### **UNDERGRADUATE THESIS**

## THE CONSUMPTION PRACTICE OF DISCOUNT AMONG INDONESIAN DISCOUNT HUNTERS "DISCOUNTFESS"



 $\mathbf{BY}$ 

## **KEMILAU MUTIARA PUTRI** NIM 121711233037

**ENGLISH DEPARTMENT FACULTY OF HUMANITIES** UNIVERSITAS AIRLANGGA **SURABAYA** 

# THE CONSUMPTION PRACTICE OF DISCOUNT AMONG INDONESIAN DISCOUNT HUNTERS "DISCOUNTFESS"

### **UNDERGRADUATE THESIS**

By

KEMILAU MUTIARA PUTRI

NIM 121711233037

**ENGLISH DEPARTMENT** 

**FACULTY OF HUMANITIES** 

UNIVERSITAS AIRLANGGA

**SURABAYA** 

# THE CONSUMPTION PRACTICE OF DISCOUNT AMONG INDONESIAN DISCOUNT HUNTERS "DISCOUNTFESS"

### **UNDERGRADUATE THESIS**

Submitted in Partial Fulfillment of the Requirement for Sarjana Degree of English Department Faculty of Humanities Universitas Airlangga

By

**KEMILAU MUTIARA PUTRI** 

NIM 121711233037

ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA

### **DECLARATION**

I declare that this undergraduate thesis submitted in partial fulfillment of the degree of Sarjana Humaniora (S.Hum) of the English Department Faculty of Humanities Universitas Airlangga is entirely my own work and has been entirely the result of my own original research. Hereby, I confirm that:

- This thesis is not copied from any other individual's work (published or unpublished);
- 2. I do not use the services of any professional agencies to produce this thesis;
- This work has not previously been submitted in whole or in part for a degree or any other qualification at Universitas Airlangga or elsewhere;
- 4. Any texts, tables, figures, data, or other materials copied from other sources
  - (including, but not limited to, books, papers, and the internet) have been clearly acknowledged and referenced in the text. These details are also confirmed by a fuller reference at the end of the work.

I am fully aware that breaching any of the above points will result in the withdrawal of the awarded degree and disciplinary action in accordance with regulation at Universitas Airlangga.

Surabaya, 29 July 2021

METERAL TEMPEL 248D8AJX3344474448

Kemilau Mutiara Putri

To my family and people I love.

#### APPROVAL SHEET

Title : The Consumption Practice of Discount among Indonesian

Discount Hunters "DISCOUNTFESS"

Name : Kemilau Mutiara Putri

Student's Number : 121711233037

Department : English Department

Approved to be submitted on 30 June 2020 by:

Advisor

Kukuh Yudha Karnata, S.S., M.A. NIP. 198503232018083101

And has been examined and accepted by the Board of Examiners: Surabaya, 21 July 2021:

Chair/Examiner 1

Lastiko Endi Rahmantyo, S.S., M. Hum.

NIP. 198302112014041001

Kukuh Yudha Karnata, S.S., M.A.

NIP. 198503232018083101

Examiner 2

///000\_

Gesang Manggala N.P., S.S., S.A., M.Hum.

Examiner 3

NIP. 198502142015041002

Acknowledged by

Head of English Department

Dr. Layli Hamida, S.S., M.Hum.

NIP. 197512162003122001

#### ACKNOWLEDGEMENT

This, was a long ride journey...

First of all, I would like to send my greatest gratitude to The Almighty God.

My humble acknowledgment would be given to my thesis advisor, Mr. Kukuh Yudha Karnanta, who allowed me a chance for his guide on this thesis. His patience, kindness, time, and dedication throughout constructive discussion within these past months. Additionally, I would like to thank all of the lecturers and staff of the English Department, Universitas Airlangga, for these past four years journey of lessons and guidance. Nevertheless, this journey would never be the same without the presence and support of these following people:

- 1. I could not be more grateful to be born in a family that always believes in me, in every decision I take. For Mama, Papa, and Anggrek.
- 2. The members of DISCOUNTFESS (DF) Group, and the administration teams (Kukka and friends), as well as the informants, who had helped this thesis and the permission to take my study on there.
- All my friends. Annasta Tindi Capindo. Jovita Dea Miranti Simanjuntak. Okti Sarwinda. Christy Pascalis Santoso. *Anak Bimbingan Pak Kukuh*. BSO *Ngamok*; Calista Aurellia R.T., Dinda Yuana A., Frida Wahyu A., Arika Silvia M., Sasmitha Anggraeni, Dhien Meutia I. PAKARSAJEN 2016-2017. EDSA 2017.
- 4. To the beloved *one*. The partner.
- 5. Myself.

Surabaya, 29 July 2021

Kemilau Mutiara Putri

_		_	
Ren	nin	$\Delta \Delta $	••
IZCII		luci	

Continue to grow, continue to fight,

Continue to keep going, continue to pray and believe.

Do not just exist,

Live.