

Changes in the Lifestyle of Overseas Students Due to the Era of Globalization in Makassar City

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Abstract

The capital of South Sulawesi province is Makassar City. The population consists of villagers and indigenous people. Many young people from various regions want to continue their higher education at state campuses in the city. Apart from that, there is the globalization process itself which began with advances in information and communication technology. This research tries to find out how student lifestyles have changed due to globalization in the city of Makassar. This research is descriptive qualitative in nature. The techniques used to collect data are documentation, interviews and observation. The qualitative analysis method is the analysis technique used. Meanwhile, the final results of this research show that globalization has a significant influence on changes in the culture and lifestyle of students in the city of Makassar. Considering that modernization and globalization are very important for progress, it is important to respond to this phenomenon in a wise way. Also, researchers know that there have been many lifestyle changes among overseas students in the city of Makassar. This change is influenced by internal and external factors. Several changes in student lifestyles, namely hedonism, consumption patterns, wearing branded clothing, changes in social habits, and habits of hanging out and behaving. Apart from that, there are also students who choose to live a simple life, even though they come from well-established families. This is done because they want to prioritize important things in their lives.

1. Introduction

A unique phenomenon that exists in human civilization is called globalization. Which means a global humanitarian process. The globalization process is accelerated by the presence of information and communication technology. All important aspects of life are influenced by globalization. To take advantage of globalization for the good of life, a number of new challenges and problems have emerged that need to be overcome. The term "globalization" itself first appeared about twenty years ago, and in the last five to ten years, this term has become known as a new ideology. People all over the world can easily accept globalization. (Inayati, 2019)

As the simplest example, anyone anywhere, someone will have instant access to news from various regions of the world because of internet, TV and satellite technology. This will result in contact between global communities, which will ultimately have

an impact on each other, especially on regional culture such as customs and so on.

The daily lives of young people are also influenced by globalization in various ways, including fashion trends (dress culture), hair styles, etc. Now Indonesia is in the era of globalization. This era was marked by the rise of mass culture, free markets, science and technology (IPTEK). Globalization creates excesses, namely creating dynamic social life. Everyone, indirectly, must follow and adapt to changes in all aspects of life, due to the current development of globalization because there is no other choice. Today developments occur more rapidly and on a larger scale. Globalization has brought various social changes to almost all regions of Indonesia. Not only in urban areas, changes are also occurring in rural areas. (Inayati, 2019)

In this century we have witnessed significant progress in the development of society, as seen in developments in the economic, socio-political, information

technology, culture and education fields. This progress is felt by an open and dynamic society. Along with this progress, people's social life is also experiencing changes and progress that are not limited to the world around them.

People always adapt to their environment in order to survive. The progress experienced by society is in line with changes that occur on a global scale, thus leading to a more contemporary social life. Especially in urban communities, it can be characterized by urban lifestyle patterns and lifestyles which are determined by their acceptance of diversity, open social stratification, and rapid social mobility. This characteristic requires the implementation of activities rationally and continuously, so that it can have an impact on lifestyle. (Hidayat, 2021)

Many teenagers choose to migrate to cities to continue their studies in order to improve their quality of life in the face of changing times. because there is an opinion that city education is superior to village education. Makassar City, the capital of South Sulawesi province, is one of them. The population of Makassar City consists of villagers and indigenous people. Many teenagers come from various regions in South Sulawesi Province, including Takalar, Enrekang, Pinrang, Bantaeng, Bulukumba, Bone, Barru, Sidrap, Soppeng, and others and some even come from outside the island. They want to complete their education at the state university in the city. Hasanuddin University and Makassar State University are two state universities located in Makassar City.

Apart from that, the growth rate of the Makassar community is also caused by better employment prospects compared to the villages. Both adults and students are interested in migrating. Apart from being a place to work, Makassar is also a popular destination for students. Makassar City is a metropolitan area in Eastern Indonesia. This is because Makassar, Jakarta, Surabaya and Medan are considered some of the growth centers in Indonesia. The Makassar area is

home to many tall buildings and includes trade centers, government centers, trade centers and education centers. (Novitasani & Handoyo, 2014).

