

FAMILY AS A SOCIAL INFLUENCE MANAGER IN DETERMINING THE LIFESTYLE OF STUDENTS IN THE CAMPUS ENVIRONMENT

Binti Maunah

UIN Sayyid Ali Rahmatullah Tulungagung, Indonesia
Email: uun.lilanur@gmail.com

Indah Komsiyah

UIN Sayyid Ali Rahmatullah Tulungagung, Indonesia
Email: indah.komsiyah@uinsatu.ac.id*

Abstract: This article aims to explore the role of the family in the realization of student lifestyle on the campuses of UIN Sunan Kalijaga Yogyakarta, UIN Sayyid Ali Rahmatullah Tulungagung, and IAIN Kediri. Qualitative field research with a multi-case study approach was taken as the methodological perspective. In-depth interviews, participatory observation, and documentation were conducted to collect data. This article concludes that family plays a significant role in shaping the lifestyle patterns of students on the three campuses. The family as a social influence manager contributes greatly to determining the lifestyle of students when they are in the campus environment. The values, habits, and beliefs taught by the family since childhood greatly influence the lifestyle of students. Students' lifestyles are also indicated to follow the habits of their immediate environment. Several obstacles in regulating student lifestyles were found. The campus has implemented some effective solutions so that student lifestyles remain by applicable ethics.

Keywords: Family, Social Influence, Student Lifestyle.

Introduction

Indonesia is a country that has diversity ranging from race, ethnicity, language, and religion which consists of various forms of society. The various forms of society live in urban and rural areas. People who live in urban and rural areas have very diverse jobs, which requires them to be busy with their work. The busyness of work from morning to evening results in

less time for providing education to children. The first and main provision of education is done by the family.¹

The family is the smallest institution in society consisting of a father, mother, and children, where this family is used to hold various forms of teaching to children to become good individuals.² A family is a group of people who have the purpose of living together and living together in love.³ Families can be formed with a form of marriage based on love, complementarity, and a sense of responsibility.⁴

The family is an environment where children will grow and develop into good individuals and be beneficial to society. The family has a huge influence in shaping the foundation of a child's personality. Failure in shaping a child's personality is caused by parental conflict. The task of parents is to make the home atmosphere comfortable to live in. Home is a paradise for children.

The main component of the family is the parents. Parents have a lot of influence on children's education. There is a lot of interaction time between children and parents.⁵ A child is a gift that must be cared for and maintained to become a good person. The family environment is the earliest environment to influence a child's condition.⁶ Parents are the main and first educators for their children because it is from them that children first receive education which is essentially an environment that shapes and influences the personality and behavior of children, therefore parents must educate children.⁷

Parents are very responsible for their children's education. Wise parents will educate their children with love and affection so that they become outstanding children. Children are an invaluable investment for

¹ Rosikum Rosikum, "Pola Pendidikan Karakter Religius Pada Anak Melalui Peran Keluarga," *Jurnal Kependidikan* 6, no. 2 (November 30, 2018): 293–308, <https://doi.org/10.24090/jk.v6i2.1910>.

² Laurensius Arliman S, Ernita Arif, and Sarmiati Sarmiati, "Pendidikan Karakter Untuk Mengatasi Degradasi Moral Komunikasi Keluarga," *Ensiklopedia of Journal* 4, no. 2 (2022): 143–49, <https://doi.org/10.33559/eoj.v4i2.1056>.

³ M. Syahrani Jailani, "Teori Pendidikan Keluarga Dan Tanggung Jawab Orang Tua Dalam Pendidikan Anak Usia Dini," *Nadwa: Jurnal Pendidikan Islam* 8, no. 2 (October 19, 2014): 245–60, <https://doi.org/10.21580/nw.2014.8.2.580>.

⁴ Abdul Kholik, "Konsep Keluarga Sakinah Dalam Perspektif Quraish Shihab," *Inklusif (Jurnal Pengkajian Penelitian Ekonomi Dan Hukum Islam)* 2, no. 2 (December 1, 2017): 17–32, <https://doi.org/10.24235/inklusif.v2i2.1912>.

⁵ Nurul Lailatul Khusniyah, "Peran Orang Tua Sebagai Pembentuk Emosional Sosial Anak," *QAWWAM* 12, no. 1 (March 2, 2018): 87–101, <https://doi.org/10.20414/qawwam.v12i1.782>.

⁶ Abdhillah Shafrianto and Yudi Pratama, "Pendidikan Akhlak Dalam Perspektif Buya Hamka," *Raudhah Proud To Be Professionals: Jurnal Tarbiyah Islamiyah* 6, no. 1 (July 3, 2021): 97–105, <https://doi.org/10.48094/raudhah.v6i1.89>.

