ABSTRAK

Penelitian ini dilatarbelakangi oleh perilaku konsumtif anak muda di Kelurahan Bakaran Batu yang suka nongkrong di kafe-kafe. Perilaku ini menimbulkan permasalahan dalam keluarga dimana orang tua kurang mendukung anaknya suka nongkrong di kafe karena pemborosan biaya dan mempersulit ekonomi keluarga. Permasalahan penelitian ini yaitu pola kebiasaan nongkrong anak muda dan motivasi yang mendorong gaya hidup konsumtif di kalangan anak muda yang sering nongkrong di Kelurahan Bakaran Batu, Kota Rantau Prapat. Perspektif teoritis yang digunakan adalah teori konsumerisme perspektif oleh Jean Baudrillard**.** Metode penelitian ini yaitu metode kualitatif dengan teknik pengumpulan data yaitu observasi, wawancara dan dokumentasi. Temuan penelitian ini menunjukkan motivasi yang mendorong gaya hidup konsumtif di kalangan anak muda yang sering nongkrong yaitu nongkrong untuk membuat konten di media sosial dalam bentuk foto maupun konten video, membangun citra diri ikut tren nongkrong di kafe, meningkatkan status sosial, dan ikut tren konsumsi kuliner mahal khas kafe sebagai identitas sosial. Perilaku konsumsi anak muda nongkrong di kafe bukan sekedar untuk pemenuhan kebutuhan biologis seperti makanan dan minuman, melainkan tindakan konsumsi simbolik oleh hasrat dan bukan kebutuhan. Anak muda membeli simbol/citra yang melekat pada tempat nongkrong tersebut seperti simbol/citra kafe sebagai tempat nongkrong anak muda masa kini atau ngetren yang dipandang mewah, dan hanya diikuti anak muda yang memiliki status sosial tinggi, karena mampu membeli produk kuliner mahal dan mewah di kafe tersebut, sehingga pembelian simbol/citra tersebut dengan maksud untuk dipamerin ke orang lain melalui media sosial demi mendapatkan pujian maupun pengakuan dari orang lain.

Kata Kunci: Anak Muda, Perilaku Konsumtif, Nongkrong, Kafe, Motivasi, Kelurahan Bakaran Batu, Kota Rantau Prapat

ABSTRACT

This study is motivated by the consumptive behavior of young people in Bakaran Batu Urban Village, Rantau Prapat City, who enjoy spending their time at cafés. This habit has created family-related problems because some parents consider hanging out at cafés a wasteful activity that increases household expenses and worsens the family's economic condition. This study focuses on the patterns of café-hanging-out habits and the motivations driving a consumptive lifestyle among young people in Bakaran Batu Urban Village, Rantau Prapat City. The theoretical perspective employed in this study is Jean Baudrillard's theory of consumerism. This research uses a qualitative method, with data collected through observation, interviews, and documentation. The findings reveal that the motivations driving a consumptive lifestyle among young people who frequently hang out at cafés include creating photo and video content for social media, building self-image by following café-hanging-out trends, enhancing social status, and consuming expensive trendy café foods and beverages as a form of social identity. These consumption activities are not merely intended to fulfill biological needs for food and drink but also carry symbolic meanings associated with desire and self-image construction. Young people tend to consume the symbols and images associated with cafés as modern, popular, and luxurious social spaces linked to high social status. The ability to purchase expensive culinary products is perceived as a means of expressing self-image and social position. These symbols and images are subsequently displayed on social media in the hope of gaining praise, attention, and recognition from others. Therefore, consuming culinary products and spending time at cafés have become part of young people's efforts to construct their social identities and demonstrate their existence within their social circles

Keywords: Young People, Consumerist Behavior, Café-Going, Consumerism, Motivation, Bakaran Batu Village, Rantau Prapat City.