

Communication Conduct of Hamur in Dealing with Consumerism

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Abstract: *The culture of consumerism is a significant and severe problem. This shows that Indonesian people tend to be consumptive and are considered less productive. As a consequence, Indonesia's Human Capital Index has decreased, resulting in a loss of competitiveness and difficulty facing the era of globalization. This research aims to describe the verbal and nonverbal communication of Hamur community members and analyze the communication behavior of Hamur community members in responding to compulsive buying using qualitative descriptive methods. The research was conducted in Yogyakarta as a center for Hamur community activities, both with status as an administrator and regular members with a membership period of at least one year and in the age range of 17-25 years with the determination of informants by purposive sampling with data collection methods in the form of observation, questionnaires, interviews, and Focus Group Discussion. Furthermore, the data obtained are tabulated according to the results of observations and interviews in the field. The results showed that the communication behavior of the Hamur community in dealing with consumerism by applying the concept of O2O (online to offline), which is an activity that starts in cyberspace and continues in the real world. Compulsive communication used is CMC (Computer-Mediated Communication) and Face To Face (FTF) communication.*

Keywords: Communication, Hamur, Consumerism

1. Introduction

The culture of consumerism is a significant issue and profound confidence in Shopping. This shows that Indonesian society tends to be consumptive and is considered less productive [1]. As a consequence, Indonesia's Human Capital Index has decreased, resulting in a loss of competitiveness and difficulty in facing the era of globalization [2]. Consumerism is a mindset and action of buying goods not because they need these goods, but because the act of buying itself gives satisfaction to themselves [3]. Consumption is considered capable of satisfying individuals to show their true identity. However, if the consumption is done excessively, it is called consumption [4].

As a social phenomenon, consumerism refers to a lifestyle that measures happiness in terms of ownership of certain goods [5]. Thus consumerism becomes a phenomenon of people's behavior that increasingly puts aside needs to obtain inner satisfaction with a desire for an item [6]. This consumerism is initiated by an owner of capital to sell the goods they produce to form a society's personality as if it were enslaved by producers [7].

Consumerism has become an unconscious consumption culture. Society has been in such a way tempted by consumerism to fulfill unlimited desires with limited capabilities [6]. The practice of consumerism is more easily recognized through consumptive behavior, namely buying or using an item without rational considerations and not based on need but based on a desire to achieve satisfaction [8]. Another concept related to consumptive behavior is compulsive buying, which is defined as purchasing a product to deal with negative feelings, stress, depression, and boredom [9]. The purpose of purchasing is not to consume the work but to get pleasure or satisfaction in the buying process [10]. Compulsive buying is considered as a result of

materialism and the harmful effects of consumerism [11].

Compulsive buying occurs in all economic groups [12]. Someone who shops compulsively is a spender who spends money quickly, and they form a self-image that other people should admire them with everything they have [13]. This shopping behavior is often referred to as shopping addiction that experiences shopaholic, a term for someone who has a compulsive shopping desire or desire [14]. Compulsive buying in adolescents is caused by family factors supported by the individual's internal condition in the form of low self-regulating ability [15]. Families who do not provide material and psychological support will impact a person's tendency to make compulsive purchases [16]. Likewise, families who are full of pressure will have an impact on compulsive behavior [17].

Children from broken home families tend to be materialistic and make compulsive purchases to deal with stress and unpleasant circumstances caused by parental divorce [18]. Indirectly, single parents do the improper socialization to them, namely, to replace their sadness by giving gifts in the form of goods or materials [19].

Compulsive buying is a psychoeconomic phenomenon that affects people's lives, especially those living in urban areas [20]. Compulsive buying is defined as a repetitive buying activity resulting from an unpleasant event or a negative feeling due to addiction [21]. Characteristics of individuals who tend towards compulsive buying behavior are buying products not because of their usefulness [19], [22] buying is done repeatedly without considering negative impacts such as reduced finance, [23] purchases that are not intended and made suddenly, [24] this behavior is less controllable because of psychological urges, [13] a strong urge to buy suddenly.

