

Consumptive Lifestyle against Fashion Trends through Online Shopping among Students (Case Study of Economics Department Students, Bengkulu University)

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Abstract

This paper analyzes the phenomenon of consumptive lifestyles on fashion trends that occur among students through online shopping, researchers use the theory of the consumer society from Jean Paul Baudrillard, to see how the lifestyle of students who are addicted to online shopping so that they become consumptive in the field of fashion. Data collection in this study using a descriptive qualitative approach was used as a guide for analysis. The research data were obtained through observation and in-depth interviews with six student informants majoring in economics at Bengkulu University. Secondary data documentation in the form of documents or literature from journals, magazines, and newspapers related to research problems.

Keywords

consumptive lifestyle; fashion;
online shopping; student



I. Introduction

The modernization process that is happening at this time has shown the changing times that are increasingly advanced and rapid, one of which is the development of fashion trends among the community and especially among female students. This is because now female students can easily access various information about fashion trends from social media, online news, and videos to online shopping applications. The digital marketing industry has seen a great improvement in recent years, especially in the faculty of Economics at the University of Bengkulu (UNIB). This increase in marketing numbers is of course due to requests from female students regarding new goods. Talking about new items is certainly inseparable because of the need for fashion. So it is clear that fashion has become an important part of female students at UNIB in the Faculty of Economics.

The enactment of this fashion trend is considered to have created an increase in needs and spending among female students. This can be seen from the attitude of female students who are considered to be consuming branded goods more often. The facts about it are by the characteristics of student consumptive behavior, namely having a high sense of prestige, always following trends, being accustomed to living in luxury, and liking to be admired by others. All of these characteristics will certainly not only have a positive impact on UNIB's economics faculty students. Because excessive consumptive behavior will also hurt female students. This negative impact can be in the form of waste because they buy things that are not needed by students.

II. Review of Literature

Consumptive behavior is also considered to arise due to technological developments that display various products related to today's fashion trends. Such as TikTok media, Instagram, Facebook, and other media that always display new items in the form of clothes, bags, shoes, clocks, hijabs, and so on. Moreover, there are online shopping applications such as a shop, Lazada, Toko Bagus, and other shopping applications that make it easier for UNIB students of the economics faculty to shop. However, the existence of the Internet public sphere tends to be seen as a contestation space where corporate and state forces try with various ways to control and dominate it (Bo'do, 2019). In social media, individuals and groups interact with each other online through the internet network (Indriyani, 2020). With the internet, citizen media is able to disseminate information in the form of text, audio, video, photos, comments and analysis (Saragih, 2020). Of course, the availability of this online shopping application can be one of the factors driving UNIB economics students to become consumptive. Until they are compelled to shop online which is not based on mere need, but for the sake of fun and fashion (Sari, 2015). So UNIB economics faculty students are considered to be extravagant and will certainly hurt themselves later. Consumptive behavior makes students want to buy the things they want, not the things they need. The formation of this consumptive behavior is considered to be able to make UNIB economics faculty students unable to control their increasing expenses.

This is because the online shopping system tends to provide more convenience when shopping, such as the many choices in buying goods according to the fashion we want, UNIB economics faculty students no longer need to leave the house to choose the fashion items they want. In addition, the goods they offer also often provide discounts that are obtained when shopping online. Moreover, many UNIB economics students want to fulfill their fashion needs instantly without having to waste a lot of time and effort. However, although many benefits can be obtained from purchasing fashion items through online shops, of course, there are also some negative effects felt by UNIB economics faculty students, such as items that do not match or take too long to arrive at their destination.

Based on the description above, which shows that to meet the fashion trend, the main reason for UNIB students from the economics faculty is to become consumptive. The importance of them maintaining their appearance to fashion trends is mandatory for now. Because they want to be the center of attention in appearance. For them, there is pride when their fashion is praised and even imitated by others. Because the praise has shown that they are successful in following fashion trends. This is the basis of the author's interest in knowing how the consumptive lifestyle of fashion through online shopping among students majoring in economics at Bengkulu University.

III. Discussion

3.1 Analysis of Use Value and Sign Value of Student Consumptive Lifestyle

Baudrillard explains the basic concept of consumption and then relates it to global capitalism and the mass media which play a role in spreading signs of consumption by the consumer society. Baudrillard (1998) states the situation of contemporary society is shaped by the fact that humans are now surrounded by consumption factors. According to Baudrillard, consumption is still more important than production, according to him that is the original understanding of needs where the consumption side precedes the production of goods in the process of meeting needs so that in society everything begins to be determined by the

relations of signs, images, and codes. In a consumption society, there is a tendency when people buy goods not because of the value of their benefits, but because of their lifestyle.