⁷ Z. Daradjat, *Ilmu Pendidikan Islam* (Jakarta: Bumi Aksara, 2012).

parents for the happiness of the hereafter. The role of parents in educating children is very influential in the process of child development, although it needs to be supported by social institutions such as schools and the environment because this will be able to influence the characteristics or behavior of children. The success of a child's education is largely determined by the family.

Education is a formal institution ranging from elementary, junior high, high school, and college levels. Elementary, junior high, and high school education children still wear school uniforms, while college children do not wear uniforms anymore but require neat clothes. Parents play a very important role in directing their children to dress when on campus. The good and bad of children in dressing are also determined by parental guidance so that they grow and develop into better adult humans families have a social influence on children's social lives.

Social influence or what is commonly known as social influence is a group of people who closely consider similarities in community status or respect and who continuously socialize among themselves, both formally and informally. Social influence is the people who are near us such as family, friends, and work environment that influence a person's behavior in everyday life.⁸ Social influence is a group of people who consider status to socialize both formally and informally. Social influence is a strategy used to persuade others to influence behavioral decisions.⁹

The existence of social influence is supported by the closest people such as family, friends, and work environment. Social influence is formed from normative beliefs and the desire to follow the advice of others. Families have a strong social influence on children in any case, including in terms of dressing or what is commonly known as lifestyle.

Lifestyle is a pattern of life that determines how a person chooses to use time, money, and energy and reflects values, tastes, and preferences for reading and following current developments.¹⁰ Lifestyle is a person's daily pattern of life expressed in activities, interests, opinions (opinions), and how he lives.¹¹ Lifestyle describes an entire person who interacts with his environment, including students. Students have a lifestyle that continues to change according to the times and is very up-to-date with lifestyle.

⁸ Mega Arfia, "The Effect Of Fashion Involvement On Impulse Buying Through Positive Emotion On Products Muslim Fashion At E-Commerce," *Youth & Islamic Economic Journal* 3, no. 02 (July 4, 2022): 19–30.

⁹ L. Schiffman et al., *Consumer Behaviour* (Australia: Prentice Hall, 2001), 229.

¹⁰ Nufian Febriani and Wayan Weda Asmara Dewi, *Perilaku Konsumen di Era Digital: Beserta Studi Kasus* (Malang: Universitas Brawijaya Press, 2019).

¹¹ Philip Kotler et al., *Marketing Management: An Asian Perspective*, 7th ed. (Pearson, 2017), <http://gen.lib.rus.ec/book/index.php?md5=FBFAE6D417C636BA168E8F2C917D89AD>.

The lifestyle shown by students is a display of character or traits formed from the role of family and environmental interactions. The lifestyle of students will continue to change from generation to generation which in turn brings changes in socializing in society. The family has a very big influence in influencing the lifestyle of students at college. Lifestyle shows how students live, and spend their money and how students dress (style of dress). The lifestyle formed by students is a form of what students use for themselves starting from clothes, headscarves, shoes, bags, and accessories. The lifestyle displayed by students on campus is a form of behavior that reflects what is actually in the minds of students. Lifestyle is a form of student identity.

Based on the results of the interview, it was stated that the lifestyle of students depends on the type of student and their life background. Student lifestyle is not only seen in a group, but student personality can also be a lifestyle. This statement is also corroborated by the results of observations of researchers at UIN Sunan Kalijaga Yogyakarta, UIN Sayyid Ali Rahmatullah Tulungagung, and IAIN Kediri, it can be seen that these three universities have many students and consist of various families ranging from children of officials to ordinary people, so it is very striking in the use of lifestyle in the campus environment.¹²

Student lifestyle not only includes something more than just social class or personality in appearance, but lifestyle displays the overall pattern of social interaction on campus. Students who come from a well-off social class (family) are different from families who are not well-off. Family background can also affect student lifestyle because the lifestyle of students depends on the economy and parents' income.

The type of research used by researchers is a multi-case study. In this multi-case study, researchers describe the Role of Family as a Social Influence Manager in Determining Student Lifestyle in the Campus Environment (Multi Case Study at UIN Sunan Kalijaga Yogyakarta, UIN Sayyid Ali Rahmatullah Tulungagung and IAIN Kediri). Data collection in this study used three techniques. The three techniques are in accordance with what is offered by Bogdan and Biklen, namely: participant observation, in-depth interviews, and documentation.¹³

As a multi-case study research, the steps to be taken in this research are as follows. First, collecting data at the first site, namely UIN Sunan Kalijaga Yogyakarta. This research was conducted until the level of data

¹² Observations at UIN Sunan Kalijaga Yogyakarta, UIN Sayyid Ali Rahmatullah Tulungagung, and IAIN Kediri in August 2022.

¹³ Robert Bogdan and S. K. Biklen, *Qualitative Research for Education: An Introduction to Theory and Methods* (Boston: Allyn and Bacon, 2013).

saturation. Second, collecting data on the second site, namely UIN Sayyid Ali Rahmatullah Tulungagung. Third, collecting data on the second site, IAIN Kediri. This research was also conducted to the level of data saturation.

