

# Consumerism Culture in Shopee Advertising 10.10 Brand Festival for BEM FEB University of Muhammadiyah Jember

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**Abstract:** The consumerism culture shapes the behavior or consumption activities of female students which lead to waste and excessive use of resources. This situation is familiar to female students who are sensitive to changes in lifestyle along with advances in technology. Most female students often shop online because they are tempted by trendy products in Shopee advertisements. The purpose of this study was to find out about consumerism culture and the impact of consumerism culture on BEM FEB students at University of Muhammadiyah Jember after seeing advertisements for the Shopee 10.10 brand festival. The research method used is a qualitative descriptive method using a phenomenological approach. The results showed that 4 BEM FEB students who examined impressions if impressions from the Shopee 10.10 brand advertisement festival were very influential in the consumption activities of female students who liked to shop online. This makes female students respond to the existence of a consumerist culture because they often buy products that are trendy and very up to date. But bem feb students also realize that the impact of this consumerism culture is very influential for their lives. Because the excessive use of resources and frequent shopping at the shopee for appearance problems makes spending wasteful.

**Keywords:** Consumerism Culture, Shopee Advertising, Student Consumption

## INTRODUCTION

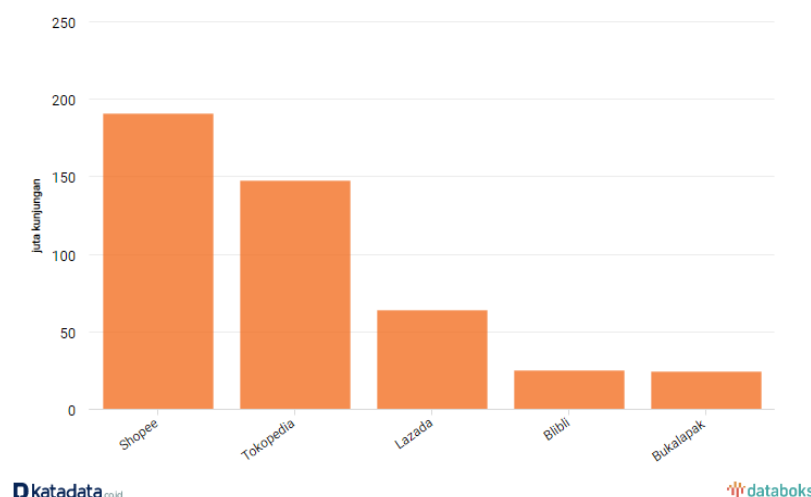
Lifestyle is a reflection of how a person lives his daily life. The pattern of life that is often found among the younger generation, is directed by excessive pleasure, pleasure and satisfaction in consuming goods that are less needed[1]. When deciding to buy an item or product, consumers always think in advance about the item to be purchased, which is included in consumer behavior. Consumer behavior is the things that support consumers to make purchasing decisions to fulfill lifestyles. Especially about the lifestyle that follows the current fashion trend to maintain self-appearance among students. Student is an adult teenager according to the World Health Organization. A student is considered capable of distinguishing which needs they must fulfill and which are only factors of individual desire or desperation [2].

Consumerism is the impact of modernization and globalization. Consumerism is a mindset and behavior that people don't buy products because they need them. The perception of consumerism, as a term, has also changed with time [3]. In other words, a person infected with consumerism always feels that he is shopping because he needs the item, even though at the next thought he realizes that he does not need the item. The goal of consumerism is to provide reasons to buy goods and services, and producers use advertising as a medium

to attract buyers, by tricking one's mind into following the images provided. Because behavior has become a trend in the life of teenagers, especially students who actually do not have the ability to meet their needs [4].

In fact, many students are trapped in a consumptive life, such as being willing to spend their pocket money to buy goods according to their wishes, this phenomenon makes students irrational in their purchases, thus leading to consumptive behavior. For example, if an item is up to date, people will buy it regardless of whether they need it or not, for example, going to the mall or hanging out at a cafe are examples of lifestyles that are currently prominent. In research conducted by Kusumawati, Ichsan, & Lukman (2022) explained that students want to gain social recognition, by using items that are considered trends that develop according to the progress of existing facilities on the internet.