Baudrillard developed the concept of a consumption society into three, namely, use value, sign value, and simulacra. However, this research will only focus on the analysis of use value and sign value according to the research topic. Use value is a function of a commodity that is consumed. The value of the sign is a symbol attached to a particular commodity. In this paper, the theory of consumption society proposed by Jean Paul Baudrillard is used to analyze. Baudrillard is guided by the Lacanian psychoanalytic approach and Saussurian structuralism and adopts a system of relations between objects and commodities. Baudrillard begins to penetrate Marxist thought with a focus on consumer society. Baudrillard adopted Saussure's thinking about language, Baudrillard sees the object of consumption as something that has a certain meaning from a form of expression that has existed before commodities. For Baudrillard language is more defined as a classification system of objects.

3.2 Consumptive Lifestyle against Fashion Trends through Online Shopping

The current generation of students are students who have modern thinking in maintaining their appearance. Because for them that appearance is very important to be maintained so that they are not out of style with other friends. This habit makes many students more consumptive in maintaining their appearance. For them, fashion trends have become a mandatory requirement, so that each activity can get special attention from their friends around them. Most students today do the shopping process through online shopping media applications. For them, shopping online is an easy choice. Because with online shopping applications, students just choose, order, and pay from anywhere without having to come to the destination location. The availability of these facilities has become one of the factors that encourage students to be more consumptive. Because for them it is very important to keep fashion trends from being out of date. As explained by one of the students who became one of the informants named OKVS who stated:

"I care about that appearance from when I was in college. When I was in college, it was very important for me to maintain an appearance to look in today's fashion. Since this college, I often buy goods of good quality and luxury. The items that I prioritize are bags, clothes, headscarves, watches, and shoes. You could say I own a lot of luxury items. All of this I bought for one purpose, namely so that my fashion is not inferior to my friends. The majority of the items I bought were through online shopping applications. That's why I always try to see new things in online shopping apps. I often shop for things that have not been widely marketed and are luxurious for everyday use. Because I often shop, There are also some items that I haven't used yet. But later of course I will use it, I will adjust when the item is suitable for use"

The environment has become one of the driving forces for students to be more visible by today's fashion trends. The informant's statement is clear that appearance is very important. For him, maintaining appearance has become an obligation to look luxurious or elegant. Certain items must be used, so some items become a priority scale in supporting their appearance. Then SA explained almost the same reason. He stated that:

"I think it's important to maintain appearances. However, if you follow the trend it will never end. I realize that's what makes me more consumptive of goods that support my appearance. I'm a little aware actually that maintaining appearance doesn't have to follow trends, the important thing is that we are comfortable and polite in front of other people. We should buy things that are important and useful for appearance only. But sometimes this environment makes us tempted by new things. Sometimes we are too embarrassed to wear old-style items, so this is where we try to buy new, more elegant items. Since I was in

college, I started shopping for things for the sake of appearance to make it look luxurious. I usually shop for hijabs, bags, shoes, and clothes. That part of the goods I often buy through online shopping alone. I often shop online because it is cheap and there are often discounts too.”

The informant has explained that fashion has indeed become a part of his life. Because the environment has demanded that the appearance is very necessary for

taking note. Because feelings of shame will arise if he has a standard fashion, while his peers have a slightly luxurious lifestyle. It is things like this that make many students compelled to shop for new items to meet today's fashion trends. As stated by another informant named RAS regarding the consumptive lifestyle in fulfilling the fashion trend through online shopping in meeting the needs, namely:

“I always try to wear new things that are often advertised by artists or models. I am very diligent in looking at new item information and if I like it then I will immediately order through Shopee. I always try to look as attractive as possible when I'm on campus, even when I'm hanging out in a café. Since this college, I have been more diligent in shopping for things that support my fashion. Such as shopping for college supplies in the form of clothes bags, necklaces watches to shoes. I always try to show what I have when outside the boarding house. At my house, it's always normal. I've also bought things that I've been using for a long time, it's because I forgot to have those items. All because sometimes the goods are not suitable for certain activities.