Forms of Student Lifestyle in the Campus Environment

The form of lifestyle (lifestyle) of students in the campus environment of UIN Sunan Kalijaga Yogyakarta is created by the existence of lifestyle advertisements, independent lifestyles, hedonistic lifestyles, and consumptive behavior where students instill the importance of self-image to appear in public. The aspect of lifestyle that most students enjoy is fashion. The form of student lifestyle in the UIN Sayyid Ali Rahmatullah Tulungagung campus environment is that students tend to follow and apply the values, habits, and beliefs taught by the family such as conservative in the choice of friends, social activities, and lifestyle in general.

The form of the lifestyle of students in the campus environment of IAIN Kediri is to follow the lifestyle of their parents, or the closest environment where they live with simplicity exemplified, instilled, and familiarized by parents from childhood. The form of student lifestyle in the campus environment is that students tend to follow and apply the values, habits, and beliefs taught by the family or the closest environment where they live with simplicity exemplified, instilled and familiarized parents from childhood such as conservative in the selection of friends, social activities, and lifestyle in general.

Berdasarkan data yang telah didapat bahwa bentuk lifestyle mahasiswa di lingkungan kampus yaitu mahasiswa cenderung mengikuti dan menerapkan nilai-nilai, kebiasaan, dan kepercayaan yang diajarkan oleh keluarga atau lingkungan terdekat dimana ia tinggal dengan kesederhanaan yang dicontohkan, ditanamkan dan dibiasakan orang tua dari kecil seperti konservatif dalam pemilihan teman, kegiatan sosial, dan pola hidup secara umum.

Lifestyle is a person's pattern of life in the world expressed in his activities, interests, and opinions. Lifestyle shows how a person lives, how to manage his finances how to manage time in everyday life, and interests that become necessities in everyday life, lifestyle also describes how a person acts and interacts with the surrounding environment.¹⁴

A lifestyle is a way of life, defined by how a person spends their time (activities), what they consider important in their life (interests), and their perception of the world around them.¹⁵ People's interest in various goods is

¹⁴ Kotler et al., *Marketing Management*.

¹⁵ Nugroho J. Setiadi, *Perilaku Konsumen: Perspektif Kontemporer pada Motiv, Tujuan, dan Keinginan Konsumen Edisi Ketiga* (Prenada Media, 2019).

influenced by their lifestyle and the goods they buy reflect that lifestyle. A person's lifestyle is a person's pattern of life expressed in his activities, interests, and opinions. Lifestyle is a person's pattern of managing his time and money. Lifestyle affects a person's behavior which ultimately determines a person's consumption pattern.

Lifestyle is a guide to how people spend their money and how they manage their time. A lifestyle is a person's way of life as reflected in their activities, interests, and opinions. In principle, lifestyle is the way a person manages time and money. Lifestyle influences a person's behavior and ultimately determines a person's consumption pattern.¹⁶

Lifestyle is broadly defined as a way of life identified by how other people spend their time (activities) seen from work, hobbies, shopping, sports, and social activities as well as interests consisting of food, fashion, family, recreation, and also opinions consisting of themselves, social issues, business, and products. Lifestyle encompasses more than just a person's social class or personality.¹⁷

Lifestyle is a pattern of money consumption that reflects a person's choice of various things how to spend his time and money, and how to manage time. Lifestyle is something that shows how a person lives, works, interests, behavior patterns, money spending, and time management, lifestyle also reflects the whole person who interacts with the environment.

Broadly speaking, the definition of lifestyle according to Setiadi is identified with how a person spends their time (activities), what they consider important in the environment (interests), and thoughts about themselves and the world around them (opinions). The lifestyle of a society will be different from other societies. The lifestyle of a person or group of people changes dynamically over time. However, the lifestyle does not necessarily change, so at some point, the lifestyle is relatively permanent.

A lifestyle is a pattern of behavior that distinguishes a person from others. The term lifestyle means that lifestyle as a way of life includes many habits, attitudes, and patterns of response to life from both an individual and group perspective, especially those that complement life. Lifestyle reflects consumption patterns that explain people's decisions, how to live with

¹⁶ John C. Mowen, *The 3M Model of Motivation and Personality: Theory and Empirical Applications to Consumer Behavior*, 1st ed. (Springer US, 2000), <http://gen.lib.rus.ec/book/index.php?md5=844fa5959c2b197e03a06faedc38cf4c>.