This research needs to be done to get an overview of the

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forms of verbal and non-verbal communication in dealing with consumerism by preventing or reducing compulsive buying among broken home adolescents who are members of the Hamur community.

2. Research Methods

2.1 Types of research

The research method is a scientific way of obtaining data for specific purposes and uses. Based on the objective, this study uses a descriptive method with a qualitative approach.

2.2 Research sites

The research was carried out in Yogyakarta as the center of HAMUR community activities, although the community members are not only those who live in Yogyakarta.

2.3 Research Informants

The research informants were members of Hamur, both with status as board members and regular members with a minimum membership period of 1 year and aged 17-25 years. The age range is included in the category of adolescence. Simultaneously, the membership period for one year is assumed to have interacted with other members to affect their communication behavior indirectly.

2.4 Types and Sources of Data

In this study, informants who were used as sources of information were members of the Hamur Community, both as administrators and regular members, with the technique of determining information by purposive sampling, namely active members with a minimum membership period of one year and aged between 17-25 years.

2.5 Method of collecting data

Data collection was carried out qualitatively using natural settings (natural conditions). The primary data sources were Hamur members, Hamur administrators, family members, and their friends, and more data collection techniques were participant observation, in-depth interviews. They performed to 10 members and one of their family members or close friends and documentation in the form of photos. The data collection methods in this study are:

1. Participatory Observation Techniques, namely data collection techniques carried out by direct observation of the Hamur community activities
2. Participatory Observation Techniques, namely data collection techniques carried out by making direct observations of Hamur community activities.
3. Questionnaires, namely, distribute questionnaires to Hamur members to determine trends in communication behavior and communication models used to deal with consumerism.
4. Interviewing Techniques, Using semi-structured interviews to find problems more fully so that the resource person will be more open, and the information provided is by the field's reality. The interviewed informants were

selected from those who had previously filled out a questionnaire, namely ten informants who showed differences in communication behavior and communication models' answers. In the interview process, the data obtained are in the form of words and actions of respondents or informants who have been interviewed. The data obtained are used as primary data.

5. Focus Group Discussion (FGD) was conducted to obtain information directly from various points of view with 10 participants.

2.6 Data analysis

Data analysis was carried out simultaneously with the data collection process. The stages of data analysis, according to what Miles & Huberman expressed in Moleong (2005), were carried out as follows:

1. Data collection Researchers recorded all data objectively by the results of observations and interviews in the field.
2. Data reduction is made by selecting the main things by the focus of the research. Data reduction is a form of analysis that classifies, directs, removes unnecessary, and organizes data that has been reduced, providing a sharper picture of observations' results.
3. Presentation of Data Presentation of data is a set of structured information that allows concluding and taking action. Data presentation is a form of analysis in the form of matrices, maps, charts, etc. so that data can be easily understood.
4. Decision-making/verification or concluding is carried out based on data reduction and data presentation, which is the answer to the study's problems.

2.7 Data Validity

The validity test of data in qualitative research includes credibility, transferability, dependability, and confirmability tests using data or source triangulation techniques because data collection uses various data sources. In addition to extracting data from different sources, data triangulation techniques also make it possible to collect data from other data collection techniques. This study uses more than one type of data collection technique.

3. Results and Discussion

3.1 Verbal and Non-Verbal Communication Models in Addressing Consumerism

Both forms of communication, namely verbal and non-verbal, are often used in everyday life in various communication contexts. The same applies to the attitude of Hamur members towards consumerism. This communication behavior is shown when facing and witnessing the buying behavior of friends or relatives around him.

Verbal and non-verbal communication together form meaning for the communicant [25]. Non-verbal communication complements, confirm and supports the delivery of spoken messages. Through the right combination of use will increase the effectiveness of communication [26]. What is meant by the communicator will be understood by

the communicant so that there is no misunderstanding between them.

The table below shows the verbal communication made by Hamur members to friends or relatives their age who are considered consumptive behavior.

