

## Rational Emotive Behavior Therapy Approach Module with Group Settings to Reduce Youth Consumptive Behavior

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### Abstract

Consumptive behavior among adolescents is one of the phenomena that occur, in urban and rural areas. The tendency of adolescents to spend more money on their needs without thinking about the benefits of these goods. Teenagers often buy goods not because of the main needs in life, but lifestyle needs such as, excessive food purchases and for shopping for food and online services, which in turn causes waste and this phenomenon occurs in the Adolescent Family Development know as *Bina Keluarga Remaja* (BKR). The purpose of this study is to describe the consumptive behavior of adolescents to be able to help BKR coaches and counselors to reduce adolescent consumptive behavior. This research uses development method with the ADDIE pattern. The preparation of the test involved three experts and the implementation was assisted by the BKR Trustees and Counselors. The instrument used was a statement of consumptive behavior questionnaire using a Likert scale. Data analysis was performed with a description and the results of data analysis showed that the consumptive behavior of adolescents was in the medium category and tended to be high. For this reason, it is necessary to develop a module that can be used by BKR coaches and counselors and adolescents in reducing consumer behavior. The module material is taken from the three highest aspects, namely aspects of looking for pleasure, impulsive buying, the latest aspects of fashion, and supported by two other aspects, namely aspects of motives and aspects of waste. And the final results show that the resulting module is effectively used to reduce teenage consumer behavior.

**Keywords:** teenagers, consumptive behavior

### Introduction

Consumptive behavior among adolescents is one of the phenomena that occur, in urban and rural areas. The tendency of adolescents to spend more money on their needs without thinking about the benefits of these goods. Teenagers often buy goods not because of the main needs in life, but lifestyle needs such as, excessive food purchases and for shopping for food and online services, which in turn causes waste and this phenomenon occurs in the Adolescent Family Development (BKR). The purpose of this study is to describe the consumptive behavior of adolescents to be able to help BKR coaches and counselors to reduce adolescent consumptive behavior. This research uses development method with the ADDIE pattern. The preparation of the test involved three experts and the implementation was assisted by the BKR Trustees.

Consumptive behavior among adolescents is one of the phenomena that occur, in urban and rural areas. The tendency of adolescents to spend more money on their needs without thinking about the benefits of these goods (Celia, 1998). Lubis (in Palupi, 2018) said that consumption is a buying attitude carried out by someone who is no longer based on rational thinking but is at the level of buying goods because of irrational desires. The tendency of individuals, especially among adolescents who buy goods that are not necessarily used and useful for him.

Consumptive behavior is the desire to consume goods actually less needed excessively to achieve maximum satisfaction and simple lifestyle and this is not based on rational thinking but only in the desires of adolescents only (Damsar, 1997).

According to Erikson adolescents from a psychosocial perspective, their age is a search for identity. This period of adolescence is in a continuum between identity and identity confusion. The problem faced by adolescents is an absolute in undergoing the process of growth, and in achieving and fulfilling its developmental tasks. According to Havighurst, there are several tasks for adolescent development, one of which is achieving economic independence (Yusuf, 2004).

The above opinion explains that at the stage of its development adolescents are expected to complete their developmental tasks, one of which is in the field of entrepreneurial behavior (economic independence) by not behaving in a consumptive manner. This independence behavior is a task for adolescents because adolescents must learn and practice in making plans, choosing alternatives, making decisions and acting in accordance with their own decisions and taking responsibility for everything they do including financial management.

Economic independence can be defined as the desire to do everything for yourself, in order to be able to create a life in managing economic problems, and not depend on parents. The purpose of gaining independence is a task for adolescents. One of the basic Economic independence is the basis of culture, this cultural basis ultimately raises one of the problems for adolescents namely consumptive behavior that results in waste (Asiyah, 2013).

According to Neufeldt, consumptive behavior is an irrational action that economically leads to waste. Psychologically this causes anxiety and insecurity (Tambunan, 2001). Meanwhile, in the opinion of Engel, Blackwell and Miniard said that lifestyle is a reflection of one's activities, interests and opinions. So many consumptive behaviors are associated with one's lifestyle. Based on the statement above if someone spends a lot of time and money on things that are not useful, excessive or not according to needs, and only concerned with desires, then this lifestyle is categorized as consumptive (Pertiwi, 2018).

