

THE INFLUENCE OF SOCIAL MEDIA DEPEDENCE ON ONLINE SHOPPING CONSUMPTIVE BEHAVIOR OF HIGH SCHOOL STUDENTS IN NORTH JAKARTA

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Abstract

Popular culture in technology, especially online media, has succeeded in becoming the center of attention for all audiences, almost all over the world, including Indonesia. Indonesia is a target for the Chinese entertainment industry market because of the many positive responses regarding one of the social media platforms that have emerged. Popular culture provides new innovations in technological developments.

Looking at the problems that have been explained regarding popular culture and New Media that create consumptive behavior. The existence of Dependency Theory provides an illustration of the existence of factors that influence a person's behavior patterns and attitudes, this theory is very influential in patterns of mass communication, and provides different views or perceptions by users.

In this research, it is a quantitative approach which uses population techniques, which means that this technique is one technique that is very appropriate to be used in one of the studies, if quantitative research can be seen that this population technique is closely related to quantitative research, where this population seeks data classification. random and arranged.

This research using the SPSS application to assist in the process of calculating data between valid and tested variables for reliability so that in this study the authors have included the results of validity and reliability to determine the results of the tests related with a hypothesis. The conclusion from this study is that the social media addiction variable and the consumer behavior

Pattern variable greatly influence the development of high school level students and influence the development of the millennial era. And from the results of the author's search, research found that almost 85% of students in DKI Jakarta Utara have entered their comfort zone so that they no longer think or have an advanced mindset for the future but are more concerned with lifestyle and prestige in this millennial era.

Keywords:

social media addiction, consumtive behavior, and online shopping.

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Hak Cipta Dilindungi Undang-Undang

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Article History:
Received:
Revised:
Accepted:
Published:

Publisher:
LPPM Institut Bisnis
dan Informatika
Kwik Kian Gie

Selection and Peer-
review under the
responsibility of the
Editor Team of Jurnal
Komunikasi dan Bisnis.

OPEN ACCESS



INTRODUCTION

In this digital era, technological developments occur in an evolution in the media technology used. We can see that the term New Media or what people usually call online media or more familiarly known as internet media, New Media can have both negative and positive impacts and this media is certainly no stranger to the public's ears. Media is also referred to as media where until now no one has matched the growth in the number of users.

In developed countries, New Media can beat various media that have previously been used as reference sources in obtaining information. The term New Media emerged at around the end of the 20th century, and this term is used to refer to a new type of media that combines conventional media with digital media. In the last few years, New Media has been enlivened by the phenomenon of the emergence of social media sites, these sites provide many places for activity in cyberspace and are an embodiment of building small, large or broad communities or groups.

Currently New Media is used not only for socializing but is used as a business tool that can be accessed by everyone throughout the world. Especially in Indonesian society, the development of information technology has given rise to the term social media which is usually called E-Commerce, namely the process of buying and selling products, services and information carried out electronically using the internet network and computer satellite networks.

Based on the background that has been explained and written by the previous author, the problem that can be identified in this research is the existence of popular culture and the phenomenon of social media addiction on online shopping consumptive behavior among high school students in North Jakarta. One is an event or phenomenon that often occurs in everyday life like today. In identifying the problem, what will be determined and research will be carried out by the author are:

1. Is there an influence of dependence on watching product videos on consumer behavior?
2. Is there an influence of dependence on reading reviews or audience comments on consumer behavior?
3. Is there an influence of dependence on seeing product images or posters on consumer behavior?

LITERATURE REVIEW

Social Dependency Theory

Dependency Theory is a theory that is related to social behavior towards every human being. It is not uncommon for humans who have consumerist behavior patterns to find a gap, therefore almost 80 percent of this gap theory is widely used by experts and even researchers in examining case studies related to society, especially people's lifestyles. The use of dependency theory or Dependency Theory provides arguments for each result obtained by the researcher.

According to Griffiths (2008:18) states that Dependency Theory is an aspect that has weaknesses due to a lack of motivation, accompanied by dependence, and reduced personal self-control. According to Thakkar (2006:19) Dependency Theory is a dependency in a medical and psychiatric condition which is characterized by excessive use (consumptive) of an item or product which, if used continuously and uncontrolled, will give rise to a negative side in the user's life. .

Such as loss of good relationships with family, relatives, friends or loss of work and even a declining economy. Dependence is a term used to describe a person's or self's behavioral pattern in using a media, product, item, etc. Dependence can be experienced or seen by an individual both physically and psychologically in an activity that is under the control of a high degree of awareness and passion.

