

ABSTRAK

Penelitian ini bertujuan untuk memahami gambaran perilaku konsumtif belanja yang terjadi pada mahasiswa di masa pandemi covid-19. Metode pengumpulan data yang digunakan adalah wawancara semi terstruktur (*semi structure Interview*) dan observasi. Penelitian ini melibatkan tiga partisipan dan tiga informan yang berusia 19-23 tahun. Adapun pertanyaan penelitian yang diajukan dalam penelitian ini, yaitu; pertama, berisi central question yaitu: Bagaimana perilaku konsumtif belanja pada mahasiswa saat masa pandemi Covid-19; Kedua berisi *topical question* yaitu; apa saja komponen perilaku konsumtif belanja pada mahasiswa di masa pandemi covid-19, Hal apa saja yang mempengaruhi subjek untuk membeli barang-barang saat pandemi covid. Hasil penelitian ini menunjukkan perilaku konsumtif belanja yang berbeda-beda bagi setiap partisipan.

Kata kunci : perilaku konsumtif, mahasiswa, konsumtif belanja, pandemi covid-19

ABSTRACT

This study aims to understand the description of consumptive shopping behavior that occurs in students during the covid-19 pandemic. Data collection methods used are semi-structured interviews (semi-structured interviews) and observation. This study involved three participants and three informants aged 19-23 years. The research questions posed in this study, namely; first, it contains a central question, namely: How is the consumptive behavior of spending on students during the Covid-19 pandemic; The second contains a topical question, namely; what are the components of consumptive shopping behavior in students during the covid-19 pandemic, what things affect the subject to buy goods during the covid pandemic. The results of this study indicate that the consumptive behavior of shopping is different for each participant.

Keywords: *consumptive behavior, students, shopping consumptive, covid-19 pandemic*