

## The Phenomenon of Teenagers Shopping Online in Tamalanrea District, Makassar City

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### Abstract

Adolescence is a period of searching for one's identity to be more accepted in one's environment. Today's teenagers are a generation that understands technology and relies more on technology for their activities. One of their activities that relies on technology is online shopping. This research uses a methodology with a qualitative approach and uses phenomenological theory by interviewing four teenagers who are students. The informant's criteria is that they shop online almost every day. The aim of this research is to find out why teenagers like shopping via e-commerce. The results of the research found that today's teenagers prefer things that are practical and easy. Being equipped with technological capabilities makes it easier for them to shop without worry. They use the features offered within reasonable limits because they understand the consequences of these features. Therefore, they feel they can still survive in the big city (Makassar) without worrying and still follow the latest fashion.

**Keywords:** teenagers, e-commerce, online

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## INTRODUCTION

Technology makes it easy for everyone to do things, and so does shopping. This changes the way of shopping which can not only be done with a face-to-face system but can already be in online form or called e-commerce. E-commerce in Indonesia has increased sharply after the pandemic. E-Commerce in general can be interpreted as buying and selling transactions electronically through internet media. In addition, E-commerce can also be interpreted as a process of doing business using electronic technology that connects companies, consumers and society in the form of electronic transactions and the exchange or sale of goods, services, and information electronically.

According to the results of a survey conducted by Bank Indonesia (BI), it is noted that the consumption patterns of Indonesian people tend to be optimistic and confident in spending their money. This pre-crisis young group, especially those now occupying the position of the upper middle class, is currently the most enthusiastic group buying luxury goods, with an average age of 17 years. Adolescence as a period of developmental transition between childhood and adulthood, involving biological, cognitive, and socio-emotional changes. The adolescent age group develops to find self, refine experiences to further develop in thinking and communication and expressing emotions.(Nurul, 2014)(Setiawan, 2012)(Santrock, 2012)

Adolescence is the transition from childhood to adulthood, which includes all the development experienced in preparation for adulthood. These developmental changes include physical, psychic and psychosocial aspects. Adolescence is one of the periods of human development. Adolescence is a time of change or transition from childhood to adulthood which includes biological changes, psychological changes, and social changes At these times, adolescents usually create something different and unique, both in terms of dress, hairstyle, how to dress up to behavior. According to Hurlock, adolescence is a time of social change, which explains that the influence of outside groups is stronger because adolescents spend more time on activities outside the home. (Adyanti & Sofia, 2013)(Fardhani & Izzati, 2013)

Shopping behavior is more common among teenagers. Teenagers in consumer behavior theory, where according to young consumers are usually very attractive, more attractive, always follow the current style even many young people want to be an inspiration in their circles. Young people are more courageous to present themselves, confident, intelligent, and critical. Teenagers tend to shop not only for reasons of need, but tend to shop for appearance to be more appreciated and accepted by a group and their peers.(Sumarwan, 2011)

According to Sarwono, emotional choices are usually based on guilt, fear, lack of confidence, and the desire to compete and maintain self-appearance. Therefore, adolescents strive to be equal with their peers, so that adolescents feel themselves more accepted and valued. Self-esteem in according to Coopersmith as an evaluation made by individuals and habits of perceiving themselves primarily regarding the attitude of accepting or rejecting, and an indication of the magnitude of the individual's

confidence in his abilities, meaningfulness, success and worth. (Pranoto & Mahardayani, 2010)(Rangkuti, 1997)

In addition, according to Maslow) the satisfaction of self-esteem needs gives rise to feelings and attitudes of self-confidence, self-worth, ability, and feelings of usefulness. Self-esteem is his assessment or view of valuable or meaningful feelings expressed in the form of an individual's attitude towards himself. Where the need for self-esteem is not satisfied will cause negative feelings and attitudes that cause self-harm effects, such as inferior, weak, passive, dependent, and inferior attitudes in association. (Kristanto, 2011)

In Makassar City, teenagers who like to shop are students who do more outdoor activities every day. Researchers chose the Tamalanrea area because there are many students living there in that area. This is because there are four campuses in the area. Based on this, researchers are interested in analyzing the behavior of adolescents in online shopping.