Dependency occurs if it is caused by several factors, as follows: a strong desire to always carry out or use certain behavior or media, there is a failure to exercise control over oneself or personally, individuals or social media users feel comfortable in using social media so that it is difficult to stop, the behavior occurs continuously and increasingly striking even though there is a clear fact that social media addiction has a negative impact, especially in forming behavioral patterns. digests words that are considered unusual and complex. Not infrequently, the vocabulary introduced by broadcasters becomes a vocabulary that becomes a trend in society.

Based on the data or theoretical results that have been obtained and summarized by researchers, it can be concluded that dependence is a hobby for something that is used continuously so that one experiences an addiction which results in a lack of personal self-control over behavior which can cause factors that give rise to negative sides.

Social Media

According to Boyd (2016: 19), in identifying and defining, social media is a collection of electronic devices that enable individuals to gather, share, communicate and collaborate with each other in a particular case. According to Kotler and Keller (2002:19) Social media is a media tool used by users to share text, images, sound, video and information with many people.





According to Van Dijk (2002:19), social media is a system or media platform that focuses on the existence of users which provides various facilities for them to carry out activities and collaborate. Social media has an orientation towards its users, where the content is produced and formed by users.

Social media is also widely used today and has experienced quite rapid and high growth, namely YouTube (usually used as an entertainment medium), Twitter (used as an information medium), Facebook (usually used as a communication medium in exchanging information in the form of forums, groups , community), Tiktok (used as a creative medium in creating content as well as a business medium), WhatsApp (used as a medium for exchanging messages or information in the form of text, images, audio).

Through all types of social media, a popular culture will be formed, namely online shopping. Users use social media, especially Tiktok, to create content as well as shop by buying items that are currently viral, fashion category needs, various foods, and even children's needs that will be offered through social media.

Consumptive Behavior

In this millennial era, society, especially teenagers, cannot be separated from lifestyles that follow trends, especially with the rapid development of technology, the progress of lifestyles has increased quite a lot, giving rise to behaviors that are formed by every teenager, namely the formation of consumer behavior. The lifestyle that occurs in society is a lifestyle that sees or perceives that material things can create satisfaction for each individual teenager.

This kind of lifestyle is an action that is quite prone to fatal errors and even losses, which is called consumptive behavior. According to one expert, Sumartono, consumptive behavior explains that consumptive behavior is behavior that is not based on rational considerations, but rather is motivated by irrational desires (Annisa, 2019:40).

The definition of consumptive behavior is explained by Suyasa and Fransisca (Lestariana et al, 2017: 40) as the action of buying goods not only to fulfill a need but to fulfill desires that are carried out excessively, resulting in economic waste or costs. According to Subandy, consumptive behavior is a description of a person's lifestyle or lifestyle which is controlled by the desire to fulfill desires for pleasure which are only perverted and not permanent (Amirah, 2020:67).

RESEARCH METHODS

The research approach used is a quantitative approach. According to Moleong, the quantitative approach is research that is used to determine a phenomenon that occurs and is experienced by research subjects by means of descriptions or in the form of several words and language in a special and natural context using several scientific methods Wishandy (2019:30). According to Moleong, this quantitative research was also obtained based on several random or random descriptions that were researched, resulting in a questionnaire technique.

According to Moleong, it is very suitable for obtaining research results that are quite effective, satisfactory and good. According to Bogdan and Taylor, quantitative research is research that produces descriptive data in the form of speech, writing, behavior that is researched or observed. Ruthlliane (2020:67). Quantitative approach, according to one well-known expert, namely Strauss and Corbin (2020:67), quantitative research is research whose findings cannot be obtained from statistical letters or data.

Strauss and Corbin also concluded that all research that uses the form of a questionnaire is a form of certainty in getting the research results desired by the author, because the data is obtained directly from the sources or audiences being researched, therefore to get answers that are accurate, definite and different from audience to audience or source to source.

This sampling technique is Non-Random Sampling, namely Snowball Sampling, of course, there are consequences that the results of the analysis obtained later cannot be generalized to the whole of the London School Public Relations (LSPR) campus itself. In this study, the calculation of the data using the SPSS 25 application program. The test data

are as follows:

1. Validity and Reliability Test

a. Validity test

This validity test is used to measure whether a questionnaire is valid, valid, or not. Research results are valid if there are similarities between the data collected and the actual data that occurs in the object being studied. A valid instrument means that the measuring instrument used to obtain data (measure) is valid. Valid means that the instrument can be used to measure what it is supposed to measure. (Sugiyono, 2018:121). In Sataputeri (2018), the test criteria are if the correlation coefficient = or > 0.361 it is declared valid, and if the coefficient value is < 0.361 it is declared invalid (Kriyantono, 2010).





b. Reliability test

A reliability test is an extent to which the measurement results using the same object will produce the same data. The reliable criteria that exist are if the Cronbach's Alpha value > 0.6 then it is reliable and if the Cronbach's Alpha value < 0.6 then it is not reliable.

