

# Reducing Consumptive Behaviour through Group Counselling with Self-management Techniques to the Students of Senior High School 2 Banjarmasin

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**Keywords:** Consumptive Behavior, Counselling, Self-Management Techniques.

**Abstract:** The purpose of this study are (1) to know a picture of consumptive behavior in Senior High School 2 Banjarmasin, (2) to know the description of consumptive behavior (pre) before and after (post) following the group counseling with self-management technique at Senior High School 2 Banjarmasin, (3) to know the consumptive behavior of students of Senior High School 2 Banjarmasin can be overcome through group counseling with self-management technique. Researchers used an experimental method (non-parametric). The study was conducted in Senior High School 2 Banjarmasin. Subjects in this study were students who have a background in high consumptive behavior in Senior High School 2 Banjarmasin which amounted to 9 students. Researchers also took data from Guardian Class, Master subjects, teacher guidance and counseling in Senior High School 2 Banjarmasin. The object of this study is the consumptive behavior in high school students. The instrument of collecting data: (1) observation, (2) interview, (3) Consumptive Behavior Scale. While the data analysis technique: Quantitative analysis using independent t-test statistic to test the comparison before attending group counseling with self-management technique and after attending group counseling with self-management technique. Qualitative analysis of the following stages: (1) Data Collection, (2) Data Reduction, (3) Data Serving, (4) Withdrawal, (5) Conclusion. The results of this study were (1) Consumptive behavior before attending in group counseling services with self-management technique of 196 included in high category. Student consumptive behavior after attending group counseling service with self-management technique amounted to 104 included in the low category, (2) Decrease of consumptive behavior of student before and after receiving treatment in the form of group counseling service with a technique of self-management by 92, (3) Above, it can be seen that  $t \text{ count } (21.787) > t \text{ table } (0.703)$ , so  $H_0$  (Null Hypothesis is rejected) so it can be concluded that there is a difference of consumptive behavior scale between before and after implemented group counseling with self-management technique.

## 1 INTRODUCTION

Consumptive behavior is a very basic characteristic of everyone's life. Consumptive behaviour can be said to be the behaviour to use every item that exists. Consumptive behaviour is excessive and irrational buying behaviour without prioritizing needs. Consumptive behaviour is mostly carried out with the aim of meeting a need both primary and tertiary needs. "The need is related to the value of the use of an object in order to fulfill the utility function or basic human needs" (Tambunan, 2001: 1). Whether or not consumptive behaviour depends on the situation and conditions. It does not matter when

consumptive behavior is supported by a sufficient supply of funds. But along with the times, most consumptive behaviour is only done to fulfill satisfaction and follow current trends. This happens a lot in our environment especially supported by the era of globalization and the development of technology that is so sophisticated. Consumptive behaviour is a phenomenon that affects many people's lives, especially those living in urban areas.

Consumptive behaviour does not recognize gender and age, this can be seen from the number of adolescents included in the group that behaves consumptively. In general, the factors that make teenagers often behave consumptively can be divided into internal factors and external factors.

"This internal factor consists of motivation, self-esteem, observation, learning process, personality, and Locus Of Control (LOC). While external factors that can influence consumer behaviour include culture, social class, interaction groups, and families" (Kotler, 2000: 238).

Teenagers make excessive purchases without paying attention to their needs but to be accepted by their environment, increase prestige, prestige and to be different from their environment. Tambunan (2001: 1) said that "the need to be accepted and become the same as other people is what causes adolescents to try to follow the attributes that are becoming fashionable and tend to behave consumptively". Teenagers choose and buy something without thinking about its benefits, meaning that teens are less selective in choosing which needs are essential and which needs are less important. Teenagers are potential buyers of products such as clothing, shoes, cosmetics and even food. Adolescents can be categorized as including consumptive behaviour if the adolescent shows behaviour that consumes things that are actually not needed excessively. The purpose of this behaviour is only to achieve maximum satisfaction. If teenagers buy goods only to gain recognition from other people without rational consideration, it will cause teenagers to become more entangled in consumptive behavior. Adolescents who are entangled in consumptive behavior will become unfulfilled. As a result there is a waste because teenagers spend most of their money to pursue prestige alone. Parents will certainly object if most of the money given to their children is used for things that are not useful.