Table 1: Verbal Communication in Responding to Consumerism

Forms of Verbal Communication	Sample case
Reprimand	1) They were buying goods without considering financial conditions. 2) Shopping was different from the original plan.
Advise	1) But because it's on a discount 2) Make compulsive purchases
Remind	Purchasing branded goods at high prices because of prestige or to increase self-confidence
Confirm	Buying up because of a deal so that the items purchased are not necessarily what you need
Give certain designations	1) They are calling consumptive to those who shop excessively and not according to their needs. 2) Calling victims of advertising to those who are easily persuaded by advertising to make a purchase
Praise	1) Make a nut of consideration before Shopping. 2) Not tempted by seduction rayuan sales promotion girls
Prevent	1) Make compulsive purchases 2) Over-shopping because of discounts
Answer the question	About product quality
Give consideration	Whether or not to buy a product
Willing to listen	1) Reasons for purchasing a product 2) Experience getting quality products at a low price

Forms of verbal communication carried out are reprimanding, advising, reminding, confirming, giving specific titles, praising, preventing, answering questions, showing consideration, and being willing to listen. Reprimand, for example, by saying: don't be wasteful. Advise friends to be frugal. Remind to be careful in spending. Confirm if you buy too much because of a discount by asking whether you need the item or asking for a second thought to differentiate between needs and wants not to be consumptive. The title of consumer or ad victim is commonly used but will not use labeling or judgmental words: pretentious rich or upstart. Praising a thoughtful friend or relative before purchasing by saying "great" or "smart consumer." Praise is also given to friends or relatives who are not tempted by SPG's persuasion (Sales Promotion Girls). Prevent making compulsive discounted purchases by saying, "don't be tempted easily."

Verbal communication is also shown when they are willing to answer questions about product quality. This is important to consider before making a purchase. It is also to assess the right price for a product. The high cost should be for a high-quality product so that it cannot be considered expensive. Meanwhile, low prices are not always for low-quality goods. Therefore they are also willing to give considerations whether or not to buy an item if requested.

Listening skills are also crucial in supporting communication effectiveness. Listening skills must be possessed by both communicators and communicants to avoid misunderstandings. Often occurs the communicator dominates by continuing to speak without listening to the communicant's objections, opinions, and desires. It is almost sure that communication like this will fail because no dialogue accommodates the interests of the two parties involved in the communication process. Communication that

is linear or unidirectional without the opportunity to respond causes messages to tend to be ignored.

The willingness to listen is shown by them when someone gives a reason why they buy a product. It is impossible to buy without cause, even if the reason is considered absurd. These reasons include increasing self-confidence, letting go of disappointment, sadness, and heartache or simply so that they are not considered out of date. Listening to stories about someone's experience of getting quality goods at low prices is also done to understand why everyone is hunting for items at a discount. Understanding this brings out empathy.

Although, in most cases, they respond through verbal communication, there are some cases that they do not react or choose to remain silent. Some of them are in the following circumstances:

1. They were seeing friends or relatives intending to buy things that are expensive and burden them.
2. They were seeing friends or relatives buying clothes like their idol's clothes, which are quite expensive.
3. I am seeing friends or relatives tempted to buy products offered at supermarkets or malls.
4. When you see friends or relatives borrow money to buy the latest fashion clothes, shoes, or bags. When you meet friends or relatives who are sad or disappointed, they shop a lot just as an outlet.

They claim that a friend or relative's action is a personal choice so that other people cannot prohibit it. Even reprimanding, reminding, or advising must be done subtly using kind words so that it does not offend or appear to be controlling and patronizing. If they are not careful, they can be seen as meddling in other people's business. Moreover, the money used is one's own, so it is free to buy anything to fulfill wants and needs.

Verbal communication is closely related to the words spoken. Degrading and convoluted talk is avoided in dealing with the consumptive behavior of the people around the informants. They are more likely to choose to use language equality, balance, confirmation, and euphemisms. The use of angry words is never used to express resentment at consumptive behavior or compulsive buying. More often, reprimand, remind and confirm to make people around them who show indications of consumerism through consumptive behavior and compulsive buying.

