

ABSTRAK**HUBUNGAN ANTARA *EMOTIONAL FOCUSED COPING* DENGAN PERILAKU KONSUMTIF PADA MAHASISWA PROGRAM STUDI BIMBINGAN & KONSELING**

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Penelitian ini bertujuan untuk (1) mengetahui apakah ada hubungan antara *emotional focused coping* dengan perilaku konsumtif pada mahasiswa. (2) melihat seberapa tinggi *emotional focused coping* mahasiswa Program Studi Bimbingan dan Konseling. (3) melihat seberapa tinggi perilaku konsumtif mahasiswa Program Studi Bimbingan dan Konseling. (4) mengidentifikasi butir item skala *emotional focused coping* dan skala perilaku konsumtif yang belum optimal (rendah) sehingga dapat diusulkan sebagai topik.

Penelitian ini merupakan studi korelasional. Populasi dalam penelitian ini berjumlah 108 orang mahasiswa Program Studi Bimbingan dan Konseling angkatan 2023. Teknik analisis dalam penelitian ini menggunakan kategorisasi, uji normalitas, uji linearitas, dan uji hipotesis korelasional. Pengumpulan data menggunakan skala *emotional focused coping* dengan jumlah item valid 34 dengan nilai uji reliabilitas 0,697 dan skala perilaku konsumtif dengan jumlah item valid 32 dan nilai uji reliabilitas 0,743.

Hasil dalam penelitian ini membuktikan: 1) adanya hubungan negatif dengan tingkat signifikansi tinggi karena nilai Pearson's $r=0.196$ dan $p<0.05$. 2) tingkat *emotional focused coping* mahasiswa Program Studi Bimbingan dan Konseling tergolong dalam kategori tinggi karena 24% mahasiswa masuk dalam kategori sangat tinggi dan 59% masuk ke dalam kategori tinggi. 3) tingkat perilaku konsumtif mahasiswa Program Studi Bimbingan dan Konseling tergolong dalam kategori rendah karena tidak ada mahasiswa yang masuk dalam kategori sangat tinggi dan terdapat 16% mahasiswa masuk dalam kategori tinggi. 4) ditemukan 4 item dalam skala variabel *emotional focused coping* yang terindikasi sedang dan diusulkan topik *My Support System* serta Jangan Biarkan Masalah Menguasaimu. Ditemukan 16 item dalam skala perilaku konsumtif yang terindikasi dalam kategori rendah serta 6 item yang terindikasi dalam kategori sangat rendah dan diusulkan topik *Control Your Self*, *Control Your Money*, dan *Rational Thinking*.

Kata kunci: *emotional focused coping*, perilaku konsumtif, mahasiswa

ABSTRACT
**THE RELATIONSHIP BETWEEN EMOTIONAL FOCUSED COPING AND
CONSUMPTIVE BEHAVIOR IN STUDENTS OF THE GUIDANCE &
COUNSELING STUDY PROGRAM**

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This study aims to (1) find out whether there is a relationship between emotional focused coping and consumptive behavior in college students. (2) see how high emotional focused coping students of the Guidance and Counseling Study Program are. (3) see how high the consumptive behavior of students of the Guidance and Counseling Study Program. (4) identify items of the emotional focused coping scale and the consumptive behavior scale that are not optimal (low) so that they can be proposed as topics.

This research is a correlational study. The population in this study amounted to 108 students of the Guidance and Counseling Study Program class of 2023. The analysis technique in this study uses categorization, normality test, linearity test, and correlational hypothesis test. Data collection using emotional focused coping scale with number of valid items 34 with reliability test value 0.697 and consumptive behavior scale with number of valid items 32 and reliability test value 0.743.

The results in this study prove: 1) There is a negative relationship with a high level of significance due to Pearson's $r=0.196$ and $p<0.05$ values. 2) The level of emotional focused coping of Guidance and Counseling Study Program students is classified as high because 24% of students fall into the very high category and 59% fall into the high category. 3) The level of consumptive behavior of students of the Guidance and Counseling Study Program is classified as low because there are no students who fall into the very high category and there are 16% of students in the high category. 4) Found 4 items on the variable scale of emotional focused coping that indicated moderate and proposed topics My Support System and Don't Let Problems Overwhelm You. It found 16 items in the scale of consumptive behavior indicated in the low category and 6 items indicated in the very low category and proposed topics Control Your Self, Control Your Money, and Rational Thinking.

Keywords: *emotional focused coping, consumer behavior, students*