

Analysis of Pekalongan Students Consumptive Behavior on TikTok Application in Islamic Economic Perspective

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ABSTRAK: Penelitian ini bertujuan untuk menganalisis bagaimana perilaku konsumtif mahasiswa di wilayah Pekalongan dalam penggunaan aplikasi TikTok, dan mengetahui mahasiswa di wilayah Pekalongan melakukan konsumsi sesuai ekonomi Islam serta mengetahui dampak yang ditimbulkan oleh aplikasi TikTok terhadap perilaku konsumtif dan bagaimana cara mengatasi agar mahasiswa di wilayah Pekalongan tidak berperilaku konsumtif. Penelitian ini menggunakan metode kualitatif, melalui wawancara dan kuesioner dengan mahasiswa pekalongan sebanyak 12 informan. Hasil penelitian ini menunjukkan, mahasiswa di wilayah Pekalongan menyatakan bahwa aplikasi TikTok mempengaruhi perilaku konsumtif mereka. Aplikasi TikTok mempengaruhi minat beli atau konsumsi mahasiswa dengan mempromosikan produk dan tren tertentu. TikTok menawarkan keuntungan gratis ongkir setiap melakukan pembelian barang, hal tersebut memicu pengguna TikTok untuk selalu melakukan pembelian. Dalam beberapa hal, pengguna TikTok mungkin terdorong untuk membeli barang yang direkomendasikan oleh influencer atau tergabung dalam tren tertentu yang muncul di platform dan mendorong pengguna untuk membeli produk tersebut tanpa mempertimbangkan kebutuhan yang sebenarnya. TikTok juga berpengaruh dalam hal psikologis, seperti FOMO (Fear Of Missing Out), dimana pengguna TikTok merasa tertekan untuk membeli barang atau mengikuti tren tertentu. Maka untuk mengatasi sifat konsumtif perlu adanya kesadaran pada diri sendiri untuk mendahulukan kebutuhan dibanding keinginan dan mencatat keuangan untuk menghemat pengeluaran. Hal ini sesuai dengan ketentuan Islam bahwasanya dilarang untuk hidup secara berlebihan. Perlu diingat bahwasannya fakta tersebut berubah seiring waktu tergantung individu masing-masing.

Kata kunci: Mahasiswa, Perilaku Konsumtif, Pengaruh, Aplikasi TikTok

ABSTRACT: This study aims to analyze how student consumer behavior in the Pekalongan area uses the TikTok application, and to find out students in the Pekalongan area in consuming according to Islamic economics and to find out the impact of the TikTok application on consumer behavior and how to overcome it so that students in the Pekalongan area do not behave consumptively. This study uses a qualitative method, through interviews and questionnaires to 12 Pekalongan student informants. The results of this study indicate that students in the Pekalongan area stated that the TikTok application influences their consumer behavior. The TikTok application influences students' purchasing or consumption interests by promoting certain products and trends. TikTok offers free shipping benefits for every purchase of goods, this triggers TikTok users to always make purchases. In some cases, TikTok users may be encouraged to buy items recommended by influencers or included in certain trends that appear on the platform and encourage users to buy these products without considering their actual needs. TikTok also has an influence in psychological terms, such as FOMO (Fear Of Missing Out), where TikTok users feel pressured to buy goods or follow certain trends. So to overcome consumerism, self-awareness is needed to prioritize needs over wants and record finances to save expenses. This is in accordance with the provisions of Islam that it is forbidden to live excessively. Keep in mind that these facts may change over time depending on each individual.