The rapid development of information in the media certainly encourages students to try to find information. Especially for the sake of their fashion needs. Of course, the majority of students do not want their appearance to be out of date. They always want to show their best on campus and off campus. So it is not uncommon for students to have a new lifestyle while in college. This is what encourages them to often shop both in person and online. Another view based on the question of one of the informants named TU stated:

“It's very important for me to keep my appearance looking luxurious and attractive. That's why I am diligent in shopping for new, quite luxurious items. Since college, I started shopping for clothes, bags, and new shoes. I use all of them when I am on campus or when I hang out with friends. Sometimes I want to buy new, expensive things, for example, branded bags. Sometimes I don't want to be outdone by the appearance of my friends, that's why I always try to look luxurious when I'm in college or when I'm out for a walk. For me, it is very important to maintain an appearance so that it looks different from others, that's why I often shop for my equipment. I

Often shopping for items that match appearance, such as clothes must match the hijab, shoes, bags, and so on. Because I have to adjust this is why I have to buy quite a lot of things. I often shop for these items online, but I rarely shop in person. Because in online shopping applications, there are also lots of choices and prices, and often there are lots of discounts. So why do we go shopping and go straight to the market?”

The informant's statement shows that it is very important to maintain appearance while on campus or when leaving the house. Maintaining appearance has become an obligation for them as students. Therefore, they often shop for new items that are in line with their fashion. It was clear to satisfy himself so that others can pay attention to his appearance. Of course, this attitude makes students more interested in searching for new information and buying them. As stated by another informant named VU regarding the consumptive lifestyle in meeting fashion trends through online shopping, namely:

“I used to not care about appearances. But when I started college, I saw that all my friends were doing well. I have seen many wearing branded clothes, bags, and shoes. While I'm normal, so it's not uncommon for me to feel inferior to them. So over time I also followed their lifestyle. I started to diligently buy new clothes, new bags, and new shoes that were not

inferior to the brands my friends were wearing. Since then I have always tried to shop online to fulfill my appearance to look classy in the eyes of my friends. Even when I returned to my village and wore the clothes I had bought on online shopping media. Many neighbors and even my friends in the village were surprised by my appearance. They say the clothes I wear look good and attractive. Whereas in the campus environment, the clothes I wear may be normal in their eyes. Since then, I often wear college clothes in the village when I leave the house. It makes me more confident to be active in my village."

The appearance of female students when they leave the village until they have carried out educational activities will look different. Maybe at the beginning of college students will use the things they buy around the market in their village. So that their appearance will look normal in the eyes of city people. Even city dwellers often say their clothes are tacky or out of date. This is one thing that can encourage students to change their appearance. To balance the appearance of his friends. As the view of another informant named PAS (also stated that:

"For now, it's very important for me to keep my appearance in line with today's times. It was different when I first went to the city, my clothes or appearance were like a villager or ordinary. But for now, for every activity outside the home, I always use good things such as my hijab, my clothes, my bag to my shoes. Everything I use is just to present myself to look luxurious in the eyes of my friends on campus and off campus. To fulfill all my fashion needs, I mostly buy these items through online shopping applications. I have to look nicer and more attractive than my friends. If I feel my appearance is normal, then I will immediately look for new items that are quite branded or at least different from the items that are used by my friends. That's why I say, appearance is part of my life that must be taken care of when doing activities outside the home."

Activities in supporting the appearance that is carried out by students while in urban environments are certainly different when they are still in their villages. The new environment has introduced them to a new lifestyle and a new appearance. That is one of the reasons why students create new habits when they are in the city. Maybe by frequently shopping for items that aim to change the appearance to make it look more elegant than before. The statement of one other informant named AN also almost explained the same answer. He stated that:

"Since entering the world of college, I have become more and more concerned with my appearance. I never want to lose competitiveness in my appearance compared to my friends. I always try to buy clothes that are somewhat branded, branded bags, watches, and shoes that have good quality. I always try to display this on campus or off campus with the aim of my fashion still looking luxurious. Of course, I didn't buy all of these items directly, almost 90% of I bought them online. That's because shopping online is the easiest thing to do. After all, it will save time, cost, and effort. I don't have to go far to shop for good stuff want, just order goods online only.

Based on the statements of all the informants, it can be concluded that the majority of students care about their appearance. The majority of students are aware of their appearance since entering the world of campus. That's because the environment has encouraged them not to lose or look more luxurious than their friends around. The main items that seem to encourage their appearance can be bags, clothes, shoes, clocks, and so on. So they focus more on changing their appearance by fulfilling the items in that section.

Fulfillment of all these items of course because of the lifestyle that they think needs to be prioritized. So it looks like their efforts to buy goods that support today's fashion trends. The majority of students buy it indirectly. The majority of students prefer to do online shopping transactions compared to shopping directly at the market. For them, shopping at the market will take time, money, and effort. While shopping online will save time, effort, and

cost. In addition, online shopping will make them free to choose goods from various types of stores at affordable costs.

