

ABSTRACT

Ombing, Risma Boru. 2021. *The Pros and Cons of the Influence of Consumerism Behavior in Keeping Up With The Kardashians and Life of Kylie (Reality Show): A Study of Cultural Consumer.* English Literature Study Program. English Department. Faculty of Humanities. Jenderal Soedirman University. Purwokerto. Supervisors: Muhammad Taufiqurrohman, S.S, M.Hum and Tri Murniati, S.S., M.Hum., Ph.D Examiner: Eni Nur Aeni, S.S., M.A.

Keywords: *Cultural Studies, Consumerism Behavior, Keeping Up With The Kardashian and Life of Kylie.*

This research entitled *The Pros and Cons of the Influence of Consumerism Behavior in Keeping Up With The Kardashians and Life of Kylie (Reality Show): A Study of Cultural Consumer*. The field of this research is cultural studies which is the study to analyze the reality shows as popular culture. Furthermore, the research discovers and discusses what are the pros and cons of the influence of consumerism behavior. This research uses descriptive qualitative method to analyze the data. The primary data are taken from respondents' opinion. The primary data are analyzed by using the cultural studies and supported by consumerism behavior theory. The result of this research finds that there are two groups, which are pros and cons. The first group is a pro (with the sixty percent of respondents) and the second group is a contra (with the forty percent of respondents) with the notion of consumerism behavior can influence the viewers especially the respondents.

ABSTRAK

Ombing, Risma Boru. 2021. *Pro dan Kontra Pengaruh Perilaku Konsumerisme dalam The Kardashians dan Life of Kylie (Reality Show): Kajian Budaya Konsumen.* Program Studi Sastra Inggris. Jurusan Sastra Inggris. Fakultas Ilmu Budaya. Universitas Jenderal Soedirman. Purwokerto. Pembimbing: Muhammad Taufiqurrohman, S.S, M.Hum dan Tri Murniati, S.S., M.Hum., Ph.D Penguji: Eni Nur Aeni, S.S., M.A.

Kata Kunci: Kajian Budaya, Perilaku Konsumerisme, Keeping Up With The Kardashians dan Life of Kylie.

Penelitian ini berjudul *The Pro and Cons of the Influence of Consumerism Behavior in Keeping Up With The Kardashians and Life of Kylie (Reality Show): A Study of Cultural Consumer.* Bidang penelitian ini adalah kajian budaya yaitu kajian untuk menganalisis reality show sebagai budaya populer. Penelitian ini menemukan pro dan kontra dari pengaruh perilaku konsumerisme. Penelitian ini menggunakan metode deskriptif kualitatif untuk menganalisis data. Data primer diambil dari pendapat responden. Data primer dianalisis dengan menggunakan studi budaya dan didukung oleh teori perilaku konsumerisme. Hasil penelitian menemukan bahwa terdapat dua kelompok yaitu pro dan kontra. Kelompok pertama adalah pro (dengan enam puluh persen responden) dan kelompok kedua adalah kontra (dengan empat puluh persen responden) dengan anggapan bahwa perilaku konsumerisme dapat mempengaruhi penonton khususnya responden.