Keywords: Students, Consumer Behavior, Influence, Tiktok Application

1. INTRODUCTION

Along with the changes in this increasingly advanced era, Science and Technology (Science and Technology) is also going through increasingly rapid development and progress in terms of internet technology. Many new things have emerged from the development of the internet, one of which is the existence of an online store which is the application of technology in terms of increasing sales, business, and purchasing goods using electronic commerce (e-commerce) (Ningchaya & Rahmawati, 2020). One of them is the TikTok application, which is the social media with the most users today, making it trending for online business use. At first this application only contained video content, then added an online shopping feature called TikTok Shop. This certainly makes it easier for TikTok application users to fulfil their needs (Sandrina & Priyanto, 2023). Every human being has his own life needs and these needs he tries to realise in various ways. Some realise their needs wisely and some are excessive, making a person behave consumptively (Kurniawan, 2017). Consumptive behaviour takes place a lot in the student environment, because during the adolescent phase of adulthood someone is looking for identity. In the adolescent phase, a person will prefer a variety of new things that are quite challenging for him (Anggraini & Santhoso, 2017). This is utilised by various products that set their marketing on teenagers, such as clothing, cosmetics, shoes, and others (Yahya, 2021). This phenomenon shows that students' consumption behaviour tends to prioritise wants over needs. They prefer to consume something that is trending so that their existence is recognised in their environment (Yulianti et al., 2022b). As is known in Islam, it is very focused on how to spend wealth, and it is recommended to protect wealth properly including protecting lust, so as not to go too far in using consumer rationality towards their consumption satisfaction (Ridwan & Galang, 2019).

Researchers in this case have traced several other journal article writings related to consumptive behaviour. Research on consumptive behaviour has been conducted by Yulianti, et.al (2022) which examines the Analysis of Consumptive Behaviour of Students of Islamic Banking Department of IAIN Pekalongan Reviewed According to Islamic Economics using qualitative descriptive method which aims to determine the general description of consumptive behaviour of students majoring in Islamic banking IAIN Pekalongan. Resulting in the conclusion that the factors that influence the behaviour carried out by IAIN Pekalongan students include motivation and environmental culture on campus. Furthermore, this research has also been conducted by Gratia, et.al (2022) regarding the Tiktok Poison Phenomenon on Student Consumerism Culture during the COVID-19 Pandemic. Researched with a qualitative phenomenological method which aims to find out how the influence of TikTok poison and its relation to consumptive behaviour in the millennial generation, especially students during the COVID-19 pandemic. This resulted in the conclusion that the influence of respondents' behaviour was categorised in four sides, including behaviour, impact, responses, and reasons. Based on the previous research above, there are similarities with the research studied by the author, namely regarding consumptive behaviour. Based on the existence of parties who have published journals with the same subject, then the author feels to conduct a study specifically related to consumptive behaviour. In this case the researcher has a difference, namely the researcher analyses the Consumptive Behaviour of Pekalongan Students on the TikTok Application in an Islamic Economic Perspective.

Pekalongan in using the TikTok application from an Islamic economic perspective. The problems that will be discussed in this study are divided into four main sub-discussions. First, the research will describe the factors that influence consumptive behaviour in college students, such as environmental influences, social trends, and easy access to online shopping (Yulianti et al., 2022). Second, the research will analyse the impact of the TikTok app on students' consumptive behaviour, including the extent to

which the TikTok Shop feature encourages increased consumption (Gratia et al., 2022). Third, the consumptive behaviour will be reviewed from an Islamic economic perspective, with a focus on how students adapt or ignore the principles of consumption in Islam (Nurhayati & Santoso, 2021). Finally, the research will offer solutions in the form of ways that students can avoid excessive consumptive behaviour, by emphasising the importance of self-awareness and good financial management in accordance with Islamic teachings (Hamidah S., 2020). This solution will be formulated based on concepts in the literature and the results of interviews (Hamidah S., 2020). Thus, this research is expected to provide comprehensive insights as well as practical solutions to help university students manage their consumptive behaviour wisely and in accordance with Islamic economic principles.

