

**PERSEPSI KOMUNITAS PUNK TENTANG GAYA HIDUP KONSUMTIF
GENERASI MILENIAL
(STUDI TERHADAP KOMUNITAS PUNK “TARING BABI”)**

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Abstrak

Penelitian ini membahas tentang persepsi komunitas punk terhadap gaya hidup konsumtif generasi milenial. Komunitas punk dipilih sebagai subjek penelitian sebab punk acapkali dipersepsikan buruk di masyarakat, namun jarang punk yang notabene adalah subkultur yang tentu memiliki perbedaan gaya hidup dengan masyarakat umum memberikan persepsinya tentang suatu fenomena. Gaya hidup konsumtif generasi milenial menjadi objek yang akan dipersepsikan komunitas punk. Milenial yang dianggap sebagai generasi kreatif dan inovatif ternyata berdasarkan pemberitaan media massa dan riset memiliki kecenderungan bergaya hidup konsumtif. Tujuan penelitian ini guna mengetahui persepsi komunitas punk ihwal gaya hidup konsumtif generasi milenial dan mengetahui faktor yang melatarbelakangi persepsi tersebut. Penelitian ini menggunakan metode deskriptif kualitatif. Pada penelitian ini, studi kasus yang digunakan adalah komunitas punk “Taring Babi”. Data penelitian diperoleh melalui wawancara, observasi, dan dokumentasi dari komunitas punk “Taring Babi”. Hasil penelitian ini menyatakan persepsi anggota komunitas punk “Taring Babi” terhadap gaya hidup konsumtif generasi milenial adalah gaya hidup yang menjerat para milenial dalam skema bisnis pengusaha dan dijadikan sebagai objek pasar lalu mengonsumsi barang hanya untuk meningkatkan status sosial dan mengikuti tren kekinian. Faktor yang melandasi persepsi tersebut berupa nilai yang dianut dan pengalaman masa lalu.

Kata kunci: Gaya hidup, konsumtif, milenial, persepsi, punk.

**THE PERCEPTION OF PUNK COMMUNITY ON MILLENNIAL
GENERATIONS CONSUMPTIVE LIFESTYLE
(STUDY ON “TARING BABI” PUNK COMMUNITY)**

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Abstract

This study discusses the perception of the punk community on the millennial consumptive lifestyle. Punk community was chosen as the subject of research because punk is often perceived poorly in society, but rarely punk is in fact a subculture which certainly has a different lifestyle with the general public giving its perception of a phenomenon. Millennials consumptive lifestyle becomes an object that will be perceived by the punk community. Millennial which is considered as a creative and innovative generation is apparently based on the mass media coverage and research has a tendency to consumptive lifestyle. The purpose of this study is to identify the perception of the punk community regarding the millennial generation's consumptive lifestyles and determine the factors underlying these perceptions. This study used descriptive qualitative method. In this research, the case study used is the "Taring Babi" punk community. The research data were obtained through interviews, observations, and documentation from the "Taring Babi" punk community. The results of this study stated the perception of members of the "Taring Babi" punk community on the millennial generation's consumptive lifestyle is a lifestyle that ensnares millennials in the entrepreneur's business scheme and serves as a market object and consumes goods only to improve social status and follow current trends. Factors underlying these perceptions are values that are shared and past experiences.

Keywords: *Consumptive, lifestyles, millennial, perception, punk.*