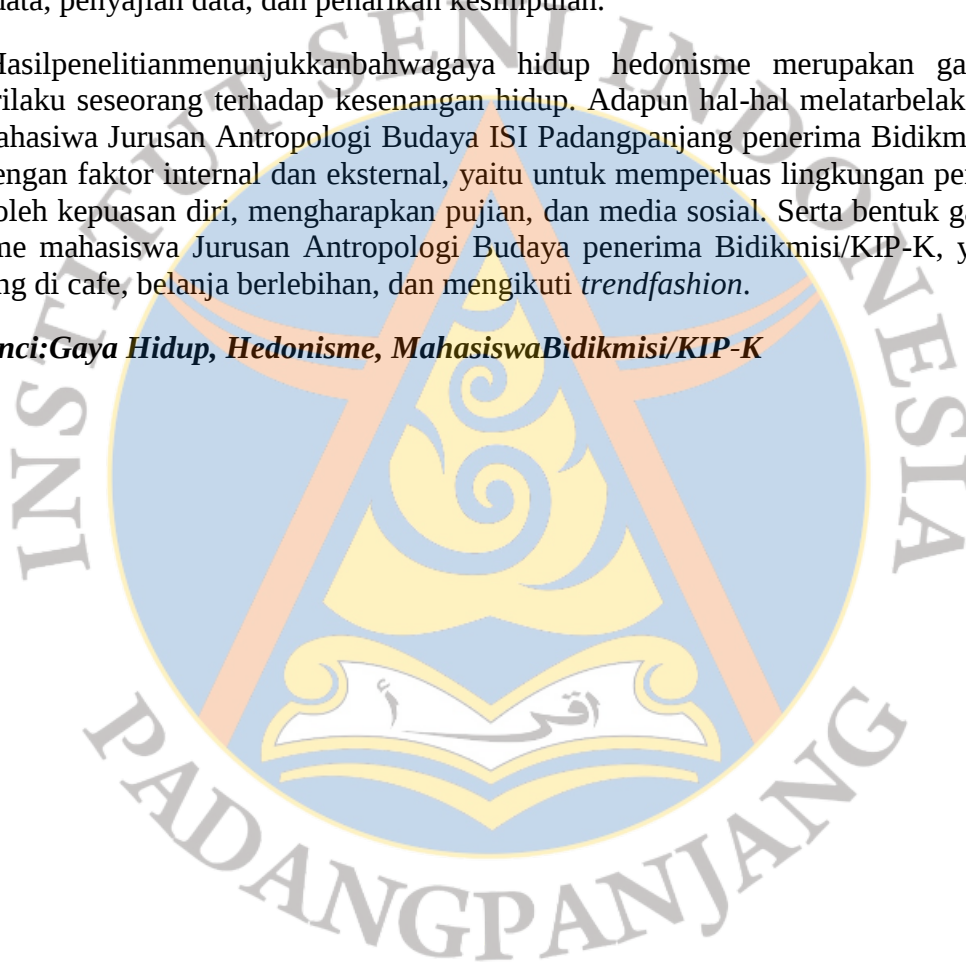


ABSTRAK

Penelitian ini berjudul "Studi Kasus Gaya Hidup Hedonisme Mahasiswa Penerima Kip-K Jurusan Antropologi Budaya Institut Seni Indonesia Padangpanjang". Tujuan dari penelitian ini adalah faktor yang melatarbelakangi mahasiswa Jurusan Antropologi Budaya melakukan gaya hidup hedonisme dan mendeskripsikan bentuk gaya hidup hedonisme mahasiswa Jurusan Antropologi Budaya ISI Padangpanjang penerima Bidikmisi/KIP-K. Teori yang digunakan dalam penelitian ini adalah teori gaya hidup dan teori hedonisme. Metode yang digunakan dalam penelitian ini adalah metode kualitatif deskriptif. Pengumpulan data dilakukan dengan cara observasi, wawancara, dan dokumentasi. Teknik analisis data yang dilakukan dalam penelitian ini menggunakan langkah-langkah antara lain reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa gaya hidup hedonisme merupakan gaya hidup yang perilaku seseorang terhadap kesenangan hidup. Adapun hal-hal melatarbelakangi gaya hidup mahasiswa Jurusan Antropologi Budaya ISI Padangpanjang penerima Bidikmisi/KIP-K sesuai dengan faktor internal dan eksternal, yaitu untuk memperluas lingkungan pertemanan, memperoleh kepuasan diri, mengharapkan pujian, dan media sosial. Serta bentuk gaya hidup hedonisme mahasiswa Jurusan Antropologi Budaya penerima Bidikmisi/KIP-K, yaitu suka nongkrong di cafe, belanja berlebihan, dan mengikuti *trendfashion*.