This research aims to explore how the TikTok app, particularly the TikTok Shop feature, influences the consumptive behaviour of university students in Pekalongan as well as the extent to which such behaviour complies with Islamic economic principles. The main argument in this study is that TikTok functions as more than just a social media platform, it also acts as a significant marketing tool that can influence college students' shopping patterns. The provisional hypothesis to be tested is that the use of TikTok Shop has the potential to encourage impulsive shopping behaviour among university students, which is often contrary to Islamic economic principles that emphasise prudent financial management and avoidance of waste (Hamidah S., 2020). This study will also investigate the differences in consumptive behaviour between students who actively use TikTok Shop and those who do not. By testing this hypothesis, it is hoped that this research can provide empirical insight into the impact of TikTok Shop on college students' consumptive behaviour and offer solutions to manage consumption in accordance with Islamic teachings (Yulianti et al., 2022). This research aims to attract readers' attention and encourage them to understand more deeply how modern social media affects consumption behaviour and its implications for Islamic economic principles.

2. METHOD

This research focuses on the consumptive behavior of students on the TikTok application. TikTok is one application that is often used by students. Therefore, this research takes the theme related to the analysis of the consumptive behavior of students, especially on the TikTok application in the perspective of Islamic economics. This research was conducted in the Pekalongan area because there has been no research on this subject in the Pekalongan area, and of course this area is a place that can be reached by the author to conduct research.

This research includes field research using a qualitative descriptive approach. The aim is to get an in-depth description and comprehensive understanding, sourced from the original situation or event to be studied, and the researcher acts as the key to getting the desired data (Yusanto, 2020). And by using this approach, it produces a comprehensive conclusion that the TikTok application affects the consumptive behavior of students in the Pekalongan area (Yulianti et al., 2022).

The data obtained are primary and secondary data. Primary data is in the form of opinions and statements of selected informants. 6 informants were interviewed and 6 respondents filled out the questionnaire, totaling 12 respondents. Secondary data uses journals, websites, books and articles related to online buying and selling and Islamic views on online buying and selling. The source of the data obtained comes from students in the Pekalongan area and students who use the TikTok application, ranging in age from 18 years to 21 years.

Data collection techniques were obtained through a survey method using a google form web-based interactive service questionnaire and interviews. The reason for using these two methods is so that data can be obtained optimally and get a lot of information from a large sample of people related to the influence of the TikTok application on students in the Pekalongan area regarding consumptive behavior.

Furthermore, the data obtained will be processed using an analysis technique in the form of an Analysis Interactive Model. This analysis technique is in the form of an analysis process that takes several steps such as data collection, data reduction, data presentation, and conclusions. So that the analysis carried out is more mature and organized (Jalal, 2020). In the first step, researchers collected data with written documents related to consumptive behavior in the TikTok application. At the data reduction stage, researchers select the main data and prioritize important data, then look for patterns and themes. At the data presentation stage, data and information are presented to support the conclusion drawing stage. Furthermore, the conclusion stage in the Miles and Huberman Interactive Analysis Model method is to find the meaning of consumptive behavior, the influence of the TikTok application on consumptive behavior, the impact caused by the TikTok application, how to behave consumptively according to Islamic economics, and how to avoid consumptive behavior through sites and journals (Akbar Endarto & Martadi, 2022).

3. RESULT AND DISCUSSION

The results of the interviews and surveys were based on questionnaires that researchers conducted on several students, especially those in the Pekalongan area. Researchers divided the results into four parts, namely:

3.1 Factor Influencing Consumer Behavior in Students

Most informants stated that several factors influence consumer behaviour when using the TikTok application. This opinion was conveyed by informant 1 (18 years old, a student) in an interview:

“I am influenced to buy items on TikTok because I see an ad or review from someone passing by on the TikTok homepage. The item looks good, and the way the review is delivered is amazing. After that, I will add the item to my cart and buy it without thinking twice. And, of course, my appearance doesn't want to be left behind with what's trending.”

This statement is supported by informant 2 (19 years old, a student), namely:

“The thing that influences me to buy goods or something on TikTok is that there are always discounts and free shipping, especially when the store broadcasts the account (live), and the item's price will decrease. That makes me tempted to buy the item directly.”

Next, informant 3 (19 years old, a student) also expressed the same opinion as the previous informant:

“I will buy the item after I see the quality of the item based on the assessment or rating from previous buyers in the product's comment column. I will consider it first; if I feel satisfied enough to see the assessment, without thinking twice, I will buy the product.”

