

## Kecanduan Belanja Online selama Pandemi Covid-19 Studi Kasus Anak Muda Jakarta Selatan = Shopping Addiction during the Covid-19 Pandemic Case Study of Young People in South Jakarta

Muhammad Rifqi Amanulloh, author

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### Abstrak

Skripsi ini membahas kecanduan belanja online pada Anak Muda Jakarta Selatan dalam konteks market as culture dan perpetual opportunism selama pandemi Covid-19. Pandemi telah menciptakan kondisi terbatas yang akhirnya membawa perubahan perilaku pada masyarakat. Kegiatan perekonomian mengalami penyesuaian dengan meningkatnya penjualan online. Penelitian ini menggunakan metode kualitatif dengan partisipan observasi dan wawancara. Hasil penelitian ini menunjukkan selama pandemi Covid-19 pecandu belanja online mengalami pengalaman kecanduan yang berbeda-beda dan berkaitan dengan faktor pasar yang menguat dalam pesatnya penetrasi internet yang berbentuk aplikasi belanja dan kehadiran kesempatan dalam bentuk waktu. Kecanduan belanja online yang dialami menghadirkan dampak psikologis dan materil. ....This thesis discusses online shopping addiction among young people in South Jakarta in the context of market as culture and perpetual opportunism during the Covid-19 pandemic. The pandemic has created limited conditions that ultimately bring changes in behavior in society. Economic activity has adjusted to the increase in online sales. This study uses qualitative methods with participant observation and interviews. The results of this study indicate that during the Covid-19 pandemic online shopping addicts experienced different addiction experiences and were related to market factors that strengthened in the rapid internet penetration in the form of shopping applications and the presence of opportunities in the form of time. The online shopping addiction experienced has psychological and material impacts.