

Life Accentuation in Cognitive Dissonance and Hedonistic Behavior between Jakarta and Moscow Adolescents

Ana Kuswanti^{1,*}, Valerii Muzykant², Mohamad Ghozali Moenawar³, Siti Maryam¹, Chairun Nisa Zempi¹, Radita Gora Tayibnapis¹, Hudi Santoso⁴

¹ Department of Communication, Universitas Pembangunan Nasional Veteran Jakarta, Jl. R.S Fatmawati No. 1, Cilandak, Jakarta Selatan 12450 Indonesia.

² Department of Philology Mass Communication, RUDN University, Ulitsa Miklukho-Maklaya, 6, Moskva, 117198, Russia.

³ Department of Communication, University Al-Azhar Indonesia, Jl. Sisingamangaraja, Kebayoran Baru Jakarta Selatan 12110 Indonesia.

⁴ Department of Digital Communication & Media, IPB Vocational School, Jl. Raya Pajajaran, Bogor, 16128 Indonesia.

*) Correspondence e-mail: anakuswanti@upnvj.ac.id

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ABSTRACT

Information and communication technology play an important role in the development of communication, one of which is the utilization of the online shop platform, to fulfill the desire for a hedonistic lifestyle. The changes in lifestyle focus on seeking unlimited pleasure and satisfaction. Life accentuation assumes that a person will feel happy by seeking happiness and avoiding feelings of pain, disappointment, and sadness. The research objective was to compare Jakarta and Moscow adolescents' cognitive dissonance and hedonism behavior. The comparative descriptive quantitative research method was used on 101 Moscow teenage respondents and 102 Jakarta respondents using cognitive dissonance theory and behavioral theory. The results were (1) 'Looking for unlimited pleasure and satisfaction' is 'often' (54.10%) by Jakarta teenagers, higher than Moscow teenagers (only 39.40%), and 'sometimes' (52.10%). (2) The dimension of 'seeking as much happiness as possible and avoiding painful feelings', Jakarta teenagers are 45.90% while Moscow teenagers are 36.60%, and 'sometimes' (56.30%). (3). For the dimensions of 'seeking happiness symbolically', Jakarta teenagers are more 'often' (53.10%) than Moscow teenagers (36.60%) and 'sometimes' (52.10%). (4) In the dimension of 'pleasure is the most important thing in life' there are differences between teenagers in Moscow and teenagers in Jakarta (54.10%) and Moscow teenagers are 'often' (63.40%) lower and 'sometimes' tend to behave hedonistically (63.40%).

Keywords : cognitive dissonance, adolescent, hedonistic behavior

INTRODUCTION

Technological developments through digital media play an important role in the current era of development. Development communication, on the other hand, cannot be separated from the use of mass media. Meanwhile, the government also provides breadth and opportunities for stakeholders, who play an important role in supporting development communication. One concrete example is the many digital platforms that are used to help the community's economic chain.

The use of social media through digital platforms, and at the same time, the phenomenon of the number of services through online shops in various fields such as economics, technology, and industry, has experienced very rapid progress. These conditions make it easier for people to do something. The reality that occurs in the economic field, for example, people no longer have difficulty finding the product or goods needed and can buy them by breaking the boundaries of space and time. Buying goods or services by ordering through a digital platform allows one to shop online.

In reality, adolescents tend to try to derive pleasure from consumption experiences and simultaneously fulfill their needs. Hedonism, which has been adopted as "a notion that prioritizes pleasure as the highest desire, a doctrine of life that focuses on desire, addiction, and the pursuit of pleasure," emerges as an emotional satisfaction in certain preferences regarding taste, smell, sound, sight, and touch, and important motives behind consumption (Kirgiz, 2014).

On the other hand, purchasing and using a product sometimes no longer meets needs but is driven by the desire to seek self-pleasure and is less useful, such as following trends, prestige, increasing prestige, and various other reasons that are considered less important. This behavior, whether conscious or unconscious, directly or indirectly, causes hedonic behavior. The desire to buy an excessive product is the beginning of consumptive behavior, and because it is often done, it becomes hedonistic behavior. Individuals will continuously buy goods only based on what they want, not based on what is needed (Fitriyani et al., 2013)

Hedonistic behavior tends to be carried out mostly by teenagers. According to Santrock's (2012) behavior in adolescence, individuals tend to like various new things that are quite challenging and curious. This is because adolescents strive to achieve independence and to find their own identities. Adolescents experience several changes that are likely to be experienced by them, including physical changes, attitudes, behavior, and emotions. One is a change in behavior that tends to be consumptive (Sukari et al., 2013).

Adolescents' tendency to behave consumptively is triggered by the increasing number of digital and social media platforms that can be used for online transactions, basic needs, entertainment, fun, and self-pleasure (Sukari et al., 2013). The reality of offering public services and services, with up-to-date places and offerings, places to hang out, such as cafes, *restaurants*, shopping centers, or malls. Cafe facilities that are equipped with free Internet facilities (*Wi-Fi*) also make visitors feel at home.

Adolescents who are trapped in a life of consumptive behavior often spend their money just to buy various kinds of needs based on their wants and not needs, such as cell phones, clothes, food, entertainment, and others (Maulana, 2013). Referring to the opinion of Solomon (1996), most youth money is used only to buy products that can provide pleasure and satisfaction. Therefore, it is necessary to conduct a more in-depth investigation. Adolescents need to be educated and provide an overview of their self-awareness so that their behavior does not harm themselves or their families.