¹⁷ Fatia Nur Azizah and Endang Sri Indrawati, "Kontrol Diri Dan Gaya Hidup Hedonis Pada Mahasiswa Fakultas Ekonomika Dan Bisnis Universitas Diponegoro," *Jurnal EMPATI* 4, no. 4 (October 18, 2015): 156–62, <https://doi.org/10.14710/empati.2015.14313>.

money, and how they spend their time. Lifestyle is often described by a person's activities, interests, and opinions.¹⁸

Lifestyle relates to how one spends time (activities), what one considers the environment (interests), and what one thinks about the world around one and oneself (opinions). Lifestyle is also an individual's way of expressing himself and adapting to a culture that engulfs him. As time goes by, a person's lifestyle will change. In this case, if a culture is present in a person's life, it will trigger changes in that person's lifestyle, so that it will become a reference for someone to act or behave. One of them is when the latest goods are present, which are considered a symbolic form of contemporary lifestyle.

Lifestyle is something that is beyond personality. Lifestyle is a more contemporary concept, more comprehensive than personality. Lifestyle as a group differentiator will appear in a society formed based on stratification. Lifestyle will be seen from what is consumed in the form of goods or services.¹⁹ The lifestyle displayed between one social class and another social class is in many ways not the same, there is even a tendency for each class to try to develop an exclusive lifestyle to distinguish itself from other classes.

Unlike the lower social classes who are generally conservative in the fields of religion, morality, clothing, food, new ways of health care, how to educate children, and other matters, the lifestyle and appearance of the middle and upper social classes are generally more attractive and exclusive. Starting from speech, dressing, entertainment choices, leisure time utilization, vacation patterns, and so on, between one class and another social class are generally not the same. Lifestyle is a newer and more easily measurable concept than personality.²⁰

Lifestyle states that not everyone has the same lifestyle, everyone has a different lifestyle among several lifestyles that have explained that many people have more risks than other lifestyles. Hindelang, Gottfredson, and Garafalo talk about patterns of life or routine activities carried out in daily life.²¹ These lifestyles are influenced by differences in age, gender, education,

¹⁸ Mardiyono Mardiyono, "Pengaruh Gaya Hidup, Lingkungan Social Dan Budaya Terhadap Keputusan Pembelian Di Pasar Modern (Studi Mahasiswa IAIN Purwokerto)" (Dissertation, Purwokerto, IAIN Purwokerto, 2018).

¹⁹ D. Chaney, *Cultural Change and Everyday Life* (London: Palgrave Macmillan UK, 2002), <http://gen.lib.rus.ec/book/index.php?md5=7d4654e727cc278c7d98993e8a1bb143>.

²⁰ Richard Lowry et al., "Physical Activity, Food Choice, and Weight Management Goals and Practices among U.S. College Students," *American Journal of Preventive Medicine* 18, no. 1 (January 1, 2000): 18–27, [https://doi.org/10.1016/S0749-3797\(99\)00107-5](https://doi.org/10.1016/S0749-3797(99)00107-5).

²¹ M. J. Hindelang, M. R. Gottfredson, and J. Garofalo, *Victims of Personal Crime - an Empirical Foundation for a Theory of Personal Victimization* (Massachusetts: Ballinger Publishing Co, 1978),

marital status, family income, and race concerning daily routines that are susceptible to the risks of committing crime.

Lifestyle reflects the whole person who interacts with the environment. Therefore, it can be concluded that lifestyle is a person's life pattern expressed in his activities, interests, and opinions in spending his money and how to allocate time. Lifestyle is the principle used to understand individual behavior. Each individual's behavior carries his lifestyle, such as daydreaming, thinking, and acting in his style. Lifestyle underlies the distinctive nature of individuals and each person has their lifestyle, even though they have the same goal of superiority.²²

Lifestyle is something that is outside the personality that usually exists within a person. Lifestyle as a group differentiator will appear in a society formed based on stratification. Factors that can influence lifestyle can be seen in the role of families such as parents, siblings, and the community around us. In addition, other factors that can influence a lifestyle change can be seen from the entry of Western cultures, participation in the influence of foreign countries, ranging from the use of open or trendy clothing, selection of places to eat, use of the latest electronics, and so on. This is what the economics faculty students do, things that are usually never done when in the village now change and start using/doing it when they live in the city.

Several factors influence the lifestyle of students. Some of these factors are:

1. Internal Factors

Internal factors are factors that come from within, and consist of several types, namely:

- a. Attitude means a state of mind and a state of mind that is prepared to respond to an object that is organized through experience and directly affects behavior. This state of mind is strongly influenced by tradition.
- b. Habits, culture, and environment.
- c. Experience and observation Experience can affect social observation and behavior, experience can be gained from all past actions and can be learned, through learning people will gain experience. The results of social experience will form a view of an object.
- d. Personality is a configuration of individual characteristics and ways of behaving that determine the behavioral differences of each individual.
- e. Self-concept. Self-concept has become a very widely recognized approach to describing the relationship between consumer self-concept and brand image. How individuals view themselves will affect

<https://www.ojp.gov/ncjrs/virtual-library/abstracts/victims-personal-crime-empirical-foundation-theory-personal>.