## LITERATURE REVIEW

### 1. Adolescent

Adolescence is a period of rapid growth and development both physically, psychologically and intellectually. The typical nature of adolescents has a great curiosity, likes adventure and challenges and tends to dare to bear risks for their actions without being preceded by careful consideration (Ministry of Health RI, 2015).

According to the World Health Organization (WHO), adolescents are residents in the age range of 10-19 years, according to Indonesian Health Regulation Number 25 of 2014, adolescents are residents in the age range of 10-18 years and according to the Population and Family Planning Agency (BKKBN) the age range of adolescents is 10-24 years and unmarried. A teenager is someone who grows into adulthood encompassing mental, emotional, social, and physical maturity. Where adolescents have a great curiosity and are undergoing a process of development in preparation for entering adulthood.

Adolescent Characteristics The characteristics of adolescents according to (Putro, 2017), namely:

a. Adolescence as an important period

In adolescence, both direct and long-term consequences remain important. Such rapid physical development is accompanied by rapid mental development, especially in early adolescence. All these developments give rise to the need for mental adjustment as well as the need to form new attitudes, values, and interests.

b. Adolescence as a transitional period

In this phase, adolescents are no longer a child nor are they adults. If teenagers behave like children, they will be taught to act according to their age. If teens try to behave like adults, teens are often accused of being too big and scolded for trying to act like adults. On the other hand, the unclear status of adolescents

- is also beneficial because status gives them time to try different lifestyles and determine the patterns of behavior, values, and traits that work best for them.
- c. Adolescence as a period of change The rate of change in attitudes and behavior during adolescence parallels the rate of physical change. During early adolescence, when physical changes occur rapidly, changes in behavior and attitude also take place rapidly. If physical changes decrease, then changes in attitude and behavior also decrease.
  - d. Adolescence as a problematic age Each period of development has its own problems, but the problems of adolescence are often problems that are difficult for both boys and girls to overcome. Inability of them to cope with the problem on their own in the way they believe, many teenagers eventually find that the resolution is not always in line with their expectations.
  - e. Adolescence as a time of searching for identity In the early years of adolescence, group adjustment is still important for both boys and girls. Gradually they began to crave self-identity and were no longer satisfied with being equal to friends in everything, as before. This ambiguous adolescent status poses a dilemma that causes adolescents to experience "identity crises" or ego identity problems in adolescents.
  - f. Adolescence as an age of fear Cultural stereotypes that adolescents like to do as they please, are untrustworthy and tend to behave destructively, cause adults who must guide and supervise the lives of adolescents who are afraid of responsibility and are unsympathetic to normal adolescent behavior.
  - g. Adolescence as an unrealistic period Adolescence tends to view life through pink glasses. He sees himself and others as he wants and not as he is, especially in terms of hopes and ideals. These unrealistic hopes and ideals, not only for himself but also for his family and friends, led to the heightened emotions that are characteristic of early adolescence. Teenagers will be hurt and disappointed if others disappoint them or if they don't achieve the goals they have set themselves.
  - h. Adolescence as the threshold of adulthood As the age of legal maturity approaches, adolescents become restless to abandon the stereotypes of adolescence and to give the impression that they are almost adults. Dressing and acting like an adult is not enough. Therefore, adolescents begin to focus on behaviors associated with adult status, namely smoking, drinking, using drugs, and engaging in sexual acts that are quite troubling. They assume that this kind of behavior will give an image that is in accordance with their expectations.

According to the stage of development, adolescence is divided into three stages (Putra, 2013), namely:

- a. Early adolescence (12-15 years), with characteristics including: 1) Closer to peers 2) Want to be free 3) Pay more attention to the state of his body and start thinking abstractly.

