

ABSTRAK

KEBUTUHAN PRESENTASI DIRI REMAJA KONSUMEN *DISTRO* DAN IMPLIKASINYA PADA TOPIK-TOPIK BIMBINGAN KELOMPOK (STUDI DESKRIPTIF)

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Penelitian ini bertujuan (1) mendeskripsikan alasan seseorang memakai produk-produk *distro*. (2) Mengidentifikasi hal-hal mengenai rasa bangga dan lain-lain yang diperoleh ketika remaja memakai produk-produk *distro* (tujuan dari presentasi diri). (3) Merumuskan kebutuhan-kebutuhan presentasi diri apa saja yang terpenuhi ketika seseorang memakai produk *distro*. (4) Merumuskan topik-topik bimbingan kelompok yang sesuai dengan kelompok remaja konsumen *distro* berdasarkan tugas perembangan remaja.

Instrumen penelitian yang dipakai adalah kuesioner Presentasi Diri Remaja Konsumen *Distro* dengan jumlah 26 item. Aspek-aspek kebutuhan presentasi diri adalah *Integration*, *Self-promotion*, *Intimidation*, *Supplication*, *Exemplification*, *Self-handicapping*, dan *Bask In Reflected Glory*. Subjek penelitian adalah pria atau wanita yang berusia remaja sekitar 13-24 tahun yang pada saat pengambilan data berlangsung, mereka (subjek penelitian) sedang berada di salah satu *distro* *Origin Merchandise*, *Rumble Royale*, *Ouval RSCH Building ER#6*, *Sevensouls de Arcade*, *Nimco Royal Store*, atau *Slackers*.

Hasil penelitian (1) remaja konsumen *distro* memiliki kebutuhan presentasi diri yang rendah (1,67%), kurang (78,33%), cukup tinggi (20,00%) terhadap konsumsi produk-produk *distro*. (2) Aspek afeksi yang paling dominan adalah aspek *self-promotion*, dengan terdapat 44 orang (73,33%) dari 60 orang responden yang masuk dalam kategori cukup tinggi *self-promotion*-nya terhadap konsumsi produk-produk *distro*. (3) Diperoleh 3 aspek dominan kebutuhan presentasi diri remaja konsumen *distro*, yaitu *self-promotion*, *Bask in Reflected Glory*, *Exemplification*. Ketiga aspek tersebut kemudian dijadikan dasar penyusunan topik-topik bimbingan kelompok.

ABSTRACT

THE NEEDS OF TEENAGERS' PRESENTATION AS *DISTRO* CUSTOMER AND ITS IMPLICATIONS TO THE TOPICS OF GROUP GUIDANCE (A DESCRIPTIVE STUDY)

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This research aims to (1) describe the reason why people use the *distro* products, (2) identify the feeling of pride and others when teenagers use *distro* products (the purpose of self-presentation), (3) formulate the needs of self-presentation when one is using the *distro* products, (4) formulate topics of group guidance appropriate to the teenagers as customer of *distro* based on the task of teenagers development.

The research instrument used is questionnaire of teenagers' self-presentation as *distro* customer which consists of 26 items. The aspects of self-presentation needs are Ingratiation, Self-promotion, Intimidation, Supplication, Exemplification, Self-handicapping, and Bask in Reflected Glory. The subject is male or female teenagers of about 13 to 24 years old in which the data collection was taking place, they (the subjects) are in *distro* of Origin Merchandise, Rumble Royale, RSCH Ouval Building ER#6, Sevensouls de Arcade, Nimco Royal Store, or Slackers.

The results show that: (1) The percentage of teenagers as *distro* customer who have low self-presentation needs is 1.67%, the percentage of teenagers as *distro* customer who have moderate self-presentation needs is 78.33%, and the percentage of teenagers as *distro* customer who have high self-presentation needs is 20.00%. (2) The most dominant aspect of affection is the aspect of Self-Promotion. There are 44 people (73.33%) respondents out of 60 people who have high self-esteem in their consumption of *distro* products. (3) There are three dominant aspects of the needs of teenagers' self-presentation as *distro* customer, i.e. Self-Promotion, Bask in Reflected Glory, and Exemplification. These three aspects are then used as the basis for compiling the topics of group guidance.