It is proven that with the existence of the internet, online buying and selling sites will appear which will become a trend among female students to maintain their appearance [5]. Online buying and selling sites are influenced by the presence of e-commerce. E-commerce (electronic commerce) is one of the internet media that can receive specific information from a product or service, and can make transactions saving time and costs [6]. The most popular online shopping e-commerce is Shopee. Moreover, the majority of Shopee e-commerce users in Indonesia are more than other e-commerce. Evidenced by Cindy Mutia Annur's latest report on "E-Commerce Sites with the most visits in Indonesia (August 2022)" which tries to describe the current condition of online marketplaces in Indonesia (databoks.katadata.co.id)



**Figure 1. Statistics of e-commerce visitors in Indonesia**

Source : [databoks.katadata.co.id](https://databoks.katadata.co.id), 2022

In the graph above it can be seen that the majority of Indonesian people visit the Shopee marketplace. According to Similarweb data, in August 2022 the Shopee site received 190.7 million visits from Indonesia. This figure increased by 11.37% compared to the previous month, where visits to the Shopee website totaled 171.2 million in July 2022. This achievement also made Shopee the first ranked e-commerce site in Indonesia according to Similarweb as of August 2022. Under Shopee, there is the Tokopedia website which received 147.7 million visits. Then there were 64.1 million visits to the Lazada site, 24.9 million visits to the Blibli site, and 24.1 million visits to the Bukalapak site in the same period.

Shopee, has the slogan "buy everything at Shopee". Shopee is one of the online shopping e-commerce which has the highest achievement in Indonesia by offering a wide range of products. Shopee is headquartered in Singapore under the SEA Group (formerly known as Garena), founded in 2009 by Forrest Li. In 2015

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Shopee started to enter the Indonesian market at the end of May 2015 and Shopee only started operating at the end of June 2015 in Indonesia. Shopee, which is famous for its orange color, is typical with free shipping provided every twin date every month. Shopee has its own strategy or way of promoting quality product sales. One of the ways that Shopee does this is through marketing communications with advertising efforts in mass media and electronic media. Advertising is a form of communication with the aim of shaping and changing consumer minds, because advertising is a tool used to influence society.

The Shopee 10.10 Brand Festival 2022 advertisement also attracted a lot of attention, especially the students of the University of Muhammadiyah Jember for this product. This attempt to attract is evident in advertising. [7]. Because working with trusted brand partners with a number of attractive promotions, such as free shipping in all stores, every day super brand day with original products, such as GM Bear, Avoskin, Skintific, Y.O.U, L'Oreal, Unilever, Erigo, Nivea and many more, as well as jumbo cashback for all loyal Shopee Indonesia users. According to information from Kompas.com (2022) Shopee presents various products at Shopee Mall to meet needs with a number of selected brands from various categories such as beauty, fashion, daily needs, to electronic goods [8].

