

HYPEBEAST TREND ON CONSUMPTION BEHAVIOR IN ISLAMIC POINT OF VIEW

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Abstract

This study aims to define the effect of the hypebeast trend on adolescent consumptive behavior and how Islam views the issue. The hypebeast has developed in various circles, which causes consumptive behavior. Consumptive behavior affects the hypebeast trend and social actions of the community because it is related to people's habits in managing all the problems in their lives. This study applies qualitative methods with descriptive data types and a questionnaire for the data collection with the Likert scale. The questionnaire is intended for adolescents aged 17 to 22 years who are Muslim, both male and female. The results revealed that 67.6% of respondents agree that the hypebeast trend is a priority in buying goods. Based on the results, it is evident that today's teenagers tend to behave consumptively and follow the hypebeast trend. However, based on the Islamic point of view and associated with the Qur'an and Hadith, consumptive and excessive behavior is not justified and is prohibited by Islam

Penelitian ini bertujuan untuk mengetahui pengaruh tren hypebeast terhadap perilaku konsumtif remaja dan bagaimana Islam memandang isu tersebut.

Hypebeast telah berkembang di berbagai kalangan sehingga menimbulkan perilaku konsumtif. Perilaku konsumtif mempengaruhi trend *hypebeast* dan tindakan sosial masyarakat karena berkaitan dengan kebiasaan masyarakat dalam mengatur segala permasalahan dalam hidupnya. Penelitian ini menggunakan metode kualitatif dengan jenis data deskriptif serta angket untuk pengumpulan data dengan skala Likert. Kuesioner ditujukan untuk remaja berusia 17 hingga 22 tahun yang beragama Islam, baik laki-laki maupun perempuan. Hasilnya terungkap bahwa 67,6% responden setuju bahwa tren *hypebeast* menjadi prioritas dalam membeli barang. Berdasarkan hasil penelitian terlihat bahwa remaja saat ini cenderung berperilaku konsumtif dan mengikuti trend *hypebeast*. Namun, berdasarkan pandangan Islam dan dikaitkan dengan Al-Qur'an dan Hadits, perilaku konsumtif dan berlebihan tidak dibenarkan dan dilarang dalam Islam.

Keywords: *Consumptive behavior; Islam; hypebeast trend.*

Introduction

Today, technological developments in the field of science in the 21st century have had a massive impact on human life and lifestyle. Technological developments lead to a new lifestyle which is often called a *hypebeast*. *Hypebeast* was originally a digital magazine or *website* that discussed *sneakers* and *fashion* from well-known brands, such as *Nike*, *Off White*, *Stussy*, and others. made by Kevin Ma, a *sneaker* collector of Asian descent who currently lives in America. *Hypebeast website* visitors are very much and continue to increase. Initially digital media was intended only for men with an age range of 14-25 years, but now it is becoming more widespread. As a result, *hypebeast* is now a trend and a lifestyle. *Hypebeast* is growing and has a role for the *fashion industry*. However, the *hypebeast trend* is consumptive behavior because the goal is just for fun, even just to follow other people's styles (Putri, 2018).

Hypebeast trend affects consumer behavior and social action of the community because it relates to a person's habits in managing all the problems in his life and the desire to get social status above others. The *Hypebeast* trend makes someone feel enthusiastic and obsessed with looking glamorous and willing to spend a lot of money just to buy trending items to look stylish and contemporary (Khalifa & Liu 2007). Today, the *hypebeast trend* is not only focused on clothes, but also the lifestyle that is trending among teenagers. The *hypebeast* trend creates a new lifestyle and leads to consumptive behavior.

Changes in lifestyle make people follow trends that are currently *booming* so that new and complex problems arise for survival. Lifestyle is very important for the majority of people because it is considered as an identity that distinguishes itself from others. Lifestyle or what is commonly referred to as a lifestyle is a form of expression in a person's activities and interests (Mataracı & Kurtulus, 2020; Del Castillo, et al., 2020; Suyanto et al. 2019). Lifestyle has a role to manage time, even money. Furthermore, if reviewed further, lifestyle can be a determinant of consumption patterns. Thus, when a person's lifestyle is excessive, it can trigger excessive consumption patterns as well (Banos-González, Esteve-Guirao, & Jaén 2021; Burger et al. 2011). Consumptive activities occur due to excessive desire for something or an obsession that a person has so that they end up having consumptive behavior.

