

## The Students' Hedonism Lifestyle

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*Abstract. Hedonism behavior among students profoundly captured an attention in which the lifestyle of hedonism and the tendency of the emergence of a person's behavior by passing social interaction between someone and someone else, in order to obtain happiness and freedom to achieve the enjoyment of life (According to Adler, 2005). Lifestyle is an uncommon manner of individual in striving to achieve the specific goals that have been determined by the individual in a particular circumstance where the individual lives. College students, in fact, are easily influenced by foreign culture. This is due to the high curiosity possessed by college students on new things. Therefore, sometimes, college students directly received a harmful foreign culture. One foreign culture which is taken for granted by college students and currently becomes a major trend among them is the culture of hedonism lifestyle. This research employed qualitative design by using case study approach. This research aimed at identifying hedonism lifestyle among college students living at Pisang Candi Barat. The instrument used in this research were observation and interview guideline in identifying the aspects such as activities, interest, and opinion. The subject of this research was four female college students and one male college students which was determined by employing purposive sampling.*

*Keywords: Hedonism, lifestyle, college student*

### Introduction

Hedonism behavior among students profoundly capture an attention in which the lifestyle of hedonism and the tendency of the emergence of a person's behavior by passing social interaction between someone and someone else, in order to obtain happiness and freedom to achieve the enjoyment of life (Adler, 2005). Lifestyle is an uncommon manner of individual in striving to achieve the specific goals that have been determined by the individual in a particular circumstance where the individual live. The lifestyle behavior of hedonism seen currently among students, that there is a change in the life of someone who is convinced of a change in the process of one's development. This phenomenon happened because they wanted to seek an independence and self-concept. Noticing the hedonism behavior lifestyle among students, it occurs a change within the individual which is based on what the individual believed in terms of personal development process. It is due to the perception of individual to be regarded as independent and capable of figuring out self-concept.

The fact that hedonism behaviour is mostly exhibited by adolescent individual or in this context is college students. Adolescent is a transitional stage of individual development in which the individual has less direction and out of control when figuring out what they want to achieve. This period, individual is in the stage of confusion to identify their true identity. The aforesaid argument is often correlated with the theory suggested by Ericksson (1902-1994) concerning on identity versus identity confuse.

According to Adler (2005), individual's behavior strongly influences and regulates the quality of individual's

life. Individual's behavior is commonly influenced and affected by environmental factors such as the place and its circumstance where they live. College students, in fact, are easily influenced by foreign culture. This is due to the high curiosity possessed by college students on new things. Therefore, they often accept and take for granted any foreign culture which brings harm. One foreign culture which is taken for granted by college students and currently becomes a major trend among them is the culture of hedonism lifestyle. Hedonism is an egocentric and self-centered attitude that seeks mere mundane pleasures by performing all manner of ways. This hedonism is an infiltration of a liberal culture that is successfully penetrated into Indonesian culture. College students who have been exposed to this hedonism social 'disease' will mostly become an individual who is apathetic, consumptive, sluggish and effortless, and justify any means for achieving personal pleasure. If this problem is not immediately taken into account, then it will damage the noble values and local wisdom of Indonesian culture, and will lead to severe social inequality (Nugraheni, PNA, 2003).

Hedonism behaviour currently infects and influence college students living in Pisang Candi. Mostly, they are a college students who stay in boarding house around Pisang Candi. The tendency of hedonism behavior among college students staying at boarding houses in Pisang Candi is relatively high. Since they are not directly controlled and supervised by their parents and due to circumstance factor, particularly the friends, they have less control upon their financial management. It is, consequently, will lead them to always satisfy thir personal pleasure. It is further indicated by consumtive activity which recognize the level of

hedonism behaviour as mediocre hedonism. Therefore, it is important to take into account this negative behaviour which is attached to the college students' lifestyle and offers a solution to decrease the tendency by providing several tips.

