

ABSTRAK

Universitas Trunojoyo Madura. Fenomena ini penting dikaji mengingat program KIP-K yang semula ditujukan untuk mendukung kebutuhan pendidikan, justru dalam praktiknya kerap disalahgunakan untuk memenuhi keinginan konsumtif, seperti pembelian barang-barang mewah, gaya hidup nongkrong, hingga pembentukan citra sosial melalui simbol konsumsi.

Penelitian ini menggunakan metode kualitatif dengan pendekatan fenomenologi. Data dikumpulkan melalui observasi, wawancara mendalam, dan dokumentasi terhadap delapan informan yang merupakan mahasiswa aktif penerima KIP-K. Analisis data dilakukan dengan menggunakan teknik reduksi, penyajian data, dan verifikasi data menurut Miles dan Huberman.

Hasil penelitian menunjukkan bahwa terdapat dua pola penggunaan dana KIP-K: penggunaan berdasarkan nilai fungsi dan penggunaan berdasarkan nilai guna. Pada penggunaan berdasarkan nilai guna, mahasiswa cenderung membelanjakan dana untuk memenuhi gaya hidup konsumtif seperti membeli iPhone, produk *fashion*, kuliner viral, dan nongkrong di cafe, yang dimaknai sebagai simbol eksistensi dan status sosial. Temuan ini Penelitian ini bertujuan untuk mengetahui bagaimana gaya hidup konsumtif terbentuk di kalangan mahasiswa penerima Kartu Indonesia Pintar Kuliah (KIP-K) di Fakultas Ilmu Sosial dan Ilmu Budaya dianalisis menggunakan teori Konsumerisme Jean Baudrillard, di mana konsumsi tidak lagi didasarkan pada kebutuhan melainkan pada nilai tanda dan konstruksi identitas.

Kata Kunci: Konsumerisme, Mahasiswa, KIP-K, Gaya Hidup, Jean Baudrillard, Nilai Tanda

ABSTRACT

This study aims to explore how a consumerist lifestyle is formed among recipients of the Indonesia Smart College Card (KIP-K) in the Faculty of Social and Cultural Sciences, Trunojoyo University of Madura. This phenomenon is important to examine considering that the KIP-K program, which was originally intended to support educational needs, is often misused to fulfill consumptive desires such as purchasing luxury items, engaging in café culture, and constructing social image through symbolic consumption.

This research employs a qualitative method with a phenomenological approach. Data were collected through observation, in-depth interviews, and documentation involving eight informants who are active KIP-K student recipients. The data analysis technique follows the interactive model of Miles and Huberman, including data reduction, data display, and conclusion drawing.

The results of the study show that there are two patterns of use of KIP-K funds: use based on function value and use based on use value. In use-based use, students tend to spend funds to fulfill a consumptive lifestyle such as buying iPhones, fashion products, viral culinary, and hanging out in cafes, which are interpreted as a symbol of existence and social status. This study aims to find out how consumptive lifestyles are formed among students who receive the Indonesia Smart Lecture Card (KIP-K) at the Faculty of Social Sciences and Cultural Sciences analyzed using Jean Baudrillard's theory of Consumerism, where consumption is no longer based on needs but on the value of signs and identity construction.

Keywords: Consumerism, Students, KIP-K, Lifestyle, Jean Baudrillard, Sign Value