

POLA KOMUNIKASI BELANJA *ONLINE* GENERASI Z DI JAKARTA SELATAN (STUDI FENOMENOLOGI PLATFORM SHOPEE)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengalaman komunikasi dan motif belanja *online* generasi Z di Jakarta Selatan studi fenomenologi platform Shopee dengan menggunakan teori fenomenologi Alfred Schutz. Metode yang digunakan adalah kualitatif dengan menggunakan sumber data primer dan data sekunder. Teknik pengambilan sampel dilakukan dengan *purposive sampling*. Peneliti menggunakan lima tahapan analisis data menurut Moustakas, yaitu tahap awal, horizontalisasi, *Cluster of Meaning*, deskripsi esensi, melaporkan hasil penelitian, dan penarikan/ verifikasi dengan triangulasi dan *Member Check*. Hasil akhir dari penelitian ini menunjukkan bahwa pengalaman komunikasi informan saat belanja *online* terletak pada *Feedback*. *Feedback* yang baik dan ramah, *Feedback* yang mendengarkan dan melaksanakan permintaan atau *request* informan, *Feedback* yang mau menanggapi retur dan *refund* dengan baik, hal tersebut juga menjadi sebab informan belanja *online* selain terdapat *Because Motive* dan *In Order to Motive* informan belanja *online*. Dan terdapat juga *Feedback* yang kurang memuaskan akan menjadi pertimbangan informan dalam belanja *online*. *Because motive* belanja *online* informan, Pandemi Covid-19, Banyak kebutuhan perempuan, Banyak referensi dan perbandingan produk, Aplikasi dan fitur yang memudahkan, Murah dibandingkan *marketplace* lainnya dan toko *offline*, Aplikasi *marketplace* yang banyak orang ketahui. *In Order to Motive*, agar mendapat keuntungan, agar mendapat barang yang dibutuhkan dan barang yang terbaru, agar mendapat harga yang murah dan hemat, agar tidak perlu ke toko *offline* dan keluar rumah.

Kata Kunci: Fenomenologi, Pengalaman Komunikasi, Motif, Platform Shopee.

**SHOPPING COMMUNICATION PATTERNSONLINE GENERATION Z IN
SOUTH JAKARTA (PHENOMENOLOGY STUDY OF THE SHOPEE
PLATFORM)**

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ABSTRACT

This study to aims determine communication experience and shopping motives online Generation Z in South Jakarta studies phenomenology on the Shopee platform using Alfred Schutz's phenomenological theory. The method used is qualitative, primary data sources and secondary data. The technique is done by purposive sampling. Researchers used five stages of data analysis according to Moustakas, the initial stage, horizontalization, Cluster of Meaning, description of the essence, reporting research results, and withdrawal/ verification by triangulation and Member Check. The final results of this study indicate that the informants' communication experience when shopping online lies on Feedback. Feedback is kind and friendly, Feedback that listens and carries out requests or request reports, Feedback that wants to respond to returns and refund well, also the cause of shopping informants online besides there are Because Motive and In Order To Motive shopping informant online. And there is to Feedback those are unsatisfactory will be considered by informants in shopping online. Because of motive shopping online informants, the Covid-19 pandemic, many women's needs, lots of product references and comparisons, applications and features that make it easy, cheap in comparison marketplace others and shop offline, Application Marketplace which many people know. In Order To Motive, to make a profit, to get the goods needed and the newest goods, to get low and economical prices, and not to have to go to the store offline and leave the house.

Keywords: *Phenomenology, Communication Experience, Motives, Shopee Platform.*