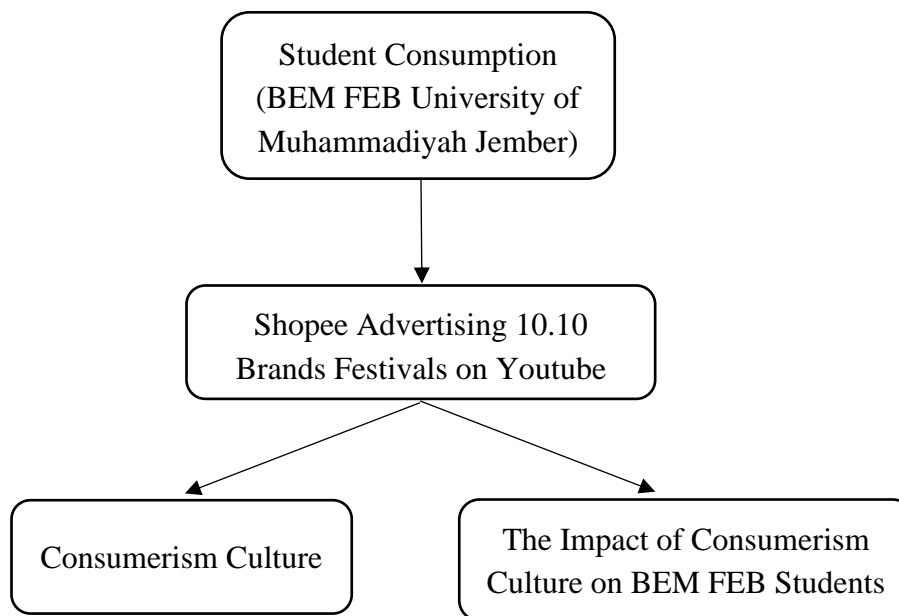
So the researchers are interested in researching the Shopee 10.10 Brands Festival 2022 advertisement, which offers a variety of well-known products at affordable prices to buy the desired product, so that it will create elements of consumerism culture. Because when they see Shopee advertisements on Youtube, many consumers are interested in making buying and selling transactions, especially students of the University of Muhammadiyah Jember to support clothes that follow fashion trends. In Odillia's research (2022) explains that the extraordinary charm of advertising is actually a metaphor for a consumerist culture. Because it instructs viewers to encourage someone to buy a product to fulfill a desire [9]. The way female students shop often aims to increase their prestige in the eyes of their peers who have popular goods. This phenomenon tends to occur in BEM FEB University of Muhammadiyah Jember students, who are classified as people who have high popularity, from their appearance using trendy items, very up to date, and dressing in a fashionable style. The behavior of female students in buying goods, not on the basis of basic needs, may be based on the desire to be praised, self-satisfaction, and claiming to maintain the prestige and image of the female students themselves. With a lifestyle like this can increase student consumerism.

The reason why researchers conducted research on BEM FEB students was because they saw their appearance and dress style following fashion trends, and often shopping online at Shopee. Because it's very easy and able to provide attractive services and the goods offered are very good, from teenagers to adults. Moreover, the products offered by Shopee are very good and cool. Of course, this makes it very easy to buy a product by shopping online, so it can save time. And female students think that consumerism culture is something that is common in shopping because they see friends who have trendy products and are easily persuaded by advertisements that show their specialty in reviewing an item. Then it will create a sense of confidence and pride in the style of appearance.

Researchers are interested in the Shopee 10.10 brand festival advertisement because many young people are interested in buying the products in the advertisement, especially BEM FEB University of Muhammadiyah Jember students who use the Shopee application. Based on this description, it is necessary to have an in-depth study related to consumerism culture in female students when viewing Shopee advertisements on YouTube. Therefore, the purpose of this study is to find out about consumerism culture and the impact of consumerism culture on BEM FEB University of Muhammadiyah Jember students after seeing the shopee advertisement.

## METHOD

### Conceptual Framework



**Figure 2. Conceptual Framework**

The research conceptual framework is a relationship or connection between the concepts of the problem to be studied as a guide in preparing research. This conceptual framework is useful for connecting or explaining at length about a topic to be discussed. Based on the picture above, the purpose of the conceptual framework that has been prepared is the consumption behavior of BEM FEB University of Muhammadiyah Jember students towards Shopee 10.10 brand festival advertisements on Youtube which will later be discussed about consumerism culture and also the impact of consumerism culture in Shopee 10.10 brand advertisements festival for BEM FEB students.

### Research Design

This study uses a qualitative method with a qualitative descriptive basis that aims to describe the phenomenon that occurred. The reason for using a qualitative method with a phenomenological approach in this research is because we want to reveal or describe social phenomena that affect the level of consumerism among female students after seeing the Shopee 10.10 brand advertisement festival on Youtube.

