

Study Of Hedonistic Lifestyles Based On Sexes And Cultural Background (Students of Batak and Minang Culture)

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Abstract: This research aims at investigating the varieties of hedonistic lifestyles adopted by university students based on their sexes and cultural backgrounds. Culture is referred to in this research is the culture of Batak and Minang culture. The formulation to the problem for this research is there any difference in the lifestyle of hedonism in terms of gender and culture. This research method using descriptive quantitative. Sample for this study where students numbered 80 people. Data collection techniques in this study using questionnaires about the behavior of hedonism. Data were analyzed using t-test. Based on testing and data analysis significance level of <0.005 . Namely, the hedonistic lifestyle in terms of gender has the significance of 0.000, and the lifestyle of hedonism in terms of culture has a significance of 0.005. This means that there are differences in terms hedonistic lifestyle of sex and Minang and Batak culture at the level of students.

Keywords: Hedonism, sex, and culture.

Received July 12, 2018;
Revised July 15, 2018;
Accepted July 18, 2018;
Published Online August 30, 2018

Conflict of Interest Disclosures:

The authors declare that they have no significant competing financial, professional or personal interests that might have influenced the performance or presentation of the work described in this manuscript.



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Introduction

Of Youth is one of the periods of enjoyable. Many say that adolescence should be enjoyed as much as possible because adolescence is the most beautiful of its time. However, in the phase teens, tremendous period ranges and crisis. Because, basically, adolescence is a time refinement of the stages of development before adolescence. Teenagers that are referred to in the lives of people in Indonesia have an age limit between 11 and 24 years old and not yet married individuals (Sumanto, 2014).

During the past, modern is one where there is a shift in attitude and mentality as citizens to be able to live as the demands at the present which at any time evolving with the times increasingly intense (Bernatta, 2017). Modernists influence or impact of globalization great to meet the needs of the times now the teenage lifestyle. Lifestyle is a unique way of everyone in striving toward the goal, especially by people throughout his life (Trimartati, 2014). However, as the development of the technology during this time negatively impacts a teenager's life, including freer lifestyle, where teenagers increasingly follow the lifestyle of the artists and a luxurious lifestyle. Luxury lifestyle can also be regarded as a hedonistic lifestyle (Saputra, Lester, & Sholikhah, 2017).

Hedonism is the adopted influence of western culture whose youth have liberalism (Nadzir, 2015). This makes teenagers in Indonesia make that lifestyle as the basis for him to do social relationships by peers (Oktaviari & Hendrastomo, n.d.; Saputra, Lestari, & Sholikhah, 2017). Hedonic lifestyle also attracts teenage students who love luxurious life. As expressed by a Professor of moral education science at The State University of Semarang, that the current initial orientation of students today is a lifestyle (Sari, 2015).

Hedonic behavior must also be based on the economy that we have. If our economic level is high then the hedonic lifestyle will also increasingly approach us as well vice versa (Athota, Connor, & Roberts, 2016; Berliant & Mcmillen, 2006). Lifestyle hedonism in the field of psychology was developed into two types namely, inferential hedonism holds that each person only has ultimate desires regarding his or her own hedonic states; and reinforcement hedonism holds that each person's ultimate desires, whatever their contents are, are differentially reinforced in that person's cognitive system only by virtue of their association with hedonic states (Garson, 2015).

The results of subsequent studies also explained that the lifestyle of hedonism in adolescents in the city of Samarinda of 24.2% can be attributed to the influence of religiosity and socio-economic status of parents. Teenagers that are referred to in this study aged 15-17 years as many as 82 subjects (Nurwitasari, Imawati, & Rosliana, 2014). Based on the analysis on the results of research conducted at the University of Ahmad Dahlan in 2011, there were three female students and two male students who serve as research subjects, the background factors student guidance and counseling Ahmad Dahlan University in 2011 is conformity peers and also economic status of parents (Trimartati, 2014).

Armstrong (2003) explains that the lifestyle of hedonism is one of the lifestyle activities aimed to seek the pleasures of life, such as individuals would rather spend his time outside the house just to hang out, shopping expensive items please, to be able to do anything to become the center of attention in the surrounding neighborhood. Hedonistic lifestyle closely associated in the development of technology that is currently growing very rapidly. The growing sophistication of technological development, the higher the lifestyle that must be followed by teenagers. Aspects of the lifestyle of hedonism (Trimartati, 2014), among others:

Activity

1. On this, aspect is evident to activities that are often seen in teenagers' lives every day, like hanging out in cafes, shopping at the luxury shopping centers, split infinitive the activity itself did.
2. Interests
One example in this aspect is the fashion, food, luxury objects, hangout, and always wanted to be the center of attention in the surrounding neighborhood.
3. Opinion
What is meant in this aspect is the answer to both oral and written form given in response perhaps stimulus situation in which a kind.

Amrin Ra'uf (2005) also explains that each individual has their own way to anticipate the worst impact that could threaten the individual to get in on the high level of hedonism space. There are several ways to anticipate the lifestyle of hedonism, which is as follows:

1. Build a good awareness

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- Everyone should indeed have to have a high awareness to the surroundings, living within an environment that almost all of them follow the lifestyle of hedonism then as an individual to be affected then we must be aware of the life we are repeated stem
2. Utilizing a wealth become qualified
Individual who have abundant wealth or wealth is often referred to. It will easily get what he wants. However, sometimes they are not able to use his fortune for something useful, most of them are just going to spend his fortune by buying goods that are not important. For that to avoid the lifestyle of hedonism, the individual should be able to utilize his wealth as something valuable and qualified.
 3. Resist the urge to behave or follow the lifestyle of hedonism
Individuals difficult to resist a desire that they wanted even though something is not very important. However, to stop himself from a hedonistic lifestyle he will avoid it.
 4. Proceed in life
Individuals should select the step and the proper way to make a more useful life. For that man should be able to run every process of life as well as possible.

