

## **STUDI FENOMENOLOGI TENTANG KONSEP DIRI WANITA *SHOPAHOLIC* DI KOTA BANDAR LAMPUNG**

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### **ABSTRAK**

*Shopaholic* adalah seseorang yang sangat hobi berbelanja. Penelitian ini bertujuan mengetahui Konsep diri wanita *shopaholic* dilihat dari aspek fisik, psikis dan sosial. Menggunakan penelitian kualitatif dengan metode studi fenomenologi dan teknik pengumpulan data melalui wawancara mendalam dengan para informan. Jumlah informan penelitian terhitung sebanyak enam orang dan *significant other* sebanyak enam orang. Pemilihan informan pada penelitian ini menggunakan teknik *purposive sampling*. Hasil penelitian diperoleh bahwa wanita *shopaholic* di kota Bandar Lampung mengarah pada konsep diri positif karena informan sangat percaya diri, terbuka, dan memiliki type kepribadian *extrovert* sehingga mampu bergaul dengan banyak orang. *Significant other* mempengaruhi informan menjadi wanita *shopaholic* karena *significant other* mendukung berbagai kegiatan dan hobi berbelanja para informan. *Significant others* selalu mendukung wanita *shopaholic* untuk berperilaku dan bergaul dengan baik serta tidak mudah terpengaruh dengan hal-hal yang negatif.

Kata kunci: *Shopaholic*, Konsep Diri, Fenomenologi

**ABSTRACT**

**PHENOMENOLOGICAL STUDY ABOUT THE SELF CONCEPT  
SHOPAHOLIC WOMAN IN CITY BANDAR LAMPUNG**

BY

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*Shopaholic is someone who is very hobby of shopping. This study aims to find out the self concept of shopaholic women seen from the physical, psychological and social aspects. Using qualitative research with phenomenology study methods and data collection techniques through in-depth interviews with informants. The number of research informants counted as many as six people and significant other as many as six people. Selection of informants in this study using purposive sampling technique. The results obtained that shopaholic women in Bandar Lampung city leads to positive self-concept because the informant is very confident, open, and has the type of personality exstrovert so as to get along with many people. Significant other influences the informant into a shopaholic woman because of the significant other to support various activities and hobbies of shopping for the informants. Significant others always support shopaholic women to behave and get along well and not easily affected by negative things.*

*Keywords: Shopaholic, Self Concept, Phenomenology*