Consumptive behavior is a response or reaction of someone who tends to buy something without distinguishing between needs and desires because of the urge to live in luxury and satisfy personal desires (Triyaningsih, 2011). Consumptive behavior that often occurs today is called *hypebeast*. Currently, the *hypebeast trend* is being favored by various groups, including teenagers. *Hypebeast* is a lifestyle that is excessive and willing to spend money just to follow the trend (Rahmadani et al., 2019).

As previously mentioned, the *hypebeast trend* is closely related to consumptive behavior. Consumptive behavior is a person's habit of spending money on something that is not needed so that it becomes excessive. The factor that causes consumptive behavior is the urge to seek satisfaction in following trends (De Bruijn et al. 2007; Lemmerer & Menrad 2017). A person's habits in consumptive behavior will become a style and pattern of life. The desire to follow trends makes teenagers become *hypebeasts*. Meanwhile, the trend is constantly changing and causing discontent. Changes in lifestyle cause differences in the fulfillment of basic and tertiary needs (Fleetwood 2021). To get recognition from the community because of the *hypebeast trend*, teenagers ignore basic needs just to fulfill their lifestyle.

Teenagers are the nation's next golden generation, but currently they are being carried away by the *hypebeast* or hedonism lifestyle because teenagers have a high chance of following existing trends (Oktafikasari & Mahmud, 2017). Teenagers who are looking for identity have a big enough opportunity to be targeted by capitalists because they tend to follow the *booming trend*. Teenagers are in the stage between childhood and adulthood so that their thinking is not yet mature. Hedonistic behavior that follows the *hypebeast trend*

in adolescents, namely the habit of spending a lot of time on useless things, playing outside the house, only concerned with fun, and buying useless and expensive things (Trimartati et al., 2014).

Buying goods on the basis of desire without paying attention to the uses and benefits will make a person have consumptive behavior (Wahyuni et al., 2019). Consumptive behavior or actions that are carried out on an ongoing basis will result in unstable financial conditions and cause waste because purchases are made continuously and excessively, resulting in a buildup of goods that are not actually needed. Consumptive lifestyle basically occurs because to fulfill personal desires and pleasures. Consumptive people think that in buying an item or product it is better to prioritize personal desires than needs (Kurniawan, 2017).

The application of a lifestyle that is popular with the term *hypebeast* carried out by teenagers is a problem in Islam, especially when it is associated with the Al-Qur'an and hadith (Rahmadani et al., 2019). It is a problem because in Islam the behavior of living in luxury and excess is not justified, as in the word of Allah SWT. in the Al-Qur'an surah Al-An'am verse 141 and surah Al-A'raf verse 31. Furthermore, it is also alluded to in the hadith narrated by Muslim number 3236 from Abu Hurairah which in essence is Allah Swt. hates people who waste their wealth. Based on these two sources it is clear that Allah SWT. has set the law for humans who live boastfully in such a way.

Based on the social phenomena that occur, the researchers are interested in discussing the view of Islam in responding to the phenomenon of the influence of *hypebeasts* on consumptive behavior that is currently rife in society, especially among Muslim youth. This study aims to determine how the influence of the *hypebeast trend* on a person's consumerism so as to form habits.

Method

The method used in this research is a qualitative approach with descriptive data type because the issues raised are fundamentally related to humans. Qualitative research method is a method based on the philosophy of postpositivism to examine natural objects and the key instrument of research is the researcher (Sugiyono, 2021). Data collection technique emptied questionnaires, that are carried out by giving questions and statements addressed to respondents. The questionnaire used in this study is a closed questionnaire so that respondents only choose the answer provided by the researcher (Sugiyono, 2021). The use of the questionnaire method is used with the aim of being more effective and

efficient because the researchers already know the variables to be measured. The questionnaire is intended for teenagers aged 17 to 22 years who are Muslim with male and female gender.

