

FOREIGN CULTURE ON THE CONSUMPTION HABITS AND LIFESTYLE OF THE MILLENIAL GENERATION: A CONCEPTUAL STUDY

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Abstrak

Dalam usaha untuk melestarikan kekayaan budaya Indonesia, generasi muda memiliki peran yang sangat penting dalam menyaring dan memilih mana yang bermanfaat dan mana yang tidak. Namun, kehadiran budaya asing sering kali membuat masyarakat, terutama generasi milenial, lebih mengutamakan kebebasan pribadi ketimbang nilai-nilai moral. Tujuan dari penelitian ini adalah melihat apakah ada pengaruh budaya asing dalam perilaku konsumsi dan gaya hidup masyarakat millennial. Pentingnya menjaga kelestarian budaya asli Indonesia untuk memfilter budaya luar yang masuk dan pentingnya mengimplementasikan nilai-nilai Pancasila dalam berkehidupan berbangsa dan bernegara. Metode penelitian yang digunakan dalam penelitian ini adalah menggunakan survei. Penelitian ini diharapkan dapat memberikan manfaat kepada masyarakat dan generasi muda milenial, agar mereka lebih menyadari pentingnya menjaga dan melestarikan budaya asli Indonesia.

Kata Kunci: Budaya asing, Gaya hidup, Prilaku konsumsi, Millennial

Abstract

The younger generation is essential in sorting and choosing what is good and what is bad in the fight to protect Indonesia's rich cultural legacy. However, the presence of other cultures frequently causes society—millennials in particular—to place a higher priority on individual liberty than on moral principles. Examining how other cultures affect millennials' lifestyles and spending patterns is the aim of this study. This study emphasises the significance of incorporating Pancasila values into national and state life as well as the need to preserve Indonesia's indigenous culture in order to screen out approaching foreign cultures. This study used a survey as its research approach. This study used a survey as its research approach. It is anticipated that society and the younger millennial generation will gain from this research by being more conscious of the value of protecting Indonesia's indigenous culture.

Keywords: Foreign culture, Lifestyle, Consumption behavior, Millennials.

INTRODUCTION

One type of economic behaviour that occurs in daily life is consumption. A consumer is a person who engages in economic activity. Consumer behaviour can be divided into two categories: irrational and rational consumption. Consumption that is grounded on common sense, such as buying products based on actual requirements or in line with Islamic beliefs, is referred to as rational consumption. On the other hand, irrational consuming behaviour occurs when every consumption action is carried out without careful thought and without buying items or wants that are not in line with one's needs, which leads to consumptive behaviour.

According to Lisma et al. (2016), consumption behaviour is the act of people or households buying regularly produced or momentarily produced products and services in order to satisfy their wants and feel satisfied.

Foreign culture is one of the elements that affects how students consume. Through international trade, foreign culture first made its way into Indonesia in the early 19th century. Western traders started coming to our nation and unintentionally brought their culture with them. But as communication technology advanced, it became simpler for contemporary culture to infiltrate and shape our society's behaviour. This period is referred to as the emergence of the globalisation lexicon. The concept of globalisation itself started to take shape in the 20th century and is currently expanding quickly. Originally merely making communication easier, technology has evolved to make it easier for humans to get information that was before inaccessible (Ernawam, 2017). This is what has the potential to alter long-standing cultural values.

According to Putri's research, Indonesians' purchasing habits, notably those of students, have expanded in tandem with the growing influence of foreign culture. The hedonistic lifestyle trend is one example of a foreign culture that is currently popular among students. This trend emphasises having fun, which includes playing outside, hanging out at popular cafes that are typically franchised from overseas, purchasing pricey goods, and relishing being the centre of attention. They mimic this by copying what they see on social media. They don't follow viral trends because they don't want to fall behind. Students typically exhibit highly consumptive behaviour as a result (Putri et al., 2020).

In 1998, the World Health Organisation defined lifestyle as a way of living based on recognisable patterns of behaviour that are influenced by a person's personal traits, social contacts, and environmental and socioeconomic factors. According to Armstrong, a person's lifestyle is influenced by two types of factors: internal (originating from within) and external (originating from outside). Attitudes, experiences, personality, self-concept, intentions, and perceptions are examples of internal elements. Each person has a unique lifestyle amid a variety of lifestyles, according to the lifestyle hypothesis created by Hindelang, Gottfredson, and Garafalo. Racial disparities in age, gender, education, marital status, family income, and daily routines all have an impact on this way of life. The frequency of interactions with particular lifestyles is significantly influenced by this way of living.

Youth are an important national resource, with a strategic role and position in bolstering a nation's civilisation, according to research by Suprima et al. (2021). These young people's potential is at its peak right now (Suprima et al. 2021). Therefore, it would be quite unfortunate if the detrimental effects of foreign culture were to undermine the potential of our country's youth. It would be great if the youth embraced the best qualities of this foreign culture in order to internalise the noble ideals of a culture and civilisation through the development of strong nationalism, positive vision, mission, and goals, as well as good character.

According to Suharni's (2015) research, information from audio-visual sources and social interaction—particularly in industrial and tourist hubs—are the main causes of the westernisation that is taking place in Indonesia. Rapid communications advancements have facilitated the rise of a global information age, which means that no country is immune to its effects. Additionally, offering informational media on intercultural counselling is one way to combat cultural changes brought on by social media use (Tangkalangan et al. 2022).

Despite having extremely few resources to meet their basic wants, humans are economic beings with the essential trait of never being satisfied. Therefore, to overcome these problems, both expertise and insight are needed. According to the above description, the goal of this study is to investigate how other cultures affect millennials' lives and consumption patterns.

METHOD

A literature review is the research methodology employed. A literature study is a set of tasks pertaining to the process of gathering information from libraries, reading and documenting, and analysing research materials (Kartiningrum, 2015). This study's data gathering method entails looking for material from a variety of sources, including books, articles, journals, and pertinent news. Three steps make up the literature study: identifying the kind of literature that is required, examining and gathering library resources, and presenting the findings (Hasan, 2002). A literature review methodology drawn from journals and other sources is used in this study. The purpose of this literature review is to support the issue under investigation and serve as a foundation for arguments. Research on whether foreign cultures have an impact on millennials' lifestyle and purchasing patterns will be included in this literature review.

CONCLUSIONS

Global influences on a nation's culture frequently come from outside sources, which can lead to sociocultural crises and social disorientation. The effects of globalisation are being felt most acutely by the younger generation. Because of powerful outside pressures, many of them have lost their uniqueness as Indonesian nationals. This study aims to investigate whether other cultures have an impact on millennials' lifestyle and purchase patterns. The study's conclusion is recommended to be improved as a lesson or useful information that attempts to identify foreign cultural factors on millennials' consumption behaviour so that they are more rational in their consumption behaviour, particularly with the impact of our nation's economic downturn. Parents should always watch over and mentor their kids to ensure they stay on the straight and narrow, and they should always pay attention to what their kids are learning at school or in their religion. The results of this conceptual study are anticipated to serve as a guide for future research and offer important insights into the impact of lifestyle and consumption patterns, particularly on millennials.

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