Due to this, many overseas students have to stay temporarily to study in Makassar City. It can be seen that in the student environment there are many kinds of cultures, ethnicities and languages which definitely differ from each region. Likewise with the lifestyle of every student. Progress in lifestyle and technology goes hand in hand, as society progresses and technology becomes more advanced, the application of lifestyle is increasingly experiencing changes among students in everyday life. A person's lifestyle consists of habits, perspectives, ways of responding to the world, and tools for survival.

Nowadays, following a certain lifestyle has become an important thing for everyone to do. When a person's lifestyle is influenced by the world of fashion, popular modern culture, and current trends, they become more aware of their surroundings. A consumer lifestyle, or a life that prioritizes pleasure, is one type of lifestyle adopted by many students. Broadly speaking, consumptiveness refers to wasteful and excessive consumption behavior that prioritizes desires over needs, has no hierarchy of needs, and can also be seen as a luxurious way of life. (Ohy, et al, 2020)

Lifestyle changes can also affect habits, behavior and tastes (men and women have different tastes). The main determinants of lifestyle can be classified into two categories: psychographic and demographic. For example, psychographic factors are more complex because the constituent indicators are consumer characteristics, while demographic factors are based on parameters such as age, gender, income level and education level. Based on the background above, our aim as researchers is to study changes in the lifestyle of Overseas Students as a result of the globalization era. Specifically, we wanted to know what changes had occurred to them in

terms of their consumption habits in cafes, the way they shop, and other aspects of their lives.

2. Research Methods

This research is a type of descriptive research. This study was conducted in Makassar City. Primary and secondary data sources were used. The purposive sampling method was used to select 20 informants. These are students who are currently students or studying in Makassar City. For data collection techniques using observation, interviews and documentation were used. Meanwhile, the data analysis technique used is through stages, namely data reduction, data submission, and drawing conclusions. Data validation technique using membercheck.

This research was conducted to see and determine changes in the lifestyle of students who migrated to Makassar City using qualitative methods. In contrast to quantitative research which is mainly concerned with statistical analysis, this research seeks to obtain detailed and comprehensive information from the data collected.

Researchers spoke with several informants who had the same educational background. There were informants who migrated to Makassar City from Barru and there were also those from Selayar to Makassar City, etc. They actively participated in the interviews. Also, in the data collection process the methods used are audio and video recordings, to compile data and identify related problems for further research.

3. Discussion Of Research

3.1 Understanding Urban, Lifestyle and Globalization

According to the Big Indonesian Dictionary (KBBI), urban is something related to the nature of cities, or people who migrate from villages to cities. Urban society is a society created by the process of modernity in the working of modern institutions, if seen from its dynamic elements. A person living in a metropolitan area is considered a member of urban society. The same thing applies to

students who migrate to cities to continue their education. The dissemination of knowledge for social transformation is a fundamental characteristic of a city. Urban life is patterned after an information culture that emerged as a result of the rapid development of information. Like it or not, intentionally or not, knowledge will continue to spread and influence society and communities, ultimately shaping culture and behavior. (Haryono, 2022)

Efforts that base behavior on sustainable living are known as lifestyles. Not only your own health and way of life, but also a way of life that supports environmental sustainability. A person's activities, hobbies and attitudes all reflect his lifestyle. Where, lifestyle looks at a person's entire interaction with their environment. A person's lifestyle can simply be defined as the way a person lives, which includes time management techniques and other habits. (Nurhayati et al, 2016)

Globalization is a process that will bring humans from traditional life to modern life. Ultimately, globalization impacts the way society behaves. Many changes are caused by modernity and globalization, especially in the behavior of teenagers or students. This behavioral change begins with changes in behavior and lifestyle. The flow of globalization cannot be avoided. We cannot ignore or stop the process of globalization. We need to be aware of the benefits of globalization so that we can utilize it in our daily lives and prevent its negative impact on people's lives. Also, we must be able to choose our attitude in responding to globalization, especially negative ones. (Inayati, 2019).

3.2 Lifestyle Changes That Occur Among Overseas Students Due to Globalization in Makassar City

As a result of globalization, people can now move more easily for various reasons, including vacation, work, or education, thanks to advances in communications and transportation technology. To be more productive, people can now roam and explore apart from staying at home thanks to

increasingly complex and sophisticated transportation options. Makassar City is one of the cities with the largest migrant population. Not only teenagers come here to continue their higher education at universities in Makassar City, but adults also migrate there to look for work.