- b. Middle adolescence (15-18 years), with characteristics including: 1) Looking for self-identity 2) Desire for dating 3) Have a deep sense of love 4) Develop abstract thinking skills 5) Delusional about sex activities
- c. Late adolescence (18-21 years), with characteristics including 1) Disclosure of self-identity 2) More selective in finding peers 3) Have a physical image of himself 4) Can manifest love 5) Able to think abstractly

## 2. E-commerce

The ever-growing world of marketing requires business people to always keep up with the times. This condition requires every business person to adjust and develop a marketing strategy with a concept that is in accordance with the times. One of these marketing strategies is digital marketing.

Digital marketing or commonly referred to as digital marketing is an effort made in marketing using devices connected to the internet with various strategies and digital media, the goal is to build communication with potential customers (Chakti, 2019: 11). In addition, digital marketing is also described as an effort by a business person in marketing or introducing our brand or product through the internet, which can be accessed through online media, such as websites, blogs, social media, interactive audio video, interactive audio, and display ads (Sidiq, 2019: 7).

In 2013, Ali explained that E-Marketing or digital marketing is the use of digital technology to achieve marketing goals as well as efforts to develop or adjust the marketing concept itself, can communicate in a global scope, and change the way companies do business with customers (Febriyantoro, 2018: 65). In a journal written by Febriyantoro in 2018, Ali Hasan explained a number of characteristics of digital marketing, namely that digital marketing is an effort to improve business interactions based on interactive technology used as a means of exchanging information from business people to customers.

Digital marketing is also an internet-based business activity that aims to understand, analyze, and plan strategies in attracting and retaining customers, and digital marketing is also an effort to accelerate business processes through the internet. Bagas Lucyantoro in his journal writes that there are indicators that affect digital marketing, namely ROI (return on investment) or return on investment, the value to be given to customers, the goals to be pursued by a digital marketing practitioner, tactics in realizing targets in digital marketing and evaluation, and ongoing optimization, namely optimizing digital marketing techniques that tend to change from time to time (dynamic), then optimization in each program is needed (Lucyantoro & Rachmansyah, 2018).

In the journal written by Bagas Lucyantoro and Mochammad Rachmansyah, it is also said that digital marketing combines psychological, humanist, anthropological, and technological factors that will become new media with a large capacity, interactive by involving consumers, and includes several media (multimedia) (Lucyantoro & Rachmansyah, 2018).

## METHODOLOGY

This research uses qualitative methods. Qualitative research is an approach in conducting research that is oriented to natural phenomena or symptoms. Qualitative research is fundamental and naturalistic, and cannot be done in the laboratory, but in the field. Therefore, this kind of research is often called naturalistic inquiry, or field study. In other words, qualitative research is a method that seeks to explore and understand the meaning of a number of individuals who experienced firsthand the events that are the focus of research. (Bungin, 2005)

This study uses phenomenological theory which aims to explain the reality of adolescent behavior in shopping online through applications. Based on etymology, phenomenology comes from two words derived from Greek, namely *Phenomenon* and *Logos*. *Phenomenon* interpreted as an appearance or something that presents oneself temporarily. *Logos* is a science. Therefore, it can be said that phenomenology is the study of knowledge derived from consciousness. (Bartens, 1981)

Phenomenology seeks to reveal the meaning of a person's experience. The meaning of something that a person experiences will depend on his relationship with that something. In line with the opinion that phenomenology deals with the appearance of an object, event or condition related to our perception. (Edgar & Sedgwick, 2008)(Littlejohn & Foss, 2005)

In phenomenology, it means allowing something to manifest itself as it really is. So for one hand it brings out meaning by letting the reality / phenomenon / experience open itself. While for the other side, meaning arises as a result of the interaction between the subject and the phenomenon he experiences.