2. Descriptive analysis

Descriptive analysis (Ghozali, 2018) provides an overview of the data seen from the mean (average), maximum, minimum, and standard deviation values. In this analysis, it is a descriptive technique that provides information on the data held so that it can be understood more easily.

3. Classic Assumption Test

Normality Test, This statistical normality test is done by comparing the distribution of our data with the normal idea distribution of data, with the same mean. With the criteria, if the test shows significant results ($p < 0.05$), then the data obtained is not normal. However, if the test shows insignificant results ($p > 0.05$), then the data obtained is normal.

4. Multiple linear analysis

This study uses multiple linear regression analysis which is an analysis to determine more than one effect of the independent variable (independent) on the dependent variable (dependent). According to Ghozali (2018: 95), the multiple linear regression analysis models aim to describe the relationship and how much influence the independent variables (independent) have on the dependent variable (dependent).

5. Coefficient of determination

The coefficient of determination (R^2) is used to measure how far the model's ability to explain the variation of the dependent variable is. The coefficient of determination value is between zero (0) and one (1). If R^2 is close to 1, it can be concluded that the stronger the model explains the relationship between the independent variables and the dependent variable. If R^2 is close to 0 then the ability of the independent variable in explaining the variation of the dependent variable is limited (Kojo et al., 2019).

RESULTS AND DISCUSSION

In this research, based on the test results obtained :

1. It is known that the regression test results with a value of 0.574 are a significant value in the influence of social media addiction on consumer behavior. From the results of the discussion of the coefficient of determination test, a value of 0.242 was obtained, which is a percentage of 24.2% of the influence of social media addiction on consumer behavior so that almost 75.8% of high school students or Indonesian society have an influence on other variables.
2. From the results of the hypothesis test, namely the T test, it can be seen that the value obtained is .000, which is a significant value so that the social media addiction variable and the consumer behavior variable are influential, especially with videos, reviews and posters displayed on social media. After the T test, this research also provides F test results to obtain more detailed and detailed data, so the F test results with a value of .000 are declared to have a significant value or influence between social media addiction variables and consumer behavior variables.
3. The final results obtained by researchers from the results of these data tests were found to be a hypothesis curve which stated that there was no influence of social media addiction on consumer behavior among high school students through videos, posters, reviews. Because there are 2 different variables between social media addiction and consumptive behavior, to find or calculate a hypothesis curve, researchers use the Two Tailed Test formula because researchers cannot yet predict whether the social media addiction variable and the consumptive behavior variable have a negative or positive influence.

CONCLUSIONS

Based on research conducted by researchers regarding the Influence of Social Media Dependence on Online Shopping Consumptive Behavior of High School Students in North Jakarta, the author draw the following conclusions :

Consumer behavior patterns have a very negative influence on social media addiction, especially among teenagers or high school students. Which means that almost 85% of students in DKI Jakarta have entered their comfort zone so that they no longer have advanced thoughts for the future but are more concerned with the appearance and lifestyle of this millennial era. There is still an influence of social media addiction on consumer behavior at 24.9%, and the remaining percentage results influence other variables, which are:

1. There is an influence of social media dependence through product videos offered or displayed on consumer behavior.
2. There is an influence of social media dependence through public reviews or comments about products on consumer behavior.





3. There is an influence of social media dependence through images or posters displayed on consumer behavior.

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PERSETUJUAN RESUME
KARYA AKHIR MAHASISWA

Terima dari

Nama Mahasiswa / I : Steven Lie
NIM : 68190509 Tanggal Sidang : 11 September 2023
Judul Karya Akhir : Pengaruh Ketergantungan Media Sosial Terhadap
Perilaku Konsumtif Belanja Online Siswa
SMA di Jakarta Utara.

Jakarta, 12 / September 20 23

Mahasiswa/I
(Steven Lie...)

Pembimbing
(Dr. Imam Nurana)

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Article History:
Received:
Revised:
Accepted:
Published:

Publisher:
LPPM Institut Bisnis
dan Informatika
Kwik Klan Gie

Selection and Peer-
review under the
responsibility of the
Editor Team of Jurnal
Komunikasi dan Bisnis.

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