

## Pengaruh imaji kawaii produk Miniso terhadap konsumerisme mahasiswi universitas Indonesia= The influence of kawaii image of products Miniso on the consumerism behavior among female students in the University of Indonesia

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### Abstrak

Skripsi ini membahas mengenai pengaruh imaji kawaii pada produk Miniso Store Indonesia terhadap konsumerisme mahasiswi Universitas Indonesia. Penelitian ini bertujuan untuk mengetahui imaji kawaii yang direpresentasikan melalui produk Miniso dan menganalisis imaji kawaii memengaruhi konsumerisme mahasiswi Universitas Indonesia. Analisis penelitian ini menggunakan teori kawaii yang dikemukakan oleh Sharon Kinsella, serta teori mengenai konsumerisme yang digagas oleh Stearns. Penelitian ini bersifat mix-methods, dengan tahap deskriptif dan interpretatif phenomenologi analysis (IPA) dalam mengamati persepsi. Responden yang terlibat sebanyak 137 orang, yaitu mahasiswi Universitas Indonesia. Hasil penelitian ini ditemukan pengaruh imaji kawaii pada konsumerisme.

*This study discusses about the influence of kawaii image of Miniso Store Indonesia products on the consumerism behavior among female students in the University of Indonesia. The aims of this study are to determine the kawaii image represented through Miniso products and to analyze the influence of kawaii image on the consumerism behavior among female students in the University of Indonesia. This study uses Sharon Kinsellas theory of kawaii and Searss theory of consumerism to analyze. This is a mix-methods study, using descriptive and interpretive phenomenological analysis (IPA) to observe perceptions. The respondents of this study are 137 female students in the University of Indonesia. The result of this study finds the influences of kawaii image on consumerism behavior as follows: self fulfillment, excessive consumption, and conspicuous consumption.*