



Counseling on Developing Habits of Shopping Based on Needs Among Youth in the Tanjung Dapura Area, Makassar City

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ABSTRACT

Despite advances in information technology that allow people to shop easily, it has left several problems, including the development of a consumerist lifestyle resulting from shopping behavior that ignores the aspects of need and utility. This phenomenon also affects young people living in the Tanjung Dapura area. Therefore, our community service team from Makassar State University conducted an outreach program for young people to shop based on their needs only. This one-day activity was attended by 21 participants. The participants welcomed the activity and paid close attention to the material presented, which was followed by discussions and information sharing. They hoped that similar activities could be carried out continuously

INTRODUCTION

Essentially, humans as economic beings are driven by limited resources, while human needs are always increasing. Therefore, humans need to make efforts to meet these needs (Fajrussalam et al., 2023). Humans are economic creatures because they instinctively strive to fulfill their unlimited needs through rational and efficient actions. This concept is known as *homo economicus*, first proposed by Adam Smith. Its main characteristic is the existence of insatiable desires, so humans always seek ways to achieve satisfaction and well-being with minimal sacrifice (Dewi, 2024).

Humans are economic beings, meaning they play a crucial role in household management. Considering that economics is a social science that studies human behavior in managing resources, humans should be adept at managing both the distribution and the results of their work, so that they are economically healthy and intelligent. Human existence as economic beings is inseparable from a form of economics that is crucial for the sustainability of human life as economic beings. Therefore, humans are required to continuously manage their economy well and intelligently (Rosita et al., 2024).

The goal of humans as economic beings is to have a healthy economy and achieve good profits. Therefore, what is needed is the ability to manage finances in detail and according to calculation standards. As economic beings, humans are obliged to be able to distinguish between needs and wants and to be able to calculate expenses and income. This allows humans, as economic beings, to apply their economic knowledge in real life (Sundari et al., 2021).

Economic knowledge is essential for making wise financial decisions, understanding markets, planning personal and business finances, anticipating the impact of economic policies, and understanding global economic issues. With economic knowledge, individuals and societies can manage limited resources to meet unlimited needs more efficiently and achieve prosperity. One of the inseparable phenomena of modern economic life is shopping. Shopping in the modern economy is a primary consumption activity influenced by consumer behavior, technological advances, and the development of capitalism (Bodislav & Georgescu, 2025). It is a symptom of the modern economy because it reflects the desire to satisfy unlimited needs with limited resources, fuels a consumerist lifestyle, and creates complex market dynamics through the emergence of modern markets and competition between small traders and capitalists (Agustino, 2025).

In a life characterized by freedom, including economic freedom, shopping is a right for everyone, and no one should prohibit it. This statement means that you are free to shop, but you must do so with consideration for social impacts, such as avoiding an overly luxurious or wasteful lifestyle that can create or exacerbate the wealth and social status gap in society (Folkes, 2023). Instead of overspending, focus on using your money wisely and, if you can, contribute to activities that empower communities to reduce inequality.

Humans cannot be separated from shopping because of the basic need for goods and services for survival, as well as psychological drives such as satisfaction, the desire to fulfill social status, and overcome stress which is called

hedonic or consumptive shopping, coupled with the ease of technology which makes shopping activities increasingly massive and easily accessible (Magesh et al., 2025).

Shopping activities have become easier thanks to technological advances. Today, human life is inextricably linked to technological advancements. In fact, with the rapid development of technology, technology has become a basic necessity for everyone. This technological presence has impacted society and the surrounding environment, from parents to children who use technology in every aspect of their lives. This technology enables people to carry out activities more easily and quickly (Baudrillard, 2011).

Technology is developing rapidly as a result of advances in science and technology. This is evident in the many innovations and new discoveries. A country's progress can be seen from the extent to which it has mastered science and technology. One technological development we frequently use today is e-commerce, or more commonly known as online shopping. As technology advances rapidly, many companies are competing to develop online shopping applications or online shops that make it easier for people to meet their needs without having to leave their homes (Destiani & Mufiidah, 2024).

