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## CHANGES IN THE CONSUMPTION BEHAVIOR OF NURUL JADID BOARDING SCHOOL STUDENTS IN DAILY PHYSICAL APPEARANCE (CASE STUDY OF NURUL JADID BOARDING SCHOOL FEMALE STUDENTS)

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### Abstract

This study aims to examine and describe the factors causing the consumptive behavior of female students at Pondok Pesantren Nurul Jadid in shaping their daily physical appearance, as well as to understand and describe how these female students implement Islamic consumption concepts. This objective is important because, in essence, the pesantren teaches principles of simplicity and wise consumption management in accordance with Islamic teachings. However, there is a gap between the practice of Islamic consumption principles taught by the pesantren and the consumptive behavior of the female students, particularly in the consumption of products related to physical appearance such as clothing, accessories, and excessive makeup. The lack of knowledge among the students regarding Islamic consumption concepts creates a misalignment with the teachings of Islamic simplicity and the minimalist lifestyle that has been promoted. Through a qualitative approach with a case study of the female students at Pondok Pesantren Nurul Jadid, this research delves deeper into how the factors causing the consumptive behavior of these students shape their daily physical appearance and how the principles of Islamic consumption are applied by the students through the pesantren's policies. Data were collected through in-depth interviews and observation to explore key factors such as cultural, social, personal, and psychological influences that affect their consumption behavior. The results of the study indicate that: 1) The daily physical appearance of the female students is strongly influenced by these factors, which in turn affects their consumption behavior. 2) Although some students have an understanding of the principles of Islamic consumption, the implementation of these principles in practice has not been fully maximized.

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## INTRODUCTION

Since the establishment of the Nurul Jadid Islamic Boarding School until now, there has been a development in the physical appearance of the female students of the Nurul Jadid Islamic Boarding School. The students in the past seemed old-school and did not have a certain fashion mecca and there was no innovation in sharia clothing, now it seems that they are starting to care about their daily appearance, both in terms of clothes and personal care products used daily. These changes can be called a form of response to the influence of the values taught in pesantren and the dynamics of consumption driven by certain factors. (Ardiansyah & Ardiansyah, 2023)

Santri is a term for someone who lives in a pesantren who studies religious knowledge, especially Islam, to a kyai at the risk of being far from his parents. This requires them to live independently in any aspect, especially managing their finances to meet their daily needs. In this situation far from their parents, of course, students tend to find freedom in deciding something on the basis of their own desires so that this can cause differences in their character and behavior when at home and when domiciled in Islamic boarding schools, both from activities, habits, and even in their consumption behavior. (Djuwitaningsih, 2019)

As an effort to suppress the consumptive culture, the Nurul Jadid Islamic boarding school provides a solution by procuring a cashless payment instrument, namely an e-bekal card that can be monitored and controlled remotely by the student's guardian through the E-Bekal application as an effort to suppress the consumptive behavior of students. (Emilia Rosa & Sugiono, 2022) However, over time, the implementation of e-provisions is still not effective in efforts to suppress the consumptive behavior of students. This is evidenced based on the results of Fathmah Hanum's research, Saiful Bakhri et al. explained that e-rations have not been fully effective in suppressing the consumptive behavior of students because there are still those who use cash as a means of transaction and often students forget to bring their cards when they want to shop. (Hanum et al., 2022)

With globalization where everything can be more accessible, which is inseparable from the influence of social media and advertising from several platforms and influencers who promote a consumptive lifestyle. So that it can give rise to the phenomenon of shifting consumption behavior of students in Nurul Jadid Islamic boarding schools which is contrary to the values of simplicity that have been taught in Islamic boarding schools and creates interesting dynamics in the formation of students' consumption behavior, especially related to their daily appearance. (Ramadhanty & Malau, 2020)

Through the observation of researchers by conducting interviews with several students, they revealed that changes in their physical appearance are indeed influenced by religious values, the social environment in Islamic boarding schools through interaction between students and teachers is one of several determining factors in the selection and use of consumption products for daily appearance.

Nurul Jadid Islamic Boarding School as an influential Islamic educational institution in applying the values of simplicity in its religious education. The values applied are emphasizing the importance of life to always have priority needs that take

precedence over desire, self-control and the reduction of unnecessary consumer goods as evidenced by the existence of Islamic boarding school rules related to luggage that can and cannot be carried. The rules made by the Nurul Jadid Islamic boarding school are one of the efforts to reduce the habit of excessive behavior and encourage people to live according to their economic conditions.