The data processing technique is done by checking the data obtained from the results of the questionnaire. Furthermore, Likert scale in the questionnaire is used to measure a person's opinion and view of social phenomena that are currently happening (Sugiyono, 2021). Each question is given a score of one for the lowest to five for the highest. After that, the researchers tabulated by processing the data into tabular form. The process of analyzing qualitative data needs to understand research data, process data, present it in tabular form, and interpret broader meanings. The stages in the data analysis were transcribing the data, making categorizations, verifying, and interpreting the data in a descriptive manner.

Findings and Discussion

Based on the results of the study, the data obtained by respondents amounted to 102 people. The process of data analysis and calculation uses a Likert scale. Table 1 shows the distribution of respondent data based on the criteria determined by the researcher.

Table 1. Responses on buying branded goods and following trends

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Individuals tend to buy branded goods because of prestige	5 (4.9%)	11 (10.8%)	15 (35.3%)	35 (34.3%)	36 (35.3%)
Individuals tend to choose branded goods because they want to have friendships with people who come from high social classes	8 (7.8%)	16 (15.7%)	15 (14.7%)	23 (22.5%)	40 (39.2%)
Trends are individual priorities in buying new goods	8 (7.8%)	7 (6.9%)	18 (17.6%)	30 (29.4%)	39 (38.2%)
A person will feel inferior if they do not follow the trend	12 (11.8%)	17 (16.7%)	17 (16.7%)	26 (25.5%)	30 (29.4%)
Individuals who like to follow trends are followers of hedonism	3 (2.9%)	12 (11.8%)	23 (22.5%)	25 (24.5%)	39 (39.2%)

Based on the data in table 1, 71 respondents from 102 respondents answered agree (35 respondents agree and 36 respondents strongly agree) with a percentage of 69.9%. This, the majority of respondents agree that someone

buying branded goods because there is a feeling of prestige. Furthermore, the researcher gave a statement “that” individuals tend to choose branded goods because they want to have friendly relations with people who come from high social classes. In this case, there are 40 respondents who gave answers strongly agree with a percentage of 39.2% and 23 respondents agree with a percentage of 25.5%. It can be concluded that 64.7% of respondents agree with the statement. In this case, it is related to the current *hypebeast* trend. Furthermore, concerning “trends are individual priorities in buying new goods” there are 39 respondents who answered strongly agree with the percentage of 38.2% and 30 respondents answered agree with the percentage of 29.4%. There were 69 respondents from 102 respondents who agreed with the statement that the trend was an individual priority in buying goods. It can be concluded that consumptive behavior in buying new goods is caused by current trends. Next, the researchers gave a statement to the respondent to answer whether he agreed or disagreed with the statement “A person will feel inferior if he does not follow the trend.” Here there are 56 respondents who agree with a percentage of 54.9% (30 respondents strongly agree and 26 respondents agree). Thus, respondents think that trends are very important in life. Trends cause individuals to become consumptive and always exaggerate in buying or consuming products. On the statement that “Individuals who like to follow trends are followers of hedonism” there are 39 respondents giving answers strongly agree with the percentage of 38.2% and 25 respondents giving answers agreeing with the percentage of 24.5% so it can be concluded that 64 respondents from 102 respondents gave answers agreeing to the statement.

Table 2. Responses on frequency of buying goods and following trend

Statements	Never	Seldom	Often	Very often
Individuals like to buy goods that are less useful	26 (25.5%)	36 (35.3%)	17 (16.7%)	23 (22.5%)
Individuals always follow the current trend	11 (10.8%)	48 (47.1%)	22 (21.6%)	21 (20.6%)

Seen from table 2, there are 40 respondents out of 102 respondents who gave frequent answers with a percentage of 39.2%. Based on the data, it can be concluded that some respondents often buy useless items. Buying useless things is a consumptive behavior because spending money on something that is not needed becomes excessive. Furthermore, there are 21 respondents who answered very often with a percentage of 20.6% and 22 respondents answered

often with a percentage of 21.6%. It can be concluded that 43 respondents out of 102 respondents answered often. With the results of these data, it can be said that some people always follow the current trends. In this case, it relates to consumptive behavior and *hypebeast* trends. Next, the researcher gave questions to the respondents to answer whether or not knowing or not being excessively prohibited by religion. The answers from 102 respondents can be seen in table 3.