Online shopping has become a lifestyle for modern society, and online shopping in Indonesia is growing rapidly. Online shopping is the activity of buying and selling products over the internet without face-to-face interaction between the buyer and seller. Buyers can view the products they wish to purchase and the prices offered by sellers without having to go to a store. Online shopping allows buyers to make transactions via ATM or cash on delivery (COD), and sellers can ship the products via a delivery service (Ardiansyah, 2023).

Most people prefer online shopping because if they shop directly at a store, it is not certain that the product they want to buy is in stock. But by shopping online, buyers can find out the product stock, product prices, and even see the quality of the product from existing buyer reviews. If online shopping we can only go to a place or to an existing store, while with online shopping we can buy a product from all stores in Indonesia or even abroad without having to spend a lot of time and money (Viona et al., 2021). Currently, there are many online shopping applications available on the Play Store or App Store, some examples of online shopping application names are: Shopee, Tokopedia, Lazada, Bukalapak, Blibli.com. However, most people prefer to use the Shopee app due to its greater convenience and more affordable prices (Afriyadi et al., 2024).

The advent of technology, which makes shopping easier, is also felt by young people in Makassar City, particularly in the Tanjung Dapura area. However, on the other hand, this convenience has given rise to a consumerist lifestyle. Sometimes they shop not based on necessity, but rather on a desire to appear modern. This naturally presents a financial challenge. This challenge is not felt directly by them, but is felt more by their parents, especially those from lower-middle class families. For those from well-off families, this is certainly not a financial problem, but from a social perspective, it can create the impression of social inequality.

Makassar State University, as an institution of higher education, has a moral responsibility to raise awareness among the public, especially young people who are addicted to shopping without considering whether the items are needed or not. In carrying out awareness activities packaged as community service activities, we as a service team feel it is important to socialize and encourage young people to shop based on the principles of benefit and need.

METHODOLOGY

College Eligibility

Makassar State University, as a university producing Bachelor of Education and non-education graduates, urgently needs to address issues related to women's education and empowerment. Education takes place in three environments: the family, the school, and the community. Societal issues are of significant concern to universities, including issues related to youth, such as a consumerist lifestyle that neglects the needs and utility of the goods they purchase. Furthermore, universities are expected to empower communities considered under-powered.

One way to do this is by providing knowledge and skills in shopping based on needs and benefits. There's nothing wrong with buying new items, especially if we need them. It's different with simply following a momentary desire, never knowing when enough is enough; there's always a desire for more and more. We encounter various temptations to buy new items everywhere. Advertisements guide consumers in making choices and buying habits. Technological advances have made it easier for consumers to spend money on various online shopping sites.

Sometimes, we only realize whether an item is needed or not after it arrives home. It turns out that we still have old items that are still usable, but we buy new ones because we're tempted by the discounts offered, and ultimately spend more than our budget allows. Day by day, these items pile up in the corner of the room. Items initially purchased with the intention of bringing joy end up leaving us with feelings of anxiety. Being mindful while shopping is a way to control yourself from excessive buying behavior. When we shop consciously, it means we make rational purchases and maintain control over our spending. Practicing mindful shopping can begin by living each moment with awareness. Being truly present in the moment, fully aware of what is happening in our hearts and minds, and able to respond to it in a controlled manner.

Activity Implementation Method

This community service activity was carried out in two stages: preparation and implementation. The preparation phase involved coordination with the Research and Community Service Institute of Makassar State University and communication and coordination with the target group, namely youth living and working around Jalan Cenderawasih, Makassar City. After the preparation phase was completed, the next stage was to reach an agreement with the community service partners regarding their free time, which would not interfere with their activities.

This community service activity was conducted face-to-face to foster intimate interaction with the partners. The activity was centered at the home of one of the community service team members, with youth invited to participate.

