



Hedonism in the Student Environment in the Era of Globalization

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Abstract

This study aims to determine the hedonistic lifestyle found in the student environment in the era of globalization. Hedonism is a human behavior that makes the pleasure and enjoyment of matter a priority in his life. Social media is one of the factors that trigger the growth of hedonism in society. Through social media, people can easily absorb inspiration or offers that can attract the attention of the public to buy these items. Without realizing it, this can cause hedonism in society, especially students, because they can buy things that are their desires, not their needs. In the age of modernization, many students are hedonistic, because they actually have a high level of satisfaction. Students will compete to build their confidence again by buying things as they wish. This research method uses a qualitative approach. The sample in this study was 20 students at Tarumanagara University. Data collection techniques are carried out by distributing open questionnaires online using google forms. The results of this study illustrate that hedonism grows and develops in student life. A person who is hedonistic generally has a selfish, consumptive personality, and does not have careful planning in his life. So, in this era of globalization, students must be able to restrict themselves, so that they are not easily entangled in a lifestyle or hedonism that only provides pseudo-pleasure.

Keywords: Hedonism, Globalization, Social Media, College Students



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INTRODUCTION

Hedonism is something that we have commonly heard about in our daily lives. Hedonism grows and develops in the life of a society undergoing a process of modernization and globalization. Every human being has a different mindset from one another and they will live what they believe especially in their actions and lifestyle. The word "hedonism" in 433 BC which is also known for its early emergence of philosophy. This view was born when Socrates, a famous philosopher, questioned the purpose of human life in this world. From this question arose the birth of the view of Hedonism. Hedonism is a view in which a person considers material pleasures and pleasures to be a priority in his life (KBBI), The pleasure felt will make his life perfect, but unfortunately the pleasure is usually just a temporary and pseudo-pleasure. Ruut Veenhoven argues that Hedonism is a way of life characterized by openness to delicious experience, he also said that Hedonism is often rejected in morally based reasons and is also detrimental to pleasure in the long term (Veenhoven, R: 2003).

Human life at this time is a result of the development of life processes that are the result of a world that is undergoing globalization. A world that is experiencing globalization, according to Larry Ray, is a world where diversity is increasing and communication media allows individuals who are in different locations to simultaneously experience an event (Ray L: 2007). The presence of the internet has made access without knowing the time and place for almost everything easily. Social media is one of the factors in the emergence of hedonism in society, especially with the obsession and addiction to the internet.



A study looking at factors of obsession with internet use among students has shown some hedonistic characteristics of individuals such as discipline to manage a deficient life, low self-confidence, depression, and ease of feeling boredom (Azri, et al: 2019). Social media has made the lives and lifestyles of other people can be monitored easily with only gadgets and the internet. Social media offers a lot of things that can make the mind feel satisfaction, this is because social media contains a lot of entertainment and other things that can be a source of pleasure and satisfaction for the community, this can accumulate into an addiction to social media, as according to the journal by Abbas Fadhil Aljuboori, Abdalnaser M. Fashakh, Oguz Bayat where it is stated that it is conclusive that social media can cause addiction (Abbas, et al: 2020).

Inspiration sourced from social media often makes us covet what is offered on the platform. When this has been achieved, then there is a special pleasure in the heart when successfully realizing and achieving that desire. This feeling often dominates people's lives, especially among students, because they have a high level of desire and influence from the student's living environment, if students are unable to limit themselves then the nature of hedonism will live within the community, especially students/i. it is also driven by the fear of not being labeled by their peers as outdated and not current (Elijah and Peppy: 2018).

Students certainly have different backgrounds, both in terms of economics and the environment. Students can now be categorized as millennials. Students will follow any trends or flows that are currently developing, but the negative impact is that if students continue to follow existing trends and try to fulfill them as much as possible, then the students will be extravagant. Why can students now be said to want to have a hedonistic or extravagant lifestyle?, due to the rapid development of technology and the influence of social media, Making millennials want to imitate a lifestyle that has a negative impact, to be able to compete and not want to be inferior to other people's lives. It is this kind of lifestyle that makes ourselves depressed in happiness and enjoyment in the life being lived, This lifestyle has a very negative impact among society because it can harm individuals by spending a lot of time and money on unimportant purposes.

This research is important to do, so that the community, especially students, can have a rational and wise mindset to take all actions related to their nature and survival. Based on the background of the problem, researchers will conduct a study entitled "Hedonism among Students in the era of Globalization" which is inspired by student life in the world of modernization, So we are interested in conducting research on the problem and can produce useful research and can be used as material for further research. Based on the background above, the problems that will be raised in this study include: What are the factors that influence Tarumanagara University students to have hedonistic behavior? and what are the consequences or impacts if tarumanagara University students live in a hedonistic lifestyle?

RESEARCH METHODS

This research uses a qualitative approach as its methodology. Qualitative Approach is a method of researching a problem by concentrating on analyzing the problem in research without using numbers or calculations. As researchers, we distributed Google Forms online to collect data for this study. The researcher will analyze the informant's responses to get his conclusions. Because the qualitative approach is basically how the researcher is able to provide an in-depth and coherent explanation of the problems raised in his research, the data obtained will be explained by describing. The responses that informants give use sentences that can provide comprehensive answer conclusions. Thus the data to be explained.



RESULTS OF RESEARCH AND DISCUSSION

Data Description

To find out students' perceptions of the development of hedonism among students in the era of globalization, an open questionnaire is used where informants can freely express their opinions. However, even though the questionnaire is open, it is hoped that informants can answer it responsibly. The more information, the more views you will get.

