

UNDERGRADUATE THESIS

**A CONSUMERISM STUDY: CONSTRUCTING IDENTITY THROUGH
CONSUMPTION OF COUNTERFEIT LUXURY GOODS OF AIRPODS
PRO**



By

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

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DECLARATION

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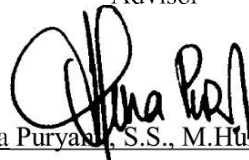


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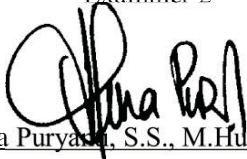
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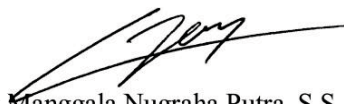
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*To myself in the past, present, and future,
thank you for surviving.*

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Agung Setya Pratama

**“Fasten your seatbelts.
It’s going to be a bumpy night”
All About Eve (1950)**

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ABSTRAK

Di era modern ini kegiatan konsumsi terhadap merek terkenal atau merek mewah telah menjadi gaya hidup terutama di kalangan anak muda untuk bergaya, contohnya AirPods Pro. Namun, dengan harga jual yang relatif tinggi membuat sebagian orang memilih jalan pintas untuk mengonsumsi barang palsu. Tujuan penelitian ini untuk menganalisis bagaimana AirPods Pro palsu dikonsumsi dan identitas seperti apa yang dibangun. Penelitian ini menjadi penting lantaran segi fungsi bukan lagi menjadi kebutuhan utama yang dicari oleh konsumen melainkan identitas yang mereka dapatkan saat mengonsumsi sesuatu. Dengan teori Mark Paterson yang di aplikasikan dalam penelitian ini, penulis menemukan motivasi yang melatar belakangi para pengguna dalam mengonsumsi barang palsu dan identitas yang dibangun. Penulis menyimpulkan bahwa aktifitas konsumsi terhadap barang palsu ini adalah bentuk konsumsi terhadap nilai simbolik. Penelitian ini menggunakan metode kualitatif dengan melakukan wawancara secara mendalam untuk menggali informasi yang berfokus pada mahasiswa Universitas Airlangga yang menggunakan AirPods Pro palsu sebagai populasi dan sampel.

Kata kunci: *Konsumerisme, Barang Mewah, Palsu, Identitas Merek, Konsumen Cerdas, Teknologi*

ABSTRACT

In this modern era, consumption activities of the well-known brands or luxury goods have become a lifestyle, especially among youth to be stylish, for example consuming AirPods Pro from Apple brand. However, with a price that relatively high, some people choose shortcuts to consume counterfeit goods. The aim of this study is to analyze how the counterfeit of AirPods Pro are consumed and what kind of identity is constructed. This research becomes important because the function aspect of consumer goods is no longer the main need sought by consumers, but the identity they get when they consume something. With Mark Paterson's theory applied in this study, the writer found the reasons and motivations behind the users in consuming counterfeit goods and constructing identities. The author concludes that the consumption activity of these counterfeit goods is a form of consumption of symbolic value. This study uses a qualitative method by conducting in-depth interviews to explore information that focuses on students at Universitas Airlangga who consume the counterfeit of AirPods Pro as the population and sample.

Keywords: *Consumerism, Luxury Goods, Counterfeit, Brand Identity, Savvy Consumer, Technology*