Every Islamic boarding school has certainly tried to teach students to live simply and not excessively. However, the phenomenon that occurred shows that some students, especially female students who are not wise in managing their finances, often consume fashion products excessively, so that this no longer reflects the simple life taught by Islam and also does not reflect the life as a minimalist student. (Asih & Khodijah, 2022) Of course, there is a gap between consumption behavior on Islamic principles in Islamic boarding schools and the lifestyle of students. The students who should live a simple life are now behaving consumptively and tend to exaggerate. In fact, students are expected to become a superior generation that brings change with morals, morals, and knowledge in the future. Students are also expected to be able to integrate with society and the environment by upholding the values of simplicity and transmitting positive behavior by being able to control consumptive behavior. However, in reality, the opposite is happening; The students tend to follow a negative lifestyle by consuming fashion items that are not their basic needs. (Alvanico & Sudrajat, 2022)

Some of the cases above that make it clear that there is a gap in the principle of consumption in Islam with the phenomenon that occurs is the reason why the author is interested in researching about "**Changes in the Consumption Behavior of Nurul Jadid Islamic Boarding School Students in Daily Physical Appearance (Case Study of Nurul Jadid Islamic Boarding School Women)**" which aims to reveal in depth how the values embraced by the students of the Nurul Jadid Islamic Boarding School affect the changes in their consumption behavior in daily physical appearance and how the application of the concept of consumption behavior that they have carried out through a qualitative approach with a focus on case study research on female students of the Nurul Jadid Islamic Boarding School. This approach makes it possible to explore the views and experiences of students in depth so that they can study and describe how changes in students' consumption behavior and the application of the concept of Islamic consumption in their daily physical appearance.

## RESEARCH METHODS

Based on the background and formulation of the problem that has been described, the researcher decided to use a qualitative approach with a focus on a case, namely a change in the consumption behavior of students of the Nurul Jadid Islamic Boarding School in terms of daily physical appearance.

For this reason, the researcher conducted in-depth research using the type of case study research which was then explained through a descriptive method. The researcher intends to examine a problem that occurs in the change in the consumption behavior of female students in the Nurul Jadid Islamic Boarding School in the form of elaboration of words with a special context in nature. (Suggestion, 2013)

## RESULTS AND DISCUSSION

The Nurul Jadid Islamic Boarding School, especially in the Az-Zainiyah area, emphasizes the importance of manners and appearance according to Islamic teachings.

Female students at this pesantren are required to comply with rules that prohibit excessive appearance, including not being allowed to wear tight clothes and excessive make-up. They are recommended to wear loose clothing, wear a hijab to cover their chest, and only use basic make-up such as powder and lip balm. This rule is applied to maintain the politeness and honor of the students and instill Islamic values.

Based on the results of in-depth interviews with female students, the Nurul Jadid Islamic Boarding School teaches Islamic religious values that are implemented in daily life. However, the concept of consumption in Islam has not been fully socialized to students.

The students admitted that they did not fully understand the concept of consumption in Islam even though they had gained religious knowledge. They tend to understand the simplicity in appearance of the rules applied in pesantren without further explanation of the deeper concept of consumption in Islam.

An in-depth understanding of the concept of consumption in Islam can help students to be wiser in managing expenses and choosing products that are in accordance with Islamic principles. The implementation of this concept can also reduce excessive consumptive behavior and help students live a simpler lifestyle in accordance with Islamic teachings.

### **1. Factors that cause the consumptive behavior of female students of Nurul Jadid Islamic Boarding School form *daily physical appearance***

*Daily physical appearance*, which means daily appearance, is a characteristic of the outside of the body, either the face or the overall appearance that a person shows, including how a person presents themselves in front of others in their daily life. As the appearance at the Nurul Jadid Islamic Boarding School, especially in the Az-Zainiyah area, shows that daily physical appearance has an impact on the consumption behavior pattern of female students. Strict and sharia dress codes, such as the wearing of loose clothing, hijabs that cover the chest, and prohibitions on the use of excessive make-up, aim to maintain the politeness and honor of students and teach the values of simplicity in appearance.

Factors that cause consumptive behavior to form *daily physical appearance* include:

#### **a. Psychological Factors**

According to Kotler and Keller, humans have five levels of basic needs that must be met, ranging from physiological needs to self-actualization needs. Psychological factors involve motivation, perception, learning, and individual attitudes. In the context of students, these factors can include motivation to appear attractive in the eyes of others, perceptions about the need for fashion products, and attitudes towards spending. For example, the need to adjust to trends or meet social expectations can influence their consumption decisions.

