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# Hedonism Lifestyle in College Students Uin K.H Abdurrahman Wahid Pekalongan

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# ABSTRACT

The development of technology and modernization has led to changes in values and lifestyles among university students. They tend to be more contemporary in dress, food, drink and communication. The rise of modern shopping centers such as malls, cafes, and coffee shops is also well received by students, most of whom come from the upper middle class. This indicates the tendency of hedonistic lifestyle among students, which is influenced by internal factors such as personality and external factors such as social class and group. The purpose of this study is to explain the description of hedonism lifestyle in college students and the factors of hedonism lifestyle in college students. The subjects of this research are students of UIN K.H Abdurrahman Wahid Pekalongan who like to hang out or have fun at cafes, restaurants, and others. This research uses a qualitative approach and is described in descriptive form. The datacollection technique used in this research is interview. Data analysis is done by grouping into categories and describing the data obtained according to the category. The results showed thathedonism lifestyle among students of UIN K.H. Abdurrahman Wahid Pekalongan is reflected in the tendency of high interest in seeking and prioritizing pleasure. The factors behind it, bothinternal such as personality and external such as social class, especially social class, are dominant factors. The hedonistic lifestyle has a significant impact on students' academic aspects, such as procrastination, decreased achievement, and inactivity in lectures. Students' perceptions regarding the hedonism lifestyle also vary, some consider it important but some view it as not the main need.

**Keywords**: Abdurrahman Wahid, College Students, Hedonism Lifestyle

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# INTRODUCTION

In Indonesia, the rapid development of society has led to increased technological advances. This has led to changes in the values and lifestyles of individuals, especially among university students. These changes can be observed in the way they communicate,

dress, and choose food and drink (Latief, 2013). The variety of human lifestyles is greatly influenced by technological advances (Truby et al., 2020). In addition, young people, especially university students, usually find it easier to determine their desired lifestyle. They are empowered to realize their individuality in various fields, including fashion, culinary, and communication (Abidi, 2024; Bojanowska et al., 2021; Meissner, 2019; Mitchievici, 2022; Pratami et al., 2019). The fashion choices made by university students reflect this lifestyle shift; they are increasingly contemporary and up-to- date with the latest trends. In addition, they are also showing greater sensitivity when it comes to the food and drink they consume, often opting for options that are more functional and consistent with their personal inclinations.

In terms of communication, students utilize technological devices to interact with their peers and neighbors, including messaging applications and social media platforms. In line with the findings, Latief (2013) noted that the proliferation of contemporary retail venues, including malls, cafes and coffee shops, has been well received by the general public, especially university students (Hallak et al., 2022; Meyer-Ohlendorf, 2019; Parvatiyar & Sheth, 2023; Triolo et al., 2023). This is reinforced by research showing that hedonic behavior can be demonstrated by all individuals, including university students. The increasing socialization of students and competition between individuals to achieve social status, one of which is influenced by the desire to appear fashionable and not outdated, is a further indication of this.Jakarta.Customer.Mall.Upper.Class.Yogyakarta.

Based on data provided by Hartono, Mall Yogyakarta more than 30% of the 45,000 visitors are university students from Jakarta, with 70% of them belonging to the upper middle class (Amalia & Darmawan, 2023; Hossain et al., 2024; Parvatiyar & Sheth, 2023; Volk, 2024). Students are interested in learning about national and international brands and frequently visit their stores. This trend is also visible in Yogyakarta. In accordance with the statement made by Minister of Social Affairs Khofifah Indar Parawansa, some students in Indonesia today are influenced by modern lifestyles and materialism. As a result, some students have become less progressive and less critical, and do not have a clear social orientation and concern. This condition causes students to neglect their academic responsibilities and engage less in productive activities.