There are three essences according to Stanley Deetz, first, knowledge is something that is conscious. Such knowledge is not inferred from experience, but is discovered directly through the experience of consciousness. Second, the meaning of something consists of potentials in one's life. How does a person relate to an object for the person concerned. Third, language is a means for meaning to emerge. A person experiences the world and expresses it through language. (Littlejohn & Foss, 2005)

In phenomenology, there are five basic concepts that need to be understood, namely phenomena, *epoche*, constitution, consciousness and reduction. For phenomena, derived from the Greek word i.e. *phaenesthai* which means to bring up, exalt, or show oneself. According to Heidegger, the term phenomenon is also formed from the term *Phaino* which means light, showing itself within itself or the totality that appears behind us in light. So it can be said that phenomena are a display of objects, events in our perception of a reality that manifests itself to humans. (Moustakas, 1994)

The second concept is *epoche* which also comes from Greek which means to refrain from judging. *Epoche* is a concept developed by Husserl, namely one's efforts to reduce our judgment of someone (*bracketing*). According to, *epoche* is that everyday understanding, judgment and knowledge are ignored first, and phenomena are presented as they are without taking sides with anyone. (Moustakas, 1994)

Phenomenology is a theory as well as methodology that has been developed by Alferd Schutz. The phenomenological perspective can be used to understand the reality of conscious communication. Therefore, phenomenology is also the study of knowledge derived from consciousness. The meaning of consciousness is how people perceive objects and events based on conscious experience.

Based on this, it can be said that The reason for using the phenomenological tradition is because basically this research departs from fundamental thinking about what is observed and how to observe it. According to there are three basic premises used in phenomenological research. These premises are:(Kuswarno, 2009)

1. An event will be meaningful to those who experience it firsthand
2. Objective understanding mediated by subjective experience
3. Human experience is contained in the structure of experience itself, not constructed by researchers (Kuswarno, 2009: 58).

The subjects of this study were four teenagers who often shopped through e-commerce. The purpose of this study was to find out why teenagers like to shop through e-commerce

## RESULTS AND DISCUSSION

Based on the results of interviews, many factors cause teenagers to like shopping not face-to-face or online. The first informant (AL) was an early semester teenager at one of the universities in Makassar, she was a woman from Bone regency so she had to boarding in the Tamalanrea area because she did not have a house or relatives in Makassar City. The Navy's parents worked as civil servants and the Navy was an only child. During AL's time as a student, he admitted that he preferred to shop online compared to face-to-face. The reason for AL is that it can get cheaper prices and the models are always up to date. Items that are often purchased by the Navy are clothes or cosmetics.

The second informant (BS) is a man who is also an early semester student at one of the state universities in Makassar. He lives with his parents in Makassar City who work in one of the state-owned enterprises. BS is the second of three children where his brother is already working and his younger brother is still in high school. BS loves shopping online because it's easy and doesn't waste much time. The usual promotions in e-commerce are of great concern to BS. Such as cheap packages or free shipping. So according to BS he can get the goods he wants at low prices without having to waste time bargaining with the seller.

The third informant (RS) also had the same reasons as the Navy and BS. RS is a woman from Bone County and shares a boarding house with AL. RS's parents are self-employed and she is the eldest of two children. RS considers online shopping more time-saving than having to go to a store or mall to shop. He doesn't need to go out, just wait at home, let alone pay in installments every month. RS feels that by shopping online, he is better able to manage his finances to still be able to survive a decent life in Makassar City.

The fourth informant (AG) is a woman from Soppeng regency who is also boarding close to the campus where she is completing her studies. AG takes advantage of the e-

commerce features offered such as pay later as his parents only ship monthly. AG's parents worked as Civil Servants in Soppeng Regency. All his needs in Makassar he uses the application. Not only buying clothes, but also eating, buying books, or others he buys through e-commerce that has a pay later feature.

Based on the results of the interview, it can be said that today's teenagers are more looking for convenience, especially since they really understand the use of technology. The desire to maintain a contemporary appearance without having to waste time and expensive costs. Learning to manage finances and be responsible is automatically done in order to stay afloat in a big city while taking education. It can be said that purchasing through e-commerce is very helpful for teenagers in living their lives in Makassar City, especially teenagers who migrate or are far from their hometown

## CONCLUSION

Today's teenagers prefer things that are practically easy. Armed with technological capabilities make it easier for them to shop without worry. The features offered they use with reasonable limits because they understand the consequences of these features. Therefore, they feel that they can still survive in the big city (Makassar) without worrying and keep abreast of the latest fashion.

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