Table 3. Individuals know that something excessive is prohibited by Islam .

Scale	Response	Percentage	Answer
1.	Yes	97.1%	99 people
2.	Not	0%	0 people
3.	Possible	2.9%	3 people

Based on the data in table 3, there are 99 respondents out of 102 respondents answered “Yes” to the question “Do you know that something excessive is prohibited by Islam”. It can be concluded that the majority of respondents know that anything excessive and boastful is forbidden by Allah SWT.

Based on the research data, the majority of respondents agree that the *hypebeast trend* affects a person’s consumptive behavior. This can be seen from the findings that the majority agree with the statement given by the researcher. Respondents agree that individuals buy *branded* goods and goods that are less useful only because of prestige and to get social recognition. Furthermore, the majority of respondents know that hedonism or excessive behavior is not good. However, it did not change their view of consumptive behavior. Even though someone knows that consumptive behavior caused by the *hypebeast trend* is not good and is prohibited by religion, it does not affect a person’s level of consumption. In this case, it can be proven by the high level of consumption of a person in the results of the research above.

Discussion

The variable of consumptive behavior due to the *hypebeast trend* is measured using indicators of opinion, interest, and activity. Based on research data, respondents have an interest in consumptive activities. Some people feel that high-quality products are expensive and come from well-known brands. The majority of respondents consider that usability and benefits are not reasons for using or consuming the product. Teenagers tend to be very

careful about their appearance. They have a sensitivity to something that is currently a trend (Park & Ko 2011; Sweeney et al., 2022; Yoo & Yurchisin 2018). Meanwhile, the trend or fashion that is *booming* will continue to change according to the changing times. To keep abreast of developing trends makes people become consumptive. Consumptive behavior grows as a result of a person's habit of following trends and buying goods that are not in accordance with their needs (Burger et al., 2011; Lee et al., 2019; Lu, 2020). Teenagers who follow the *hypebeast* lifestyle are in a transitional stage between childhood and adulthood. Thus, they think and act not like children, but not like adults who have matured in thinking.

The development of urban *fashion* has led to a *hypebeast trend*. The *hypebeast* phenomenon, especially *streetwear*, has now become a lifestyle for teenagers. Collecting *branded or branded* goods is a must and must-have for some people who follow the *hypebeast trend*. *Hypebeast* is a person's enjoyment of *fashion* trends by collecting various clothes, shoes, bags, and other accessories that can enhance self-identity. The majority of followers of the *hypebeast trend* are willing to spend a lot of money just to be recognized by others. This causes consumptive behavior because it is not a need that is sought, but competing to wear or use something that is trending. The *hypebeast* trend is mushrooming because of the content that seems to support this trend and socialite groups that often appear on social media.

Hypebeast trend is a trend that makes a person have to look attractive by using well-known brands, such as *Nike, Zara, Victoria Secret, Gucci, Chanel, Stussy, Converse, Off White, Supreme*, and others. Someone who has been affected by the *hypebeast trend* only wants to use original goods with high or expensive selling prices because if they use fake goods, they will be blasphemed, especially by fellow *hypebeast trend enthusiasts*. *Hypebeast* trend causes individuals to become consumptive so that there are lifestyle changes (Wahidah, 2013). Many individuals choose lifestyle-oriented, including teenagers. Indirectly, the *hypebeast trend* makes teenagers take actions that are more concerned with dressing style, appearance, following existing trends, and self-esteem labs with the assumption that they are more equal to others and get recognition (Ulfairah, 2021). The group most susceptible to the *hypebeast trend* is teenagers. This is due to the immature and relatively unstable condition of adolescents. They will easily get carried away by things that they find interesting, but it is not always good. For example, in the *hypebeast trend*, it is interesting to pay attention to the appearance and brand used.