²² Gusman Lesmana, *Teori dan Pendekatan Konseling* (UMSU Press, 2021).

their interest in an object. Self-concept as the core of personality patterns will determine individual behavior in dealing with life problems because the self-concept is a frame of reference that initiates behavior.

- f. Motives Individual behavior arises because of the motive of the need to feel safe and the need for prestige are some examples of motives. If a person's motive for the need for prestige is great, it will form a lifestyle that tends to lead to a hedonic lifestyle.
- g. Perception is the process by which a person selects, organizes, and interprets information to form a meaningful picture of the world.

2. External factors

External factors are factors that come from outside, which consist of several types, namely:

- a. Reference Groups are groups that have a direct or indirect influence on a person's attitudes and behavior.
- b. Family plays the biggest role in shaping individual attitudes and behavior. This is because parenting will shape children's habits and indirectly affect their lifestyle.
- c. Social Class. There are two main elements in the social system of class division in society, namely position (status) and role. Social position means a person's place in the social environment and the prestige of his rights and obligations. The role is a dynamic aspect of the position. If individuals carry out their rights and obligations in accordance with their position, they carry out their role.
- d. Culture includes knowledge, beliefs, arts, morals, laws, customs, and habits acquired by individuals as members of society.²³

Lifestyle has an important role in determining the lifestyle of students. Lifestyle affects a person's behavior which ultimately determines how the person dresses and behaves. Lifestyle is also a concern for a person in the process of dressing and appearance where in everyday observations it is not uncommon for someone to give his assessment of a lifestyle that he does. In accordance with the theory, the results of research obtained by the author were in the study Lifestyle has a positive effect on dressing style (appearance) mediated by Perceived Value. This means that if a person gets Perceived Value from the product he uses, then the Lifestyle that a person

²³ Mayla Surveyandini, "Analisis Faktor-Faktor Yang Mempengaruhi Impulse Buying Pada Konsumen Karita Muslim Square Purwokerto," *Ekonomis: Journal of Economics and Business* 5, no. 1 (March 8, 2021): 277–81, <https://doi.org/10.33087/ekonomis.v5i1.320>.

has increases so that a person can determine how to live a lifestyle or lifestyle.²⁴

The form of student lifestyle in the campus environment is that students tend to follow and apply the values, habits, and beliefs taught by the family or the closest environment where they live with the simplicity exemplified, instilled, and familiarized by parents from childhood such as conservative in choosing friends, social activities, and lifestyle in general.

The Role of Family on Student Lifestyle Patterns

The role of family is very important in determining the lifestyle of a student. Because the family is the one who is always together from the start of our childhood, so whatever the family does will greatly affect us, including in lifestyle. While the form of the family's role as a director, educator, and guide in implementing a healthy, directed life, and according to religious values.

Families have a very important role in helping students adjust to the campus environment of UIN Sayyid Ali Rahmatullah Tulungagung and develop a lifestyle that is in accordance with the religious values adopted by the campus such as: speaking, dressing, etc.) and good behavior. Families can play an important role in directing students to make good decisions, providing positive examples, and supporting and facilitating activities that support the desired lifestyle. The role of the family as a social influence manager in determining the lifestyle of students at the IAIN Kediri campus is that the family plays an important role, but the learning environment is more dominant. For example, a student's style of dress is very easily transmitted to other students.

The role of the family as a social influence manager in determining the lifestyle of students at the IAIN Kediri campus is that the family plays an important role in leading, educating, and guiding the application of a healthy, directed life, and by religious values. The family plays a more important role in encouraging students to choose a lifestyle that is healthy, productive, and following religious values. Families can play an important role in directing students in making good decisions, providing positive examples, as well as supporting and facilitating activities that support the desired lifestyle and dressing style of students is very easy to be infected and transmitted to other students.

²⁴ Stefanus Heri Prasetyo Y. Djoko Suseno, "Pengaruh Perceived Value Terhadap Keputusan Pembelian Smartphone Android Dengan Word Of Mouth Positif Sebagai Variabel Moderasi," *JURNAL EKONOMI DAN KEWIRAUUSAHAAN* 15 (August 25, 2015), <https://ejournal.unisri.ac.id/index.php/Ekonomi/article/view/1026>.

The role of the family as a social influence manager in determining the lifestyle of students on the campus of UIN Sunan Kalijaga Yogyakarta, UIN Sayyid Ali Rahmatullah Tulungagung, and IAIN Kediri is that the family plays an important role in leading, educating and guiding the application of healthy, directed life, and per religious values. Families are more instrumental in encouraging students to choose a lifestyle that is healthy, productive, and follows religious values. Families can play an important role in directing students to make good decisions, providing positive examples, as well as supporting and facilitating activities that support the desired lifestyle and the dressing style of students is very easy to infect and transmit to other students.

