

UNDERGRADUATE THESIS

**THE PETITE BOURGEOISIE IN TRADING CARD GAME
COMMUNITY: CHANGES IN CONSUMPTION AND LIFESTYLE
AFTER COVID-19 PANDEMIC**



By

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FACULTY OF HUMANITIES
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SURABAYA**

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

By

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2022

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 solely the result of my own original research. Hereby, I confirm that:

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Aulia Anissa Rachmadini



This thesis is dedicated to:

Timewalk community, where I spent many cardfights and memories with the most warm and kind people, as well as to Trading Card Game enthusiasts out there.

Stand up, Vanguard!

APPROVAL SHEET

Title : The Petite Bourgeoisie in Trading Card Game Community:
Changes in Consumption and Lifestyle after COVID-19
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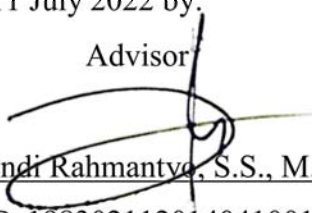
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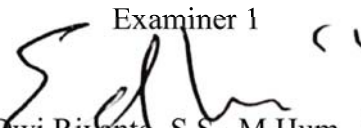
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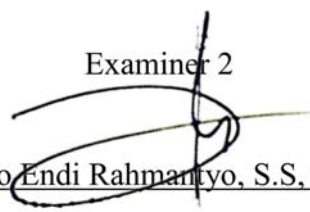
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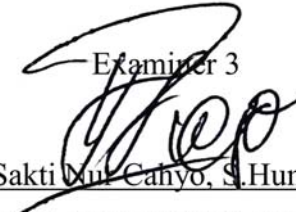
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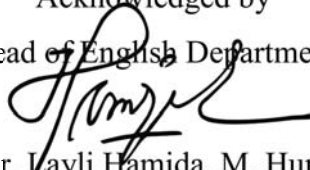
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Surabaya, 8 July 2022

Aulia Anissa Rachmadini

Trading Card Game is more than a hobby; it's a passion.

- Informant 3

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana konsumsi dan gaya hidup kaum borjuis kecil dalam suatu hobi atau gaya hidup melalui komunitas Trading Card Game (TCG) di Surabaya, Timewalk, dengan menggunakan teori Budaya Konsumen dari Featherstone. Selain itu, penulis akan mengidentifikasi perubahan perilaku konsumsi anggota komunitas Timewalk, sebelum dan sesudah pandemi COVID-19 melanda Indonesia. Data akan diperoleh melalui tinjauan literatur dari literasi terkait dan wawancara semi-terstruktur perorangan dengan sumber yang kompeten dari beberapa anggota paling signifikan meliputi pemilik toko, penjaga toko, dan beberapa pemain. Dengan begitu, perilaku konsumsi para pemain dapat mencerminkan identitas mereka sebagai penghobi, yaitu sebagai pemain kompetitif, kolektor, atau pemain kasual. Mereka juga mengalami perubahan pola konsumsi dan gaya hidup akibat pandemi COVID-19, karena regulasi mengenai kebijakan berkumpul dan keluar rumah selama pandemi cukup berdampak pada pilihan dan kualitas hidup mereka.

Kata kunci: borjuis kecil, COVID-19, gaya hidup, komunitas, Trading Card Game

ABSTRACT

This research aims to find out how the petite bourgeoisie's consumption and lifestyle in a hobby or lifestyle through a Trading Card Game (TCG) community in Surabaya, Timewalk, using Featherstone's Consumer Culture theory. In addition, the author will identify changes in the consumption behavior of Timewalk community members, before and after the COVID-19 pandemic strikes Indonesia. The data will be obtained through a literature review of related literacies and 1-by-1 semi-structured interviews with competent sources from most significant members including the shop owner, shopkeeper, and several players. As a result, consumption behavior of the players can reflect their identity as a hobbyist, including competitive players, collectors, or casual players. They have also changed their consumption patterns and lifestyle due to the COVID-19 pandemic, because the regulations regarding the policy of gathering and leaving the house during the pandemic have had quite an impact on their choice and quality of life.

Keywords: community, COVID-19, lifestyle, petite bourgeoisie, Trading Card Game