ABSTRAK

PEMETAAN GAYA HIDUP KONSUMEN MUSLIMAH TERHADAP PRODUK *FASHION* DI YOGYAKARTA: INTEGRASI MODEL VALS DAN TEORI PERILAKU KONSUMEN ISLAMI

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Konsumsi terhadap komoditas *fashion* yang sedang menjadi *trend* telah menjadi keseharian bagi banyak wanita muslimah. Idealnya, mereka lebih mampu mengaplikasikan nilai-nilai syari'ah Islam dalam kehidupan sehari-harinya, termasuk kehidupan berkonsumsi. Akan tetapi faktanya berbeda. Sebagai contoh, dalam hal membeli dan menggunakan komoditas *fashion* yang sedang *trend* para wanita muslimah tersebut cenderung meniru sikap dan pendapat orang lain. Penelitian ini bertujuan untuk menganalisis tentang bagaimana deskripsi pemetaan gaya hidup konsumen Muslimah terhadap produk *fashion* di Yogyakarta dilihat dari integrasi model *value and lifestyle* (VALS) dan teori perilaku konsumen Islami. Penelitian ini menggunakan pendekatan kuantitatif. Pengambilan sampel menggunakan *purposive sampling* pada wanita muslimah di Yogyakarta.

Berdasarkan hasil penelitian dapat dikemukakan, bahwa terdapat beberapa kelompok yang terbentuk dari gaya hidup konsumen Muslimah terhadap produk *fashion* di Yogyakarta. Dari sembilan segmen gaya hidup *value and lifestyle* ini yang termasuk kelompok menurut teori perilaku konsumen Islami, adalah variabel *sustainers, mainstreamers, survivors, materialists,* dan *transformers.* Mereka adalah kelompok yang berhati-hati, mencari peluang, berpikir secara rasional, kesesuaian nilai moralitas, fokus memenuhi kebutuhan, dan dapat mengatur keuangan.

Teori konsumsi dalam Islam mengajarkan tidak semua barang dan jasa tidak semua barang dan jasa dapat dikonsumsi. Tujuan konsumsi dalam Islam bukanlah konsep utilitas melainkan kemaslahatan (*maslāhah*), pencapaian *maslāhah* tersebut merupakan tujuan dari *maqashid al-syari'ah. Maslāhah* dipenuhi berdasarkan pertimbangan rasional normatif dan positif, maka ada kriteria yang objektif tentang suatu barang ekonomi yang memiliki *maslāhah* ataupun tidak.

Kata Kunci: *Value and Lifestyle*, Perilaku Konsumen Islami, Produk *Fashion*

ABSTRACT

THE MAPPING OF MOSLEM CUSTOMERS' LIFESTYLE TOWARDS THE FASHION PRODUCTS IN YOGYAKARTA: INTEGRATED VALS MODEL AND ISLAMIC CUSTOMERS' BEHAVIOR THEORY

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Consumption to the fashion commodity that has become a trend now is a part of life for many Moslem women. Ideally, they are able to implement the Islamic Sharia principles in their daily life – including in their consumption life. However, the fact is different. To make it clearer, in purchasing and using the trendy fashion commodity, the Moslem women tend to imitate the attitude and opinion of other people. This research aims to analyze the description of the mapping of Moslem customers' lifestyle to the fashion products in Yogyakarta in the perspective of integration of Value and Lifestyle (VALS) model and Islamic customers' behavior theory. This research used the quantitative approach and the sampling used the *purposive sampling* to the Moslem women in Yogyakarta.

Based on the results of this research, it can be stated that some groups formed from the Moslem customers' lifestyle to the fashion products in Yogyakarta. From nine segments of lifestyle, the values and lifestyle included in the group based upon the Islamic customers' behavior theory were found from the variable of *sustainers*, *mainstreamers*, *survivors*, *materialists*, and *transformers* as they were characterized with carefulness, seeking for opportunity, thinking rationally, conformity of morality values, focusing on need fulfillment and ability in finance management.

Islam teaches that not all goods and service can be consumed as in Islam the aim of consumption does not refer to the *utility* concept but *benefit* (*Maslāhah*). The achievement of benefit is the aim of *maqashid al-syari'ah*. Maslāhah is fulfilled based upon the normative and positive rational consideration. Hence, there is an objective criteria whether economic goods have the benefits or not.

Keywords: *Value and Lifestyle*, Islamic Customers' Behavior, Fashion Products

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