Student problems regarding consumptive behaviour at school require a relief effort. Guidance and counseling services are needed in order to conduct curative efforts related to personal and social problems of students. There is also a type of guidance and counseling services that are carried out in alleviating joint problems, namely group counseling services, this service is one of the guidance and counseling services in schools. Group counseling service is a service effort provided to students to be able to overcome and alleviate the problems they experience together, both personal and social,

Group Counseling there are several techniques, one of which is self management technique is derived from cognitive behavioral modification and cognitive behaviorism therapy. Self management techniques are clumps or techniques that are rooted in the expansion of the theory of operant conditioning with social cognitive techniques (Anita,

2009: 301). Self management in general means making students involved in the basic steps in behavior change programs. The basic assumption in behavioral cognitive counseling in this case is how the group counseling process in changing cognitive can play an important role in the process of self management and behavior changes that are controlled by interactions in internal and external events or environmental forces that influence it outside the group counseling session.

Self management techniques include self-monitoring, mastery of stimuli (control-control) and positive reinforcement (self-reward) (Nursalim, 2013: 149). Practically, Self management techniques have advantages, namely: increasing individual understanding of the environment and reducing dependence on counselors or others, practical, inexpensive and easy and easy to answer. Self management techniques can contribute to reducing consumer behavior in students. Self management techniques in this study are a strategy of changing and developing behavior that emphasizes the importance of personal endeavors and responsibilities to change and develop their own behavior. Changing this behavior in the process is mostly done by the student (counselee) concerned, not directed or even forced by another person (counselor). So that in this study given a development of a specific group counseling approach model to reduce consumption, namely group counseling models with self management techniques.

## 2 RESEARCH METHODS

The type of research used is experimental (non-parametric) research. Sugiyono (2012: 107) states that "experimental research is defined as a research method used to find out the influence of certain treatments on others under controlled conditions". The reason researchers use this experimental pattern is to see the effect of a treatment (group counselling with self management techniques) on other variables (consumptive behaviour).

Research design is all the processes needed in planning and conducting research. This study included quasi-experimental design, using one group pre test and post test design. With this design there is no control group determined. With the one group method, pre test and post test design means that the sample is given a test before and after getting a certain treatment, so the subject is subject to two measurements.

The place where research was conducted on Reducing Consumptive Behaviour through Group Counselling with Self Management Techniques for Students of Banjarmasin 2 State High School "is a Student at Banjarmasin 2 State Senior High School. The researcher also took data from the Class Trustees, Subject Teachers, Guidance and Counseling Teachers at senior high school 2 Banjarmasin. The object of research is what is the focus of research (Arikunto, 2007). The object of this research is consumptive behaviour in high school students. Data Collection Instrument: (1) Observation, (2) Interview, (3) Scale of Consumptive Behaviour. In the data collection instrument researchers need to balance something that has nothing to do so that it describes the real reality (Sutoyo, 2012). Data Analysis Techniques: quantitative analysis Quantitative analysis uses independent t-test statistics to test comparisons before following group counselling with self management techniques and after participating in group counselling with self management techniques. Qualitative analysis according to Miles and Huberman (in Sugiyono, 2011: 334) is done through stages: (1) Data Collection, (2) Data Reduction, (3) Data Presentation, (4) Withdrawal, (5) Conclusion.

