

Studi Perilaku Konsumsi di Kalangan Generasi Z melalui Live Shopping Shopee pada Pembelian Skincare = Study of Consumption Behavior among Generation Z via Live Shopping Shopee when Purchasing Skincare

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Abstrak

Penelitian ini bertujuan untuk menjelaskan perilaku konsumsi di kalangan generasi Z melalui live shopping Shopee pada pembelian skincare, saat ini masyarakat melakukan konsumsi barang karena keinginan (desire) alih-alih kebutuhan (needs). Studi-studi terdahulu menemukan bahwa hadirnya Shopee sebagai platform belanja online meningkatkan minat beli konsumen dan terjebak dalam gaya hidup konsumtif. Studi terdahulu membahas bagaimana konsumen Shopee membeli produk yang sedang tren atau viral, termasuk skincare. Namun, studi-studi terdahulu belum membahas peran live shopping Shopee sebagai media belanja online mendorong perilaku konsumsi barang karena keinginan (desire) alih-alih kebutuhan (needs). Melalui konsep needs vs desire mengenai perilaku konsumsi masyarakat dari Zygmunt Bauman, studi ini berargumen bahwa hadirnya fitur live shopping di e-commerce Shopee mengkondisikan pergeseran pola perilaku konsumsi masyarakat yang sebelumnya untuk memenuhi keinginan, kini berganti menjadi memenuhi hasrat, emosional, bahkan untuk identitas diri. Untuk melakukan penelitian ini, peneliti menggunakan metode penelitian kualitatif dan melakukan pengumpulan data dengan metode in-depth interview terhadap generasi Z dengan rentang usia 19 - 23 tahun. Pengumpulan data juga dilakukan dengan metode observasi digital dan studi literatur. Hasil temuan penelitian ini menyatakan terdapat pergeseran aktivitas konsumsi masyarakat yang sebelumnya dilakukan untuk memenuhi kebutuhan, kini menjadi untuk memuaskan emosionalnya. Hal ini disebabkan oleh beberapa faktor yang terdapat dalam live shopping Shopee yaitu tergiur dengan produk viral, terdapat harga murah, bundling produk, voucher, hingga praktisnya pembayaran, membuat keinginan informan untuk berbelanja meningkat. Masyarakat juga merasa tidak puas dan ingin mencoba produk skincare dengan jenis dan brand yang berbeda. Pembelian skincare dengan fitur live shopping kemudian membuat konsumen merasa seperti melakukan berbelanja langsung ke Offline Store. Hal ini menunjukkan pembelian produk skincare untuk memenuhi keinginan (desire), bukan kebutuhan (needs) dan akhirnya terjatuh dalam gaya hidup yang konsumtif.

.....This research aims to explain consumption behavior among generation Z through live shopping Shopee when purchasing skincare. Currently, people consume goods because they want rather than need. Previous studies have found that the presence of Shopee as an online shopping platform increases consumers' buying interest and makes them trapped in a consumerist lifestyle. Previous studies discussed how Shopee consumers buy products that are trending or viral, including skincare. However, previous studies have not discussed the role of Shopee live shopping as an online shopping medium that encourages goods consumption behavior out of desire rather than need. Using the need vs desire concept regarding people's consumption behavior from Zygmunt Bauman, this study argues that the presence of the live shopping feature in Shopee e-commerce has conditioned a shift in people's consumption behavior patterns which were previously to fulfill desires, now have changed to fulfilling desires, emotions, even for self-identity. To conduct this research, researchers used qualitative research methods and collected data using in-depth

interviews with generation Z with an age range of 19 - 23 years. Data collection was also carried out using digital observation methods and literature studies. The findings of this research state that there is a shift in people's consumption activities, which were previously carried out to fulfill their needs, now to satisfy their emotions. This is caused by several factors in Shopee live shopping, namely being tempted by viral products, low prices, product bundling, vouchers, and the convenience of payments, making the informant's desire to shop increase. People also feel dissatisfied and want to try skincare products with different types and brands. Purchasing skincare with the live shopping feature then makes consumers feel like they are shopping directly at an offline store. This shows that purchasing skincare products is to fulfill desires, not needs and ultimately becomes entangled in a consumptive lifestyle.