Based on the aforementioned phenomena, it encourages the researcher to further identify and explore hedonism behaviour and conduct a case study entitled "Hedonism Lifestyle of Students Living at Pisang Candi Barat" to resolve hedonism behaviour among society particularly college students. Therefore, it is further expected that by having this present literature it will positively contribute to change the negative behaviour among college students and is beneficial for the future. This present research is specified to the hedonism lifestyle level exhibited by college students.

### **Review of Literature**

#### **Lifestyle**

Lifestyle defines as an individual way of life which is expressed and exhibited by having certain activities, interest, and opinions. Likewise, according to Assael (1984), lifestyle depicts the entirety of individual in interacting with their surrounding environment (Kotler, 2002). Furthermore, according to Assael (1984), lifestyle is a mode of living that is identified by how people spend their time (activities), what they consider important in their environment (interest), and what they think of themselves and the world around them (opinions).

According to Minor and Mowen (2002), lifestyle demonstrates the way the individual run their life. It deals with the way the individual spend the money and how they utilize the time they have. In addition, in accordance with Suratno and Rismiati (2001), lifestyle represents individual's way of living which is characterized by having related activities, interests, and opinions or ideas. Lifestyle is the entire representation of individual when interacting with their surrounding environment. Therefore, it can be concluded that lifestyle deals with individual action which is represented by the way they perform certain activity, interest, and express their ide in spending their money and utilizing the time.

According to Kotler (1993), in general, there are two major factors as contributing determination of individual's hedonism lifestyle. The factors are the one which comes within the individual or internal factor and the one which apart from the individual or external factor. Internal factor comes within the individual which is based on self-perception regarding lifestyle that suit with the intention and individual interest. Internal factor often encourages individual to perform or exhibit hedonism lifestyle since it is important to depict a luxury and glamorous in order to capture the attention.

The aspects of hedonism lifestyle are activities, interest, and opinion. Activity is defined as real action

performed by individual such as spending much time to hang out outside the house, spending much money to buy some goods which are not necessary, spending much time to visit shopping center and coffeeshop. Eventhough those activities are understandable, it cannot be measured directly. Being interest, in this case is defined as individual quality of something that attracts the individual themselves such as fashion, food, luxurious goods and items, hang out places as well as individual interest to be a center of attention. Opinion is both an oral and written 'answer' as an individual response regarding certain stimulated situation where certain 'issue' is raised. Opinion represents individual's description of thought, hope and wishes, and individual's evaluation upon certain behaviour.

#### **Hedonism**

The word hedonism is derived from greek language, *hedone* which means pleasure. Hedonism as life insight offers individual to consider the happiness or pleasure relies upon the unlimited pursuit of happiness and encourages them to minimize the pain obtained as much as possible. Hedonism, within the individual, is the perception or thought that the goal of life is to pursue a happiness.

According to Chaney (in Idi Sybandy, 1997) that Hedonism lifestyle is considered as certain lifestyle which the activities conducted aims at obtaining and pursuing a happiness, such as spending much time by hanging out outside the house, spending much time for enjoyment activities, loving the glam of cities, spending much money to buy for a luxurious and expensive goods, and loving become the center of attention.

The characteristics of hedonism are individual who tend to have instantaneous perspective, tend to chase physical modernity, they believe that by possessing high-quality and advanced goods and device is a pride, tend to have above average pleasure relativity, spontaneous interests often occur within the individual, the moment the individual facing a problem which is considered difficult by them, they perceive that the world hates them, and however the money they have, it is insufficient.

### **Method**

This research employed qualitative design by using case study approach to scrutinize the studied phenomena. The instrument of this research utilized interview and observation guideline as a consideration regarding several related aforesaid aspects. This research chose college students who are staying and living at Pisang Candi Barat, both male and female college students who came from diverse area in Indonesia. This research examined the factors which were causing the hedonism lifetyle among college students living at Pisang Candi Barat. This research dealt with two kind of factors, namely internal and external factors. First, the internal factor was the one who came within the the individual. Second, external factor

dealed with the influence of surrounding environment such as family and friends. The subject of this research was four female college students and one male college students. Purposive sampling technique was employed in this research.