Generally, university students are categorized as part of the late adolescent stage, which lasts from 18 to 22 years old and continues into adulthood. During this period of identity formation, adolescents experience inner conflicts regarding their lifestyles, values, beliefs and attitudes. In addition, in a friendship environment, adolescents who do not have a place can be given a sense of security from their relatives (Pavlovets, 2024; Roubal, 2020; Ruhulessin et al., 2022; Shover, 2018; Surwanti et al., 2024; Ural & Demirok, 2022). As students, they must acquire knowledge and develop into individuals who follow education in college. Students are expected to engage in reading, writing, researching, discussing, and organizing activities. In addition, students can be classified as agents of change, or young people who make positive changes in the wider community. However, in reality, many students visit cafes and karaoke bars while buying goods from malls or online stores.

According to Kotler (1997), there are two different categories of factors that have the potential to influence a person's way of life: internal and external. Internal factors include attitudes, experiences, observations, self-concept, personality, and motivation. In contrast, external factors include social class, reference group, family, and culture. In addition, gender is also a variable that can influence the hedonic lifestyle. Unlike men who are more rational in purchasing decisions driven by the desire to satisfy their needs, women are often more sentimental in buying a product, with the aim of eliciting a positive response when they feel less enthusiastic and want to follow the latest trends (Dow, 2019; Ilgaroğlu, 2019; Michael & Fusté-Forné, 2022; Pillai et al., 2019; Prakoso et al., 2023; Umbase & Sumilat, 2019). This is reinforced by the findings of Hartatin and Simanjuntak (2016), who found that because women's monthly allowance is greater than men's monthly allowance, women tend to make excessive purchases. However, Renanita's (2017) research showed that hedonic website browsing affects impulse buying tendencies, with no significant difference between the two genders due to the fact that both male and female adolescents use the internet daily in the current era.

The results of Baek and Choo's research (2015) show that the presence of groups or peers can influence purchasing decisions in situations where individuals make purchases for their own pleasure. This is corroborated by Rianton's research (2013) which shows that 81.8% of Dhamasraya (JIMDY) students adhere to a moderate level of conformity, while 94.5% live a hedonic lifestyle. Further investigation conducted by Sholikhah and Dhania (2017) showed that the variance in impulsive behavior was attributed to 37.1% due to hedonic lifestyle and peer conformity. The rest is caused by other determinants. This shows that peers have a significant influence on students' hedonic lifestyle.

A survey conducted by Deteksi Jawa Pos in 2003 revealed that 20.9% of 1,074 students living in Jakarta and Surabaya admitted to using the SPP funds provided by theirparents to buy personal items or for entertainment purposes. Scholarship funds are often used by students for social activities such as eating at cafes orrestaurants, shopping at malls, karaoke, or watching movies. This occurs due to a lack of attention from the scholarship provider, campus administration, and parents.

Hedonism is a worldview where the main purpose of life is the pursuit of pleasure and material enjoyment. Hedonists hold the view that life is a single experience that must be enjoyed with maximum pleasure and unlimited freedom. Hedoniclifestyles are closely related to popular culture that permeates the lives of adolescents.

Hedonism can be defined as a state of consciousness or equilibrium in which individuals pursue worldly pleasures, such as erotic gratification, material comfort, luxury, and a lavish way of life. Furthermore, an individual who embraces hedonism is also a hedonist. The elements that make up a hedonic lifestyle include activities, hobbies, and perspectives. A hedonic lifestyle among university students can be defined as their approach to time management, motivated by the pursuit of material pleasures and the belief that life is one moment to be savored indefinitely.

# RESEARCH METHODOLOGY

# Type of Research

This study used descriptive qualitative research as the methodology. Information and data were collected through literature review. Using descriptive and exploratory analysis methodology, the issue of hedonistic lifestyle among students of UIN K.H. Abdurrahman Wahid Pekalongan is described and explained in a clear, objective, systematic, analytical, and critical way. After collecting the necessary data, the qualitative method proceeds to the collection of informationthat is classified, explained, and explored.

## **Date Source**

Data source A research source, also known as a data source, is the object or material from which data is extracted. In addition, it can be described as a subject or individual whom the researcher examines, consults, or asks about specific data relating to a scientific problem. Muhammad (2011) states as follows. This study combines data from two different categories: primary sources and secondary sources. This study uses relevant journals, articles, and literature as primary sources. Meanwhile, secondary resources are used to support and complement primary resources through the provision of news and documentation relating to the research issues.

