The Effect of Hedonism Culture in The Regional Community on Political Issues

Susiluwati
University of Muhammadiyah Malang
susiluwati1971@gmail.com

Abstract. Social change is closely related to the process of globalization, one of which is the culture of Hedonism. In this study, the writer wants to know that the culture of Hedonism is an impact of globalization, which has spread in Indonesia, not only in big cities but also in remote areas. This study was conducted in Bojonegoro Regency using a quantitative descriptive method, which was conducted to 20 respondents determined by judgment sampling. The results of the questionnaires that were distributed received good responses, and provided accurate and precise data based on what had been done by the writer. 100% of respondents in the range of answers agree to strongly agree that the majority of people behave very consumptively. 40% of respondents answered agreeing with the reason that they saw a lot of behaviors in society when trying to achieve life's pleasures, any way could be taken, 60% answered disagreeing, on the grounds that many people had the pleasure of life still had to pay attention to signs or norms. 80% of respondents agree that someone's selfishness is more apparent in today's social life. 90% of respondents are happy when they are invited to discuss politics. This shows that the more modern the society, the more concern about political conditions grows. Dualism occurred in the community, namely 50% of respondents were interested in being involved in all activities related to the political world and 50% stated that they were not interested in being involved in political activities, 60% agreed and the remaining 40% said they did not agree. This shows that the response to political activities has decreased enthusiasm when they perceive that they cannot be directly involved, but if it is prospective to jump in and able to actively participate in politics, their response and enthusiasm increase.

Keywords: culture of hedonism, regional society, politics

INTRODUCTION

The writer lives in Bojonegoro Regency, a small metropolis area as seen from the development of the last 5 years based on observations of the rapid development of trade economy, and the development of other sectors arising from increased developments and changes in society. In the terminology, the writer argues that Hedonism means a lifestyle of someone who prefers to prioritize material pleasures and inclines to worldly life and aims for ownself [1]-[5].

The pattern of Hedonism is largely avoided in various countries because it is considered that the people of Hedonism have a tendency to decline in their social system. Psychologically, Hedonism is an unhealthy behavior and has become an epidemic globally. But it cannot be denied that Hedonism is identical with the phenomenon of modern society. And in the structure of modern society the characteristics of attention and concern for aspects of political life are increasing [6]-[9].

The purpose of this study was to determine "The Effect of Hedonism Culture among Local Communities on Political Issues".

METHOD

The study was carried out on 20 respondents of heterogeneous communities working in governmental and private institutions in Bojonegoro Regency. The writer wants to know about the culture of community Hedonism based on the pattern of capitalism in the consumer consumptive behavior and the way they socialize, and its influence on their understanding or views on political issues. The research method was descriptive qualitative by taking the results of the research based on the percentage of the results of the questionnaire [10]-[12].

RESULT

Based on 20 respondents' [10], [11], [12] scoring result: Score: 5 (Very Strongly Agree); 4 (Strongly Agree); 3 (Agree); 2 (Disagree); 1 (Strongly Disagree), the result of the study is as follows:

<table>
<thead>
<tr>
<th>NO</th>
<th>INSTRUMENT ITEM</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Frequent shopping</td>
<td>4</td>
<td>2</td>
<td>8</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>2.</td>
<td>More like branded goods because of prestige</td>
<td>4</td>
<td>2</td>
<td>12</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>3.</td>
<td>More like branded goods because of prestige-quality</td>
<td>4</td>
<td>2</td>
<td>8</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>4.</td>
<td>More like branded goods because of product design</td>
<td>8</td>
<td>10</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>5.</td>
<td>More like branded goods for self-imaging reasons so that they can be grouped into higher social class groups</td>
<td>4</td>
<td>6</td>
<td>10</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>6.</td>
<td>Whatever you want something, agree to take whatever path he thinks is right, even though other people do not justify it.</td>
<td>16</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>7.</td>
<td>For the sake of getting comfortable, willing to put aside the comfort of others</td>
<td>18</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>8.</td>
<td>Feel inferior if you don't follow fashion or branded trends</td>
<td>16</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>9.</td>
<td>Opinions about the majority of people behaving very consumptively today</td>
<td>12</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>10.</td>
<td>The perception that the pleasures of life are pleasures of material things that are worldly</td>
<td>10</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>11.</td>
<td>The pleasure of life is the most important thing to fight for</td>
<td>12</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>12.</td>
<td>Most people can use all ways to achieve life's pleasures</td>
<td>10</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>13.</td>
<td>The selfishness of a person is more evident in today's social life</td>
<td>8</td>
<td>8</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>14.</td>
<td>feel happy when invited to talk and discuss politics with other people</td>
<td>16</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>15.</td>
<td>Interests in being involved in all activities related to politics</td>
<td>10</td>
<td>10</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>16.</td>
<td>Agree to participate actively of prospective to engage in politics</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>17.</td>
<td>Attitudes towards everything related to politics</td>
<td>18</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>18.</td>
<td>The political decisions that are taken have an impact (both positively / negatively) on daily life, in working and socializing the community</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>
The result of the study shows that 100% of respondents in the range of answers agree to strongly agree that the majority of people behave very consumptively now. 30% of respondents agree if they perceive that life’s pleasures are pleasures of material things. 70% state that they do not agree about the pleasures of life were just pleasures of material things. They state that not all human needs can be fulfilled only by material matter so that the pleasures of life do not only focus on material things that are worldly. They also do not deny that matter can solve many human problems, but not all problems can be solved with material.

