ABSTRAK

ANALISIS GAYA HIDUP REMAJA PUTERI DITINJAU DARI STATUS SOSIAL EKONOMI KELUARGA
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Penelitian ini dilaksanakan di SMU Stella Duce 1 Yogyakarta, Jl Sabirin No. 1 Yogyakarta. Tujuan penelitian ini untuk mengetahui: Apakah ada hubungan antara gaya hidup remaja puteri khususnya gaya berpakaian, pola konsusmsi makan dan minum dan pola konsusmsi produk kecantikan dengan status sosial ekonomi keluarga. Pengambilan sampelnya dilakukan dengan cara *Simple Random Sampling*. Metode pengumpulan data yang dilakukan dengan menyebar kuesioner kepada 100 responden remaja puteri dengan 100 orang tua responden sebagai sampel.

Untuk menguji hipotesis ini peneliti menggunakan koefisien kontingensi dengan terlebih dahulu mengitung nilai Chi kuadrat. Hasil penelitian ini menunjukkan bahwa terdapat hubungan antara gaya hidup remaja puteri khususnya pola konsumsi gaya berpakaian dan pola konsumsi makanan dan minuman dengan status sosial ekonomi keluarga, selain itu tidak diketemukannya hubungan antara gaya hidup remaja puteri khususnya dalam konsumsi produk kecantikan dengan status sosial ekonomi keluarga.

ABSTRACT

THE ANALYSIS OF THE LIFE STYLE OF TEENAGER GIRL
OVERVIEWED FROM THE FAMILY SOCIAL STATUS

The Case Study at Stella Duce I Senior High School, Yogyakarta, Sabirin Street, No 1.

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This research was conducted at "Sella Duce I", Senior High School, Sabirin Street, No. 1, Yogyakarta. The purpose of this research was to find out whether our not there was any relationship between the life style of teenager girls especially the style of clothes, the comsumption pattern of food and drink, the consumption pattern of beauty product and the social-economy status of family. The sample taking was technique used was *the Simple Random Sampling*. The method of data collecting was done by distributing the questionnaire to 100 respondents of teenager girls and 100 parents of respondents as the sample.

To test the hypothesis, the researcher used coefficient contingency by counting earlier the value Chi-square. The result of this research indicated that there was the relationship between the life style of teenager girl especially the comsumption pattern of clothes style, and the consumption pattern of food and drink with the social-economy status of family. Moreover, there was not any relationship between the life style of teenager girl especially in the comsumption pattern of beauty with the social-economy status of family.