# **Data Collection Methods**

Library research involves the utilization of library materials that are selected, searched, presented, and analyzed as a means of collecting data for research. The aforementioned research data is obtained through library searches for materials whose subjects require philosophical and theoretical analysis. This study is a literature review and not an empirical survey. As stated by Cresswell (2018). The data presented is in the form of words and should be processed methodically and concisely. In an attempt to collect data for this study, an examination of the literature regarding the consequences and countermeasures of hedonism was conducted. Subsequently, the data was curated, organized, examined, and processed in a concise and systematic manner.

# **Data Analysis Technique**

Data analysis involves the methodical exploration and organization of records containing observations, interviews, and other results with the aim of improving the researcher's understanding of the issues investigated and disseminating these findings to a wider audience. In qualitative data analysis, data collection, data reduction, data presentation, and research conclusions are all included. Consider Rijali (2018). The data analysis method used in this study involved conducting interviews, documenting interview responses, and seeking diverse information related to the issue of hedonistic lifestyles among students enrolled at UIN K.H Abdurrahman Wahid Pekalongan.

# RESULT AND DISCUSSION

# Characteristics of Hedonism Life of UIN K.H Abdurrahman Wahid Pekalongan Students

The activities, interests, and characteristics of the hedonic lifestyle shown by each subject in each department are the characteristics of the hedonic lifestyle that are the focus of this study. It can be observed that university students show a tendency towards hedonic

behavior, which is evidenced by their tendency to consume luxury goods, fashion, and culinary which are all attractive aspects of their environment.

Analysis of interview instruments, questionnaires, and documentation provides clear results regarding the characteristics of hedonism lifestyle among students of UIN K.H Abdurrahman Wahid Pekalongan. In particular, the characteristics of hedonism are characterized by astrong tendency to seek and prioritize pleasure over the needs of life. In general, excessive consumption of products is a result of the hedonistic lifestyle exhibited by most of the subjects (Kulik et al., 2021; Rohman et al., 2023; Roldán-González et al., 2022; Saba et al., 2024; Syahrivar et al., 2023; Twardowska-Staszek et al., 2021). The tendency towards hedonism is driven by an individual's pursuit of a high standard of living as a form of self-satisfaction. Among the students of UIN K.H Abdurrahman Wahid Pekalongan, most of those who engage in hedonistic behavior tend to prioritize material conditions to meet the satisfaction derived from a hedonistic lifestyle. It is noteworthy that some students who exhibit hedonic tendencies are those who are economically less supportive of their lifestyle but tend to have a strong desire or obsession to achieve it. This tendency is relevant as a profile of hedonism in a person if it is associated with the following basics. Basedon the description of activities and interests mentioned above, it can be stated that students who embrace a hedonic lifestyle have the following characteristics.

The theoretical study that has been presented in the previous chapter allows us to identify certain characteristics that appear in the students of UIN K.H Abdurrahman Wahid Pekalongan.

Tend To Indulge In Desires That Spontaneously Arise

This is evidenced by a number of student activities and interests that seem to be driven by the absence of careful consideration in fulfilling their desires, such as the tendency to buy brandedgoods without considering the price.

Has A High Above-Average Enjoyment Relative

Compared to other people, students of UIN K.H Abdurrahman Wahid Pekalongan tend to consume food, collect branded goods, and often choose places that can be said to be luxurious as favorite places. Relatively speaking, this indicates a relatively high standard of enjoyment compared tothe general public.

Prioritizing Worldly Needs

This is characterized by students' tendency to prioritize material needs to the exclusion of their academic responsibilities. It is apparent that these students have a high interest in appearance, as evidenced by their choice of clothing, make-up, and body care routines.