Questionnaire Test Results

1. Student Review of Hedonism. Hedonism according to informants is a person who is extravagant and attaches importance to personal pleasures regardless of the circumstances of others or their surroundings.
2. Student Review hits the Hedonistic Traits of a person. A person who is hedonistic generally has an individualist, consumptive nature, and does not think about future consequences. A person who has a hedonistic nature, will consider status more than needs, making it difficult for him to distinguish things that belong to primary needs.
3. Student Review of Factors influencing hedonistic traits or lifestyles. Family Environment and social environment, These things are arguably one of the main factors in influencing the nature and lifestyle of a hedonist. The feeling of never enjoying what one already has can also be a factor in a person behaving hedonically because There is a desire that always wants to be fulfilled which results in a person's inner feelings feeling temporary pleasure, this feeling also increases during the development of social media.
4. Student Review of the impact if a student has a hedonistic lifestyle. The emergence of excessive consumptive and material nature that has an impact on oneself and is individualist to its environment. These students must carry out self-restrictions, aka the impact on students will be fatal to meet the needs of daily life.
5. Student review of how to overcome hedonistic traits or lifestyles. Students must be able to find or join in an affirmative environment, and also limit the expenditure of money using budgeting methods, and students must have a mindset that considers their future needs.

Discussion

This study aims to find out what factors and impacts are caused by the development of hedonism among students in the era of globalization. Hedonism is a lifestyle in the human being that focuses on seeking pleasure and satisfaction of a pseudo-nature. From the statement above, it can be concluded that we as humans certainly have many needs in our daily lives. Human life consists of various kinds, including primary, secondary, and tertiary needs. Of the three kinds of needs, primary needs are mainly to be met for the sake of human survival.

In this modern human life, all things can be easily accessed by everyone. Social media is one of the factors in the emergence of hedonistic traits or lifestyles. The display offered on social media can make humans, especially students, have the desire to have an item displayed or want it to be the same as what they see. If students cannot limit themselves, then it will be very easy to be tempted by something offered. Unconscious buying behavior can indeed satisfy our desires, but please be aware that this slowly leads us to bad habits, that is, it is difficult to distinguish which are our needs and desires in everyday life. Hedonism also carries an influence in our attitude, because with our attitude of seeking pleasure for ourselves will cultivate egoism in ourselves. Egoism, according to the Stanford Encyclopedia of Philosophy, is a statement for someone who has only one goal, which is for their own well-being. The egoism in question is that a person will have minimal concern for his environment, because he feels that the needs in him have been met through his extravagant attitude to find things that can please him.



To limit ourselves, especially as students, we need to control and budget our finances, so that we do not fall into this habit of hedonism. Students must have an orientation or foresight so that they can think long to take all actions in their lives. By joining a positive environment, it can prevent students from falling into an attitude of hedonism, because basically the environment must be able to provide positive relationships and affirmations to its members, So that its members have an advanced awareness and mindset to live their future lives well.

CONCLUSION

Finally it can be concluded that an individual of a hedonistic nature is someone who seeks personal pleasure and pseudo-satisfaction, as well as who is selfish in nature and also has a habit of overusing money. The thing that can cause a person to be hedonistic based on the data we have received shows, that the most important pattern is the environment in which the individual is located mainly in the sphere of the social environment, which shows the idea that hedonism can be spread socially both through social pressure and in social appeals and other methods, and it can be noticed that the nature of hedonism can also appear internally, especially from the nature of thirst for satisfaction, be it materially, socially, or in any other way.

What a person can do in overcoming influence and the urge to be hedonistic is to have the main ability to be able to overcome and resist self-greed, this can be done in the form of money management, priority concentration, and also self-reflection on the use of money. A thing that can also be used to overcome the urge to carry out hedonism is to strive to increase self-satisfaction and self-confidence to relieve stress over self-insufficiency and self-doubt. As human beings living in the modernization era, we can easily find positive activities or relationships. By joining these relationships, indirectly our confidence and the foundation in us will be built slowly, which is able to bring change and improvement to our self-confidence. The passage of time, surely our confidence is getting formed and we can keep up with the times without any shame for the shortcomings we have, besides that we no longer vent our shortcomings on unnatural things such as hedonism that creates pseudo-pleasures just to make up for the shortcomings that we have.

Failure to avoid hedonism will create some problems for the individual concerned, especially among students who do not yet have a complete identity and can still be easily affected by the movement of the currents of the times. These problems can occur in several forms and several sides as well as aspects such as deteriorating economic status of individuals, difficulties in meeting basic needs, neglect of responsibility, and deterioration of health status. From the statement above, as students we need to build a complete identity and confidence in facing this modern world, By equipping ourselves with a wealth of knowledge we are able to sort and choose something that brings good benefits to ourselves, so that we do not inevitably fall into the current movement of world modernization such as hedonism, which only gives rise to pseudo-happiness and also has an impact on our mental health, if we can no longer give control to ourselves. Suggestion: We recommend that as students, it is appropriate for us to be involved in good friendships and environments, such as being involved in BEM (student executive body) organizations, cadets, religious organizations, etc. This kind of organization can shape us into mature and wise to face this complex life, and in it we can also build confidence and get good mentoring and lead us to something positive. To avoid hedonism yourself, We should start early on we should be able to limit ourselves, the simple thing is to control our finances and budget our expenses and income.

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