Student behavior is also influenced by several factors, one of which is social factors. Social influence is a group of people or organizations that can influence a person's behavior. A group of people or organizations includes reference groups, family, and the role and social status of consumers. Reference groups have a direct influence (face-to-face) or indirect influence on a person's attitudes and behavior. Social class, sometimes a caste system in which members of different castes, for certain roles can change their caste membership, including in the purchase of a product.²⁵

Social influence is a group of people who closely consider similarities in community status or respect and who continuously socialize among themselves, both formally and informally. Reference groups consist of all groups that have a direct or indirect influence on a person's attitudes or behavior. Social Influence is a group of people who strongly consider equality or community respect and continue to socialize among themselves both formally and informally. Social Influence is a group of people or organizations that can influence a person's behavior. A group of people or organizations includes reference groups, family, and the social role and status of consumers.²⁶

The role of parents is the action or action of a person in carrying out their rights and obligations as holders of certain positions and positions. The role of parents is the action or action of a person in carrying out their rights and obligations as holders of certain positions and positions in the family. The family is the only social system accepted by all societies, both religious and non-religious. The family has various roles, positions, and positions amid society.

As the smallest institution of society, the family also has a very important and quite extensive role. From this family also grows a developed

²⁵ Januarini, *Pengaruh Gaya Hidup Hedonis Terhadap Perilaku Konsumtif Mahasiswa*, (Skripsi. Malang: Fakultas Psikologi Universitas Muhammadiyah Malang, 2015), 89.

²⁶ Setiadi Nugroho, *Perilaku konsumen*, (Jakarta: PT Kencana, 2008), 118.

society, modern civilization, and other developments, including human character. For children, the family is the first environment to grow and develop, both physically and psychologically. Therefore, the family has a very important role in children to build educational foundations that are very decisive for them in following further educational processes.²⁷

The various roles of parents include:

- a. Role as Educator. Parents need to instill in children the importance of education and the knowledge they get from school. In addition, religious and moral values, especially the value of honesty, need to be instilled in their children from an early age as a provision and fortress to face the changes that occur.
- b. Role as an Encourager. As a child facing a transitional period, children need parental encouragement to foster courage and self-confidence in facing problems.
- c. Role Model. Parents need to provide examples and role models for children, both in telling the truth and in carrying out daily life and society.
- d. Role as a friend. Facing children who are facing a transitional period. Parents need to be more patient and understand about children's changes. Parents need to be more patient and understand about children's changes. Parents can be information, friends to talk to, or friends to exchange ideas about children's difficulties or problems so that children feel comfortable and protected.
- e. Role as a Supervisor. Parents should see and supervise the attitudes and behavior of children so that they do not go far from their identity, especially from environmental influences from the family, school, and community environment.
- f. Role as Counselor. Parents can provide an overview and consideration of positive and negative values so that children can make the best decisions.²⁸

The role of parents is a set of behaviors of two mothers and fathers in working together and being responsible based on their offspring as role models for children. The role of parents is a pattern of behavior from fathers and mothers in the form of responsibility to educate, care for, and guide their children to reach certain stages that lead children to be ready for social life.

The role of the family as a social influence manager in determining the lifestyle of students in the campus environment, namely the family plays an important role in leading, educating, and guiding the application of a

²⁷ Paul Suparno, *Pendidikan Karakter di Sekolah...*, 66

²⁸ Budi Sulistyowati and Soerjono Soekanto, *Sosiologi: Suatu Pengantar* (Jakarta: Raja Grafindo Persada, 2013).

healthy, directed life, and according to religious values. The family plays a more important role in encouraging students to choose a lifestyle that is healthy, productive, and under religious values. Families can play an important role in directing students to make good decisions, providing positive examples, as well as supporting and facilitating activities that support the desired lifestyle and the dressing style of students is very easy to infect and transmit to other students.

Obstacles in Controlling Student Lifestyle in the Campus Environment

Obstacles or obstacles experienced by families as social influence managers in determining the lifestyle of students in the campus environment of UIN Sunan Kalijaga Yogyakarta: First, there is a different teaching of values between the campus environment and the family environment, so many students fall into the lifestyle of their friends who deviate from religious values. Second, families cannot fully monitor and provide supervision. The strategy carried out is by advising nicely and informing them about the Islamic lifestyle that students must apply by routinely inviting them to recitation.

The obstacles encountered by families in determining the lifestyle of students in the UIN Sayyid Ali Rahmatullah Tulungagung Campus environment are the influence of the social environment on campus which may be different from the values taught in the family. This can be overcome by building good communication between families and students. Support and strengthen students' commitment to religious values.

The obstacles experienced by the family as a manager of social influence in determining the lifestyle of students in the campus environment IAIN Kediri, namely parents meet the problem or problem of student lifestyle because living in a boarding house that is not home. So that students express themselves freely. Various obstacles that arise can be overcome by the existence of a student code of ethics and the inclusion of students in ma'had and pondok pesantren.