Based on Wahyunanda's research (2018) of Indonesia's total population of 265.4 million, social media active users reached 130 million with a penetration of 49 percent and previously in 2017 the majority of netizens came from young people with a percentage of 80 percent, and in 2014, at least 30 million children and adolescents in Indonesia are internet users. This shows the high level of consumptive behavior among adolescents both in terms of the use of goods or services.

If the tendency to shop and play online or offline games at school age is not reduced, it will have a negative impact on adolescents at the next level of education, namely the presence of consumptive behavior. This can be seen from the results of the Indonesia Stock Exchange Investment Gallery Gallery Faculty of Economics, State University of Padang, 2017 and 2018 students. In 2017 of 1,133 active students, investing was 280 people. This means that only 21% of students are productive, so in 2018 out of 1,131 students only 111 people invested, which means only 9.9% of students were productive.

The results of interviews conducted by the author, teens are always interested and tend to adopt new things in their environment. Then the rapid physical development that causes adolescents to tend to try to appear as attractive as possible, both in association with the same sex, opposite sex, and with the wider community in general. This can be seen from the phenomenon that occurred in Mount Pangilun, Padang. The tendency of students to shop/eat excessive food without thinking about finances buy famous branded foods such as KFC, Mc Donald, J.Co directly and the habit of using the time to play excessively so that they forget about school assignments and some are playing online games or offline or even online shopping. Under these conditions, the researchers wanted to find out more about the level of consumptive adolescents in the Adolescent Family Development.

## Methods

This research will develop a module that is expected to prevent problems that occur in the field related to the phenomenon of adolescent consumptive attitudes, especially in early adolescence. This is based on the opinion of Dick, Carey, and Carey (2001) that ADDIE is a general-purpose module, most useful for creating instructional products, but is also applicable for program design.

The ADDIE module is a development research module that is general, systematic and has a phased framework so that each element has a connection with one another. This is consistent with the opinion of Leshin (1992) that "the ADDIE module is a generic, systematic approach to the instructional design process, which provides instructional designers with a framework to make sure that their instructional products are effective and that their creative processes are as efficient as they can be ". The development procedures applied in this study follow the steps of development according to the ADDIE module, which includes Analyze, Design, Development, Implementation, and Evaluation.

## Results and Discussion

According to Wahyudi in (Kanserina, 2015) "Consumptive behavior is the attitude of someone who is no longer based on rational considerations, mathematical tendencies, a great desire to have luxury and excessive objects and the use of all things considered the most expensive and driven by all desires to fulfill the desire of pleasure solely. "Consuming, in this case, is no longer done because the product is needed, but consumption is done for other reasons such as just going with the flow of fashion, just want to try new products, want to get social recognition and so on.

Consumptive behavior can be said as delinquency or deviant attitudes when teenagers shop by using excessive allowance, lying to parents to get money to shop, selling valuables to shop and stealing parents' money to buy things they like (Anggreini, 2014).

Consumptive behavior is an attitude of buying goods and services that are less needed and only prioritize the desire factor rather than the need factor, and there is no priority scale or can also be interpreted as a luxurious lifestyle so that consumptive people can be said to no longer consider function or usefulness when buying goods but consider the pretense attached to those goods which consume excessive goods or services (Warsito, 2008).

Teenagers have independent choices, are independent about what they want to do with their money, and determine for themselves what products they want to buy. However, adolescents as consumers have characteristics easily influenced, and easily persuaded advertising, not thinking frugal, less realistic. Relation to behavior even though adolescents are still of school age. However, marketers know that their income is unlimited, in the sense of being able to ask for money at any time from their parents (Putra, 2009).

Teenagers are always interested and tend to adopt new things in their environment. Then the rapid physical development that causes adolescents to tend to try to appear as attractive as possible, both in association with the same-sex, opposite sex and with the wider community in general. Attract the attention of friends by buying the same items as friends, eating the same food with friends, following a friend's shopping style, such as ordering food through online services because they are accustomed to shopping practically, spending time playing with friends, shopping for excessive food so that it drains money excessive snacks and willing to owe with friends. This is what happened at the Mount Pangilun Youth Youth Development Board (BKR) in Padang.

