ABSTRAK

Skripsi dengan judul "Perilaku Konsumsi Makanan Generasi Z di Simpang Lima Gumul" ini ditulis oleh Oktavian Angger Nur Wijaya, NIM. 1860309222073, dengan pembimbing Lilik Rofiqoh, S.Hum., M.A.

Kata kunci: Perilaku konsumsi makanan, Generasi Z, Kebiasaan konsumsi, Jean Baudrillard.

Perilaku konsumsi makanan Generasi Z mengalami perubahan seiring perkembangan media sosial, budaya populer, dan tren kuliner. Aktivitas konsumsi tidak lagi sekadar bertujuan memenuhi kebutuhan biologis, tetapi juga menjadi bagian dari gaya hidup, interaksi sosial, dan pembentukan identitas. Bazar Simpang Lima Gumul (SLG) Kabupaten Kediri merupakan salah satu ruang publik yang memperlihatkan fenomena tersebut melalui beragam aktivitas konsumsi makanan pada akhir pekan. Penelitian ini bertujuan untuk menganalisis pengalaman konsumsi makanan Generasi Z di Bazar Simpang Lima Gumul serta menjelaskan bagaimana pengalaman tersebut membentuk kebiasaan konsumsi.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui observasi, wawancara semi terstruktur terhadap lima informan Generasi Z, serta dokumentasi. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan, sedangkan keabsahan data diuji menggunakan triangulasi sumber dan teknik.

Hasil penelitian menunjukkan bahwa pengalaman konsumsi Generasi Z terbentuk melalui empat dimensi, yaitu sensorik, emosional, sosial, dan digital. Keempat dimensi tersebut saling berhubungan dalam membentuk kebiasaan konsumsi yang dilakukan secara berulang. Interaksi dengan teman sebaya, suasana bazar, tampilan visual makanan, serta pengaruh media sosial menjadi faktor yang mendorong keputusan konsumsi. Berdasarkan perspektif Jean Baudrillard, konsumsi makanan tidak lagi hanya didasarkan pada nilai guna, tetapi juga mengandung nilai tanda dan nilai simbol yang berkaitan dengan citra diri, pengakuan sosial, dan keinginan mengikuti tren. Dengan demikian, perilaku konsumsi makanan Generasi Z di Bazar Simpang Lima Gumul merupakan praktik sosial yang dipengaruhi oleh pengalaman konsumsi dan makna simbolik dalam kehidupan sehari-hari.

ABSTRACT

This undergraduate thesis, entitled "Generation Z's Food Consumption Behavior at Simpang Lima Gumul," was written by Oktavian Angger Nur Wijaya, Student ID 1860309222073, under the supervision of Lilik Rofiqoh, S.Hum., M.A.

Keywords: *Food consumption behavior; Generation Z; Consumption habits; Jean Baudrillard*

Generation Z's food consumption behavior has changed along with the development of social media, popular culture, and culinary trends. Consumption activities are no longer solely intended to fulfill biological needs but have also become part of lifestyle, social interaction, and identity formation. The Simpang Lima Gumul (SLG) Bazaar in Kediri Regency is one of the public spaces that reflects this phenomenon through various food consumption activities on weekends. This study aims to analyze Generation Z's food consumption experiences at the Simpang Lima Gumul Bazaar and to explain how these experiences shape consumption habits.

This study employed a qualitative approach using a case study method. Data were collected through observation, semi-structured interviews with five Generation Z informants, and documentation. The data were analyzed through the stages of data reduction, data display, and conclusion drawing, while the trustworthiness of the data was ensured through source and technique triangulation.

The findings indicate that Generation Z's food consumption experiences are formed through four dimensions: sensory, emotional, social, and digital. These four dimensions are interconnected in shaping repeated consumption habits. Interactions with peers, the atmosphere of the bazaar, the visual appearance of food, and the influence of social media are the factors that drive consumption decisions. From Jean Baudrillard's perspective, food consumption is no longer based solely on use value but also embodies sign value and symbolic value associated with self-image, social recognition, and the desire to follow trends. Therefore, Generation Z's food consumption behavior at the Simpang Lima Gumul Bazaar constitutes a social practice influenced by consumption experiences and symbolic meanings in everyday life.