The unit of analysis in this study was the BEM FEB Student University of Muhammadiyah Jember. The determination of informants in this study used a non-probability sampling technique, namely snowball sampling. The researcher chose snowball sampling because in determining the sample, the researcher first only determined one or two people but because the data obtained was felt to be incomplete, the researcher could take data from other informants to complete the data [10]. Among them are students aged 20 to 23 years. Based on the specified informant criteria, the subjects of this study were four (4) informants who were BEM FEB University of Muhammadiyah Jember students. The reason the researcher chose 4 informants in the study was because it was determined based on the suitability of female students who like to shop online at Shopee and their attractive appearance with a simple and fashionable style following fashion trends.

Qualitative research that becomes a research instrument is the researcher himself. The instrument used by the researcher is the main instrument, namely the researcher himself who deals directly with informants by

going into the field himself, from data collection, analysis to making conclusions. Supporting instruments, namely to assist researchers as the main instrument by using the method of interviewing informants, namely female students bem feb.

The types and sources of data used in this qualitative research are primary data obtained directly by interviews or observations obtained through viewing, listening and asking students of BEM FEB University of Muhammadiyah Jember. And secondary data collected from literature reviews, books, records, journals, theses, and websites related to the object.

Data collection techniques used in qualitative research are interviews, observations, and documentation. In this qualitative research, the validity test that can be carried out from the research results is by extending the observations, triangulation (source triangulation and technical triangulation).

## RESULTS AND DISCUSSION

### Shopee Advertising

Shopee has a strategy in promoting product sales by advertising in mass media and electronic media. Starting from fashion products, beauty, daily needs, to electronic goods, all are available in e-commerce shopee. This is evident in the Shopee 10.10 Brand Festival advertisement which promises various attractive offers and promos for millions of products that can meet the needs of Shopee users. The 10.10 brand festival advertisement presents a number of selected products from various categories such as beauty, fashion, daily needs, to electronic goods.



Figure 3. Shopee Advertising 10.10 Brand Festival

Source: Youtube

From the picture above, the duration of the Shopee ad is 30 seconds which can be seen on Youtube and TV. The various offers available can attract buyers, because the Shopee advertisement presents a number of attractive promos such as free shipping promos for all stores Rp. 0, there is a jumbo cashback of up to 10 million for all loyal Shopee Indonesia users, shopee mall flash sale starting at 10 thousand , and also every day super brand day with original products. Products participating in the super brand day are GM Bear, Han River, Avoskin, Skintific, Y.O.U, L'Oreal, Unilever, Paragon, Erigo, Nivea and many more.

### Data Analysis

The method used in data analysis is triangulation to ensure the credibility of the data. Triangulation is a technique of checking or checking the validity by comparing data obtained from several sources/informants with sources that increase the validity of the data (Moleong, 2014). The triangulation technique that is widely used is examination through other sources [11]. In addition to sources, researchers can also use triangulation techniques. In this study, researchers used source triangulation and technique triangulation.

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The results of data triangulation through the source immediately obtained the fact that the 4 BEM FEB University of Muhammadiyah Jember students who were studied turned out to have seen advertisements for the Shopee 10.10 brand festival on YouTube which offered a variety of well-known products. Basically economic activity arises from the need to survive and the need to own something. This makes a person become an addict of a product [12]. So the 4 BEM FEB students were very interested in buying the products shown in the shopee ad because they were good and fit their needs. The easy and hassle-free use of Shopee e-commerce makes female students interested in shopping online to relieve their boredom and also as self-satisfaction. Women are easily influenced and easily persuaded to change their beliefs [13]. It turned out that to buy necessary personal items, these 4 BEM FEB students used personal money/own savings, because it was not related to lectures.

In addition, the products in the Shopee advertisement are very suitable for following trendy models, starting from fashion, make-up, and others, which made the 4 BEM FEB students agree with this. Because for BEM FEB students, shopee is an e-commerce place to buy any good and quality product. When I saw a Shopee ad that sold well-known products at a low price, it turned out that 4 BEM FEB students were easily influenced to buy products/goods from the Shopee ad. Because teenagers are influenced by family, friends, and the surrounding community which can influence teenagers' interest in online shopping [14]. With a free shipping service throughout Indonesia, 4 female students of BEM FEB were tempted to buy products that had discount promos and free shipping. The products offered by Shopee are also very diverse, such as fashion, make-up, shoes, jackets, hijab with original products.

