

Konsumsi simbolis dalam pemilikan rumah oleh kelas menengah (studi kasus penghuni Greenland Forest Park Residence Depok) = Symbolic consumption of middle class in homeownership (case study the dweller of Greenland Forest Park Residence Depok)

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Abstrak

[ABSTRAK

Tesis ini membahas tentang konsumsi simbolis yang dilakukan oleh kelas menengah dalam pemilikan rumah. Penelitian ini menggunakan pendekatan kualitatif untuk menjelaskan bagaimana kelas menengah memaknai kelas sosial mereka melalui pemilikan rumah. Data dikumpulkan melalui wawancara dan observasi dengan subjek penelitian penghuni Greenland Forest Park Residence. Penelitian dilakukan sejak bulan April hingga Juli 2015. Penelitian ini berangkat dari argumen Gerke (2000) yang menjelaskan tentang lifestyling atau konsumsi simbolis kelas menengah Indonesia. Pada saat itu, konsumsi simbolis dilakukan karena mereka tidak mampu melakukan konsumsi riil untuk menandai kelas sosialnya. Berdasarkan penelitian yang dilakukan dalam tesis ini, kelas menengah (penghuni Greenland Residence) juga melakukan konsumsi riil dan konsumsi simbolis untuk menandai kelas sosialnya. Hal ini terlihat dari konsumsi rumah.

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ABSTRACT

The thesis study about symbolic consumption of middle class in homeownership. The qualitative approach is chosen because the purpose of study is to explain how middle class give a meaning to their dwelling. Observation and depth interview used as strategies of inquiry. Dweller of Greenland Forest Park Residence is the subject of inquiry. Research was conducted from April to July 2015. Gerke (2002) explained that lifestyling was Indonesian middle class strategy to show their social class without real consumption. Based on the research homeownership show two aspects of middle class (Greenland dweller) consumption. It reveals real and symbolic consumption at the same time demonstrating their social class., The thesis study about symbolic consumption of middle class in homeownership. The qualitative approach is chosen because the purpose of study is to explain how middle class give a meaning to their dwelling. Observation and depth interview used as strategies of inquiry. Dweller of Greenland Forest Park Residence is the subject of inquiry. Research was conducted from April to July 2015. Gerke (2002) explained that lifestyling was Indonesian middle class strategy to show their social class without real consumption. Based on the research homeownership show two aspects of middle class (Greenland dweller) consumption. It reveals real and symbolic consumption at the same time demonstrating their social class.]