

## Perilaku konsumtif masyarakat Rusia terhadap produk kecantikan = The Consumptive behaviour of Russian society towards beauty products

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### Abstrak

[<b>ABSTRAK</b><br>

Artikel ini membahas tentang perubahan perilaku wanita Rusia pada masa Federasi Rusia menjadi lebih konsumtif. Hal ini disebabkan oleh globalisasi juga media iklan yang mendukung perubahan pola perilaku masyarakat secara umum. Dengan menggunakan metode deskriptif-analitis, artikel ini menggunakan tiga teori yaitu, globalisasi, construction dan konsumerisme. Hasil penelitian menunjukkan adanya perubahan perilaku akibat pengaruh media iklan dan globalisasi. Pengaruh ini menyebabkan peningkatan kuantitas konsumsi masyarakat terhadap produk kecantikan untuk menunjukkan berubahnya status sosial serta keadaan ekonomi mereka.

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<b>ABSTRACT</b><br>

This article covers changing of Russian women's act in Russian Federation becoming more consumptive. This matter is caused by globalization and advertisement spread that supporting generally changing of society's behaviour patterns. Using descriptive-analitic method, this article uses three theories, globalization, construction and consumerism. The result of research shows changing of behaviour because of influences of advertisement and globalization. This influences cause rising of quantity of society's consumption to beauty products to show the changing social status as their economic circumstances., This article covers changing of Russian women's act in Russian Federation becoming more consumptive. This matter is caused by globalization and advertisement spread that supporting generally changing of society's behaviour patterns. Using descriptive-analitic method, this article uses three theories, globalization, construction and consumerism. The result of research shows changing of behaviour because of influences of advertisement and globalization. This influences cause rising of quantity of society's consumption to beauty products to show the changing social status as their economic circumstances.]