For online shopping costs at shopee, of course it differs depending on what is bought and spent, starting from under Rp. 100,000 to above Rp. 150,000 for one online shopping. In accordance with the use of luxury products to change appearances such as shopee advertisements. From the triangulation results, this source also noted that there was 1 student out of 4 BEM FEB students who thought that shopping at Shopee could change appearances because it offered trending products. Because lifestyle and fashion are a means for women to buy lots of expensive and luxurious items to change their appearance according to current fashion and believe that it is a sign of social status. In this case 3 of the 4 female students of BEM FEB responded that by buying branded products their social status would be recognized, while for other jobs from 4 female students as informants there were 2 female students selling online and became coordinators of PMR and Scouts in junior high school as a side job to buy individual needs.

In understanding the impact of consumerism culture through data triangulation, it can be seen that 4 BEM FEB students understand that there is a very influential impact on their lives. Because sometimes buying goods requires a lot of money, the more goods you buy at the shopee, the more and more wasteful you will spend. However, in response to excessive shopping for trendy products to make their appearance cooler, 4 female students disagreed because it can lead to constant addiction to buying. Therefore, in buying something that follows fashion trends, it is better to prioritize needs rather than desires so that you are not wasteful in spending something.

The results of technical triangulation were carried out by checking data from the same source using different techniques through interviews, then checked with observation techniques. By comparing the results of interviews with the results of observations to strengthen the existing data in the field, with 4 BEM FEB students as informants.

**Table 1 Technical Triangulation**

Research question	Method of collecting data		Conclusion
	Interview result	Observation Results	
How culture consumerism in advertising shopee 10.10 brand festival for BEM FEB students University of Muhammadiyah Jember	According to online shopping students at Shopee, of course be an attraction for buying trending items or products such as fashion, make-up, jackets, hijab, and others. With the many free shipping and cashback promotions offered, it makes female students easily influenced and interested in buying goods or products at Shopee to support a fashionable, simple and also trendy appearance.	From the observation of Researchers indeed the BEM FEB student likes to shop online after seeing a shopee advertisement, it can be seen from her appearance that she uses trendy and very up to date items. Because in a week BEM FEB students can shop online 1 to 3 times at shopee because they are tempted by discount promotions for free shipping and cashback which make them easily influenced to buy goods at shopee.	The way the bem feb student responds to consumerism culture after seeing the Shopee 10.10 brand festival advertisement is to shop and buy goods that are according to the need to follow the fashion trend in accordance with existing developments.
How impact of culture consumerism for BEM FEB students University of Muhammadiyah Jember?	According to female students, frequent online shopping at shopee has become a habit, leading to the desire to buy goods excessively. Then must be good at managing finances so as not to waste. Because this consumerism culture can have an impact on the lives of female students because they shop for the products they want, not the ones they want needed.	From the observations of researchers on campus, BEM FEB students actually already understand the impact of consumerism culture on their lives because it is very influential. However, in response to excessive spending to make appearance cooler, female students BEM FEB understand and don't agree because basically shopping is appropriate needs and budget so as not to be extravagant spend something.	The BEM FEB student certainly understands the impact of consumerism culture on her personal life, it turns out that it is very influential because excessive shopping makes expenses bigger and more wasteful.

## CONCLUSION

Based on the limitations of the research focus on consumerism culture and the impact of consumerism culture in the Shopee 10.10 brand festival advertisement for BEM FEB students at the University of Muhammadiyah Jember, it can be concluded that the development of consumerism culture among BEM FEB students at University of Muhammadiyah Jember already exists, as can be seen from the student in trying to meet the needs and desires of online shopping, interested in discounts and following popular product trends. From the 4 BEM FEB students who became informants, it can be seen that they have a cultural attitude of consumerism which is considered reasonable because they shop within reasonable limits to follow existing trends. It turned out that 4 BEM FEB students realized that this culture of consumerism had a bad impact and was very influential for life in the future. Because this consumerism culture leads to the desire to buy goods excessively which can make spending more wasteful.

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