### Results

The data of this research were obtained from observation and interview. It was obtained from the five research subjects who stay at boarding house around Pisang Candi Barat. The informants were female college students who study at Merdeka University of Malang. The profile of the research subject is presented in the following Table 1.

Table 1. The Profile of Research Subject who tend to have hedonism lifestyle

Detail	Subject 1	Subject 2	Subject 3	Subject 4	Subject 5
Name	DS	LD	NY	LY	TH
Sex	P	P	P	P	L
Age	21	22	19	20	22
Addr	NTT	NTT	NTB	NTT	NTB
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The first informant was DS. DS is the third daughter in her family. DS lives in one city in East Nusa Tenggara. DS is currently 21st years old. DS has a height of approximately 167cm, with brown skin color. DS has Long curly black hair. DS did not complaint when being interviewed, looked a little nervous as she moved her legs. DS explained that her family is less harmonious. Both DS's parents often involved in domestic conflict and sometimes they fought each others. All of DS siblings got married. Since DS' parents and family were not in a harmony, DS lacked of affection from her parents. Both DS's parents have different religion. Consequently, DS did not know and confuse which religion she should be following. DS' mother is Moslem and DS' father is Protestant. Her parents gave her monthly allowance amounted to Rp. 2.500.000,00. DS chose to have hedonism lifestyle in order to refresh herself since she lacked of affection and her family was not harmonious. However, DS admitted that sometimes she felt anxious and troubled when her parents knowing that she was wasting her monthly allowance for buying unnecessary goods and items. Both of DS' parents have inharmonious relationship, however both of them were overprotective toward their son and daughter. Consequently, DS was restrained when she was in her home. DS loved buying an up to date goods and product, for instance, a handphone. If she knew a brand-new product has just launched, she will directly buy the item. In Malang, DS stayed at the boarding house. She rented three hundred of fifty thousand rupiahs for one month. Inside her room, the landlady provided her cupboard and desk. The

aforesaid cost of boarding house included water bills. However, as for monthly electricity bills, she needed to spend an extra money depending on the usage. Data analysis regarding DS as research subject: DS came and growth from inharmonious family in which her parents had relatively bad relationship to each other. In addition, both DS' parents were overprotective who limited her freedom as a daughter. DS loved buying brand-new products and goods. She admitted that she need to follow the trend and avoid an old-school judgement from her friends. DS felt restrained when she was in her home and felt free, unrestrained when she was in her boarding house.

LD was the second daughter in her family. LD came from East Nusa Tenggara. Currently, she is twenty two years old. LD has a height approximately of 153. She has brown skin and long hair. During the interview, LD seemed lively, relaxed and was in a good condition. At first, LD was interested in being hedonism lifestyle because she observed her friends. Up to now, LD remained in hedonims lifestyle. LD affirmed to the researcher that hedonism lifetyle exhibited by her is a common thing. Furthermore, she affirmed that hedonism lifestyle brought her to the pleasure and joy. LD confirmed that both of her parents knew that she often spent her money for unnecessary things. Both of her parents frequently gave her advice, yet she ignored them. Each month, her parents provided Rp. 2.000.000 for the monthly allowance. LD prefered to hanging out with her friends to spend her time. In addition, LD also loved buying branded goods and products. LD's parents gave her freedom. Sometimes, her parents gave her advice upon her behaviour. However, LD ignored her parents. Her parents did not take a very strict action when LD spent her money buying branded and unnecessary goods. LD spent three millions and five hundred thousands rupiahs a year for renting her room. It included water bills per month. However, she needed to spend an extra money for electricity bills depending on the usage. Her room was facilitated with bed, cupboard, and desk. The surrounding environment of LD's boarding house was condusive and not too crowded since it was only eight room rented in one house. The data analysis showed that LD loved buying branded and expensive goods. LD's parents lacked of control and the sanction given did not deter her and changed her behaviour. LD came from relatively rich family and financially stable. In addition, her parents did not put any demands on her.