From the statements of the three informants, it can be concluded that most of their consumer behaviour is influenced by several factors, such as buying products because they are interested in recommendations from content creators who upload promotional videos of the goods or someone's review in the comments column. Furthermore, they admitted that they follow trends to stay caught up. Another influencing factor is the free shipping advantage; every time they buy a product, they don't think twice about purchasing it. Based on this, we should only be easily influenced to buy something if we think twice.

3.2 The Impact of the TikTok Application on Student Consumptive Behavior

Most informants said that the TikTok application had an impact on their consumer behaviour, as conveyed by informant 4 (19 years old, a student), namely:

“The impact I feel when opening the TikTok application is that I tend to be wasteful and spend my pocket money on items I bought on TikTok. I feel less able to control my desire to buy something.”

This statement is supported by informant 5 (18 years old, a student), namely:

“The impact of the Tiktok application makes me feel FOMO (Fear Of Missing Out), aka feeling afraid or not wanting to miss out on a trend that is currently happening. I buy less valuable things, just buying them because they look cute and sound in the TikTok videos that pass by on the homepage.”

Informant 6 (19 years old, a student) added:

“I am more tempted to buy products by watching promotional videos on TikTok, even though I don't really need them. That makes me make impulsive purchases without considering them carefully, regarding needs or budget.”

From the description above, the informant tends to be more wasteful and cannot control himself when opening the TikTok application. Furthermore, they become FOMO (Fear of Missing Out), a situation where someone's condition does not come from him, someone always wants others to be no better than him, and the need to connect with others. If not fulfilled, feelings of anxiety and loneliness will arise (Maysitoh et al., 2020). In general, they are easily tempted to buy goods impulsively without thinking about their needs or budget, so most informants are affected by the TikTok application in terms of consumption.

3.3 Consumptive Behavior According to Islamic Economic Perspective

Statement from informant 7 (21 years old, a student) regarding this matter:

“I admit that I have not bought goods for needs according to Islamic economics because sometimes I consume things that are not so urgent or needed, such as bags and clothes. And I need to think about the needs and benefits of the goods before buying them.”

Then, the 8th informant (19 years old, a student) said that:

“God willing, because I personally rarely consume an item if the item is not needed. I think more about items that I really need and cannot be postponed to another day.”

Supported by the opinion of the 9th informant (20 years old, a student), namely:

“I have implemented it because I apply the three basic principles of consumption outlined by Islam: consuming halal goods, consuming pure and clean goods, and not being excessive. And prioritizing needs and benefits, rather than just desires.”

The conclusion of the statement above is that some informants still need to implement consumer behaviour according to Islamic economics because they are still tempted to buy goods that are not really needed. Some other informants admitted to implementing consumer behaviour according to Islamic economics by thinking about goods before buying needs or desires and implementing three basic principles of consumption, prioritizing needs and benefits. This shows that before purchasing something, we must really think about whether the item is valuable and needed or just a desire.

3.4 How to Avoid Consumerist Behavior

The majority of informants said that they had ways to avoid consumer behaviour, such as informant 10 (19 years old, a student):

“The way is to avoid being easily tempted by-products (advertisements) that usually appear by making a priority list of needs, saving, and making a shopping budget. And as much as possible, prioritize money to be used to buy primary necessities first.”

Informant 11 (19 years old, a student) said:

“First, one must understand the concept of consumer behaviour; one must know the advantages and disadvantages of consumer behaviour. Then, after understanding the concept, one also needs to have the intention of oneself that one really wants to avoid such behaviour. Finally, there must be encouragement and assistance from those around to help one overcome such behaviour.”

Supported by informant 12 (19 years old, a student):

“By remembering that our wealth is not entirely ours, but belongs to Allah alone, which has been given according to the determined amount, and is only entrusted to us to be managed wisely. So that we can consider it first before consuming it.”