By Mark L. Knapp's statement in Cangara (2007), non-verbal communication serves to (a) convince what is said, (b) show feelings and emotions that cannot be expressed in words, and (c) add or complement the utterances that are not yet perfect. The intonation of the voice and the gaze helps to convince and refine speech. The effect on the communicant is less strong without changes in voice intonation. Increased

intonation will be more noticed and listened to than flat voices or slurred mumbles. The gaze shows more significant concern and emphasizes the importance of speech. Shedding glances mean a lack of interest in the conversation. Patting the shoulders and hugging are expressions of feelings and emotions that cannot be expressed in words. However, its use must be careful considering the cultural factors of the community. Embracing certainly cannot be done to the opposite sex, who is not related by blood. Even patting the shoulder may not be responded well by the opposite sex. Therefore, the expression of this feeling will be safer to show in same-sex relationships. The culture of society will accept it more as a custom.

In addition to verbal communication, this study further reveals non-verbal communication in addressing consumerism, as summarized in the table below.

Table 2: Non-Verbal Communication in Addressing Consumerism

Types of Non-Verbal Communication	Sample case
Voice intonation	1) Reprimand friends when buying things they don't need. 2) Forbid buying something. 3) Remind to stick to shopping records. 4) They are praising friends who are smart in managing their finances. 5) They know that friends or relatives borrow money to buy things to maintain prestige alone. 6) When mentioning that the goods purchased by friends or relatives are not qualified. 7) Reprimand friends or relatives who have limited money but insist on buying branded goods at high prices
Stare	1) When reprimanding not to overdo Shopping. 2) When prohibiting buying discounted goods. 3) When advised to shop according to their needs and financial conditions. 4) When advising against Shopping when in a bad mood. 5) Listen to stories about the experience of getting the right item at a low price.
Smile	1) They know that a friend or relative has succeeded in selecting items according to their needs. 2) Knowing a friend or relative is keeping their shopping records. 3) when someone succeeds in overcoming the persuasion of SPG (Sales Promotion Girls) in a mall or supermarket
Pat on the shoulder	1) When friends or relatives spend a lot of time in the discount box for clothes. 2) When a friend or relative wants to make a purchase immediately after listening to promotion from SPG (Sales Promotion Girls)
Embrace	1) When a friend or relative succeeds in deciding to purchase a product based on their needs 2) When friends or relatives are disappointed because they have not enough money to buy the desired item
Distance setting	Get close when advising so as not to be consumptive.

A raised tone of voice is usually used when disagreeing with a specific action being performed. In this study, the informants admitted to using high voice intonation to admonish, remind, prohibit and disapprove of a story, in this case, borrowing money to buy appearance enhancing items to maintain prestige in front of friends. A happy reaction to something is also often indicated by a raised tone of voice. This is done when praising a friend who takes action as expected, causing sympathy. Low voice intonation is used to express disappointment with something. Here it is shown when he found out that the item a friend bought was of low quality.

The eyes show the seriousness and importance of something being discussed. Conversely, don't stare when you disagree with something or think it's unimportant. Meanwhile, smiling is an expression of joy, pride, and satisfaction. Shows positive feelings about something. Patting on the shoulder is often done to encourage and support someone to do something. This means we agree with what the person is doing. Embracing is a more robust emotional expression to express sympathy and help reduce sadness or disappointment with something. Spacing when communicating shows the communicators' closeness; the closer their relationship is, the closer the distance between them is speaking. In this study, the informant stated that he would approach advising to make it more accepted and not seem to be patronizing. The

proximity of the distance will also facilitate receiving the contents of communication messages.

Nonverbal forms of communication, which are categorized as body language, for example, are like staring at the other person. At the same time, paralanguage is shown through high and low voice intonation. Another form is touch, such as tapping the shoulder and embracing to express certain feelings. Proxemics is the use of personal space through distance management in communication. Therefore, criticizing and giving advice will be more heard and accepted when done using close or close distance.