Public attention towards consumptive behavior in adolescents is lacking because consumptive behavior in adolescents is almost without intervention from parents. Today's parents tend to obey what their children do with the adolescent's lifestyle. Consumptive patterns of adolescents need to be addressed because the consumptive lifestyle can hurt society. This consumptive life pattern causes a high-cost situation, namely consumer behavior that tends to incur high costs to meet their needs. If this is not resolved it will continue to take root in lifestyle and will continue into adulthood. As a result of this consumptive behavior in adolescents can encourage someone to do dishonest actions such as stealing, mocking, being blackmailer, killing and whoring to get what is being his wish (Yuanita, 2003). The government-owned effort to overcome this problem is to have a BKR (*Bina Keluarga Remaja*) program, which is an effort to empower the resilience of families who have teenagers (BKK PPKB, 2009).

**Table 1 Results of Analysis of Adolescent Consumptive Behavior Needs (n = 11)**

<b>Numb.</b>	<b>Category</b>	<b>Range Score</b>	<b>F</b>	<b>%</b>
1	Very Hight	> 179	1	9, 09
2	Hight	145-178	10	90, 9
3	Medium	111-144	0	0
4	Low	77-110	0	0
5	Very Low	< 76	0	0
<b>Amount</b>			<b>11</b>	<b>100</b>

*Source: Processed Primary data*

The table above shows the conditions of adolescent consumptive behavior developed into 5 sub-variables, each indicator grouped into 5 categories ranging from very low to very high, from 11 teenagers 1 (9.09%) people are in the very high category, 10 people (90.9%) are in the high category. This means that adolescents who have consumptive behavior.

Based on the results of this study, it can be illustrated that the conditions of adolescent consumptive behavior have problems. One of the phenomena that can be concluded is adolescents. When viewed from each statement item in the study of the needs, it can be seen that there are 6 statement items with a high value and are included in 3 indicators.

Based on this phenomenon, we need a media that makes it easy for teens to reduce consumer behavior. A module is a unit of a planned learning program, designed to help participants achieve the training objectives of a self-contained and self-instruction learning package, which is self-learning material. Students are given the opportunity to manage their study time and understand the subject matter independently. Modules are media that can be used by teenagers without dependence on the material provided. This will form the independence of adolescents in reducing consumptive behavior in themselves. And the module material is taken from the 3 highest aspects, namely aspects of looking for pleasure, impulsive buying, the latest aspects of fashion, and supported by two other aspects, namely aspects of motives and waste.

After the needs analysis phase, and the module is designed, then in the module development stage the feasibility test is carried out in appearance and content by 6 experts/experts, namely: in terms of appearance, namely: (1) Dr. Darmansyah, ST, M.Pd., (2) Dr. Ramalis Hakim, M.Pd., (3) Dr., Abna Hidayati, S.Pd, M.Pd, with a very decent assessment, and by 3 experts, namely (1) Prof. Dr. Neviyarni S, MS. Kons., (2) Dr. Yarmis Syukur, M.Pd, Kons., (3) Dr. Yeni Karneli, M.Pd, Kons, with a proper assessment. After the feasibility test was then tested for the use of 1 BKR coach and 6 BKR members who produced the modules produced very well and used to reduce the consumptive behavior of adolescents, then the researchers conducted a product implementation for all BKR members consisting of 11 people. This implementation activity was carried out with a collaborative strategy with the BKR supervisor. The use of this collaborative strategy is used because of the limitations of researchers in making approaches both verbally and non-verbally with BKR members. From the results of this implementation, the results obtained that the product namely "REBT Counseling Module with group settings to Reduce Youth Consumptive Behavior" effective and significant is used to reduce adolescent consumptive behavior.

## **Conclusion**

Based on the discussion and analysis of the data above, it can be concluded that the consumptive behavior of adolescents is in the medium category and tends to be high. This condition is a problem that must get special handling so that a module is needed to reduce the consumptive behavior of adolescents so that adolescents are able to become productive adolescents today. Then the module to be developed will be taken from the 3 highest aspects, namely the aspect of looking for pleasure, impulsive buying, the latest aspect of fashion, and supported by two other aspects, namely the aspects of motives and aspects of waste. After being

tested for eligibility, the usability and effectiveness of 11 teenagers in the BKR members produced effective modules to reduce teenage consumer behavior.

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