Students from outside the region migrate to Makassar with the aim of obtaining university level information. But there are many changes in this situation; If initially the main goal was to gain knowledge, now it has changed and influences individual behavior. Apart from living far from their parents and in a different atmosphere from their urban homes, students must first struggle to adjust to life in Makassar. Apart from that, the living environment tends to provide freedom of movement, thereby changing student behavior. Apart from being far from parents and life in Makassar which is not like the student's home area. In addition, the campus environmental conditions are different from the area of origin, the living environment also tends to provide freedom of action thereby changing students' habits and lifestyles. (Reynata, et al, 2022)

Student habits and lifestyles are always changing. Nowadays, they usually live a life that is always in line with the latest trends. Their way of life encourages them to spend a lot of money, live a life of luxury, and spend all their time having fun. Student identities are shaped by this consumer culture. Indonesian students have easy access to the goods and products they want to buy thanks to technology. (Wahyuningssih, et al, 2024).

Lifestyle changes that occur among overseas students in Makassar City due to the era of globalization can be seen from several aspects, namely:

1. Globalization has influenced the way students look and dress. The number of people who no longer dress according to their original customs is increasing. Initially clothing served to protect the body, but gradually this began to change. Even though Indonesian society has a tradition of adapting clothing to its intended use,

today's fashion has had an impact on the way people dress, especially students because the younger generation is more likely to adopt westernized or global trends rather than local customs. For example, clothes that fit perfectly, men who look like women and vice versa, and hairstyles that were previously black have now turned reddish or even rainbow.

2. Globalization has an impact on food and drink today. The ease of obtaining various kinds of fast food and drinks has influenced students' eating habits. Many only eat ready-to-eat food. As a result, students tend to choose something that is fast, easy and concise. Some have also shifted from traditional foods to more modern foods.
3. Globalization impacts student behavior. Behavioral changes associated with globalization can have both beneficial and detrimental impacts. Although globalization sometimes makes people more aware and adept at interacting with different cultures, globalization also sometimes has the opposite effect, making people act more consumerist and individualistic. We see, for example, the behavior of driving while using a cell phone, changes in attitudes in communication patterns, loss of ethics in social interactions,
4. Lifestyle modification related to cultural adjustment, immigrant students adapt to their new lifestyle in Makassar City by changing their habits and perspective.
5. Lifestyle shifts related to hedonistic living and consumer behavior, overseas students in Makassar City usually have a luxurious lifestyle and hang out in plazas, shopping centers and cafes. They try to adapt to a lifestyle that reflects a certain image in order to achieve the goal of obtaining pleasure.
6. Apart from the above, several activities that overseas students in the city of Makassar may often do are attending evening events, karaoke places, exploring culinary delights in trendy places, hanging out in cafes,

visiting malls and buying branded products, just to show each other off. and several other entertainment venues.

Many aspects of the lives of most students living in big cities are currently being changed by the era of globalization. Significant shifts have occurred, such as changing students' perspectives, attitudes and ways of thinking. Language systems are changing or breaking down, culture is getting faster and requires us to act quickly, on time and in a hurry, there is uncertainty in many fields, information is available openly without filters, consumerism and many other problems. We face this every day. Lifestyles due to globalization have an impact on people's beliefs, character, morals and mindset. (Jaelani, et al, 2012)

When we talk about lifestyle, we are not only referring to a glamorous and fleeting way to satisfy one's desires, but also referring to the actions of a person who chooses to live a simple life. The brilliant quality of life in Makassar City means that its residents do not always tend towards a consumerist lifestyle. Apart from that, research findings show that there are students who are consumptive, hedonistic, and so on. There are also students who prefer to live simply even though they come from well-established families. This does not mean that they live in poverty, but they want to have priorities in their way of life.

Living simply is an effort to reduce unnecessary expenses, so that you can free up time, money and energy for more meaningful and useful endeavors. They minimize their spending so that they can have more time, finances and energy for more important and useful things. By adopting a simple lifestyle it will lead to savings. Be thrifty and careful in managing money, time, goods, energy and thoughts. By living simply, humans will be free from all the complications of life, and reap healthy feelings and thoughts. (Rahman, 2022).