Consumptive behavior arises because of the habit of following trends. At first, teenagers only looked at social media and content created by *content creators*, but over time they became interested in following trends. The impact of technological developments is very visible in the changes in the style and lifestyle of teenagers. Information can be easily accessed so that teenagers can easily find out the latest trends. The environment and friends also affect the level of consumerism among teenagers. Therefore, a teenager must be able to choose a good friendship environment and according to his abilities.

Consumptive behavior is the impact of a continuous *hypebeast trend*, in sustainable behavior it can be said that a person is accustomed to consumptive behavior which indicates that their lifestyle is more to follow the pleasures of life without thinking about the consequences (Abadi et al., 2020; Anggraini et al., 2017; Khairat et al., 2018; Puryasari, 2019; Rahmat & Puteri, 2020; Tribuana et al., 2020). Consumptive behavior that grows because of the desire to follow trends causes individuals to be more wasteful. Buying things that are not needed just because they are attractive is an indicator that someone has consumptive behavior. Signs of consumptive behavior in a person, namely the existence of an excessive and luxurious life. Someone will feel satisfied when using all the things that are considered the most expensive because the human lifestyle has been controlled by the desire or desire to satisfy pleasure alone. Consumptive behavior in adolescents can be seen from the impulsivity of buying goods and wasting just to get pleasure. In addition, the environment is also very influential on the level of consumption of a teenager because in an environment there are various social classes that will affect the concept and identity of adolescents. Adolescents are the next generation of the nation who have an unstable nature so that external factors originating from the environment and the influence of others will cause the personality of adolescents to change. Thus, teenagers will follow the *hypebeast trend* because they want to stay up to date.

Seeing the phenomenon of the *hypebeast trend* that is currently rife, it can form bad habits and unstable establishments because they are carried away by trends that are always changing according to the times. Bad habits due to *hypebeast trends* and consumptive behavior will make teenagers lose consciousness and experience real delays in maturity, namely in terms of choosing what is important and not important and what is right and wrong. Basically, the existence of a trend makes teenagers always feel they are lacking so that teenagers have the ambition to always follow the trend. Feelings of

dissatisfaction and the desire to follow trends will damage the character of teenagers.

Hypebeast trend that is increasingly mushrooming among teenagers has a negative impact on life. Many individuals force themselves to buy something useless and buy expensive things just to get social recognition from others and have a high social circle of friends. Most individuals, especially teenagers, buy things that are not needed just to follow trends and prestige. The feeling of prestige that arises makes some people feel unequal to others so there is a feeling of inferiority. Teenagers who do not have mature thoughts will make decisions without considering the good and the bad so they only follow the trend that is *booming*.

The tendency of teenagers to have consumptive behavior is caused by the increasing number of supporting facilities, such as shopping centers, cafes, and restaurants which are currently growing and experiencing a very rapid increase (Sukari et al., 2013). Teenagers who have a high level of consumption often spend their money based on wants not needs, such as buying shoes, *cellphones*, clothes, bags, and food. Therefore, in fact, most of the money in teenagers is used only to fulfill satisfaction and pleasure by buying goods or products that are not in accordance with their needs. Excessive purchases of goods are included in hedonism and consumptive behavior that will cause losses.

Consumptive behavior in a person is caused by wanting to look different from others, consumptive behavior in adolescents arises because they want to have things that other people don't have so they buy rare items that are more expensive. The consumptive nature of adolescents also occurs because of an excessive sense of pride in their appearance and feeling confident with the latest and luxurious goods. The desire to follow other people's lifestyles is also the cause of consumptive behavior (Kurniawan, 2017).

Basically, consumptive behavior in teenagers due to the *hypebeast trend* occurs because teenagers are easily influenced by the persuasion of friends, sellers, and the circulation of advertisements. Teenagers have a high level of impulsivity so they always do and buy things without considering it first. The influence of friends and other people is very influential on the appearance of teenagers. In this case, teenagers will try to make themselves appear as good as possible in order to remain accepted by the group. In order to be accepted by the group and to increase self-confidence, adolescents buy goods excessively without thinking about their needs, resulting in consumptive behavior and

unreasonable purchases of goods. Thus, there will be waste only for pleasure and fulfillment of desires.

