
THE INFLUENCE OF THE DEVELOPMENT OF THE DIGITAL CREATIVE ECONOMY ON THE CONSUMPTIVE BEHAVIOR OF YOUNG WOMEN

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Abstract

This study aims to analyze the digital creative economy's influence on young women's consumptive behavior. With the development of technology and the internet, young women are increasingly exposed to various digital content influencing their lifestyles and consumption patterns.

Data were obtained through a survey involving young women aged 15-18 years in the Jatiranggon sub-district, Jatisampurna district, Bekasi city. The results of the study showed a significant correlation between exposure to digital creative economy content and increased consumptive behavior in young women.

1. Introduction (Pendahuluan)

At its core, an introduction in a scientific journal is an introduction that leads the reader to the research topic, provides a background overview, and presents the purpose and relevance of the research. It helps the reader understand the context of the research and sets the foundation for the more detailed explanations that will be described in the article. At its core, an introduction in a scientific journal is an introduction that leads the reader to the research topic, provides a background overview, and presents the purpose and relevance of the research. It helps the reader understand the context of the research and sets the foundation for the more detailed explanations that will be described in the article. At its core, an introduction in a scientific journal is an introduction that leads the reader to the research topic, provides a background overview, and presents the purpose and relevance of the research. It helps the reader understand the context of the research and sets the foundation for the more detailed explanations that will be described in the article. At its core, an introduction in a scientific journal is an introduction that leads the reader to the research topic, provides a background overview, and presents the purpose and relevance of the research. It helps the reader understand the context of the research and sets the foundation for the more detailed explanations that will be described in the article. At its core, an introduction in a scientific journal is an introduction that leads the reader to the research topic, provides a background overview, and presents the purpose and relevance of the research. It helps the reader understand the context of the research and sets the foundation for the more detailed explanations that will be described in the article. At its core, an introduction in a scientific journal is an introduction that leads the reader to the research topic, provides a background overview, and presents the purpose and relevance of the research. It helps the reader understand the context of the research and sets the foundation for the more detailed explanations that will be described in the article.

2. Research Methods (Metode Penelitian)

The digital creative economy has become one of the rapidly growing sectors along with the increasing internet access and use of social media. Included in the digital creative economy-based industry are 16 creative economy sub-sectors that have been developed, Presidential Regulation (Perpres) Number 72 of 2015 concerning Amendments to Presidential Regulation No. 6 of 2015 concerning the Creative Economy Agency has reclassified the creative industry sub-sectors from 15 sub-sectors to 16 sub-sectors, namely architecture; interior design; visual communication design; product design; film, animation, and video; photography; crafts; culinary; music; fashion; application and game developers; publishing; advertising; television and radio; performing arts; and fine arts. The development of digital technology has shortened the chain of the marketing process from producers to consumers, creating a short flow. This makes it easy for consumers to recognize and decide whether or not to buy the products they need. Because various marketing processes, product introduction, understanding of product functions, marketed prices, and buying decisions have been done online, thus all trading processes are carried out in one platform that makes it easier for consumers to use them. Digital creative economy products are closely related to the needs targeted by consumers among teenagers, especially teenage girls. For example, fashion, film, photography, performing arts, culinary and music, and several other creative economy products play an important role in shortening the marketing chain, namely advertising which consists of visual communication design, advertising, television, and radio.

Adolescence is a stage of human development that experiences many upheavals because it is a transition period from childhood to adulthood because as stated in the Psychology treasury, the Adolescent phase is included in the term *Over Lapping*, which makes the mentality of adolescents very unstable. Their personalities are easily swayed, and there is a process of forming identity in the behavior that arises. Consumptive behavior is included in behavior that is prone to be experienced by adolescents, there are external and internal factors that make this consumptive behavior form in adolescents.

Consumptive behavior also has characteristics and supporting aspects so that it becomes a habit carried out by adolescents. Products that are seen as symbols and symbols of status among adolescents greatly influence their needs and attitudes. Loudondan Bitta (1984) stated that adolescents are a group that is oriented toward consumptive behavior because this group likes to try things that are considered new. Hadipranata (in Nashori.1991) observed that women have a greater tendency to behave consumptively than men. This is because female consumers tend to be more emotional. While male consumers use more reason. In terms of the amount of money spent. Kefgen and Spechl (Phares. 1976) found that teenage girls spend almost twice as much money as teenage boys. Reynold Scott and Warshaw (1973) added that teenage girls aged 16 to 19 years spend more money on personal appearance support such as shoes, clothing, cosmetics, and accessories.

