indonesian people can be seen from the use of the internet described earlier, that people who were originally not actively using the internet became active as internet users. This shows the behavioral habits of Indonesian people who use the internet more time as one of their daily activities, even as a tool to meet their social needs. That is, technology directly has an impact on social change for Indonesian society through the use of the internet. In addition, the use of the internet has also changed in terms of its utilization.

Based on (Fitriyani, et al., 2013) stated that the use of the internet which originally tended to be for marketing communication and imagery, now some have used it as a purchase transaction. Purchase transactions on the internet we usually call online shopping. Only need to be connected to the internet to make buying and selling transactions online, shopping becomes easier and saves time. This practicality aspect has resulted in consumers being interested in shopping via the internet, especially the people of Indonesia.

The Minister of Communication and Information Technology, (Sonjaya, 2013) through his Twitter account (2016) stated that in 2016 there were 8.7 million online store consumers, this number increased from the previous year which was only 7.4 million online shoppers. Admittedly or not, this is slowly starting to change people's lifestyles.

Lifestyle is a person's way of life to spend time (activities) that they consider important in their environment, and what they think about themselves and their surrounding environment (Subianto, 2007; Valero, et al., 2016; Bala, et al., 2021). The way of life carried out by each community is usually different depending on its daily activities, both because of the needs and influences of the surrounding environment which includes: family, work, community, business, politics, education, and the future.

On every occasion of one's activities, online shopping becomes a conversation by some students. They tend to have an interest in online shop products to maintain appearance as a form of self-identity [5]This is because online shopping has its own benefits for consumers, namely saving, both saving time, cost, and energy, and guaranteed quality of the goods.

This statement is clarified by research (Kusuma, 2018) which shows that most students want to meet their needs in an instant way without having to waste a lot of energy and time, and the prices offered at online stores are not too expensive. In line with research conducted by (Natalia and Mulyana, 2014) that the factors behind Akbid Wira Husada Nusantara Malang students making purchases through online shops are due to flexible time and place factors, prices adjusted to product quality, easy transactions without having to go to the store directly, more types of choices, and convenience in choosing products.

Although there are many benefits obtained from purchasing through online shops, the emergence of this online shop causes lifestyle changes in students. One of them is consumptive behavior, they shop online not because of necessity anymore but to look fashionable (Trimartati, 2014). In addition, consumptive people when buying branded

products choose branded products so that their existence can be accepted (Setianingsing, 2018).

Consumptive behavior in the selection of goods shows the influence of modernization, where the function of goods is ignored and the trend of goods becomes the main consideration in its selection (Wahyuni, et al, 2016). Consumptive behavior that occurs among students is in accordance with the results of research found by (Futriyani, et., 2013) that there is a form of consumptive behavior experienced by students of the Faculty of Social Sciences and Law, UNESA which can be shown from the factors that encourage them to choose to shop online, namely without consideration that leads to the need factor (use value) and actually leads to the prestige factor (sign value).

This online shopping activity has become a daily thing and can be said to be a consumptive lifestyle because it is commonly done, even done continuously, sustainably, and becomes dependent (Taman, 2016).

The phenomenon of online shopping is also seen in students of the Holy State Islamic Institute (IAIN Kudus) because many of them purchase goods through online shops. Therefore, the author formulates a problem, namely: how is the lifestyle of IAIN Kudus students due to the online shop and what are the factors behind IAIN Kudus students making purchases through online shops. The purpose of this research is to find out the lifestyle of IAIN Kudus students due to the online shop and to analyze the factors behind IAIN Kudus students making purchases through online shops.

2. LITERATURE REVIEW

2.1 Structuration theory

The theory of structuration put forward by (Abdussalam, 2014) focuses on repetitive social practices that are basically a theory that connects between agents and structures. All social action requires structure and all structure requires social action. Agents and structures intertwine inseparably in human practice or activity.