Therefore, it can be said that the prevalence of hedonic tendencies at UIN K.H Abdurrahman Wahid Pekalongan can be attributed to the characteristics of egocentric hedonism, namely the pursuit of maximum pleasure. This is evidenced by the frequent involvement of students in activities that in line with this lifestyle.

Factors Behind The Hedonistic Lifestyle Of UIN K.H Abdurrahman Wahid Pekalongan Students

Every individual who embraces a hedonic lifestyle is influenced by many factors. As stated by Kotler (in Nadzir, 2015), the factors underlying the hedonic lifestyle can be classified into two categories: internal and external.

In relation to the students of UIN K.H Abdurrahman Wahid Pekalongan, theoretical studies have identified two main categories of factors underlying the formation of hedonic lifestyles, namely internal factors, which relate to personality, and external factors, which include parenting andsocial class. Data obtained through three research instruments show that the social class factoris the most dominant factor influencing the hedonistic lifestyle of UIN

K.H Abdurrahman Wahid Pekalongan students. This includes friend invitations, friends' lifestyles that tend to be luxurious, and urban environmental factors that support hedonic activities. In addition, some students show a tendency to be influenced by personality factors and parental upbringing. Therefore, it can be said that the hedonistic lifestyle of UIN K.H Abdurrahman Wahid Pekalongan students is motivated by many factors, both internal and external factors. It can be concluded that external factors, especially social class, have the greatest influence on students' tendency to adopt a hedonic lifestyle.

Based on the previous description, it can be concluded that the three factors, namely personality, parenting, and social class, have their respective roles in influencing the hedonic

lifestyle of each individual or student. Every student who is indicated to have a hedonic lifestyle tends to be influenced by different dominant factors. However, it cannot be denied that social and environmental factors seem to be the main factors that play a role in shaping the hedonic lifestyle in students. This is because the current development facilitates hedonic activities, for example with the availability of high-quality hangout places. In other words, although internal factors such as personality and parenting are also influential, external factors, especially social class and environment, play a more dominant role in shaping hedonic tendencies in college students. This shows that the social and cultural environment has a considerable contribution in influencing students' lifestyles.

The Impact Of Hedonism Lifestyle On Academic Students Of UIN K.H Abdurrahman Wahid Pekalongan

In the previous literature review, the impact of hedonism lifestyle on student academics only includes academic procrastination and a decrease in grade point average. However, it does not rule out the possibility of other impacts that occur on students of UIN K.H Abdurrahman Wahid Pekalongan.

Based on information obtained through interviews and other research instruments, there are several impacts felt and recognized by students as a result of their pleasure-seeking lifestyle, including:

Procrastination in Doing Coursework

The data shows that the most common consequence of a hedonic lifestyle among students at UIN K.H Abdurrahman Wahid Pekalongan is delays in completing coursework.

Some students admitted that when they over-prioritize pleasure-seeking activities, they tend to neglect or become lazyto complete their assignments. For example, students majoring in x said that they often put offdoing their assignments until the last minute because they prefer to socialize every night. In addition, some students also stated that the results of the assignments they did were not optimal because they were done in a hurry and paid less attention to details. The impact of postponingacademic tasks can be categorized as a form of academic procrastination. This is in accordance with Schouwenburg's opinion (in Akmal, 2013) which states that one of the characteristics of someone who is an academic procrastinator is the tendency to choose activities that are more enjoyable than doing their obligations. Therefore, it can be concluded that the hedonistic lifestyle of UIN K.H Abdurrahman Wahid Pekalongan students has an impact on the delay in completing college assignments. This is a form of academic procrastination, where students prioritize fun activities rather than fulfilling their academic responsibilities.

# Semester GPA / GPA Dropped

Some students admitted that their GPA dropped because they prioritized pleasure activities. For example, a student majoring in X stated that his GPA dropped to 2.9 due to his frequent traveling activities. A similar experience was shared by Student X2, who indicated that his activities had an impact on his current GPA. This drop in academic performance was caused by absences in some courses, which resulted in unsatisfactory lecture results.

