

Classical Mentoring Services To Overcome Consumptive Behavior Of High School Students

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Abstract—Classical guidance to overcome students' consumptive behavior is guidance and counseling services that can provide an understanding of a person's behavior. This study aims to look at classical guidance services in dealing with the consumptive behavior of high school students. It was found that students who still have consumptive behavior in the school environment such as still using ineffective money, for example, spend more on less important needs compared to school needs. The problem examined in this study used the guidance and counseling research approach (PTBK). The target subjects of the study were 15th grade students of Kosgoro Tomohon High School. The instrument of data collection is the researcher himself with observation techniques, interviews, anecdotal records, and document analysis. Data were analyzed using qualitative analysis. This study took place in 2 cycles and the results can be concluded that classical guidance services can overcome the consumptive behavior of high school students.

Keywords—classical mentoring services, overcome consumptive behavior, high school student.

I. INTRODUCTION

The need for certain lifestyles by the community makes business mushrooming by business people such as shopping centers, supermarkets, boutiques, department stores (convenience stores) even to propagate online businesses using mobile, computer and other media. others, which can be accessed via the internet. This condition will lead to a consumer or consumptive culture in society, especially for those who are in the world of work or school children. The consumptive culture will shape someone's personal behavior.

Consumptive behavior is a luxurious lifestyle that does not consider the effects of this behavior. Consumptive life behavior is even very detrimental to the individual at a personal level. The development of science and technology today, encourages increasing human needs. Every human being has different needs and to fulfill these needs, every human being consumes goods and services. The difference in life needs causes differences in consumption patterns in humans. There are people who have a reasonable consumption pattern but some are excessive or unnatural. In individuals who have excessive consumption patterns there has been a change in the concept of consumption. Consumption is no longer a necessity but it turns into a hobby. Every day even every time the community is presented with certain

products or goods either through social media (online) even through shopping centers (shopping centers). Even business people intentionally promote products with the aim of persuading consumers to buy a product.

According to Scholte, consumptive behavior is acquiring human behavior quickly (and also usually quickly discarding) a variety of 33 items that are provided to the user immediately, but their satisfaction is instantaneous [6]. Dahlan [4] suggests that consumptive behavior is characterized by the existence of extravagant and excessive life, the use of everything that is considered the most expensive that provides maximum physical satisfaction and comfort as well as the pattern of human life that is controlled and driven by all the desire to fulfill the desire for pleasure solely.

Lately, we often see new lifestyles, especially high school students, many students have fun spending a variety of unnecessary needs compared to buying books or the need for school. This situation makes the thinking material for teachers and school leaders to give understanding to students because most students are influenced by consumptive culture by following the current trends in terms of clothing to the appearance. It is very worrying that this can have a negative impact on student learning achievement in schools, if the root causes and solutions to these problems are not immediately addressed, education can only be a symbol and schools are considered to have no role in supporting student achievement and success.

Classical guidance services are chosen as one of the most important services in overcoming the problems (consumptive) of students, as listed above. Through classical guidance services, students are expected to be able to overcome their consumptive behavior in daily life both in the school environment and in the community.

II. METHOD

The type of research used is Counseling action research (PTBK), which is one problem solving strategy that utilizes concrete actions and the process of developing capabilities in detecting and solving problems. By carrying out two cycle rounds. The research subjects were 15 guiding teachers and class XI students. Data collection techniques used include:

Observation and Interview. Data were analyzed by descriptive-analytical techniques.

III. RESULT AND DISSCUSION

After conducting research using classical guidance services in accordance with the design in the first cycle of activities, after classical guidance services were carried out in the first cycle, it was found that there were still students who behaved consumptively, where the students spent all their money shopping at the shop even treating their friends . According to the student this style has become a habit, so he gets a more honorable social status from his other friends. Moreover, his parents always gave him more pocket money, without supervision. This attitude later became the attention of the teacher, while continuing to provide advice and guidance to the student who was able to take the commitment not to behave in this way.

Whereas in cycle II, since receiving classical guidance services, based on the results of observations, students showed a better attitude. They no longer spend all of their pocket money in the canteen, but some of their money is saved to meet the needs of others. Students who are considered "bosses" by their friends have also shown a more economical attitude. He did not spend his money to shop, but set aside some money for other needs.

The results of the study found that lack of attention from parents is one of the factors causing consumptive behavior carried out by their children. Parents are always busy with their work and give less attention to their children, causing children to seek attention from outside by making fun of examples such as wasting money on things that are not important compared to school needs.

The school environment also has an important influence on the development of children and therefore requires collaboration between the school and parents. because psychologically, adolescents are still in the process of forming identity and very sensitive from outside influences. Teenagers are more directed towards lifestyle to choose items that are not needed or not basic needs, it is influenced by the characteristics of typical teenagers, such as easy to be attracted to fashion, like to use money, unrealistic, so easily entangled in buying behavior that consumptive. [4]

The economic behavior phenomenon of high school students is now generally influenced by consumptive behavior, namely the behavior of a consumer where the desire to buy items that are less needed to meet personal satisfaction arises. Consumptive behavior of modern society today is more inclined to emotional motives, consumption is used to form self-identity which ultimately forms a lifestyle in certain status groups. This consumption activity reflects the consumptive behavior

of modern society. Consumptive behavior is reflected in consumer behavior. Basically, consumer behavior which includes adolescent consumption behavior can be influenced by the following factors: (1) environmental influences, namely culture, social class, personal, family and situation influences, (2) individual differences and influences include: consumer resources, motivation and involvement, knowledge, attitudes of personality, lifestyle and demography, and (3) psychological processes, including information processing, learning, and changes in attitudes and behavior.

IV. CONCLUSION

Based on the results of data analysis and the discussion above, it can be concluded that the application of Classical Guidance Service Services Can Overcome High School Students' Consumptive Behavior. Students have been able to overcome their own behavior, for example, they have been able to choose important school needs compared to other needs. Besides that the role of the BK teacher in the school must also function according to his authority. Changes in the lifestyle of adolescents today can not be separated from cultural changes, as well as the mindset adopted by the community concerned. Now teenagers are more pleased with things that are instantaneous, pragmatic, and tend to be westernized. There is almost no gap to avoid the invasion of various information around which is related to consumption activities.

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