

ABSTRAK

Penggunaan media sosial berfungsi sebagai media komunikasi tidak langsung. *Followers* (pengikut) dapat mengakses informasi yang disampaikan oleh *Key Opinion Leaders* (KOL) yang dapat memengaruhi minat beli maupun gaya hidup. Minat beli maupun gaya hidup tersebut diduga dapat memengaruhi peningkatan perilaku *conspicuous consumption*. Penelitian ini dilakukan untuk mengetahui pengaruh intensitas pengaksesan gaya hidup KOL di media sosial Instagram terhadap perilaku *conspicuous consumption followers* yang berusia 18 – 24 tahun sebagai pengguna aktif Instagram terbanyak di Indonesia. Penelitian kuantitatif ini menggunakan indikator alat ukur *Relationship Quality*, *Trust Transference*, dan *Taste Leadership* untuk variabel intensitas pengaksesan, dan *Mimicry Desire*, *Personal Image Representation*, dan *Conspicuous Consumption* untuk variabel perilaku *conspicuous consumption*. Teknik pengambilan sampel yang dilakukan adalah *convenience sampling* dengan 10 KOL sebagai parameter menggunakan metode survei. Analisis dilakukan melalui metode *Pearson's Product Moment Correlation Coefficient* yang menunjukkan hubungan positif sebesar 0,526 yang dinyatakan kuat, dan analisis regresi linear dengan nilai $R\ Square=0,277$ dan nilai $t_{tabel}=1,9793 < t_{hitung}=6,890$ yang berarti variabel perilaku *conspicuous consumption* dipengaruhi oleh variabel intensitas pengaksesan gaya hidup KOL di Instagram sebesar 27,7% dan sisanya dipengaruhi faktor dari variabel lain. Hasil penelitian menunjukkan adanya hubungan signifikan antara intensitas pengaksesan gaya hidup KOL di media sosial dan perilaku *conspicuous consumption* yang membuktikan relevansi teori *media system dependency*.

Kata Kunci: *Conspicuous Consumption*; Gaya Hidup; *Key Opinion Leaders*

ABSTRACT

The use of social media functions as an indirect means of communication. Followers can access information delivered by Key Opinion Leaders (KOL) that can affect their buying interest and lifestyle. That buying interest and lifestyle can affect the increase in conspicuous consumption behavior. This research was conducted to determine the effect of the intensity of accessing KOL lifestyle on Instagram on conspicuous consumption behavior of their followers aged 18 – 24 years old as the most active Instagram users in Indonesia. This quantitative study uses Relationship Quality, Trust Transference, and Taste Leadership indicators for the intensity of access variable, and Mimicry Desire, Personal Image Representation, and Conspicuous Consumption indicators for conspicuous consumption behavior variables. Convenience sampling was used as the sampling technique with 10 KOLs used as parameters through the survey method. Analyses was carried out with Pearson's Product Moment Correlation Coefficient method which showed a positive relationship of 0.526 which was stated to be strong, and Linear Regression analysis with an R Square=0.277 and $t_{test}=6,890 > t_{table}=1,9793$ which means that conspicuous consumption behavior is influenced by the accessing intensity of KOL lifestyle on Instagram by 27.7% and the rest is influenced by factors form other variables. The results of the study showed that there is a significant relationship between the intensity of accessing KOL lifestyle on Instagram and conspicuous consumption behavior which proves the relevance of the media system dependency theory.

Keywords: *Conspicuous Consumption; Instagram; Intensity of Access; Key Opinion Leaders; Lifestyle.*