Consumptive behavior has a negative impact on one's life, namely making a person have an extravagant lifestyle and creating social jealousy for people who are less able to follow existing lifestyles or trends. In addition, someone who has consumptive behavior also has fewer opportunities to save and tends to forget future needs because they buy a lot of things without thinking about their needs. Someone who has consumptive behavior tends to buy goods without considering the price of the goods and not adjusted to their needs. Consumptive behavior is indeed detrimental to ourselves, but from another point of view it benefits others. So, we must be able to distinguish between needs and needs so as not to behave consumptively and follow the *hypebeast trend*.

The *hypebeast* trend has such a massive impact on teenagers' lifestyles that a term appears that makes teens become consumptive, namely *impulsive buying* or buying impulsively that is done irrationally or irrationally (Ahn and Kwon 2022; Wang et al. 2020). This has led to the idea that when someone buys something luxurious or branded, it will be recognized so that there is a stigma that someone who does not follow the trend will not be considered by society (Shahjehan & Qureshi 2019; Shamim & Islam 2022).

Based on the results of the study, the majority of respondents have a consumptive nature and know that buying goods in excess is prohibited in Islam. Thus, there is an inequality within the youth. In this case, teenagers must have faith and firmness in the teachings, rules, and Islamic law. In addition, Muslim youth must also understand the requirements, ethics, and morals in doing something to conform to the rules of Islam. Thus, the understanding of excessive prohibition can be applied in life. Consumptive behavior that leads to exaggeration will make teenagers experience setbacks and moral decline so that they must be addressed immediately based on Islamic law or provisions.

Basically, Islam does not prohibit humans from fulfilling their wants and needs, but on the condition that the fulfillment is reasonable, not excessive, and lawful. In addition, the fulfillment of wants and needs must also be able to increase human dignity. Thus, in Islam the fulfillment of needs is allowed as long as it does not bring harm and increase *maslahah*. Therefore, someone who is consumptive or excessive is said to not know God, *israf* (waste), and *tadzir* (wasted wealth Rohayedi & Maulina, 2020).

Luxury in life is always followed by something extravagant, namely wasting wealth on things that are not important, buying something that is actually lawful, but excessively and not adjusted to ability. Islam recommends to live economically not consumptively in order to conform to the morals of the Islamic religion. Muslim youth must know the provisions of Islamic law in terms of consumption in order to get blessings.

In Islam, everything that is done by humans is arranged for welfare not for something extravagant even though the income is a lot (Akbar 2022). Islam strongly discourages consumptive behavior, this is regulated in the Qur'an Surah Al-A'raf verse 31 which means "O son of Adam, wear your beautiful clothes in every (entering) mosque, eat and drink, and do not exaggeration. Verily, Allah does not like those who are extravagant." In this verse, it is very clear that Allah does not like people who are extravagant. Consumptive behavior is one of the excessive activities because buying goods does not match the needs.

Consumptive behavior and *hypebeast* can arise when the purpose of a Muslim's life is only to follow his own desires and desires to get temporary pleasure in the world. Living with pride is clearly against the teachings of Islam. This is in accordance with what Allah has commanded. in the Qur'an Surah Al-An'am verse 141 which means "And it is He Who made gardens that are uplifted and untethered, date palms, plants with various kinds of fruit, olives and pomegranates alike." shape and color) and not the same (taste). Eat of the fruit (which varies) when he bears fruit, and fulfill his rights on the day of reaping the results (by giving alms to the poor); and do not overdo it. Indeed, Allah swt. I don't like people who are extravagant."

Based on the meaning of the above verse, according to Ibn Kathir's commentary on the snippet of verse 141 of Surah Al-An'am, Ibn Juraij said, from Atha' (he said) "That is a prohibition of exaggeration in everything". Then, Ibn Jarir chose the words of Atha' "That the prohibition of exaggeration in everything". Thus, it is clear that in the Qur'an concerning consumptive behavior and *hypebeasts*, which are included in the life of boasting and throwing away wealth, is prohibited by Allah SWT. Furthermore, in the hadith there are three human actions that are hated or disliked by Allah SWT. and must be shunned in order to avoid sin. From Abu Hurairah *radhiyallahu 'anhu*, he said that the Prophet *sallallahu 'alaihi wa sallam* said, "Verily Allah swt. love three things and hate three things for you. He pleases you to worship Him, and associate nothing with Him, and hold on to you by the rope of Allah and not divided. He also hates three things for you, tells something of unknown

origin, asks a lot of questions, and is a waste of wealth.” (HR. Muslim number 1715). In the hadith, it is explained that Allah SWT. hates people who waste their wealth on useless things.

