

# Perilaku konsumtif terhadap tas "KW" sebagai salah satu bentuk budaya konsumen : studi kasus konsumen dan penjual tas "KW" Pasar Pagi Mangga Dua Jakarta = Consumptive behaviour toward "KW"s bag as consumer culture : case study resellers and consumers at Pasar Pagi Mangga Dua / Menik Sukma Pratiwi

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## Abstrak

[Tujuan penelitian ini untuk menggambarkan fenomena budaya konsumen tas ?KW?. Pendekatan penelitian yang digunakan adalah kualitatif dengan menggunakan strategi studi kasus melalui teknik pengumpulan data berdasarkan observasi dan wawancara mendalam. Hasil penelitian ini menemukan adanya sebab kemunculan perilaku konsumtif, antara lain dominasi komoditas di pasar dan komodifikasi tanda atau makna pada komoditas. Melalui penyebab kemunculan, peneliti menggambarkan budaya konsumen tas ?KW? melalui karakteristik konsumen tas ?KW?. Konsumen terbagi menjadi dua macam, yaitu yang mengkonsumsi fungsi dan yang mengkonsumsi tanda. Untuk konsumen konsumsi fungsi sekedar melihat aspek kegunaan tas sebagai alat bantu membawa barang, Untuk konsumen yang konsumsi tanda cenderung berujung pada rasa cinta dan pemujaan konsumen terhadap komoditas. Motif konsumen dalam konsumsi variatif. Ada konsumen yang mengambil penanda dari komoditas untuk kebutuhan tren fashion terbaru, ada juga yang mengambil tanda untuk menunjukkan dirinya adalah perempuan yang feminin.. Akan tetapi secara keseluruhan, tujuan utama konsumen konsumsi tanda adalah satu, agar dirinya lebih diterima oleh masyarakat.;

The purpose of this study is to describe consumptive behaviour toward ?KW?s bag. The qualitative approach is applied in this case study through a detailed data collection which is observing and in-depth interviewing. This study found there is some factors that make this case appear. Those factors are domination of commodity in market and commodification of sign or meaning in commodity. Start from some causes that make this case appear, researcher describe consumer culture from consumer characteristic. There is two kind of consumer, it is consumer that consume function of the bag and consumer that consume sign or meaning of the bag. For the consumer who consume function of the bag, they look at the bag as a tool to help them carrying some stuff. Meanwhile, for consumer that consume sign or meaning, they looking for something inside of the bag and makes them love the bag. Researcher look this phenomenon as a commodity fetishism. There?s different motive when consumer consume the commodity. For example, some consumer consume to following trends of fashion and some of them consume to make them look more feminine. Looking at whole of the motive, researcher found the main purpose consumer

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