The need to be accepted and appreciated by his peers as well as the need to improve self-esteem and achieve self-actualization influence consumption patterns that focus more on physical appearance and follow fashion trends. This is the main factor that encourages changes in students' consumption behavior is the motivation to look cool in the eyes of their friends. The experience of being bullied because of an appearance that is considered less fashionable motivates students to change their appearance. They want to prove that they can also look cool like their friends on campus outside the pesantren. This shows that social

pressure and the desire to be accepted in a wider social environment affect the consumption behavior of students.

b. Social Factors

Kotler and Keller stated that individual behavior and attitudes can be influenced by their peer group and social environment. Social factors include the influence of social groups and the social status of individuals. In a pesantren environment, interaction with peers, influence from teachers, and group norms can affect how students choose and use products. For example, encouragement from a group of friends to follow certain fashion trends or pay attention to physical appearance can encourage consumptive behavior.

Interaction with friends on campus who are outside the pesantren also affects changes in student consumption behavior. They saw their friends on campus wearing fashionable clothes and following the latest fashion trends, which made her want to look similar. A campus environment that is more open to modern fashion trends has an influence on students' preferences and consumption choices. In this case, Amaliah's interactions with her friends on campus influenced her consumption preferences and behaviors, along with efforts to adjust to the social norms that prevailed in the environment.

c. Cultural Factors

Culture is a fundamental aspect in shaping a person's consumption patterns. It includes the values, norms, and habits that are learned and accepted by a particular society or group. In the context of students, Islamic cultural values that teach simplicity and self-control play a role in shaping their consumption behavior. However, the flow of globalization and the influence of social media may also be influencing changes in their consumption culture. Cultural factors in society can affect Islamic principles in consumption, where culture affects a person's appearance to convey his or her image as the identity of a region.

The foster guardian said that local culture and trends in the community outside the Nurul Jadid Islamic Boarding School that enter the Islamic boarding school often affect female students in choosing clothes and goods that are not in accordance with the teachings of the Islamic boarding school. This shows that outside culture has a great influence on changes in the consumption behavior of female students which then shapes the daily appearance of students.

d. Personal Factors

Personal factors include individual characteristics such as age, occupation, income, and lifestyle. For students, these factors may include age and family background that affect how they manage their finances and choose consumer products.

1) Family Habit Factors

As in Kotler & Keller's view, individuals tend to be influenced by their personalities, including family habits. Emotional support from Amaliah's family shows that family can play a significant role in influencing individual consumption behavior.

Support from family habits is also an important factor that affects changes in the consumption patterns of students. Parents give more money to meet their appearance needs. Some parents admit that they provide additional financial support because they feel sorry for their child being

bullied and want him to feel comfortable and confident. This financial support made Amaliah buy the clothes and accessories she wanted, although it increased her expenses.

## 2) Income Factor

Income factors affect a person's consumption behavior where an individual's or family's finances will determine their ability to meet their needs and desires. In the context of students, the economic condition of the family affects how much pocket money they receive and how they manage it.

In pesantren, students with different economic backgrounds show varied consumption behaviors. Students from families with limited economies tend to be more frugal and selective in their spending. They focus more on basic needs and avoid buying non-essential items. This reflects economic theory that emphasizes the wise management of limited resources.

In contrast, students from families with better economic conditions tend to spend more money on secondary needs, such as accessories and fashion items. However, at the Nurul Jadid Islamic Boarding School, strict rules regarding appearance and excessive consumption help suppress this consumptive behavior. Although they have more financial capabilities, the strict rules of Islamic boarding schools limit their spending on items that are allowed and in accordance with Islamic values.

## 3) Lifestyle Factors

Lifestyle also plays an important role in influencing the consumption behavior of female students. Lifestyle includes daily lifestyles, habits, and values embraced by individuals or groups. At Nurul Jadid Islamic Boarding School, the lifestyle of students is greatly influenced by the pesantren environment which emphasizes simplicity, obedience to religious rules, and self-control.

The lifestyle adopted at this pesantren is in line with Islamic teachings which emphasize the importance of living simply and not excessively consuming. Students are taught to appreciate what they have and not to be tempted by the desire to have unnecessary items. The supportive environment of the pesantren and strict rules regarding appearance help shape a simpler and more frugal lifestyle of students.

However, in some cases, outside influences such as social media and fashion trends can affect the lifestyle of students. Nevertheless, the values taught in pesantren remain the main guide in their consumption behavior. Students are encouraged to assess each purchase based on their needs and benefits, not based on momentary trends or desires.

## 2. Nurul Jadid Islamic Boarding School Female Students Apply the Concept of Consumption in Islam

In Islam, the concept of consumption is governed by the principles of simplicity, avoidance of waste, and justice. The Qur'an and Hadith teach Muslims to consume halal and good goods, and to avoid *Israf* and *redundant*. These principles emphasize that consumption must be carried out proportionally and not excessively, and must meet basic needs without exceeding reasonable limits (Rachmawati & Rismayani, n.d.).

The concept of consumption in Islam refers to the principles set forth in Islamic religious teachings regarding how to consume goods and services wisely. This concept includes the importance of simplicity (*tawadhu*), avoidance of waste (*israf*), and rational use of property. In Islam, excessive consumption is considered wasteful and contrary to the principle of simple living.