Teenage girls, as one of the largest user groups of digital platforms, are very vulnerable to the influence of this digital creative economy. Social media, digital advertising, and other creative content have changed the way teenagers interact, communicate, and make purchasing decisions. This study aims to explore the extent to which the digital creative economy influences the consumer behavior of teenage girls, as well as what factors play a role in this process.

LITERATURE REVIEW

Digital Creative Economy

The creative economy is a concept of a new economic era that uses ideas and human resource knowledge as the main production factors to increase creativity and information (Sartika et al., 2022). The existence of the creative industry as the main driver often supports this idea. Before the world was faced with the idea of the information economy, where information is the main component of the economic development economy, economic development reached the level of the creative economy from time to time.

The United Nations Conference on Trade and Development (UNCTAD) said that the creative economy is a combination of trade, manufacturing, and labor in the creative industry.

The idea of the creative economy focuses on the trade of creative goods and services that help the operation of the creative industry. The term creativity comes from the English word creativity which

means the ability to create something new. So the creative economy is the ability to produce something of high value (generating cash). When the term "creative economy" was first used, John Howkins wrote about how people make money from ideas in his book "The Creative Economy".

According to Howkins' explanation, the creative economy is an economic activity in a society that spends most of its time not doing routine and repetitive tasks but generating ideas. Because coming up with a concept is the only way to move forward (Nurfajriah et al., 2015). Quoting the 2025 Creative Economy Master Plan, the creative economy is the creation of added value

(economic, social, cultural, and environmental) that survives from ideas, born from human creativity, human resources (creative), based on the use of creativity is not limited by courses based on religion and ethics, but can also be based on science, technology, engineering, and communication. According to (A. P. Sari et al., 2020), 3 main things are the foundation of the creative economy, namely creativity can be interpreted as a tool or talent to produce something original, new, and without secrecy. It can also produce fresh ideas or practical solutions, such as improvements to a problem or the ability to do something different from what is already owned (out of the box thinking). Innovation is the transformation of ideas or creative impulses using existing resources to create better products or processes that are more useful. Invention, this term depends on the creation of something that has never existed before and can be recognized as a work whose function is unique or previously unknown. Based on Presidential Instruction Number 6 of 2009 concerning the development of the creative economy, there are 15 sub-sectors, which are part of the creative industry:

1. Research and Development
2. Publishing
3. Software
4. TV and Radio
5. Design
6. Music
7. Film
8. Games
9. Advertising Services
10. Architecture
11. Performing Arts
12. Crafts
13. Fashion
14. Fine Arts
15. Culinary Arts

Entering the industrial revolution 4.0, digital technology has become one of the main capitals needed by industry players to develop their business lines. The presence of Industry 4.0 is also proof that currently the development of the industry cannot be separated from the development of technology. The development of the industrial sector that goes hand in hand with the development of technology can certainly have a positive impact on a country, one of which is a positive impact on improving the country's economy. With digital technology, a country can push its economy towards a digital economy. The era of the digital economy has actually been going on since the 1980s, using personal computers (PCs) and the internet as key technologies used for business efficiency. The use of technology such as PCs and the internet also became the beginning of the development of e-commerce or electronic commerce. Along with the development of technology, the old digital economy era has finally entered the new digital economy era, marked by the presence of mobile technology, unlimited internet access, and the presence of cloud technology used in the digital economy process.

The creative and digital economy encompasses a range of economic activities driven by creativity, technology, and the Internet. These include social media, e-commerce, video content, and digital applications that contribute to economic growth and innovation. According to Howkins (2001), the creative economy is an industry that stems from individual creativity, skills, and talents that have the potential to create jobs and wealth.