Addressing consumerism is not accessible if it is only delivered verbally with the support of non-verbal communication [27]. There are other forms of expression through writing but beyond the purpose of this study. However, the researcher tried to ask whether the informants had ever written about consumptive and compulsive buying. It turns out that they have never seriously discussed consumerism in writing, such as popular articles or expressions of conscience on personal blogs [28]. Several terms are found to address consumerism through social media in the form of satire or joking styles.

As survivors of a broken home, they focused more on developing themselves and achieving according to their capabilities. This is considered more important than paying attention to the consumptive behavior of the people around them. Even so, they feel that they care about friends or relatives who show consumptive behavior and make compulsive purchases. As much as possible, it will be prevented from being more careful in spending and not being tempted by various forms of promotion. Don't waste money just for the sake of prestige because buying things for the sake of reputation is a waste. Not much different from compulsive purchases made spontaneously without consideration. This happened because of the influence of the promotion and negative emotions in the mood. Buying becomes an antidote to sadness, disappointment, or anger. Buying creates satisfaction because it is a means of self-expression and self-actualization. As the saying goes: I shop, so I exist.

An informant admitted that he occasionally shopped shopping to treat heart wounds. This action brings joy and satisfaction. The admissions are disclosed below.

"Shopping makes you happy. Can eliminate feelings of sadness and disappointment. Getting the item we want feels like a gift. It's not wrong to reward yourself. Every now and then a lot of Shopping to please your heart is okay. But I also know I don't have much money. So you can't shop often "

The use of verbal communication in responding to consumerism was stated by EA informants as follows:

"Reprimand friends can't go around. We mean good, but they may not accept it. It depends on how and when we talk. You can't just talk, and you can't do it with just anyone. If you weren't close, you wouldn't dare to speak up or remember a problem like this. That's their business. Their own money. What are we doing?

Even though consumerism is considered a bad thing, informants still have to feel the relationship's closeness, convey the message, and when is the right time to get the news. About the context of the time, it turns out that this is by one of the communication principles, which summarizes several experts' opinions, namely contact occurs in a physical/spatial, time, social and psychological context. Time affects the meaning of a message because it affects the perception of the importance of the message. Therefore, news delivered at the wrong time will be ineffective in changing a person's attitude. Also, the psychological atmosphere of communication participants will affect the atmosphere of communication. Reprimanding a friend not to overspend in casual or casual circumstances will be taken casually or casually. Different responses will occur if you charge when the friend is in a bad mood. It could be angry or even accuse us of feeling jealous of his financial ability to meet his needs and wants.

When people communicate, they predict the effects of their communication behavior. This prompts people to choose specific strategies based on how the person receiving the message will respond. Reprimanding, reminding, confirming, and advising friends or a relative not to be consumptive also requires specific strategies based on their communication behavior [29]. Therefore, we must pay attention to the choice of words to not appear condescending, judgmental, or patronizing. Thus communication will be useful in changing thoughts, attitudes, and behavior.

3.2. Communication Behavior in Responding to Compulsive Purchases

Communication behavior is an action or action displayed by a person when receiving or delivering an observable communication message. In this study, communication behavior means the stories or activities of adolescents who are survivors of a broken home and become Hamur members when involved in the communication process about compulsive purchases, namely repeated purchases as a result of unpleasant events or negative feelings because a sense of addiction (addiction), depressed or bored so that it is considered as expenditure and expenditure that is detrimental.

Compulsive buying often occurs spontaneously without an initial plan, so it is a form of buying with weak or excessive control. Adolescents are a group that often makes compulsive purchases [15]. Likewise, broken home adolescents need stress-reducing facilities through fun activities, one of which is shopping. However, this can be detrimental in both the economic and psychological fields [14]. Economically, it causes someone to be in debt, unable to save money, or maybe even caught in a legal case because of fraud if the urge to shop cannot be controlled, and the financial condition is not supportive. Psychologically compulsive purchases often lead to guilt for spending money on unnecessary things. Anxiety and depression can also arise when they realize that Shopping cannot eliminate negative feelings [30].