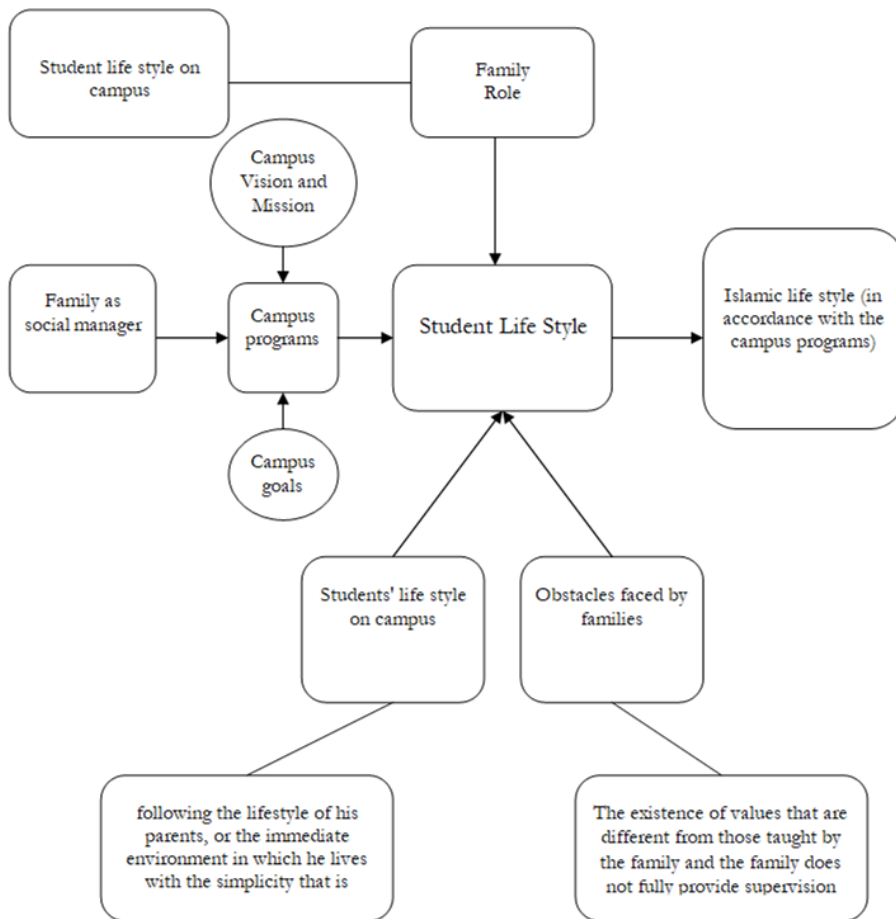


Figure 1. Case Findings at UIN Sunan Kalijaga Yogyakarta, UIN Sayyid Ali Rahmatullah Tulungagung, dan IAIN Kediri

Obstacles encountered by families in determining student lifestyles in the campus environment: First, there is a different teaching of values between the campus environment and the family environment, so many students fall into the lifestyle of their friends who deviate from religious values. Second, families cannot fully monitor and provide supervision. The strategy carried out is by advising nicely and informing them about the Islamic lifestyle that students must apply by routinely inviting them to recitation. Various obstacles that arise can be overcome by the existence of a student code of ethics and the inclusion of students in ma'had and pondok pesantren.

The obstacles experienced by families as social influence managers in determining the lifestyle of students in the Campus Environment are: First,

there is a different teaching of values between the campus environment and the family environment so many students fall into the lifestyle of their friends who deviate from religious values. Second, families cannot fully monitor and provide supervision. The strategy carried out is by advising nicely and informing them about the Islamic lifestyle that students must apply by routinely inviting them to recitation. Various obstacles that arise can be overcome by the existence of a student code of ethics and the inclusion of students in *ma'had* and *pondok pesantren*.

The family plays a very important role in the education of its children, and for this reason, the family has a very important role in the education of a child. As well as, guiding and also accompanying their children in daily life, a family should create a conducive environment to provoke the release of children's potential, intelligence, and self-confidence. Families must be able to assist children and also understand the stages of child development.

The family is a very important forum between individuals and groups, and the family is the first social group, where children are members. The family is also the first place to socialize the lives of children, fathers, and mothers. A family still functions as the formation of a child's personality. Through social interaction between family members, a child will learn the behavior, attitudes, and values of society in the context of child development. Families must be able to provide some of that education to their children. Because, giving this education to children, will have a positive impact on children as well. For example, when a child is given moral education by his family, the child's morals will be better than other children who are not given moral education in the family.

The education provided by parents to children is not only formal education but education in the form of lifestyle (lifestyle). Children are a coaching effort made by parents from birth to adulthood. Parents must play a greater role in dealing with social influence on children. Social influence is about a person's strategy to persuade others to influence behavioral decisions. This is supported by the closest people such as family, friends, and the student's social environment.

Social influence can influence progress in life. The development of science and technology can change old values into new values that encourage various innovations that can facilitate people's lives toward social change towards modernization. This convenience can create effectiveness and efficiency in work related to the use of production tools that can work.