NY is the third daughter of four in her family. NY came from one city in West Nusa Tenggara. Currently, NY is nineteen years old. She has a height approximately of 155 cm. She has black long hair and brown skin. During the interview, NY was in a good condition, seemed relaxed and enjoy answering the interview questions asked. NY was interested being hedonism lifestyle because she thought that it did not have problem and her parents' financial ability could support it. In addition, NY confirmed that by having a hedonism lifestyle she became

more confident. She thought that it is important to follow the development of trend. NY parents gave her Rp. 3.000.000 or more each month for monthly allowance. If the monthly allowance ran out, she asked her parents to give more allowance. Hedonism lifestyle according to her was a common thing, but it can make her felt relaxed from a boredom. At first, NY was not a hedonist, but the influence of her friends encouraged her to be hedonist. NY spent three millions rupiahs a year for renting her room. It included water bills per month. However, she needed to spend an extra money for electricity bills depending on the usage. Her room is facilitated with bed, cupboard, and desk. Currently, NY used two phones as a means of communication. Indeed, she had a branded and expensive mobile phone. Further, NY felt that she lacked of attention from her parents and in the end, she encouraged to be hedonist as an escaping solution to relax. It was considered as the external factor which drived the individual to be hedonist.

LY is the third daughter of four in her family. LY is considered as spoiled daughter. Every single thing asked by LY will be given by her parents. Moreover, the monthly allowance given by her parents is still used by LY for supporting her hedonism lifestyle. LY loved shopping, hanging out with her friends, having a night life, and going to club. LY said that her room in boarding house was narrow. She always felt bored in her room. Therefore, she frequently hanging out with her friends or just visiting her friends who stay in a bigger house. LY admitted that she always followed her rich friends when shopping. Thus, her lifestyle was also influenced by her inner circle which encourages her to be consumptive.

TH is the last son of four siblings. In his family, TH is a spoiled son. Every single thing in which he wanted was always fulfilled. Eventhough TH was a man, he chose to buy branded and expensive goods or clothes. He admitted that he did not feel confident when he wear unexpensive clothes. TH stayed at relatively expensive boarding house. He also admitted that if he did not stay at beyond decent room, he felt inferior from his friends. TH frequently bought expensive and branded goods. Moreover, the goods he bought sometimes was not what he needs. TH confirmed that the hedonism lifetyle aims at fulfilling his desire. TH also admitted that when he is far away from his parents, he can do anything without any control. Thus, it encouraged him to be consumptive. TH spent much time hanging out with his friends. Thus, his monthly allowance ran out quickly. His parents sent him monthly allowance once in a month. However, if he ran out of money, he usually asked for more money. He admitted that he did not feel guilty in spending much money.

### **Discussion**

The tendency appearance of being hedonic lifestyle seen from the students' characteristic was usually seen

doing activities and interests that they like in groups (Kusumanugraha, 2003). In this case, the factor caused the students had the tendency to have something that can be accepted in a group. According to Mappiare (1984) already stated that adolescents who have a relatively stable attitude will try to adjust themselves individually or socially with their friends, usually in the performance and purchase of other items.

According to Adler, (2005) a person's behavior can affect a person's quality of life. Such behavior is influenced by environmental factors such as the living environment. Students are one of the targets that are easily influenced by outside culture. Students' perceptions or responses about the hedonism lifestyle are very important in their daily lives or in their lives because students look good to attract the attention of others or to look different from the others. In the 5 respondents mentioned above, the performance of hedonism was due to a lack of attention from parents and also to their friends or the surrounding environment.

### **Conclusion**

Based on the findings and discussion above, it can be concluded that every single individual is potential to have hedonism lifestyle, particularly college students who stay in a certain developed environment and circumstances that encourage a competition to achieve social status and recognition. The findings show that hedonism lifestyle of college students of Merdeka University of Malang in 'kos 96' is influenced by both internal and external factor. The internal factor influenced them to be a trendsetter and followed the development of era. Meanwhile, as for the external factor, they most likely have less awareness upon the danger of such lifestyle for example drug abuse, alcohol, and free sex.

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