3.3 Factors Influencing Lifestyle Changes

Basically, there are two types of factors, namely internal and external factors that

influence changes in student lifestyle in the city of Makassar, including:

- Internal factors, such as motives, attitudes, observations, experiences, and self-concept and personality
- External factors, have a number of supporting elements, including family, social class, culture, surrounding environment, and reference groups (peer influence). However, when it comes to lifestyle changes the biggest supporting factor is the reference group. External influence in the form of reference groups is most helpful in encouraging changes in students' lifestyles from both.

Apart from that, there are several factors that can influence student lifestyles in this era of globalization, according to (Ohy, et al, 2020).

1. Factors from an economic perspective
2. Factors in terms of Mass Media
3. Factors from the development of Technology and Science

3.4 Impact of Globalization

Globalization has a significant impact, which can be broadly classified into two categories. The positive impacts include increasing market size and fostering direct relationships, improving the welfare of a country's citizens, and facilitating faster communication. Apart from that, globalization also encourages advances in science and technology. However, globalization also has negative impacts, such as local culture which is increasingly fading, the emergence of consumerist lifestyles, increasing attitudes of individualism, and westernized lifestyles which are starting to replace original culture and widen social gaps.

3.5 Attitudes in Facing the Negative Impacts of Globalization

Several ways to overcome the negative impacts of globalization are as follows. First, instilling and implementing the ideals of Pancasila, especially by strengthening faith in God Almighty. Second, as far as possible instill and practice religious beliefs. Third, learn a lot to become a useful person and be able to

differentiate between good and wrong actions. Fourth, strengthen the sense of unity and integrity within the country. Fifth, foster a strong sense of nationalism, such as love for domestic goods. Sixth, make the best use of your time. Seventh, hang out with people who have good morals and are not influenced by the surrounding environment. With these anticipatory steps, it is hoped that we will be able to overcome the influence of globalization which can change the value of nationalism towards the nation, so that we will not lose our national personality.

3.6 Perceptions of Overseas Students Regarding Lifestyle Changes

Lifestyle changes can be detrimental and have a negative impact on the people who undergo them. For example, many students live a consumptive and hedonistic lifestyle. However, it cannot be denied that some students do not realize that they are acting hedonistically because they believe their financial condition is adequate. He believed his actions were hedonic based on the findings of informant interviews, but he also realized this when he felt he had wasted too much money. Therefore, managing finances and expenses is very important for students. This is not just for fun, but students have great needs, and of course emergency money must be prepared for unforeseen circumstances.

4. Closing

Based on the results and discussion of this research, several conclusions can be drawn, including the following:

- a. Globalization has a significant influence on changes in the culture and lifestyle of students in the city of Makassar and there are many lifestyle changes among overseas students in the city of Makassar. Some changes in student lifestyles, namely the way they dress, changes in eating tastes, hedonism, consumption patterns, wearing and buying branded clothes, changes in habits, frequent hanging out in cafes and other entertainment places, as well as

changes in behavior. Besides that, there are students who live luxuriously, but there are also students who choose to live a simple life, even though they come from well-established families. This does not mean that they live in poverty, but they want to prioritize the important things in their lives.

- b. There are two types of factors, namely internal and external factors that influence the lifestyle of overseas students in the city of Makassar. Internal factors, such as motives, attitudes, observations, experiences, and self-concept and personality. Meanwhile, external factors have a number of supporting elements, including family, social class, culture, surrounding environment, and reference groups (peer influence).
- c. The impact that influences changes in student lifestyles is that the surrounding environment has many nightlife venues such as kaoroke places, malls and others which make the economy of migrant students become unbalanced, this is what encourages students to seek entertainment to their heart's content.
- d. The change in lifestyle started with students migrating to the city of Makassar, because students felt unfamiliar with the new place and tried to adapt to the surrounding environment. By imitating the daily habits of people in the surrounding area who are native residents of the city of Makassar. Starting from evening entertainment. visiting malls, hanging out in cafes and various other entertainment venues, just to forget about the burden of work and overcome feelings of homesickness

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