

ABSTRAK

Dian pertiwi, Nim. 3203122010, POLA KONSUMTIF BELANJA MODERN MELALUI MEDIA SOSIAL TIKTOK PADA MAHASISWA PROGRAM STUDI PENDIDIKAN ANTROPOLOGI UNIVERSITAS NEGERI MEDAN

Penelitian ini bertujuan untuk menganalisis motivasi dan keputusan mahasiswa berbelanja atau membeli barang melalui media sosial tiktok serta mengetahui metode pembayaran apasaja yang sering digunakan mahasiswa Program Studi Pendidikan Antropologi Universitas Negeri Medan melalui platform media sosial TikTok dalam melakukan pembayaran. TikTok telah berkembang dari sekadar media hiburan menjadi sarana promosi dan transaksi jual beli yang memengaruhi perilaku konsumsi generasi muda. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data berupa wawancara, observasi, dan dokumentasi terhadap mahasiswa yang aktif berbelanja melalui TikTok. Hasil penelitian menunjukkan bahwa motivasi mahasiswa dalam berbelanja dipengaruhi oleh promosi, diskon, kemudahan akses, serta rekomendasi teman dan influencer. TikTok, melalui konten kreatif dan fitur live shopping, telah menciptakan pengalaman belanja yang instan dan menarik, namun juga menimbulkan risiko pembelian impulsif dan gaya hidup konsumtif. Penelitian ini menyimpulkan bahwa media sosial, khususnya TikTok, memiliki peran signifikan dalam membentuk pola konsumsi mahasiswa dan menegaskan pentingnya kesadaran kritis dalam menghadapi pengaruh budaya digital terhadap gaya hidup.

Kata kunci: pola konsumtif, media sosial TikTok, mahasiswa antropologi, belanja online



ABSTRACT

Dian Pertiwi, Student ID 3203122010, MODERN CONSUMPTION SHOPPING PATTERNS THROUGH TIKTOK SOCIAL MEDIA AMONG STUDENTS OF THE ANTHROPOLOGY EDUCATION STUDY PROGRAM, STATE UNIVERSITY OF MEDAN

This study aims to analyze the motivations and decisions of students to shop or purchase goods through TikTok and to determine the payment methods frequently used by students of the Anthropology Education Study Program, State University of Medan, through the TikTok social media platform. TikTok has evolved from simply an entertainment medium to a promotional and buying and selling platform that influences the consumption behavior of the younger generation. This study uses a descriptive qualitative method with data collection techniques in the form of interviews, observation, and documentation of students who actively shop through TikTok. The results show that students' motivation to shop is influenced by promotions, discounts, ease of access, and recommendations from friends and influencers. TikTok, through its creative content and live shopping features, has created an instant and engaging shopping experience, but it also poses the risk of impulsive buying and a consumptive lifestyle. This study concludes that social media, particularly TikTok, plays a significant role in shaping college students' consumption patterns and emphasizes the importance of critical awareness in addressing the influence of digital culture on lifestyle.

Keywords: consumption patterns, TikTok social media, anthropology students, online shopping

THE
Character Building
UNIVERSITY