

ABSTRAK

FENOMENA *THRIFTING* DALAM MEMBENTUK PERILAKU KONSUMTIF PADA GENERASI Z DI KOTA BANDAR LAMPUNG

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Penelitian ini bertujuan mengidentifikasi faktor-faktor yang mendorong Generasi Z melakukan *thrifting* dan mengkaji pola perilaku konsumtif yang terbentuk. Metode yang digunakan adalah kualitatif dengan pendekatan fenomenologi. Data diperoleh melalui observasi, wawancara mendalam dengan tujuh informan, serta dokumentasi di beberapa lokasi *thriftshop* seperti Jalan Kayu Manis, Pasar Perumnas Wayhalim, Pasar Bambu Kuning, dan *event* Lampung *Thrift Fest*. Teori Konsumerisme Jean Baudrillard menjadi alat identifikasi pada penelitian. Hasil penelitian menunjukkan bahwa faktor pendorong utama *thrifting* di kalangan Generasi Z meliputi harga yang relatif terjangkau, keinginan tampil unik dan berbeda, pengaruh media sosial serta *influencer*, dan pertimbangan keberlanjutan lingkungan. Namun, daya tarik harga murah sering memicu pembelian impulsif yang mengarah pada perilaku konsumtif, ditandai dengan pembelian berlebihan tanpa kebutuhan mendesak. Aktivitas *thrifting* bagi Generasi Z tidak sekadar memenuhi kebutuhan sandang, tetapi juga menjadi media ekspresi diri, penanda identitas sosial, dan bentuk partisipasi dalam tren budaya populer. Temuan ini mengindikasikan bahwa meskipun *thrifting* menawarkan manfaat ekonomis dan lingkungan, praktik ini tetap berpotensi mendorong perilaku konsumtif jika tidak diimbangi kesadaran belanja bijak.

Kata kunci: *thrifting*, perilaku konsumtif, Generasi Z, *fashion*, Bandar Lampung

ABSTRACT

THE THRIFTING PHENOMENON IN SHAPING CONSUMPTIVE BEHAVIOR AMONG GENERATION Z IN BANDAR LAMPUNG CITY

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The purpose of this research is to identify the driving factors behind Generation Z engagement in thrifting and to analyze the patterns of consumptive behavior that emerge. This research employed a qualitative method with a phenomenological approach. Data were collected through observations, in-depth interviews with seven informants, and documentation at several thriftshop locations such as Jalan Kayu Manis, Pasar Perumnas Wayhalim, Pasar Bambu Kuning, and the Lampung Thrift Fest event. Jean Baudrillard's Consumerism Theory is a tool of identification in research. The findings reveal that the main driving factors include relatively affordable prices, the desire to appear unique and different, the influence of social media and influencers, and environmental sustainability considerations. However, the attraction of low prices often triggers impulsive purchases, leading to consumptive behavior characterized by excessive buying without urgent needs. For Generation Z, thrifting is not merely about fulfilling clothing needs but also serves as a medium of self expression, a marker of social identity, and a form of participation in popular cultural trends. These findings indicate that while thrifting offers economic and environmental benefits, it still has the potential to encourage consumptive behavior if not balanced with mindful spending awareness.

Keywords: *thrifting, consumptive behavior, Generation Z, fashion, Bandar Lampung*