### 3 DISCUSSION

#### 3.1 Differences in Consumptive Behaviour before and after Group Counselling with Self Management Techniques

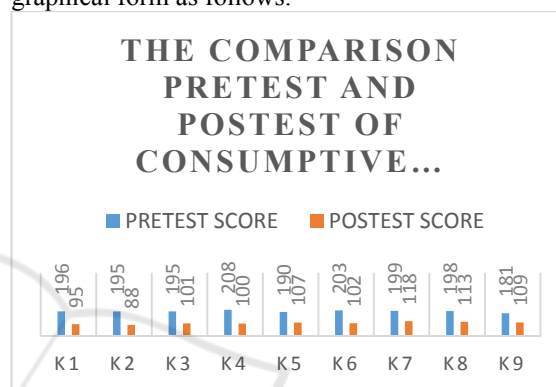
Table 1: Comparison of Pre Test and Post Test

| Initial        | Score      |            | Mutatio<br>n | %         |
|----------------|------------|------------|--------------|-----------|
|                | Pretest    | Posttest   |              |           |
| K1             | 196        | 95         | -101         | -52       |
| K2             | 195        | 88         | -107         | -55       |
| K3             | 195        | 101        | -94          | -48       |
| K4             | 208        | 100        | -108         | -52       |
| K5             | 190        | 107        | -83          | -44       |
| K6             | 203        | 102        | -101         | -50       |
| K7             | 199        | 118        | -81          | -41       |
| K8             | 198        | 113        | -85          | -43       |
| K9             | 181        | 109        | -72          | -40       |
| <b>Average</b> | <b>196</b> | <b>104</b> | <b>92</b>    | <b>47</b> |

Based on the table above, it can be seen the results of consumptive behaviour analysis after participating in group counseling services with self management techniques have decreased. From the

results of the analysis of consumptive behaviour scale the average pre-test score is 196 in the high category and the average post-test score is 104 in the low category so that the average score decreases by 92 with an average percentage of 47%. Based on the data above it can be concluded that from the results of the analysis of consumptive behaviour scale there is a decrease in consumptive behaviour before and after being given group counselling services with self management techniques.

For more details, the results of the analysis of consumptive behaviour scale can be described in graphical form as follows.



Graph 1: Comparison of Pre Test and Post Test

#### 3.2 Effectiveness Test

Test the effectiveness of group counselling services to reduce consumer behaviour with self management techniques using non-parametric statistics through paired samples T-Test.

As for the calculation using SPSS 16, the calculation results can be shown as the table below:

Table 2: Paired Sample T-Test Calculation Results

##### Paired Samples Statistics

|        |                  | Mean   | N | Std. Deviation | Std. Error Mean |
|--------|------------------|--------|---|----------------|-----------------|
| Pair 1 | Before Treatment | 196.11 | 9 | .656           | 2.552           |
|        | After Treatment  | 103.67 | 9 | 9.192          | 3.064           |

Table 3: Paired Samples Test.

|        |                                    | Paired Differences |                |                 |   |         | t      | df | Sig. (2-tailed) |
|--------|------------------------------------|--------------------|----------------|-----------------|---|---------|--------|----|-----------------|
|        |                                    | Mean               | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference |         |        |    |                 |
|        |                                    |                    |                |                 | Lower                                     | Upper   |        |    |                 |
| Pair 1 | Before Treatment – After Treatment | 92.444             | 12.729         | 4.243           | 82.660                                    | 102.229 | 21.787 | 8  | .000            |

Based on the calculation results in the table above, it can be seen that  $t$  count (21.778) >  $t$  table (0.703), so  $H_0$  (Zero Hypothesis is rejected) so that it can be concluded that there are differences in the scale of consumptive behaviour between before and after group counselling with self management techniques . From the mean value it can be seen that the average mean value after group counseling with self management techniques is lower than before group counselling with self management techniques with this it can be concluded that self management technique counselling groups can reduce consumptive behaviour.

Based on significance, it can be seen that the significance of the table of 0,000 is less than 0.05, so  $H_0$  is rejected. The conclusion is that there are differences in consumptive scales between before and after group counselling with management techniques, so that self-management techniques are effective to reduce consumptive behaviour.

