

## ABSTRACT

Nowadays, bag is not only used to bring something but also for fashion and accessories. It is produced with variety of shapes and brands. It becomes a luxury product and the emergence of bags with famous brands designer, such as Louis Vuitton, makes the bags have high value. Due to the change of the bags consumption today, this study wanted to find out the meaning of consuming Louis Vuitton bags to the women consumers in Surabaya and how the meaning contributes in shaping their identity. This study used qualitative research method. Conspicuous consumption theory by Thorstein Veblen was used in analyzing this study. And, this study was conducted in Surabaya because Surabaya is the representative of urban society and the second largest metropolitan city in Indonesia, after Jakarta, the capital city of Indonesia. This study also did in-depth interview and snowball purposive sampling, and the respondents were limited to those who have the original Louis Vuitton bags and women aged 25-45 years old. Finally, this study found that women consumers consume Louis Vuitton because of two meanings. First, women consume Louis Vuitton bags because they want it. Second, women consume Louis Vuitton bags because of social value of the Louis Vuitton bags.. Besides that, they consume Louis Vuitton bags because they want to be recognized and accepted by others especially within a particular group. And, from social perspectives, those bags make people more confident and proud when they have interactions with others.

***Keywords: bag, conspicuous consumption, identity, Louis Vuitton bags***