Kata Kunci: *Gaya Hidup, Hedonisme, Mahasiswa Bidikmisi/KIP-K*

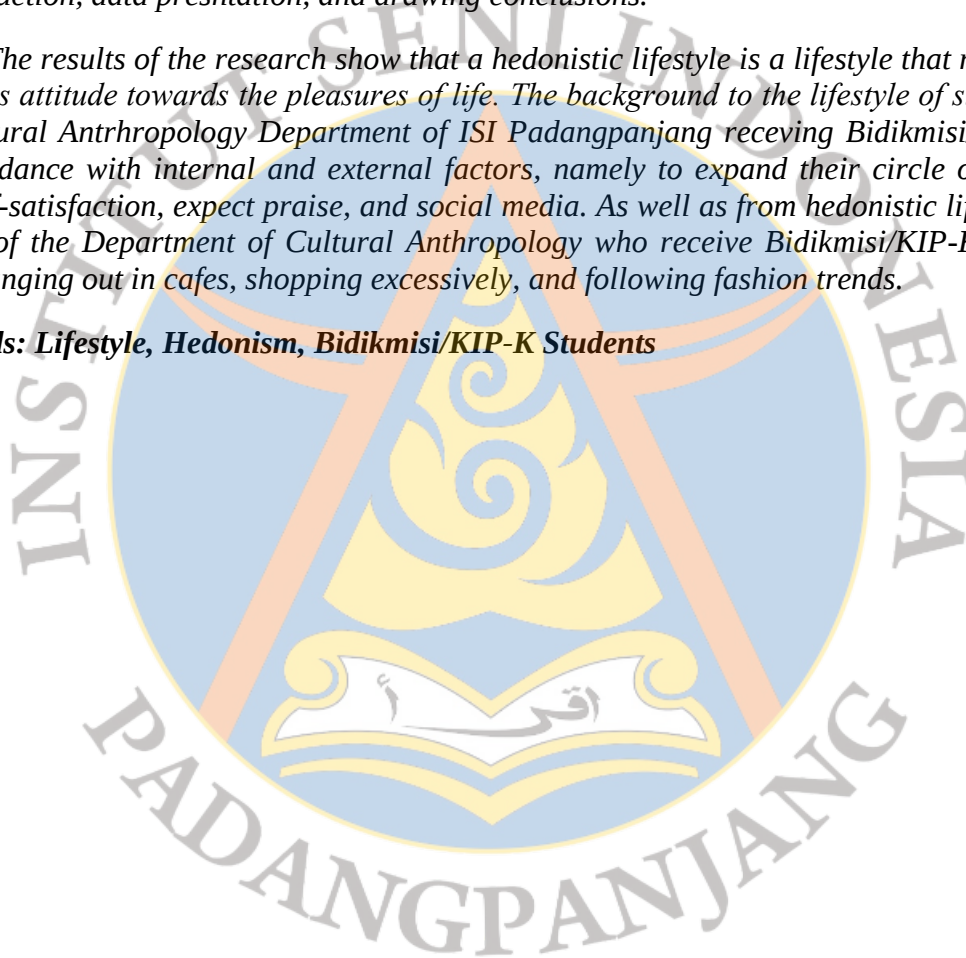


ABSTRACT

This research is entitled “Descriptive Study of the Hedonistic Lifestyle of Students the Department of Cultural Antropology, Padangpanjang Indonesian Art of Institute”. The aim of this research is to describe the hedonistic lifestyle based on the background of Cultural Anthropology Department students carrying out a hedonistic lifestyle and to describe the from of hedonistic lifestyle of Cultural Anthropology Department student at ISI Padangpanjang receiving Bidikmisi/KIP-K. The theories used in this research are lifestyle theory and hedonism theory. The method used in this research is a descriptive qualitative method. Data collection was carried out by means of observation, interviews and documentation. The data analysis technique carried out in this research uses steps including data reduction, data presntation, and drawing conclusions.

The results of the research show that a hedonistic lifestyle is a lifestyle that refers to a persson’s attitude towards the pleasures of life. The background to the lifestyle of students at the Cultural Anthrhropology Department of ISI Padangpanjang receving Bidikmisi/KIP-K is in accordance with internal and external factors, namely to expand their circle of friends, gain self-satisfaction, expect praise, and social media. As well as from hedonistic lifestyle for student of the Department of Cultural Anthropology who receive Bidikmisi/KIP-K, namely liking hanging out in cafes, shopping excessively, and following fashion trends.

Keywords: Lifestyle, Hedonism, Bidikmisi/KIP-K Students



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