The theory put forward by (Abdussalam, 2014) can be explained that the starting point of Giddens' analysis is human practice or action, but that action can be seen as a loop. That is, activity "is not produced once by social actors, but they are constantly recreated in some way, and in that way they also express themselves as actors. Through their activities, agents create the conditions that allow these activities to take place" (Abdussalam, 2014). Social systems that are distanced from such a point of time and space in modern life are increasing opportunities with the emergence of new communication and transportation equipment (Herman and Rijal, 2018).

Referring to the theory of structuration, it can be explained that lifestyle is a social action carried out by social agents / actors (humans) repeatedly and realized in social practice or daily activities by utilizing time and space. The lifestyle of IAIN Kudus students can be seen from their actions or activities in utilizing social media in the form of online shops to spend their daily time. The use of structuration theory in this study is as a basis for answering and analyzing problem formulations regarding the lifestyle of IAIN Kudus students due to the online shop.

2.2 Theory of Consumption Society

This theory of consumption society is a key concept in Jean Baudrillard's thought to show symptoms of consumerism that is very extraordinary and has become part of the lifestyle of modern man. Baudrillard stated that the consumption society is no longer driven by consumer needs and demands, but rather by enormous production capacity. The rationality of consumption in the consumer society system has changed drastically, because nowadays people buy goods not only as an effort to meet needs, but more as a fulfillment of desires. Consumption involves desire, therefore the consumption process is not just an economic process, but involves a psychological process (Asyafiq, 2019; Etgar, 2008; Higgins, and Scholer, 2009).

Based on (Aryansah, 2013) suggests that the only object that can fulfill desires is the object of desire that appears unconsciously imaginary, and this object of desire has disappeared and is able to seek its substitutions in the object world of the symbols consumed. Many people prefer to buy a "brand", rather than the benefits it buys, because the brand simultaneously carries status for the person who wears it.

This is what Baudrillard meant by "*people prefer to consume 'signs' rather than the use value of the goods they consume*". If at first consumption was interpreted as "a process of fulfilling basic human needs", but then consumption was converted as a means of expressing one's position and one's cultural identity in society, what is consumed is not only objects or goods, but also the hidden social meanings behind consumption have changed meaning to "a process of spending or transforming the values stored in an item", in (Cahyono, 2016).

Consumer behavior is a dynamic process that includes the behavior of individual consumers, groups, and community members who are continuously changing (Fitriyani, et.al., 2013). Consumer behavior can be explained that a person (individual), group, and group members who carry out economic activities by utilizing goods or services to meet their needs, these activities are carried out continuously from time to time until they experience changes. This change can be seen from a person's lifestyle, especially the lifestyle of IAIN Kudus students due to technology in the form of an online shop.

The theory of consumption society in this study is used as a basis or basis for analyzing questions from problem formulations regarding the factors behind IAIN Kudus students making purchases through online shops.

3. RESEARCH METHODS

The approach used in this study is a qualitative research method, which is to present the social world, its perspective in the world, in terms of concepts, behaviors, perceptions, and problems about the human being studied. This research focuses on problems about the lifestyle of IAIN Kudus students due to the online shop and the factors behind IAIN Kudus students making purchases through online shops.

The source of this research data is in the form of informants from IAIN Kudus students who use online shop services, but not all IAIN Kudus students but only those who meet data needs in research. While the source of supporting informants, obtained from information from several boarding friends and campus friends from online shop service users. The data collection technique is done through observation, interviews, and documentation.

Meanwhile, to test the validity of the data is carried out using source triangulation techniques. The data analysis uses the Robert C. Bogdan and Sari Knopp Biklen Model by

narrowing the focus of research which is then analyzed by comparing concepts that already exist in previous research (Fadli, 2021).

4. RESULTS AND DISCUSSION

Rapid technological changes have made significant changes. Internet social networks can also affect the level of needs of students in their lives. The needs and obligations as students are basically learning and studying. Changes in the social environment as well as the order of life, students change their lifestyle according to what is desired by the students themselves.

Students express themselves by looking for information related to the order of their lives using internet technology. The development of this technology brings many changes in the lifestyle of students. The internet introduces its users to cyberspace, a variety of facilities are offered ranging from social networks, news, videos, photos to shopping can be found through internet access. The selection of students' external consumption such as clothes, bags, shoes, books, and other needs can be found through internet access with an online shop that is easily obtained.