Social influence is defined as the extent to which a person believes that people who are important to him want that person to perform certain behaviors. Social influence is an attempt to change the attitude, behavior,

belief, or perception of one or more other people. Kelman's social influence theory is the basis for understanding psychological commitment to a particular attitude or behavior.²⁹

Social influence theory argues that behavior change produced by social influence occurs in three different processes, namely internalization, identification, and compliance. These three modes represent different commitments resulting from the desire to satisfy different personal goals. In contrast to social normative compliance, these three levels of psychological attachment stem from proactive choice responses made by individuals under their own beliefs and values. In addition to dealing with social influence, parents must also be prepared to deal with the lifestyle of children. Lifestyle is a consumption pattern that describes a person's choice of how to spend their time and money.³⁰

Technology is getting more sophisticated and the times are growing, so the implementation of attitudes on lifestyle is also increasingly widespread in daily life. The emergence of influencers and social media has had an impact on the adoption of appearance styles based on beauty or fashion, especially for women.

The obstacles experienced by families as social influence managers in determining children's lifestyle include the teaching of different values between the campus environment and the family environment so that many students fall into the lifestyle of their friends who deviate from religious values. The family environment and the campus environment do have different responsibilities. The family environment has a greater responsibility in the development of children than the campus environment. Whether the child's behavior is good or not depends on how the parents educate the child to be a good person, especially in behaving and socializing. Good behavior from parents will lead and be reflected and seen in how the child is dressed.

The next obstacle experienced by the family is that the family cannot fully monitor and provide supervision. Children who wear polite clothes are always monitored by the family and receive full support from the family to always dress neatly, Islamically, and politely. Examples of students who dress Islamically.

The strategy carried out is by advising nicely and informing them about the Islamic lifestyle that students must apply by routinely inviting them

²⁹ Herbert C. Kelman, "Interests, Relationships, Identities: Three Central Issues for Individuals and Groups in Negotiating Their Social Environment," *Annual Review of Psychology* 57, no. 1 (2006): 1–26, <https://doi.org/10.1146/annurev.psych.57.102904.190156>.

³⁰ Budi Afriyansyah and Riwan Kusmiadi, "Campaigning Halal Lifestyle For Students," *Jurnal Pengabdian Kepada Masyarakat Universitas Bangka Belitung* 4, no. 2 (2017), <https://doi.org/10.33019/jpu.v4i2.168>.

to recitation. Various obstacles that arise can be overcome by the existence of a student code of ethics and the inclusion of students in *ma'had* and *pondok pesantren* because education is an influence, demand, or assistance given by someone more responsible for students. In education, some tasks must be carried out, namely personal formation and also the transfer of culture to the next generation (younger generation). In the handover of culture, there is an attitude of the young generation, which includes responsive, selective, and continuous. With these attitudes, in every change of generation, there will always be innovation, and there will always be changes and developments.

The obstacles experienced by families as social influence managers in determining the lifestyle of students in the campus environment are: First, there is a different teaching of values between the campus environment and the family environment so many students fall into the lifestyle of their friends who deviate from religious values. Second, families cannot fully monitor and provide supervision. The strategy carried out is by advising nicely and informing them about the Islamic lifestyle that students must apply by routinely inviting them to recitation. Various obstacles that arise can be overcome by the existence of a student code of ethics and the inclusion of students in *ma'had* and *pondok pesantren*.

Conclusion

Students in the Campus Environment of UIN Sunan Kalijaga Yogyakarta, UIN Sayyid Ali Rahmatullah Tulungagung, and IAIN Kediri tend to follow and apply the values, habits, and beliefs taught by the family or the closest environment where they live with simplicity exemplified, instilled and familiarized by parents from childhood such as conservative in the choice of friends, social activities, and lifestyle in general. The family plays an important role in leading, educating, and guiding the application of a healthy, directed life, and according to religious values. Families are more instrumental in encouraging students to choose a lifestyle that is healthy, productive, and follows religious values. Families can play an important role in directing students to make good decisions, providing positive examples, as well as supporting and facilitating activities that support the desired lifestyle and the dressing style of students is very easy to infect and transmit to other students.

The obstacles experienced by families as managers of social influence in determining the lifestyle of students in the campus environment of UIN Sunan Kalijaga Yogyakarta, UIN Sayyid Ali Rahmatullah Tulungagung, and IAIN Kediri can be mapped into two. First, the teaching of different values between the campus environment and the family environment, so that many

students fall into the lifestyle of their friends who deviate from religious values. Second, families cannot fully monitor and provide supervision. The strategy carried out is by advising nicely and informing them about the Islamic lifestyle that students must apply by routinely inviting them to recitation. Various obstacles that arise can be overcome by the existence of a student code of ethics and the inclusion of students in ma'had and pondok pesantren.

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