The event took place on Saturday, July 12, 2025, from 10:00 AM to 12:15 PM WITA (Central Indonesian Time). The community service activity consisted of presenting key points related to the importance of shopping based on needs, followed by a question-and-answer session and discussion. The stages of this community service activity include:

1. Processing administrative documents and obtaining permits from the Research and Community Service Institute of Makassar State University.
2. Processing administrative documents and obtaining permits from the Community Service Partner, namely the Bukit Zaitun Church Youth Movement.
3. Conducting an initial survey at the activity location.
4. Coordinating with members of the community service implementation team regarding the material to be presented to the community service partners during the activity.
5. Conducting outreach activities for partners, followed by discussions and questions and answers.
6. Screening a short film related to Shopping Based on Needs.
7. Casual conversation with all activity participants.



Figure 1. Activity Participants

RESULTS AND DISCUSSION

The community service activity carried out in the Tanjung Dapura area involved providing education on the importance of shopping based on needs and benefits to avoid financial burdens and social inequality in community life. This community service activity was attended by approximately 21 people, exceeding the target of 15 people that had been set. This reflects the enthusiastic response of the community service team in the Tanjung Dapura area from the activity partners. The community service implementation team from Makassar State University consisted of 5 lecturers and 3 students who have an understanding of the socio-cultural conditions of youth in the Tanjung Dapura area. In this activity, the community service team conveyed several things, including:

The Importance of Shopping According to Needs

Money isn't the key to happiness in our lives. However, money can be a source of disaster, especially if we can't live within our means. In fact, living within a budget is incredibly difficult. This is especially true with the increasing levels of consumerism and trends that have prevailed recently, not to mention the onslaught of online discounts from e-commerce and many other sources. It's no wonder millennials are often referred to as a hedonistic generation due to misprioritizing their money, aka poor budgeting.

A budget is a financial plan for a specific period. In corporate finance, this budget serves as the basis for planning functions, including paying for production costs and labor. A budget is a tool prepared based on the needs of the company's operations. It can include plans for sales volume, revenue, resource allocation, costs, expenses, assets, liabilities, and cash flow. Budgeting must be done precisely and in detail to prevent future budget overruns or production budget overruns. The budget amount is generally expressed in the monetary unit in which the business operates.

One of the functions of a budget is to plan activities or events within measurable rules. However, budgeting isn't just important for companies or business entities. Individuals also need it to achieve a healthy financial situation. A budget can be a tool to monitor all your consumption, for example, the amount you spend on basic necessities, secondary needs, and lifestyle items. The purpose of creating one is also to determine the balance between your income and expenses. Many people create extremely strict personal budgets in the hope of saving more. However, this is futile because it's difficult to implement. Many are unable to stick to their budgets due to a lack of discipline and the temptation to overspend.



Figure 2. Shopping Posters According to Your Needs

To better understand the difference between needs and wants, we first need to understand their meanings. Needs are things we require to survive in all conditions and situations. For example, our bodies require food and drink to carry out various activities that facilitate survival. Without food and drink, it would be impossible for us to carry out our activities. On the other hand, a want is an object or service we desire to own, or something we desire to do, but its unfulfilled consequences don't always have a significant impact. For example, if we want the latest car, our survival won't be affected if we don't buy it right away. The problem often arises when needs and wants overlap, making it difficult to distinguish between them. Using the example above, food and drink are needs because they are essential, but eating out at a restaurant could be categorized as a want because we can substitute it with home-cooked meals, which are relatively more cost-effective than eating out. On the other hand, the latest car could also be a necessity if your profession requires one. Therefore, the most important thing we have to do when making a financial plan is to sort out which things we need and which things we just want.

Curbing Your Shopping Desire

Some of you may often find it difficult to manage your finances. The urge to shop is the root cause. This is understandable, as various temptations abound. Discounts, delicious food, hangouts, lifestyle choices, and household necessities all come one after another. As a result, financial stability is disrupted.



Figure 3. Posters

Besides saving, there are several things you can do to curb your shopping urges.

