

UNDERGRADUATE THESIS

**A Conspicuous Consumption Analysis of Classical Car Owner:
The Response of The Diesel Ban Policy in DKI Jakarta**



By

DIMAS ARYASENA

St. Number 121811233016

ENGLISH DEPARTMENT

FACULTY OF HUMANITIES

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

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FACULTY OF HUMANITIES

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2022

DECLARATION

I declare that this undergraduate thesis submitted in partial fulfilment 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 solely the result of my own original research. Hereby, I confirm that:

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Surabaya, 27 July 2022



Dimas Aryasena

121811233016

DEDICATION

Thank you...

To my parents,

Who always support and believe in each of my dream, even the impossible and hardest dream.

To my family in Jakarta,

For everyone's hospitality and endless support.

To my like-minded petrol head friends and family,

For their supports, loves, and laughs.

To myself,

Thank you for not giving up and never quit, even in your lowest time

APPROVAL SHEET

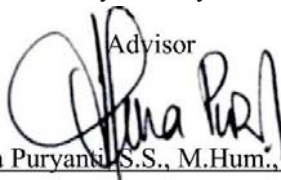
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Name : Dimas Aryasena

Student's Number : 121811233016

Department : English Department

Approved to be submitted on the 27th July 2022 by:

Advisor


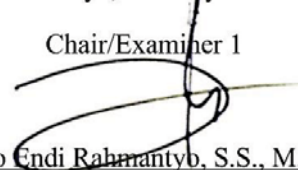
Lina Puryanti, S.S., M.Hum., Ph.D.

NIP. 197301311998022002

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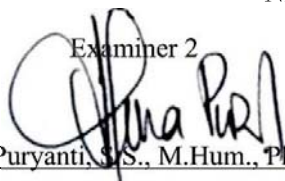
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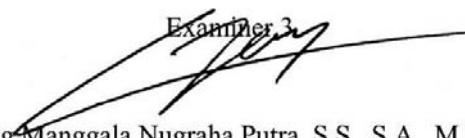
Lastiko Endi Rahmanty, S.S., M.Hum.

NIP. 198302112014041001

Examiner 2


Lina Puryanti, S.S., M.Hum., Ph.D.

NIP. 197301311998022002

Examiner 3


Gesang Manggala Nugraha Putra, S.S., S.A., M.Hum.

NIP. 198502142015041002

Acknowledged by

Head of English Department



Dr. Layli Hamida, M.Hum.

NIP. 197512162003122001

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Surabaya, 2022

Dimas Aryasena

121811233016

Just Do It

-Nike

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ABSTRACT

Due to the exclusivity of owning a classic car, the number of classic car owners in Jakarta has grown rapidly. Certain classic cars could also reveal the wealth, social class, and lifestyle of the owner. However, back in 2019 Jakarta provincial government issued a regulation that prohibited cars aged more than 10 years from being driven in Jakarta, also known as the diesel ban policy, for the reasons of air quality control. This research analyzed the responses of classic car owners in Jakarta towards the issued regulation. The analysis objective was to find out the strategy of classic car owners in Jakarta to anticipate their classic cars to avoid being banned. The research aimed to understand the way classic car owners maintain their classic cars concerning the issued regulation from the perspective of the classic car owners in Jakarta and to understand the consumption of classic car owners in Jakarta which was determined by the classic cars owned, social class, and spending power or the degree to which classic car owners in Jakarta have money to buy products and services. The theory used in this research was conspicuous consumption by Thorstein Veblen. Conspicuous consumption theory takes the role of the basic analysis to determine the manifestation of something symbolic that is more immaterial in the social setting of classic car owners in Jakarta. The main data for this research was from classic car owners' responses. The data source was collected through interviews, questionnaires, and observation. Since the intention of classic car owners in Jakarta was contradictory to the issued regulation, the finding of this research was the strategy of classic car owners in Jakarta to anticipate their classic cars to avoid being banned by taking care the engine and doing emission test.

Keywords: *conspicuous consumption, classic car, diesel ban policy, Jakarta.*

ABSTRAK

Karena eksklusivitas memiliki mobil klasik, jumlah pemilik mobil klasik di Jakarta berkembang pesat. Mobil klasik tertentu juga bisa mengungkapkan kekayaan, kelas sosial, dan gaya hidup pemiliknya. Namun, pada tahun 2019 lalu, Pemprov DKI Jakarta mengeluarkan isu peraturan yang melarang mobil berusia lebih dari 10 tahun untuk dikendarai di Jakarta, juga dikenal sebagai kebijakan larangan diesel, dengan alasan pengendalian kualitas udara. Penelitian ini menganalisis tanggapan pemilik mobil klasik di Jakarta terhadap isu regulasi yang dikeluarkan. Tujuan dari analisis ini adalah untuk mengetahui strategi pemilik mobil klasik di Jakarta untuk mengantisipasi mobil klasik mereka agar tidak dilarang. Penelitian ini bertujuan untuk mengetahui bagaimana cara pemilik mobil klasik merawat mobil klasiknya sehubungan dengan isu peraturan yang dikeluarkan dari perspektif pemilik mobil klasik di Jakarta dan juga untuk mengetahui konsumsi pemilik mobil klasik di Jakarta yang ditentukan oleh mobil klasik yang dimiliki, kelas sosial, dan daya beli atau sejauh mana pemilik mobil klasik di Jakarta memiliki uang untuk membeli produk dan jasa. Teori yang digunakan dalam penelitian ini adalah konsumsi yang mencolok oleh Thorstein Veblen. Teori konsumsi yang mencolok mengambil peran analisis dasar untuk menentukan manifestasi dari sesuatu yang simbolis yang lebih immaterial dalam lingkungan sosial pemilik mobil klasik di Jakarta. Data utama untuk penelitian ini adalah dari tanggapan pemilik mobil klasik. Sumber data dikumpulkan melalui wawancara, angket, dan observasi. Karena niat pemilik mobil klasik di Jakarta bertentangan dengan peraturan yang dikeluarkan, maka temuan penelitian ini adalah strategi pemilik mobil klasik di Jakarta untuk mengantisipasi mobil klasik mereka agar tidak dilarang dengan cara merawat mesin dan melakukan uji emisi.

Kata kunci: *konsumsi yang mencolok, mobil klasik, kebijakan pelarangan diesel, Jakarta.*