The use of online shops for students is a change in lifestyle that originally had to be crowded in the market into a new and practical thing. These changes provide a change in social value, which was originally if transacting in the market using verbal communication, on the other hand, if shopping through an online shop the transaction process is only through the internet network without meeting directly (face to face), so that there is no bargaining process or verbal communication.

The existence of the online shop has also changed the lifestyle of IAIN Kudus students. This can be seen from the form of consumptive behavior among students. The consumptive lifestyle of IAIN Kudus students can be seen in terms of appearance and how to get along. Students who have a consumptive lifestyle always look attractive, wear branded fashion, keep up with the times quickly, and have an upper middle standard of living.

In terms of appearance, the way the student dresses always seems attractive. Usually they buy goods with branded quality. Students who have a consumptive lifestyle do not want to miss the trend, especially if one of their friends already has the latest item. It's as if they compete with each other for a better self-image or at least the same as each other.

Students who live a consumptive lifestyle spend a lot of time looking at the latest items through the internet or looking at online shops as a boredom reliever, so they have their own satisfaction. Meanwhile, they hang out more with people who have the same hobbies. On every occasion, when they meet, they must talk about items that are trending in the online shop, so directly they spend more time on things related to the online shop.

The consumptive lifestyle shown by students because of the online shop is done repeatedly because they are always updated with existing trends, so that automatically in every activity they always do things related to the online shop, whether it's just seeing goods on social media or making transactions online. Therefore, online shops have become part of their activities. This is in line with the structuration theory proposed by Giddens that students as agents (social actors) carry out social practices, in this case are carrying out activities related to online shops.

These social practices are carried out repeatedly, so that it has become their daily activity in utilizing time and space. Time in the sense of whether this activity is carried out only temporarily or will be continuous according to the development of the existing times. This study shows that students always follow the trend, meaning they always follow the development of modern times in the form of the use of new communication equipment, namely utilizing online shop services.

While space means that this activity is in the room as a place where students use online shop services, namely the internet. In addition, space as a social space for students in carrying out activities related to online shops, namely in the form of social environmental conditions. In this case, students show they hang out more with people who have the same hobbies.

A person can be said to be consumptive if someone carries out or carries out the process of consuming or using excessive or inappropriate manufactured goods consciously and continuously. This makes humans become addicts of a product, so that dependence cannot or is difficult to eliminate. Consumptive behavior always wants to follow the development of existing trends, so that as much as possible they immediately buy the latest goods. They feel satisfied and happy when the desired items have been bought, even though in the end they do not need these items.

Students are one of the consumption actors in the use of online shop services. Students use online shop services not without reason, there are supporting factors that cause students to use online shop services. The need to consume for students has become a necessity not only to consume beneficially but to consume a new value order that makes students consume these goods. Consumption will collapse when the perpetrator of consumption is not surrounded by external or supporting objects that are expressions of his tendencies, strengths and ways of compliance with needs.

The idea of consumption is still at the level of meeting the needs of both goods and services, in which there is participation in desires, expectations, goals, social values, efficiency, progress and support around consumer actors (some of the research motorcycle taxis revealed that they consume online shops because there are supporting factors from the environment). The factors behind students making purchases through online shops are as follows:

1. Time Efficiency
    Online shops for some students have new colors to meet their needs. The advantage presented in an online shop is time efficiency. Saving time in buying necessities or consuming is chosen by some students in utilizing the online shop.
2. Supportive Access
    When access supports doing something, it is very easy to get what you want. Shopping using online shop services is easier, the desired item can be easily obtained and we just wait without having to buy directly to the store. When students have been given facilities that make it easy to access everything they want, students will make the most of it. Online shop can be said to be an electronic supermarket, where all kinds of desired needs can be easily searched and obtained. This makes the online shop has its own place in the hearts of some students. Attractive visuals will make

the eyes spoiled by the initial display of goods presented by the online shop. Items that are usually difficult to find in stores or in malls, but through online shops can be searched easily.