1. Keep your ATM or credit card in a hidden place or with someone you trust. Schedule a weekly withdrawal, and only use it for essential purchases. This will not only help you cultivate discipline in spending, but also help you avoid using debit cards for shopping.
2. Set aside money for monthly necessities in a savings account.
3. Get into the habit of saving small change in a jar. Most people are reluctant to save small change. However, small change can become a lot of money if you diligently collect it. So, instead of giving it to buskers, it's better to put the change you receive in a jar every time you receive it. Deposit it into your account when it's full.
4. Stop buying food outside. Eating out is often the biggest expense item. Bringing home-cooked food or drinks is certainly more delicious, healthy, and economical. For women, imagine how much you can save by getting into the habit of bringing your own food.
5. Don't shop right after payday or after receiving your monthly allowance from your parents. Payday is a dangerous time because you feel like you have money. As a result, you lose control and end up spending more money that could have been used for other needs.

To avoid confusion, is there a way to distinguish between needs and wants? To help us determine the difference between needs and wants, we can try asking ourselves these three questions:

1. Do we really need this right now?
2. If we don't get it now, will it disrupt our survival?
3. Are there no other alternatives if we don't get this?

By answering these three questions, we can more easily identify needs and wants. If you can answer "yes" to all three questions, it's likely a need. To make

things easier, we can also create a list, table, or diagram of needs and wants and group the goods or services to be purchased.

In this section, you should describe each step taken to complete your dedication process along with the material presented. The results of the discussion can also be submitted here. You should not include too many descriptive statistical results here; on the other hand, it should be summarized in a more readable table or graph. You should never forget the numbers for each table and chart presented in your paper.

Table 1. Comparison Between Needs And Wants

Score	Needs	Wants
Meaning	Basic things humans need to fulfill their life needs.	Things influenced by environment, education, social status, interests, and goals.
Characteristics	Objective (binding), cannot be postponed	Subjective (not mandatory), can be postponed, has alternatives
Size	Function	Taste/Preference
Desired impact	Benefict	Satisfaction
If unmet	If needs are not met, it can disrupt daily activities and even survival.	If desires are not met, one can still live and can be replaced with other goods.
General examples	1.Monthly food and beverage 2.Expenses Electricity and gas 3.Expenses Children's education 4.Housing 5.Transportation	1.Recreation (traveling) 2.Upgrading to the latest gadget model 3.Luxury watch 4.Netflix subscription

Everyone will have different categorizations of needs and wants. For example, fast broadband internet can be categorized as a need if your profession relies on an internet connection and you spend most of your time working from home. However, it could be categorized as a want for a different person if their work and life are fine without an internet connection. The answer will certainly be different for everyone. However, if you're still unsure, the easiest way to determine the difference between a need and a want is to apply the 3-day rule. This involves

waiting three days before you want something to determine whether it's truly a need or just a want.

For example, suppose you want to buy a new gadget and laptop to increase your productivity. Even though your current one is still usable, it doesn't support your daily activities. Before deciding to buy, you can apply the 3-day rule. If after three days you find that your activities are running fine with the old item, it can be said that it can no longer be categorized as a need. On the other hand, if within three days you feel certain that you need to upgrade your gadget because of problems such as the current item's performance hindering your activities and productivity, this could be a necessity.

CONCLUSION AND RECOMMENDATION

The community service activity with the theme Counseling on Developing Habits of Shopping Based on Needs Among Youth in the Tanjung Dapura Area, Makassar City the event proceeded according to the community service team's expectations. All partners involved in the Bukit Zaitun Church youth movement welcomed the event positively. This was evidenced by their attendance at the invitation extended by the community service team through the organization's Chairman. The participants attentively followed and listened to each presentation. They were also quite active in sharing information and engaging in dialogue about the lives of young people amidst the rapid pace of technology, which significantly impacts shopping activities. Through this outreach, partners gradually realized that their shopping activities sometimes neglected aspects of need and utility. As a result, they often experienced financial difficulties.

The program's partners, who are members of the Bukit Zaitun Church Youth Movement, hope that this community service program can be sustained in their area. Therefore, they strongly encourage academics from various universities near Tanjung Dapura to take an active role in strengthening the capacity and empowering the community in this area. They hope that the community service program will not only be aimed at young people but also reach the general public.

FUTHER STUDY

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