

ABSTRAK

Skripsi dengan judul “Perilaku Konsumtif mahasiswi Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung dalam berbelanja Online pada Aplikasi Shopee” ini ditulis oleh Elisa Ardha Firdiani, NIM 1860309221031, dengan dosen pembimbing Lilik Rofiqoh, S.Hum., M.A.

Kata Kunci: Perilaku Konsumtif, Fear of Missing Out (FoMO), shopee, mahasiswi

Perkembangan teknologi digital dan media sosial telah mengubah kebiasaan masyarakat dalam berbelanja, termasuk di kalangan mahasiswi. Kehadiran aplikasi Shopee dengan berbagai fitur, seperti gratis ongkir, potongan harga, *flash sale*, dan *Shopee Live*, membuat aktivitas belanja menjadi lebih mudah dan menarik. Di sisi lain, munculnya fenomena *Fear of Missing Out* (FoMo) mendorong mahasiswi untuk mengikuti tren, promo, maupun produk yang sedang populer sehingga dapat memengaruhi perilaku konsumtif mereka.

Penelitian ini bertujuan untuk mengetahui pengalaman mahasiswi Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung dalam melakukan belanja online pada aplikasi Shopee serta memahami bagaimana fenomena Fear of Missing Out (FoMo) membentuk perilaku konsumtif mahasiswi. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian studi kasus. Data diperoleh melalui wawancara mendalam, observasi, nonpartisipasi, dan dokumentasi. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan, sedangkan keabsahan data diuji menggunakan metode.

Hasil penelitian menunjukkan bahwa mahasiswi memiliki shopee karena menawarkan bahwa mahasiswi memiliki shopee karena menawarkan kemudahan bertransaksi, banyak pilihan produk, serta berbagai program promosi yang menarik. Produk yang paling sering dibeli meliputi *skincare*, produk fesyen, dan aksesoris. Sebelum melakukan pembelian, mahasiswi cenderung membandingkan harga, membaca ulasan produk, memanfaatkan voucher, serta menunggu momen flash sale atau gratis ongkir. Selain itu, fenomena Fear of Missing Out (FoMo) mendorong mahasiswi membeli produk yang sedang tren atau viral karena khawatir tertinggal dari teman sebaya maupun informan yang beredar di media sosial.

Kesimpulan penelitian ini menunjukkan bahwa perilaku konsumtif mahasiswi dalam berbelanja online pada aplikasi Shopee dipengaruhi oleh kemudahan layanan, strategi promosi, serta fenomena Fear of Missing Out (FoMo) yang berkembang melalui media sosial. Kondisi tersebut mendorong mahasiswi melakukan pembelian yang tidak selalu didasarkan pada kebutuhan, tetapi juga dipengaruhi oleh keinginan mengikuti tren dan lingkungan sosial.

ABSTRACT

The thesis entitled "The Consumptive Behavior of Female Students at Sayyid Ali Rahmatullah State Islamic University of Tulungagung in Online Shopping through the Shopee Application" was written by Elisa Ardha Firdiani, Student ID 1860309221031, under the supervision of Lilik Rofiqoh, S.Hum., M.A.

Keywords: consumptive behavior, Fear of Missing Out (FoMO), Shopee, female students.

The rapid development of digital technology and social media has changed people's shopping habits, including those of female university students. The presence of the Shopee application, with features such as free shipping, discounts, flash sales, and Shopee Live, has made online shopping easier and more attractive. At the same time, the phenomenon of Fear of Missing Out (FoMO) encourages female students to follow trends, promotions, and popular products, which may influence their consumptive behavior. This study aims to examine the shopping experiences of female students at Sayyid Ali Rahmatullah State Islamic University of Tulungagung through the Shopee application and to analyze how the phenomenon of Fear of Missing Out (FoMO) shapes their consumptive behavior.

This study employed a qualitative approach using a case study design. The data were collected through in-depth interviews, non-participant observation, and documentation. The data were analyzed through data reduction, data display, and conclusion drawing, while the validity of the data was ensured through method triangulation.

The findings reveal that the participants preferred Shopee because of its convenience, wide variety of products, and attractive promotional programs. The products most frequently purchased were skincare products, fashion items, and accessories. Before making a purchase, the participants usually compared prices, read product reviews, used shopping vouchers, and waited for flash sale events or free shipping promotions. Furthermore, the Fear of Missing Out (FoMO) phenomenon encouraged them to buy trending or viral products because they were afraid of being left behind by their peers or missing information circulating on social media.

In conclusion, the consumptive behavior of female students in online shopping through the Shopee application is influenced by the convenience of the platform, promotional strategies, and the Fear of Missing Out (FoMO) phenomenon spread through social media. Consequently, purchasing decisions are not always based on actual needs but are also shaped by the desire to keep up with trends and social influences.