

ABSTRAK

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Skripsi

Analisis Aspek Sosial, Budaya, Gaya Hidup dan Kepribadian dalam Pembelian Jasa Sulam Alis di Surabaya (Studi Kualitatif)

Seiring perubahan zaman, kebutuhan wanita pun juga berubah, termasuk dalam hal penampilan. Banyak wanita yang selalu ingin tampil sempurna agar lebih merasa percaya diri. Salah satu hal yang dapat dilakukan adalah melalui sulam alis. Sulam alis banyak dilakukan oleh wanita agar memiliki alis yang sempurna. Namun, dalam pembelian jasa sulam alis umumnya dipengaruhi oleh banyak faktor, seperti aspek sosial, budaya, gaya hidup, dan kepribadian.

Dalam penelitian ini, prosedur yang digunakan oleh peneliti adalah *action research*. Dalam pengumpulan data, peneliti melakukan wawancara terhadap 10 responden untuk memperoleh jawaban yang mendalam. Dalam kegiatan analisis data, peneliti melakukan *open coding* dan tabulasi data. *Open coding* dilakukan oleh peneliti untuk mempermudah peneliti dalam melakukan analisis. Sementara itu, kegiatan tabulasi oleh peneliti dilakukan untuk menemukan psikografis konsumen dalam membeli jasa sulam alis di Surabaya.

Hasil penelitian ini adalah (1) aspek-aspek sosial dan budaya dapat menentukan keputusan konsumen dalam membeli jasa sulam alis. (2) Hampir 70% responden melakukan sulam alis sebagai gaya hidup. (3) Aspek kepribadian dapat menentukan keputusan konsumen dalam membeli jasa sulam alis. (4) Aspek psikologi dapat menentukan keputusan konsumen dalam membeli jasa sulam alis.

Kata kunci: sosial, budaya, gaya hidup, kepribadian, jasa sulam alis.

ABSTRACT

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Thesis

Analysis of Social Aspects, Culture, Lifestyle and Personality in Purchasing Services Eyebrow Embroidery in Surabaya (Qualitative Studies)

As the times change, the needs of women also change, including in terms of appearance. Many women who always want to look perfect to feel more confident. One of the things that can be done is through eyebrow embroidery. Eyebrow silk is mostly done by women to have a perfect eyebrow. However, in the purchase of eyebrow embroidery services are generally influenced by many factors, such as social aspects, culture, lifestyle, and personality.

In this study, the procedure used by researchers is action research. In collecting data, researchers conducted interviews with 10 respondents to obtain a deep answer. In data analysis activities, researchers conducted open coding and tabulation of data. Open coding done by researchers to facilitate researchers in conducting analysis. Meanwhile, tabulation activities by researchers conducted to find psychographic consumers in buying services eyebrow embroidery in Surabaya.

The results of this study are (1) social and cultural aspects can determine consumer decisions in buying services eyebrow embroidery. (2) Almost 70% of respondents do eyebrow embroidery as a lifestyle. (3) Aspect of personality can determine consumer decision in buying services embroider eyebrow. (4) Psychological aspects can determine the consumer's decision in buying eyebrow embroidery services.

Keywords: social, culture, lifestyle, personality, eyebrow embroidery service.