ABSTRAK

Skripsi dengan judul "Perilaku Konsumtif Ditinjau dari Fanatisme, Hedonisme dan Religiusitas pada Penggemar *K-pop* di Kabupaten Blitar" ditulis oleh Vanneza Dhea Ananda, NIM. 1860402222091. Pembimbing Lativa Hartiningtyas, M.Pd.

Kata Kunci: Perilaku Konsumtif, Fanatisme, Hedonisme, Religiusitas

Konteks penelitian ini didasari oleh adanya fenomena *Korean Wave,* khususnya pada bidang industri musik *K-pop* yang di mana dapat memunculkan adanya perilaku konsumtif pada penggemarnya. Perilaku konsumtif pada penggemar *K-pop* dapat terlihat dalam pembelian produk yang berkaitan dengan idola. Perilaku konsumtif tersebut dapat disebabkan dan dikendalikan melalui beberapa faktor seperti adanya fanatisme, hedonisme dan religiusitas pada penggemar *K-pop.* Khususnya pada penggemar *K-pop* di Kabupaten Blitar.

Fokus dalam penelitian ini di antaranya yaitu: (1) Mengetahui perilaku konsumtif ditinjau dari fanatisme penggemar *K-pop* di Kabupaten Blitar. (2) Mengetahui perilaku konsumtif ditinjau dari hedonisme penggemar *K-pop* di Kabupaten Blitar. (3) Mengetahui perilaku konsumtif ditinjau dari religiusitas pada penggemar *K-pop* di Kabupaten Blitar.

Pendekatan penelitian yang digunakan yaitu pendekatan kualitatif dengan jenis penelitian fenomenologi. Teknik pengumpulan data menggunakan observasi, wawancara dan dokumentasi. Teknik analisis data menggunakan reduksi data, penyajian data dan penarikan kesimpulan. Kemudian pengecekan keabsahan data menggunakan teknik triangulasi, yang meliputi triangulasi sumber, waktu dan teknik.

Hasil penelitian menunjukkan bahwa: (1) Fanatisme dapat mendorong perilaku konsumtif penggemar *K-pop* di Kabupaten Blitar, yang dapat ditinjau dari intensitas pembelian serta mengikuti aktivitas idola, nilai dan sikap terkait perilaku konsumtif, komitmen serta dorongan emosi dan motivasi. (2) Gaya hidup hedonisme dapat memunculkan perilaku konsumtif penggemar *K-pop* di Kabupaten Blitar melalui kegiatan, minat serta opini dalam pembelian produk yang berkaitan dengan idola. (3) Religiusitas penggemar *K-pop* di Kabupaten Blitar mampu mengendalikan atau menyeimbangkan perilaku konsumtif dengan adanya dimensi keyakinan, ritual, pengetahuan, dan memperhatikan aspek muamalah untuk dapat meminimalisir penipuan serta menghindari riba.

ABSTRACT

The thesis entitled "Consumptive Behavior in Terms of Fanaticism, Hedonism, and Religiosity among K-pop Fans in Blitar Regency" was written by Vanneza Dhea Ananda, NIM. 1860402222091. Supervised by Lativa Hartiningtyas, M.Pd.

Keywords: Consumptive Behavior, Fanaticism, Hedonism, Religiosity

The research context is based on the phenomenon of the Korean Wave, particularly in the K-pop music industry, which can lead to consumptive behavior among fans. The consumptive behavior of K-pop fans can be seen in their purchases of products related to their idols. Such consumptive behavior can be caused and controlled by several factors, such as fanaticism, hedonism and religiosity among K-pop fans, especially those in Blitar Regency.

The focus of this study includes: (1) to identify consumptive behavior in terms of fanaticism among K-pop fans in Blitar Regency. (2) to identify consumptive behavior in terms of hedonism among K-pop fans in Blitar Regency. (3) to identify consumptive behavior in terms of religiosity among K-pop fans in Blitar Regency.

The research approach used was qualitative with a phenomenological research type. Data collection techniques included observation, interviews, and documentation. Data analysis techniques included data reduction, data presentation, and conclusion drawing. Data validity was then checked using triangulation techniques, which included source, time, and technique.

The results of the study show that: (1) Fanaticism can encourage consumptive behavior among K-pop fans in Blitar Regency, which can be seen from the intensity of purchases and following the activities of idols, values and attitudes related to consumptive behavior, commitment, as well as emotional and motivational drives. (2) A hedonistic lifestyle can lead to consumptive behavior among K-pop fans in Blitar Regency through activities, interests, and opinions regarding the purchase of products related to idols. (3) Religiosity among K-pop fans in Blitar Regency can control or balance consumptive behavior through the dimensions of belief, ritual, knowledge, as well as by considering aspect of muamalah to minimize fraud and avoid usury.