Through interactions with friends and relatives, the types of compulsive buying that the informants of this study could identify were as follows:

1. When walking at the mall, someone buys shoes because there is a discount even though they did not previously intend to purchase shoes.
2. When emotions are unstable (sad, angry, or disappointed), someone goes to the mall and buys things that are not needed.

3. Someone often looks at the items sold in the online shop and makes a purchase transaction if they find a suitable item.
4. Someone runs out of money at the end of the month, buying things they don't need.
5. Someone buys or consumes something because it can cause pleasure or satisfaction.
6. Someone has the latest gadget that can increase confidence in front of friends.

The communication behavior in response to compulsive buying is summarized in the table below.

Table 3: Communication Behavior in Responding to Compulsive Purchases

Communication Behavior	Case
<ul style="list-style-type: none"> • He was confirming/asking if he needs shoes. • Say a sentence with a high intonation. 	When walking at the mall, someone buys shoes because there is a discount, even though they did not previously intend to purchase shoes.
<ul style="list-style-type: none"> • Remind him that the things he bought are not drugs to get rid of negative emotions. • Say a sentence with a low intonation while staring and embracing. 	When emotions are unstable (sad, angry, or disappointed), someone goes to the mall and buys things that are not needed.
<ul style="list-style-type: none"> • Reprimand to consider financial needs and conditions • Say a sentence with a low intonation while looking at him 	Someone often looks at the items sold in the online shop and makes a purchase transaction if they find a suitable item.
<ul style="list-style-type: none"> • Advise to be careful in managing expenses and not to buy because of emotion or to pursue prestige • Say a sentence with a low intonation while looking at him. 	Someone runs out of money at the end of the month buying things they don't need
<ul style="list-style-type: none"> • Advising to buy goods as needed, not for pleasure or satisfaction • Say a sentence with a low intonation while staring and embracing. 	Someone buys or consumes something because it can cause pleasure or satisfaction.
<ul style="list-style-type: none"> • Remind that the source of self-confidence comes from internal factors, not because they have the latest gadgets. • Say a sentence with a low intonation while staring. 	Someone has the latest gadget that can increase confidence in front of friends.

Consumption is an activity aimed at reducing or depleting an object (goods and services) to fulfill needs. The primary purpose of a consumption activity is to meet the various needs of life directly. Thus consumption behavior is an activity in consuming a product to meet needs [31]. Before finishing, it is preceded by a buying process, one of which is compulsive buying. Seeing the long-term adverse effects of compulsive buying, verbal and non-verbal communication is needed to awaken and remind adolescents not to become accustomed to making compulsive purchases [32].

How to prevent compulsive buying is difficult today. Compulsive purchases do trigger consumptive behavior. The constant advertising and ease of shopping online have increasingly played a role in nourishing consumerism. Teenagers have been accustomed to consumptive since childhood because they don't want to miss fashion clothes or gadget models [19]. Owning the latest product is believed by them to increase their self-confidence. The value of a person is measured based on his ownership of certain branded goods [31].

The times have influenced someone's buying behavior. The flood of goods on the market affects a person's attitude towards buying and using goods. Purchasing a product is no longer to fulfill a need, but because of want. The progress of the era causes consumptive desire and purchasing power also to increase [32]. What was previously unknown has now become commonplace. Habits and lifestyles also change in a relatively short period, leading to increasingly luxurious and extravagant [33]. This consumption pattern occurs in almost

all levels of society, although at different levels. Virtually no group is spared from this.

In the beginning, Shopping was a concept that showed activities to get goods to meet daily needs by exchanging money as a substitute for these goods. Shopping has currently developed its meaning as a reflection of a lifestyle and recreation for certain social circles. As for adolescents, Shopping has its importance [34]. Shopping becomes a means of satisfying the desire for goods that are not needed, but because of trends or popular fashions, they feel that they have to buy these items.