3. As a Fulfillment of Needs

    For some students who live abroad in the city where they study, of course, they have various kinds of consumption that must be met. The consumption demands to be fulfilled in order for balance to occur. However, now the consumption in question is no longer just meeting needs according to economic studies which means consuming goods according to needs. However, from a sociological point of view, consumption is not just consumption to meet needs or fulfillment of needs, but consumption of satisfaction and wants. The relationship between online shops with the consumption of desires and the fulfillment of satisfaction is in conditions where the online shop as a tool to launch satisfaction fulfillment actions. This is because if you do not consume goods through an online shop, then there is a sense of dissatisfaction in him. Consumption of desires here is proven by some opinions that online shops can provide satisfaction for their users. However, the desire factor here is to use the services of an online shop, then he has consumed the needs of wants.

Online shop is one of the shopping facilities in the world that is presented to meet human needs. Online shop provides its own color for the fulfillment of consumption. Online shops in fact also provide one value, namely the value of self-existence in the surrounding environment. Consumption expresses one's social position and identity in the social life of society because there are many ways to meet the need for a value, namely prestige. Consumption is no longer just an object, but also the social meanings hidden behind it. Consumption of these goods can give meaning to consumption actors (Kaisara and Pather).

The theory of consumption society put forward by Baudrillard is in accordance with the symptoms of consumerism seen in the modern student lifestyle after the existence of online shops, it is proven that they do not want to miss the trend. This is supported by statements about the factors behind students making purchases through online shops in the form of time efficiency and supportive access.

The use of short time in making transactions online and the access to connect to the internet due to the development of the times, provide opportunities for students to always update and follow a modern lifestyle. Therefore, students are increasingly consuming goods via online excessively, thus showing consumptive behavior in students. In addition, the consumption carried out by students is no longer to meet the needs of goods, but has become a fulfillment of psychological needs.

This can be seen from the factors behind students making purchases through online shops, namely for the fulfillment of satisfaction. By buying goods at an online shop, they will feel satisfied because the desired item has been bought.

This statement is in line with the opinion (Cahyano, 2016) that consumption involves desire, therefore the consumption process is not just an economic process, but involves a psychological process. Furthermore, by consuming goods in the online shop, students can express their social position and identity in social life in society.

Most students make purchases through online shops because they want to show their existence in their social environment, so they tend to buy branded goods. This is what Baudrillard meant by "people prefer to consume 'signs' rather than the use value of the goods they consume". If at first consumption was interpreted as "a process of fulfilling basic human needs", but then consumption was converted as a means of expressing one's position and one's cultural identity in society, what is consumed is not only objects or goods, but also the hidden social meanings behind consumption have turned meaning into a process of spending or transforming the values stored in an item.

Students are not aware that consumption is a formation pattern designed by producers which at this time is an abundance of goods and services as well as a pattern of change in the way of consuming goods and services. Not just to meet needs that should have function value, but there is value carried from the act of consumption, namely consumption, satisfaction and pleasure values.

4. CONCLUSION

Online shops have also changed the lifestyle of students, which can be seen from consumptive behavior. Consumptive lifestyle in students in terms of appearance and how to get along. Students who have a consumptive lifestyle always look attractive, wear branded fashion, keep up with the times quickly, and have an upper middle standard of living. In addition, they hang out more with people who have the same hobbies.

The factors behind students making purchases through online shops are due to time efficiency, access that supports the purchase of goods through online shops, and as fulfillment of needs, both fulfillment of goods and fulfillment of satisfaction.

5. RECOMMENDATIONS

The thing that must be considered by readers is that we do need to keep up with the times, but do not be influenced by things that lead to negative behavior, especially consumptive behavior. Students who tend to choose online shops to meet their needs should always consider what they want to buy.

Purchases must be made in accordance with the needs that are really needed, do not be influenced by online shop products that are not needed, so that consumptive behavior can be avoided.

6. REFERENCES

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