The knowledge of students about the concept of consumption in Islam seems to be still very limited. Some students admitted that they did not fully understand these principles, especially regarding simplicity and avoidance of waste. The experience and education at the pesantren are more focused on lectures and reciting books, without discussing specifically about the principles of consumption in Islam.

In addition, the pesantren management also stated that there are no programs or activities to provide understanding related to the concept of consumption, the reason is that the pesantren still focuses on learning related to the sciences of monotheism, daily fiqh only (Thabroni, 2022).

a. Application of the Principle of Justice

In Islam, it is taught that consumption must be done in a way that not only benefits oneself but also considers the welfare of society as a whole. Justice in consumption includes a fair distribution of resources and not committing waste that can exacerbate social inequality.

Female students often buy branded body care and skincare products that are quite expensive, such as Scarlett and Skintific. This practice shows a tendency to follow consumption trends that may not take into account the social impact of the purchase. They may not consider the extent to which their spending can widen social or economic disparities. In this case, they tend to focus more on self-interest without paying attention to fairness in the distribution of resources.

b. Application of the Principle of Simplicity

Simplicity in consumption means avoiding waste and not overspending it. In Islamic teachings, it emphasizes the importance of balance in spending, which is not excessive but also not too miserly. This principle teaches that consumption must be done within reasonable limits that do not lead to waste.

Some female students feel that the clothes they use daily reflect simplicity. This shows that there is an effort to apply the principle of simplicity in appearance, in accordance with Islamic teachings. However, the understanding of simplicity may be subjective and can differ from one individual to another.

c. Application of the Principle of Saving

Savings are the actions or processes of reducing expenditure or use of resources in a more efficient and prudent way. The main goal of saving is to avoid waste and ensure that resources, be it money, time, energy, or raw materials, are used in the best possible way. Savings can be applied to various aspects of life, including personal finance, energy use, and consumption of goods and services.

In the practice of thrift, it was found that some students have not been able to fully apply the principle of thrift and not wasteful in daily life. They tend to spend money as long as they exist, which indicates the challenges of managing expenses effectively. Difficulties in applying the principle of frugality can be influenced by personal habits and a lack of in-depth knowledge of the principle

of consumption in Islam.

The Nurul Jadid Islamic Boarding School implements the e-bekal program as an effort to control student spending. The program allows parents to monitor and manage student spending through a rechargeable card. However, this program focuses more on making the shopping process easier than providing specific education about the principles of consumption in Islam.

d. Application of the Generous Principle

Generosity in Islam means sharing with others and not just focusing on one's own interests. In emphasizing the importance of giving and sharing as a form of charity. In the context of consumption, generosity means not only using resources for oneself but also contributing to those in need.

Female students often focus on buying personal products such as perfume, makeup, and clothes without doing much charity or sharing with others. The tendency to buy luxury and expensive items can overlook the social responsibility to share and help others. This practice suggests that while they may theoretically understand the concept of generosity, in practice, their primary focus is still on personal consumption.

e. Application of the Principle of Morality

Morality in consumption refers to ethics and responsibility in spending. In Islam, it is very important to be fair in transactions and spending. In consumption, morality means making purchases in an ethical way and not making waste.

Putri students buy various makeup and perfume products in large quantities and often choose viral products. This excessive and impulsive purchase can indicate a lack of attention to the moral aspect of consumption. They may not consider the ethical impact of their spending, such as waste or the environmental impact of the products purchased, which should be a concern in moral consumption practices.

## CONCLUSION

This research focuses on two main problems, namely how the factors that cause the consumptive behavior of female students form *daily physical appearance* and how they apply the concept of consumption in Islam. Based on the results of the discussion, it can be concluded as a whole, namely: *First*, daily physical appearance affects the consumption behavior pattern of female students at the Nurul Jadid Islamic Boarding School. The excessive use and purchase of items that include appearance support such as clothes, accessories, *makeup*, shoes and perfume by students is motivated by several main factors such as personal perception, social pressure, family support, and cultural factors. Social perception and pressure, both from inside and outside the pesantren, encourage students to follow fashion trends and look fashionable for the sake of social acceptance and increased self-confidence. In addition to these factors, financial support from the family also plays an important role in changing the consumption behavior patterns of students in their daily appearance.

*Second*, although the students of Nurul Jadid Islamic Boarding School have an understanding of the principles of consumption in Islam, their application in practice is often not completely consistent and not optimal. This shows the need to increase education and understanding of the principles of Islamic consumption specifically so



that it is more in line with the vision and mission of the pesantren to apply Islamic values related to student consumption and more optimally apply it.

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