## 4 DISCUSSION

Group counselling with self management techniques at senior high school 2 Banjarmasin was conducted 4 times. This is done according to the indicators of the consumptive behavior itself. The topic of group counselling is more specific based on the purpose of each meeting. Praktikan as group leader strives to grow group dynamics, namely by using games (ice breaking), which is done at the formation stage and group dynamics are formed. If there are group members who are passive and silent, then the practitioner as a group leader tries to invite the active by asking about the subject matter. Group members are already quite active and each of them

has been very enthusiastic and open in expressing their ideas and opinions so that the group leader as an active leader in giving back responses and guiding the course of activities gives attention by continuing to keep eye contact with group members, stay focused to all group members.

In determining the topic to be discussed, the group leader presents examples of topics that are in the trend and are widely discussed. Then the group leader presents the topic to be discussed, the topic of the assignment comes directly from the group leader. But the group leader still gives the group members the opportunity to do questions and answers related to the topics discussed which cover the importance of the topic discussed, what sub-topics need to be discussed to discuss the topic. So even though the topic comes from the group leader but the sub-topics are discussed and the discussion of each sub-topic is still carried out by members so that members try to submit opinions and direct members to be active and develop within the group's guidance.

Communication in group counselling goes well even better at each meeting and stays awake. Facilities and infrastructure provided by group leaders, including: Camera for documentation, List of attendees, Laise (immediate service). All members feel good impression with group counseling activities. Members also want this activity to be carried out regularly, adjusting to their respective schedules. The group counseling with assignment and free topics runs quite well. In following this guidance and group, group members are active in responding to the topics discussed. Although sometimes there are group members who are engrossed in their own activities, they still pay attention to what is conveyed by group leaders and

other group members. This group guidance activity ends with an agreement on the topic discussion as well as alternative solutions to problems faced on the topic. As well as members understand and can determine for themselves, which alternatives are the most appropriate and in accordance with the members.

In the implementation of group counselling, the assessment was carried out using UCA (Understanding, Comfortable, Action) to find out how the changes occurred after participating in group counseling and counselling activities. UCA (Understanding, Comfortable, Action) results obtained from group guidance carried out on:

Table 4: UCA Counseling Group

| No. | Topic                                  | Immediate Assessment Aspects (Laiseq)  |   |   |
|-----|--|--|---|---|
|     |  | <i>Understanding</i>   | <i>Comfortable</i>  | <i>Action</i>   |
| 1.  | Using Excessive Goods in Everyday Life | Knowing the importance of using goods that are owned.                                    | Increasingly aware of the benefits of using goods.                                      | Trying to use items as needed.                            |
| 2.  | Want to look different from others     | Add insight into the positive and negative effects of appearing differently from others. | Being very happy and we can share with other group members.                             | Can practice proper and general appearance.               |
| 3.  | Following the trend that is hits       | Knowing financial management so that it can make a priority scale in buying goods.       | Feeling to be more happy and calm because it can know the importance of priority scale. | Design a priority scale so as not to fall into the trend. |
| 4.  | Want to be a center of attention       | Become aware of the negative and positive effects of excessive behavior.                 | Feel happy because you don't only get new knowledge but experience.                     | Apply in everyday life to be a better person.             |

## 5 CONCLUSIONS

Based on the results of data analysis can be formulated several conclusions, namely as follows:

1. Consumptive behaviour of students before participating in group counselling services with 196 self-management techniques included in the high category. Consumptive behaviour of students after participating in group counselling services with self management techniques amounting to 104 included in the low category.
2. Decreasing the consumptive behaviour of students before and after getting treatment in the form of group counselling services with self management techniques of 92.

The calculation results in the table above, it can be seen that  $t \text{ count } (21.778) > t \text{ table } (0.703)$ , so  $H_0$  (Zero Hypothesis is rejected) so that it can be concluded that there are differences in the scale of consumptive behaviour between before

and after group counselling with self management techniques.

Based on the results of research and discussion, some suggestions can be given, including:

1. For counselors at school, it is expected to improve competence in carrying out individual counselling services by using appropriate techniques to deal with student problems.
2. For the school, it is expected to provide opportunities for school counselors to attend seminars and guidance and counselling training, especially group counseling because it is effective in assessing students' consumptive behaviour.

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