Based on the above, it can be concluded that the lifestyle of hedonism can be prevented with their building awareness of ourselves in holding anything he wants.

Indeed, hedonistic lifestyle that involves in gender and culture is mostly done by women. Now, women pay more attention to lifestyle, especially in the field of fashion. As students who now live outside urban areas then itself better to follow the lifestyle of hedonism that he considered there by his close friends in college (Baiduri, 2013). In contrast to the man who most of the male students are indifferent towards the appearance to the campus, for men to wear comfortable clothes for him was enough to make him confident with his lifestyle (Desryani, 2015).

Hedonism is simply the one that increases the understanding of individual preferences with a luxury in life regardless of religious prohibitions and deontology (Saputra et al., 2017). In contrast to the Batak culture still, assume that the religion and culture a unity that cannot be separated. Religion and culture have a reciprocal relationship with regard to something that is related to lifestyle, and therefore lifestyle in Batak culture Angkola still banned for violating any terms of religion (Kurniawan, 2001). However, the Minang culture on the west coast lifestyle has begun to enter as the arrival of foreign tourists who visit the area, including the village of Java, on the west Coast (Septika, Pitoewas, and Yanzi, 2015).

Through this phenomenon, there are many differences that occur through lifestyle in each culture that exists in this world. For that purpose the researcher intends to examine differences in hedonistic lifestyle of students in gender and culture. Culture and gender referred to in this study were men who cultured batak and minang, and women who cultured batak and minang.

Method

This research is comparative descriptive study design with 3 x 2. The population is a student whose background Minang and Batak. The number of samples required for this study was 40 students and 40 students minang cultured hobo, means the sum of all the samples is 80 students. Techniques used in sampling is proportional random sampling.

The instrument used for this study is a questionnaire on the hedonism lifestyle by using the Likert scale model and the instrument that addresses the hedonic lifestyle. Data were analyzed using T-test data using SPSS version 20. assistance

Results and Discussion

The results from this research are the discovery of the level of lifestyle which is owned by the cultured student Minang and Batak. Students with a background in Minang culture have hedonistic lifestyle level at high category with the percentage of 71.74 and the cultural background of students Hobo also at high category with a lower percentage than students Minang cultural background, with the percentage of 68.40. the term of gender, female student lifestyle shows Hedonism higher than male students with a ratio of 72.40 and 67.74 percentage. And when viewed from both premises female student cultural background

hedonistic lifestyle minang has the highest with 75.74 percent, and female student with a background Batak culture and male students Minang and Batak cultural background has the same percentage is 67.74.

Table 1. Distribution of descriptive data ConductHedonism based
 BackgroundCulture andGender

Cultural Background	Gender				Total	
	Male %	Category	Female %	Category	Average	Category
Minang	67.74	High	75.74	High	71.74	High
Batak	67.74	high	69.07	high	68.40	high
Average	67.74	high	72.40	high	70.07	high

Then, the difference test using T-test to see is there a difference in student lifestyle in terms of cultural background and gender , The results of T-test showed that there were differences between the hedonistic lifestyle male student Minang and Batak culture. The lifestyle of hedonism among female undergraduates Batak and Minang culture.

Discussion

1. Lifestyle minang student backgrounds; cultural, community minang that embraces matrilineal where their function is more than a woman within the family makes women as a figure to be applied as well as possible, including in appearance, but there must be limits values and norms that are owned by women minang in dress, which here can be interpreted with lifestyle. The results showed the lifestyle of hedonism in a cultured student high minang. Minang culture where students want to look attractive in order to be regarded as the fashionable student on campus.
2. Lifestyle student Batak cultural backgrounds; culturally, Batak society is a society that is famous for her hard worker. Where they are willing to laboriously in order to send their children to succeed. In addition, people Hobo still adheres to customs and religion, they say that the customs and religion cannot be separated because of mutual influence. Hobo culture hedonism lifestylealso has a high level, only the student Batak culture is not on appearance but on activities that are more often hung out with his friends just to spend time.
3. Hedonism lifestyle for students in terms of gender; I can be interpreted that the hedonistic lifestyle of students is higher, it is supported by the phenomena that female students would want to be more fashionable than male students.
4. The lifestyle cultured male students Batak and Minang, visible when the student hedonistic lifestyle minang higher than lifestyle male student Batak culture. It is seen that the Minang hedonistic lifestyle may be affected due to the influx of foreign travelers who their lifestyle
5. The lifestyle cultured female students Batak and Minang. Women are known for the lifestyle of hedonism, this is seen when in place teens today are more fulfilled by women than by men. However, if examined in terms of then cultured minang female students who have a lifestyle of hedonism higher than female students Batak.

Conclusion

Based on the findings and discussion of research results can be expressed as the following conclusions.

1. The level of student hedonistic lifestyle, in general, are in a high category.
2. The level of lifestyle of students in terms of gender differs significantly, the hedonistic lifestyle where women students are higher than male students.
3. The level of student hedonistic lifestyle in terms of cultural background, where students hedonistic lifestyle Minang culture is higher than students Batak culture.
4. There is no interaction between gender and culture in explaining the student's hedonic lifestyle.

Acknowledgment

Based on the findings from the research, discussion, and conclusions have been put forward. Suggestions can be recommended researchers as a follow-up to this study are as follows.

1. For students, it is expected to be able to better withstand lifestyle that does not easily fit with the environment or affected lifestyle.
2. For A Counselor at the college is suggested to provide care how good lifestyle of a student.
3. Further research, it is advisable to examine other aspects related to the lifestyle of hedonism and use the division of cultural characteristics that are newer or have not been investigated.

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