Avoiding consumer behaviour means restraint and prioritizing primary needs first. Then, they should understand the concept of consumer behaviour and intend to prevent such behaviour. Remember that wealth is only entrusted to Allah. This proves that most informants already know how to avoid consumer behaviour. Depending on their different points of view, the fact is the same, namely by thinking first about the goods to be purchased and prioritizing primary goods.

DISCUSSION

Based on the results of the overall data analysis, the consumer behaviour carried out by students in the Pekalongan area (from 12 sources) proves that the TikTok application affects the consumer behaviour of students in the Pekalongan area. Students buy goods or products by looking at desire rather than necessity. The TikTok application also impacts the consumer behaviour of students; students tend to be wasteful and FOMO (Fear of Missing Out) when they see advertisements or reviews of someone on their TikTok homepage. For the results of the study regarding whether they have implemented and behaved according to Islamic economics, some students admitted that they had not carried out consumer behaviour according to Islamic economics because they were easily tempted by an advertised item and still bought items that were not that urgent or needed. Some other respondents admitted that they had carried out consumer behaviour according to Islamic economics by not being easily tempted by advertisements that appeared and thinking first about whether the items purchased were needs or just desires. Regarding how to avoid consumer behaviour based on the results, students

already know how not to behave consumptively; some have implemented it, and some have failed to implement it.

If students know the importance of behaving in a consumptive manner according to Islamic economics in everyday life, then what will happen is that in the future, student consumption will tend to save wisely. They will realize the importance of saving for the long term, prioritizing needs over wants, and being more careful in managing expenses for each purchase of goods. According to Islamic economics, it is hoped that fair and responsible students will be created by behaving in a consumptive manner.

Most students already understand the impact of the TikTok application on their consumer behaviour and how to behave in a consumer manner according to Islamic economics and avoid excessive consumer behaviour. As shopping technology develops, as a user of the TikTok application, you must be intelligent and wise when using it. Following current trends is okay if it is balanced with knowledge and responsibility in every decision. And prioritize items that are more needed and useful, compared to items that are just desired and can still be postponed.

The results of this study support previous research and complement the limitations of earlier writings by adding new things about the impact of the TikTok application on student consumer behaviour. It will also add to consumer behaviour according to Islamic economics and implement ways to avoid consumer behaviour according to the source's point of view. With the results of this study, it is hoped that readers will gain knowledge about consumer behaviour.

The results of this study can be used to expand knowledge and understanding for readers in terms of consumer behaviour in everyday life and used as information that can be disseminated through seminars, scientific publications, and other forums. In addition, this study can be a reference for different studies. The application of the results of this study is to create student awareness of the consumption of goods that they do in the future to prioritize necessities or primary goods over non-urgent or postponed desires. As humans, we are constantly faced with rapid technological developments, so we have to control ourselves and use them wisely.

4. CONCLUSION

The research conducted at this time still has many shortcomings and limitations. The limitations in this study are the limited time required by researchers in obtaining data in the field because it was obtained through interviews and questionnaire surveys. Limited resource persons who are experts in accordance with the theme of this research, because they only come from students whose scope is in the Pekalongan area and students whose scope is in the Pekalongan area and students who use the TikTok application. Then the number of sources is only 12 people, of course it is still insufficient to describe the actual situation. In compiling this paper, the author experienced difficulties in selecting relevant and appropriate data to be included in this research.

This research supports the new findings of the study, that the TikTok application app influences students' purchase or consumption interest by promoting certain products and trends. TikTok offers free shipping benefits every time you purchase goods, this triggers TikTok users to always make purchases. In some ways, TikTok users may be encouraged to buy items recommended by influencers or join certain trends that influencers or join certain trends that emerge on the platform and encourage users to buy these products without considering their needs. TikTok also has psychological effects, such as FOMO (Fear Of Missing Out), in which TikTok users feel pressured to buy goods or follow certain trends, so to overcome the consumptive nature. There is a need for self-awareness to prioritize needs over wants and record finances to save money. Needs rather than wants and record finances to save expenses. This is in

accordance with Islamic provisions that it is forbidden to live in excess. Keep in mind that the fact changes over time depending on each individual.

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