Along with the times, there are innovations in shopping methods presented by the internet in online shopping. The online shopping trend has started to become a habit for most Indonesians. The awareness of Indonesian consumers to use online Shopping as a means of shopping in this digital era has increased. Online Shopping is now often done because it is considered more comfortable.

Online shopping behavior has spread among teenagers because of the appearance of the goods on offer and friends' influence. Online Shopping is a way of Shopping that makes it easier and more attractive for teenagers to buy goods by looking at their appearance. Through online Shopping, teenagers show the community and their environment that they are the same and can be among groups with the same lifestyle. This is how they conduct their identity, communicate, and show they deserve to be in a particular group.

They then use toys to dispel negative feelings they are experiencing. Furthermore, adolescents who have relied on emotional support material can develop compulsive shopping behavior due to the negative emotions they experienced as a child [35]. Problems in the family that are experienced after childhood can also strengthen compulsive shopping behavior in adolescents. In the end, individuals who have compulsive shopping behavior will continue to face their life problems by Shopping. Adolescent buying behavior is often in the form of compulsive buying, which also shows consumptive behavior. The way to overcome this is done by understanding consumption correctly to distinguish between needs and wants. Conditions are what we need, so there are limits. Meanwhile, desire is what we want, so it is unlimited. Requirements can be fulfilled, but cravings are never satisfied.

Broken home teenagers are considered consumptive because they are likely to make compulsive purchases due to an unpleasant family condition that causes stress. According to the informants, they are not consumptive. This is expressed in the following statement.

"I am not tempted to shop because of discounts, to buy goods because of certain brands or for the sake of prestige. I am already PD without having to own things like those of friends. For me, what is more important is achievement and inspiration. If friends often shop and can't control expenses, I ask if my finances are safe until the end of the month. Sometimes I casually ask why buy expensive things just to pursue prestige. PD again. Be yourself "

According to the informants, communication behavior, which is more appropriate in responding to compulsive buying, is to invite him to discuss consumption, needs, and financial management. Discussions open up dialogue so that no one dominates communication. Preventing or prohibiting compulsive buying is useless because it is bound to get rejected. Reprimand and advice can be done as long as it is not judgmental or patronizing. Reprimands and advice that are adequately conveyed will get a good response too. Changing habits is not easy, but it is still possible. Therefore we need a strategy in giving messages.

Teens that are accustomed to and enjoy doing. Compulsive buying doesn't just want to be reminded, reprimanded, or advised because they think it's a private matter that no one else needs to interfere with. Therefore, the informants feel more comfortable when they face fellow teenagers who are broken home who make compulsive purchases. Similar family backgrounds make it easier to approach and communicate because they have more or less the same experiences and feelings.

In communication, there are known homophiles and heterophile to show similarities and differences in interactions and communication between humans. Homophile is the degree of equality in some issues such as beliefs, values, education, social status, and others, between pairs of interacting individuals. At the same time, heterophile is the degree of difference in some issues between teams of interacting individuals.

The element that makes a person's interaction more intimate and communication more open is the perception of the similarity of various things, including appearance, ethnicity, place of residence, geography, background, attitudes, values, and personality. These feelings make it possible to achieve the same perception and meaning of an object or event. In research on compulsive buying and consumerism, adolescents with the same background as broken home teenagers show the same attitudes towards compulsive buying and consumerism. Therefore, it is easier to make them aware of avoiding this behavior if done by fellow broken home teenagers. In heterophile situations, this requires a more significant effort to gain acceptance.

The financial conditions of the teenagers who are members of Hamur are not too different so that saving is an important issue for them. Most of them are in the care of mothers who have financial problems on average. Life will not be accessible even if they show consumptive behavior as a result of compulsive buying.

In general, Hamer's broken home adolescents show communication behavior that tries to prevent compulsive buying as a first step to avoiding consumptive behavior. Unfortunately, not all are willing to stop it after facing responses from those around them that are not always positive. This is a challenge that must be overcome. But in reality, they prefer to avoid being seen as meddling in other people's affairs. More excellent care is given to fellow broken home teenagers. This is driven by the similarity of backgrounds, which also have the same financial condition.

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