Consumer Behavior of Young Women

Consumer behavior of young women is the act of purchasing goods or services that is influenced by various factors such as advertising, trends, and peer influence. Young women tend to be more influenced by fashion and beauty advertisements that they see on social media. A study by Ward (1974) showed that consumer behavior in adolescents is influenced by psychological, social, and cultural factors.

Influence of Social Media

Social media plays an important role in influencing the consumer behavior of young women.

Instagram, TikTok, and YouTube are the main platforms where adolescents are exposed to content that encourages consumption. Content created by influencers and celebrities has great appeal to young women. According to Kaplan and Haenlein (2010), social media allows users to interact, share information, and be influenced by their communities.

3. Research Results (Hasil Penelitian)

This study used a survey method with a questionnaire distributed to 200 teenage girls aged 15-18 years in Bekasi. This questionnaire included questions about the use of social media, types of content accessed, frequency of online shopping, and factors that influence purchasing decisions. Data analysis was carried out using descriptive and inferential statistical techniques to find relationships between variables.

4. Discussion Results (Hasil Diskusi)

Social Media Use

The survey results showed that the majority of teenage girls (85%) spend more than 3 hours per day on social media. The most widely used platform is Instagram (75%), followed by TikTok (60%), and YouTube (55%). The most frequently accessed content is fashion (65%), beauty (60%), and lifestyle (55%).

The Influence of Digital Content on Consumptive Behavior

From the results of the analysis, it was found that there was a positive correlation between the time spent on social media and the level of consumptive behavior. Teenage girls who are often exposed to fashion and beauty content tend to have a higher desire to buy related products. As many as 70% of respondents admitted to often buying products promoted by influencers or celebrities they follow on social media. As quoted in the Journal titled *The Influence of Social Media Influencers on Consumer Behavior in the Digital Economy Era* (By Irfan Maulana, Johanna Merseyside br. Manulang & Ossya Salsabila) The development of technology in the field of communication media today greatly facilitates everyone to further develop their potential, especially in the form of self-presentation. Since the increasing number of social media users due to technological developments, the emergence of microcelebrities will be easier to find. These results show the capabilities of online shoppers in Indonesia and their relationship to the influence of celebrity, which is interpreted as a process and technique that contributes to the transformation of a person into a celebrity (Sadasri, 2017). Indonesia's Internet Penetration Rate Reaches 79.5% by 2024. As many as 24.7 percent use the internet to communicate via messages and 18.9 percent are used for social media such as Facebook, Twitter, and YouTube. (APJII, 2018). More than half of internet users for communication purposes in Indonesia are aged 19-34 years (49.52%). These users are generally referred to as generations Y and Z, who have a high level of dependence on the digital world since they were born and are used to collect various opinions and influence audiences (Nurhandayani et al., 2019). This shows a positive correlation between how digital media utilized by digital economy industry players can influence the consumer behavior of young women.

Factors Influencing Purchase Decisions

The main factors influencing teenage girls' purchasing decisions are trends (80%), product reviews (75%), and recommendations from friends (70%). Digital advertising and promotions carried out by

influencers also have a major influence in increasing the desire to buy. This shows that teenage girls are highly influenced by what they see and hear on social media.

5. Conclusion (Kesimpulan)

This study concludes that the digital creative economy has a significant influence on teenage girls' consumer behavior. Exposure to creative content on social media increases the tendency of teenagers to buy trending products. Factors such as trends, product reviews, and recommendations from friends greatly influence teenage girls' purchasing decisions. The results of this study underline the importance of digital literacy and critical awareness in dealing with the influence of the digital creative economy.

RECOMMENDATIONS

For Parents and Schools

It is important to improve digital literacy education among teenagers so that they can be more critical in assessing the content they consume on social media. Parents and schools can provide an understanding of the negative impacts of excessive consumer behavior and how to manage it.

For Policy Makers

Stricter regulations on advertising and product promotions on social media targeted at teenagers are needed. This policy can help protect teenagers from negative influences that can increase unhealthy consumer behavior.

For Industry

The digital creative industry must be responsible in promoting products to teenagers. More ethical and transparent promotions are essential to ensure that teenagers do not get caught up in excessive consumer behavior. In addition, the industry can contribute to digital literacy education by providing educational content that helps teenagers understand the impacts of digital consumption.

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