# History of Repeating Some Courses

Students generally realize that this history of repeating courses is caused by a lack of enthusiasm in attending lectures, because they prioritize leisure activities. This tendency to repeat courses is thought to be a result of a higher priority on leisure, thus reducing activity inlectures. Some students even choose to take a leave of absence.

# Inactive In Lectures

The most significant impact that can occur is that students tend to leave lectures, as experienced by X3 students who choose to work for material orientation and leave their lectures. Therefore, it can be concluded that the hedonistic lifestyle of UIN K.H Abdurrahman Wahid Pekalongan students has a negative impact on academic achievement, with a history of repeating courses and lack of involvement in lectures. This indicates a mismatch between students' hedonic lifestyle and their academic responsibilities.

# Student Perceptions Of Hedonism Lifestyle

In accordance with the theoretical framework proposed by Veenhoven (2003), students' perceptions of the hedonic lifestyle can be divided into two different categories. On the one hand, hedonism is viewed from the positive side, while on the other hand, hedonism is viewed from the negative side. Based on the results of the analysis conducted on students of UIN K.H Abdurrahman Wahid Pekalongan, it can be concluded that they generally have a positive perception of the hedonistic lifestyle. This is evidenced by the results of the questionnaire analysis which shows high percentage, as well as statements in interviews and documentation that support the notion that some students, especially from certain majors, view hedonism as somethingimportant and even a necessity. However, not

all students have this perception. There are also students who view hedonism not as an important need, resulting in a negative perception of thehedonistic lifestyle. Therefore, it can be concluded that the majority of UIN

K.H Abdurrahman Wahid Pekalongan students have a positive perception of hedonism, viewing it as a means to achieve happiness through the pursuit of pleasure. However, not all students share this view, with someexpressing a negative attitude towards hedonism.

Based on the description of the perception of hedonism lifestyle on the students of UIN

K.H Abdurrahman Wahid Pekalongan, it can be seen to what extent their opinions or opinions respond to the phenomenon of hedonism lifestyle that even exists in themselves. It turns out that it is not uncommon to consider hedonism as an important thing with the basic reason that everyone needs pleasure and entertainment as a balance, but on the other hand it does not rule out the possibility that there is an opposite opinion, even though in profile they are indicated by hedonism, but in perception they realize that hedonism is not merely an important thing or even anecessity.

# **CONCLUSION**

The hedonistic lifestyle among students of UIN K.H Abdurrahman Wahid Pekalongan is reflected in various aspects, ranging from activities, interests, to the characteristics inherent in them. In general, students who are indicated to have a hedonistic lifestyle tend to show a high interest in seeking and prioritizing pleasure above all other needs.

The factors behind the formation of a hedonistic lifestyle in students of UIN K.H Abdurrahman Wahid Pekalongan can be grouped into internal and external factors. Internal factors thatplay a role are personality factors, where individual personality characteristics can influence their tendency to live a hedonistic lifestyle. Meanwhile, the external factors identified are parenting and social class. Of the three factors, social class factors, such as the invitation of friends, the lifestyle of friends who tend to be luxurious, and the urban environment that supports hedonism activities, are the most dominant factors in shaping the hedonistic lifestyle among students of UIN K.H Abdurrahman Wahid Pekalongan.

The lifestyle of hedonism by students of UIN K.H Abdurrahman Wahid Pekalongan has a significant impact on their academic aspects. These impacts include delays in doing coursework, a decrease in Grade Point Average (GPA) or Semester Achievement Index (IP), a history of repeating several courses, and inactivity in attending lectures.

This shows that a lifestyle that is too concerned with pleasure can have negative consequences on students' academic success. Therefore, students need to manage their lifestyles more wisely to achieve optimalacademic performance.

The perception of UIN K.H Abdurrahman Wahid Pekalongan students regarding the hedonistic lifestyle shows two different views, namely positive perceptions that consider hedonism as important, and negative perceptions that view hedonism as not the main need. This reflects the existence of different awareness and understanding among students regardingthe phenomenon of hedonistic lifestyles.

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