In Islam, Allah SWT. clearly prohibits humans from wasting their wealth. However, today there are still many people who have consumptive behavior by buying goods that they already have. The verses of the Qur’an and hadith clearly show that Islam does not encourage humans to be excessive in terms of consumption. Islam teaches as humans to limit their passions and only buy things according to their needs, not desires. Islam encourages us to have a balance in life and forbids humans to be extravagant, stingy, and squander wealth. In the view of Islam, consumptive behavior is carried out to worship Allah SWT., Islam also does not prohibit humans from enjoying life in the world, but must be carried out based on Islamic law.

Islam is a perfect religion and addresses all issues comprehensively. In addition, Islam also teaches not to separate economic, political, and religious issues. In consumptive activities, Islam teaches to pay attention to ethics and morals according to Islamic law. Ethics in consumption or consumptive activities is based on Islamic ethics and morals, which is balance in using assets by meeting the needs of oneself, family, and people in need. Furthermore, ethics that must be considered, namely do not buy goods for useless things and buy halal (Rozalinda, 2016).

Furthermore, Islam also provides solutions and ways to avoid consumptive or excessive behavior. The most basic thing is to strengthen faith and try to control yourself because the behavior of boasting, such as consumptive comes from lust that tends to be obeyed and carried out continuously so that it forms a habit. In addition to strengthening faith, it must be followed by gratitude because gratitude can avoid *hypebeast behavior*. Must be able to realize how many blessings Allah has given. give even though the material or property owned is limited or sufficient, but must remain grateful and aware of the favors of faith given by Allah SWT. When someone is grateful then they will always feel enough for what they already have without the desire to buy luxury items let alone do it continuously.

Continuing with a grateful life, it can create simplicity. A simple life is a life that prioritizes needs over wants, let alone lust. When life is used to being simple, it will not be affected by trends that prioritize style. Furthermore, to avoid consumptive behavior and *hypebeast*, we can do charity and give charity. Do good deeds to fellow human beings and give some of their wealth in the way

of Allah SWT. in order to avoid boastful behavior. Giving charity can prevent consumptive behavior because it is aware that there are still many people who are less fortunate and need help even though the assistance provided is not much. Training yourself to live a simple life can also be used as a way to avoid consumptive behavior because you are used to buying things that are really needed instead of following your wishes. Furthermore, what can be done to avoid consumptive behavior is *qana'ah*. *Qana'ah* is an attitude that is willing to accept and always feel enough with what has been done and gracefully accept the results that have been achieved. Always be grateful for the blessings that Allah SWT has given. and always happy with what you get. Thus, it is proven that consumptive behavior does more harm than good. As a Muslim, it is fitting for us to avoid everything that makes us lose both in this world and in the hereafter, namely following the *hypebeast trend* by behaving consumptively.

Conclusion

The *hypebeast* trend that occurs in teenagers makes them become consumptive individuals and have the belief that in appearance they must be attractive and use original goods. This trend makes teenagers take actions that are more concerned with dress style, appearance, following existing trends so as to gain recognition from the environment. The results showed that the majority of respondents agreed that the *hypebeast* trend had an effect on a persons consumptive behavior. From the research findings, it is evident that teenagers follow this trend and they know that this is prohibited in Islam. The cause of teenagers becoming consumptive and *hypebeast* is because they always care more about and prioritize their appearance. The *hypebeast* trend can occur in Muslim teenagers when their only goal in life is to follow their passions and desires to get pleasure in the world. Therefore, to avoid this trend and consumptive behavior, we must increase our faith and self-control, be grateful, live simply, give charity, give alms, and *qana'ah*.

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