

ABSTRAK

ELVIANA FITRI RANGKUTI (10050010064). HUBUNGAN ANTARA *SELF ESTEEM* DENGAN PERILAKU *COMPULSIVE BUYING* PADA REMAJA PENGGEMAR *HALLYU WAVE* ANGGOTA AKTIF BANDUNG KOREA *COMMUNITY* (HANSAMO)

Bandung Korea *Community* (Hansamo) merupakan komunitas pencinta *hallyu* yang terdapat di Bandung. Dalam komunitas tersebut ditemukan fenomena-fenomena yang menunjukkan bahwa anggota komunitas Hansamo memiliki penilaian negatif terhadap *self esteem* nya yang berdampak pada perilaku *compulsive buying* sebagai cara untuk melindungi *self-esteemnya* dari penilaian negatif tersebut. Adapun tujuan dalam penelitian ini adalah untuk melihat seberapa erat hubungan antara *Self Esteem* dengan perilaku *Compulsive Buying* remaja penggemar *hallyu wave* yang terdapat pada Bandung Korea *Community* (Hansamo). Metode yang digunakan dalam penelitian ini adalah korelasional dengan jumlah subjek sebanyak 60 orang anggota Bandung Korea *Community* (Hansamo) yang masih aktif. Pengumpulan data yang dilakukan dengan menggunakan alat ukur berupa aspek-aspek *self-esteem* menurut Coopersmith dengan reliabilitas sebesar 0,981 dan alat ukur dari karakteristik *compulsive buying* menurut Faber & O'Guinn dengan reliabilitas sebesar 0,966. Pengujian korelasi antara variabel *self esteem* dengan *compulsive buying* menggunakan teknik korelasi Rank-Spearman. Berdasarkan hasil penelitian, diperoleh korelasi dengan nilai sebesar $r_s = - 0,417$ dan dapat dikatakan bahwa terdapat hubungan yang negatif antara *self esteem* dengan *compulsive buying* remaja penggemar *hallyu wave* di Bandung Korea *Community* (Hansamo), artinya semakin rendah *self esteem* maka semakin tinggi *compulsive buying* remaja penggemar *hallyu wave* di Bandung Korea *Community* (Hansamo) ataupun sebaliknya.

Kata Kunci: *self esteem*, *compulsive buying*, remaja, komunitas

ABSTRACT

ELVIANA FITRI RANGKUTI (10050010064). CORRELATION BETWEEN SELF ESTEEM WITH COMPULSIVE BUYING ON TEENAGER FANS OF HALLYU THE ACTIVE MEMBER OF BANDUNG KOREA COMMUNITY (HANSAMO)

Bandung Korea Community (Hansamo) is a Hallyu lovers community located in Bandung. Hallyu lovers Hansamo community is considered as a suitable place for them because its members have similar interests to Hallyu. There are phenomena show that the members of Hansamo have a negative assessment of their self-esteem that impact on the compulsive buying behavior as an impact of the negative assesment to protect their self-esteem. The purpose of this research is to observe the relationship between self-esteem with compulsive buying behavior of teenagers fans of hallyu wave in Hansamo community. The research method used in this research is correlational with a number of subjects were 60 Hansamo members who are still active. Data collection is done by measuring instrument of the Coopersmith Self-Esteem aspects with the reliability of 0.981 and measuring the characteristics of compulsive buying by Faber O'guinn with reliability of 0.966. Examining the correlation between the variables of self-esteem with compulsive buying using Spearman correlation techniques. Based on the results of correlation with the value of $r_s = -0.417$ and it can be concluded that there is a negative relationship between self-esteem with compulsive buying behavior of teenager fans of Hallyu in Hansamo community, it can be concluded that the lower the self esteem, the higher compulsive buying teenagers fans of hallyu in the Hansamo community as well as vice versa.

Keyword : Compulsive Buying, Self-Esteem, Teenagers, Community