40% of respondents agree that life pleasure is the most important thing to fight for, with the reason that having an understanding that life pleasure is the top priority, after that it can easily think of others. While 60% of respondents state that life is not just fun to be prioritized, but it can also be a sense of family and brotherhood. Some people express religious principles that they believe in, and ensure that it is not the pleasure of their top priority.

The opinion about why most people use all ways to achieve life’s pleasures, 40% of respondents answer agreeing with the reason that they see a lot of behavior in society when trying to achieve life’s pleasures, any way they could. Even though they often have problems with others, they are not so bothered that their behavior disturbs the people around them. The remaining 60% answer disagreeing, arguing that many people have the pleasure of life but still have to give attention to the existing signs or norms. Even though there are times when they ignore or think what people say, they are still considered to get the pleasure of life. They believe that a good way brings good results too, whereas a bad method results will not be good.

80% of respondents agree that someone’s selfishness is more pronounced in today’s social life. This shows that it is found in society that selfishness is more prominent than empathy for others. On this side, it shows that any attitude can be taken to legitimize what is in someone’s interests personally, by only considering what the impact of that attitude is on others. Including from the attitude we take, it only benefits ourselves and can even harm others. It can even reach the level of justifying if the attitude we take intentionally sacrifices others just to get the truth to side with the self. While 20% of respondents state that they do not agree that one’s selfishness is more apparent in today’s social life. It can be seen from the point of view that still exists, not even a little based on the views of these respondents groups who care for others, and help each other.

The majority of respondents is 90% who feel happy when they are invited to discuss politics. Dualism occurs in the community, 50% of respondents are interested in being involved in all activities related to politics and 50% state that they are not interested in being involved in political activities. However, the response of respondents increases when they are asked about their prospect to join politics actively. 60% agree and 40% do not agree.

The result shows that the Hedonism lifestyle reflected by the rise of capitalism practices in people’s lives, seen from the increasing pattern of public consumption, increases selfishness and privacy of the people which reflect the form of social change that occurs towards the characteristics of modern society. If it continues, it will become hedonic lifestyle. [2], [13], [14],[15].

The result of the study also shows that the community’s response to political life is quite large. Awareness emerging in the community taken by the political decisions has a profound impact on their lives because anything applied in all the private and government sectors affects the community to fulfill all the rules set and enforced [2], [5], [8].

While the expected solution of all the conditions in society that converges towards Hedonism is how to grow local wisdom both personally and regionally, so it can properly filter out all forms of adopted change. Thus, it becomes very important to juxtapose the two paradigms, namely accompanying the hedonic paradigm with the scientific paradigm, so the scientific foundations that are held can capture changes with much better readiness [14], [15],[16].

Hedonism, today has undergone a shift in meaning no longer in accordance with the originating understanding of the notion of Hedonism, namely Arctius who interpreted Hedonism as a theory of pleasure-oriented understanding. Meanwhile, the people today understand it as a concept that is only oriented to the material pleasure. Many hedonic patterns appear in the lifestyles of people who experience change towards modern society, due to the prevailing win of capitalism in its control of the mainstream of society in all aspects of life in modernization [4], [6], [13].

One aspect of the development of society towards modern society is the improvement of the public response to political issues. This is due to increasing understanding and learning of all aspects of life that cannot be separated from the decisions produced by the rulers as the final product of politics itself, [7], [8].

And as a society with a culture of religious life, it will be easier to counteract the negative influences of the Hedonic lifestyle. This is due to the spiritual belief that people’s beliefs will guide their heart and mind to choose, and give either the right or wrong signs. So, it will be wiser to respond any modern changes that occur in society. Thus, it is very necessary to set up the character building for the next generation, especially their mental and spiritual spirit, to prepare them to be ready to welcome change with wisdom, intelligence, and nationalism-based character and high nationalism [5], [7], [17].

REFERENCES