3.3 Consumptive Lifestyle against Fashion Trends through Online Shopping

Kotler (2001) states that lifestyle is describing the overall content of a person in interaction with his environment. Having a consumptive nature has become part of the lifestyle of some students. Because consumptive behavior always prioritizes using or using something without producing or creating and always depending on the products that other people make. The term consumptive behavior is generally characterized as the behavior shown by buyers in searching for, buying, utilizing, appraising, and buying goods that they expect will meet their needs (Sumarwan, 2015: 4). Is a fact that happened to students who became informants who explained that they already had a shopping routine with the aim of fulfilling their fashion.

3.4 High Sense of Prestige

This trait has indeed become one of the driving forces for students from the economics faculty of the University of Bengkulu (UNIB) to become consumptive because they want to appear capable of having luxurious or attractive goods. A sense of prestige has also led to economic competition, it can be seen in UNIB's economics faculty students who don't want to be left behind when they see other students buying something luxurious. Even they as students will also show something luxurious or even more luxurious. The prestige attitude of the UNIB economics faculty student can be seen from what was conveyed by several informants who were students. They want to have a nicer and more luxurious appearance than other friends. Because by being the center of attention, they feel proud of themselves.

Another fact shows that if UNIB economics students wear ordinary clothes, it will create feelings of shame among students. They have tried to keep pace with how fashion is in their environment. Because with it will create its pleasure. Like the use of a bag, for example, they no longer use a bag formally as when they first entered college. However, they are already using bags that are quite branded and by current trends. Likewise with the use of other items that support appearance, such as clothes, headscarves, shoes, and so on. UNIB students of the economics faculty have started using items that are becoming a fashion trend today. Having all these items of course requires money and access to buy them.

3.5 Following Fashion Trends

Following the trend sometimes for some people is a positive thing, but if it is too much it will also be a negative thing. Some trends that are very important for students are related to appearance. Following fashion trends is one of the reasons why UNIB economics students are consumptive because they will always buy goods according to new fashion trends. They can even buy the things they like even though they already have the item. It's the same thing with UNIB's economics faculty students who become informants, they will buy the same things that are displayed by their idols. By buying goods according to the ones used by their idols, UNIB's economics faculty students feel satisfied.

Many informants stated that the main reason they cared about fashion was when they were in college. This is because when they enter the world of lectures, they increasingly find a new lifestyle. It can be seen from the number of friends in their environment who have started displaying contemporary styles of dress. So that indirectly other students will imitate and even adjust to fashion trends in the UNIB campus environment. This imitation process makes other students try to buy new things that support their fashion. The demands of fashion in the economics faculty of UNIB have encouraged every student to adapt to the campus environment. So like it or not,

3.6 Luxurious Life

Seeing a luxurious life is part of the wishes of UNIB's economics faculty students. This can be seen in the number of fashion items students strive to have. Starting from the habit of buying bags, clothes, clothes to other branded items. The desire to have luxury goods and other facilities is what makes UNIB economics students consumptive. With the aim that they are liked and admired by other students using branded clothes. With that, other students will praise him, so his feelings are immediately happy. This is what makes UNIB economics students behave consumptively because they always want to look beautiful and luxurious with the appearance they use.

Owning luxury goods will certainly require a fairly high cost. So many UNIB students of the economics faculty try to save pocket money set aside from the monthly expenses sent by their parents. UNB's economics faculty-student seems to be trying to buy luxury goods at a high enough price. However, this excessive consumptive behavior will hurt the students themselves. Because shopping excessively will create wasteful behavior towards the use of finance. Moreover, they still expect money sent by their parents every month.

IV. Conclusion

Based on the explanation of the findings and discussions obtained from the interview process and literature related to research on how the consumptive lifestyle of fashion through online shopping among students. It was found that there is an increasing consumptive pattern among female students. Students who previously looked ordinary or who were considered tacky, have now changed to follow the fashion trends of today's models. Many students seem to have imitated fashion in their campus environment. They as new people try to adjust to other colleagues who already understand fashion. In addition, it was found that the way of meeting their fashion. UNIB students of the economics faculty often set aside a monthly allowance given by their parents every month.

In addition, female students also look more consumptive because of the role of online media. Online media that always displays advertisements for the latest products are considered to have been able to make female students interested in buying their products. Moreover, the research concludes that the effect of online shopping applications is also very significant. This online shopping application has provided satisfactory facilities to UNIB economics faculty students. This can be seen in the majority of female students who become informants who have used online shopping applications to buy equipment that supports their fashion to keep it looking luxurious.

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