This condition is relevant to previous research by Ramadhan and Simanjuntak (2018) who find that self-concept has a significant effect on hedonic buying in the science group. Marketing promotions and reference groups have a significant effect on hedonic buying behavior in both the science and social groups. Research also shows significant differences in promotion variables, reference groups, self-concept, and hedonic buying behavior between scientific and social groups. Hedonism is the behavior of consuming something excessively, which is bad for the environment, both social and family. The tendency for product disposal by consumers has been excessive, so the environment must accept waste product use, which is quite high (Naomi & Mayasari, 2013). This leads to hedonic behavior, resulting in waste and cost inefficiency (Nazarudin & Widiastuti, 2022).

Observing changes in adolescent lifestyles related to cognitive dissonance in various cities worldwide. There is an exponentially increasing trend in Indonesia and Russia, countries that adhere to socialist ideology. Thus, this research aims to determine the cognitive dissonance and hedonistic behavior of

teenagers in Jakarta and Moscow. Therefore, this study aims to determine hedonism among teenagers in Jakarta and Moscow.

A hedonic lifestyle is a striking phenomenon that has an impact on adolescent behavior. It is important to reveal the existence of cognitive dissonance, namely, the discrepancy between the beliefs or values held by teenagers and their hedonistic behavior. In this context, this research will explore the causes of this cognitive dissonance, whether it comes from social pressure, media influence, or other factors that may be different between Jakarta and Moscow.

RESEARCH METHODS

The paradigm of this study is positivism. Adopting the positivist paradigm as a whole raises various problems, especially regarding the characteristics of the reality of social science. The positive view assumes that reality is the real object of social reality in a dynamic, value-laden, and subjective manner. This study looks at positivism from the existing reality that Jakarta and Moscow teenagers have cognitive dissonance and hedonistic behavior.

This type of quantitative research aims to compare the effects of cognitive dissonance and hedonistic behavior between Jakarta and Moscow youths. The population in this study was teenagers in Jakarta and Moscow. A non-probability sampling technique with purposive sampling was used. Non-probability sampling is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2018). Purposive sampling is a sampling technique with certain considerations. The sample in this study comprised adolescents who behaved hedonistically and had characteristics according to the needs of the research that could be used as respondents. The number of samples was determined using the solving formula with a precision of 10%. The number of participants in this study was 203 (101 Moscow teenagers and 102 Jakarta teenagers). Data collection techniques through questionnaires were distributed to respondents in Google Forms. The data analysis technique used in this study was simple linear regression analysis. This analysis was intended to determine the effect of the independent variable (cognitive dissonance) on the dependent variable (hedonistic behavior in adolescents) and answer the hypotheses that were constructed. The Mann-Whitney U test is a non-parametric test used to determine the difference in the median of two variables if the dependent variable's data scale is ordinal or interval/ratio but not normally distributed.

RESULTS AND DISCUSSION

Analysis of hedonism comparison results between Jakarta and Moscow adolescents

Based on the results of this study, the comparative calculation of cognitive dissonance and hedonistic behavior between Jakarta and Moscow adolescents can be seen as follows (Table 1, page 45). In Table 1, the results indicated a score of 56.30% for the category 'sometimes' in search of unlimited pleasure and satisfaction for young Moscow. In Jakarta adolescents with the highest percentage in the 'often' category with a score of 45% the highest results in the percentage 'often' behave in cognitive dissonance and hedonism. This behavior is often characterized by cognitive dissonance and hedonistic behaviors. Moscow teenagers answered in the 'neutral' category 29 respondents with a score of 10%, while Jakarta teenagers answered neutrally only 2 respondents or 0.1%. In each graph later in the next explanation, each 'neutral' category dimension will not be included in the review, with the reason that 'neutral' is not an attitude that leads to hedonistic behavior.

Based on the results of the study in Table 1 (page 45), hedonism in Jakarta and Moscow adolescents is also relevant to research Anggraini and Santhoso (2019), in that there is a significant positive relationship between hedonic lifestyle and consumer behavior in adolescents. The higher a person's hedonic lifestyle, the higher is their consumptive behavior. Conversely, the lower a person's hedonic lifestyle, the lower is their consumptive behavior.

According to Tambingon et al. (2018), the results of this study prove that the hedonistic lifestyles of female students change when they associate with new friends in college. When they see their friends who are very concerned about appearance, starting from the hairstyle, how to dress, the bag that is used,

Table 1. Teenage Hedonism in Jakarta and Moscow 2022

Teenage Hedonism		Moscow		Indonesia	
		n	%	n	%
Seeking unlimited fun and satisfaction	Never	1	1.40	2	2.00
	Sometimes	37	52.10	36	36.70
	Neutral	28	10	2	0.10
	Often	27	39.40	53	54.10
	Always	5	7.00	7	7.10
Seeking as much happiness as possible and avoiding sickness	Never	2	2.80	1	1.00
	Sometimes	40	56.30	34	34.70
	Neutral	29	10	2	0.10
	Often	26	36.60	45	45.90
	Always	3	4.20	18	18.40
Seeking happiness symbolically	Never	6	8.50	1	1.00
	Sometimes	37	52.10	28	28.60
	Neutral	29	10	2	0.10
	Often	26	36.60	52	53.10
	Always	2	2.80	17	17.30
Pleasure (emotionally) is the most important thing in life	Never	6	8.50	0	0.00
	Sometimes	45	63.40	27	27.60
	Neutral	29	10	2	0.10
	Often	17	23.90	53	54.10
	Always	3	4.20	18	18.40

Resource: Kuswanti, et al. (2022)

the shoes that are being used, the accessories used, and the branded items purchased. Manado's popular culture of manners and high religious values has experienced a shift in the association and mindset of students, namely young people who follow trends in excess of foreign culture, promiscuity, and lack of seriousness in studying.

Referring to the research by Susana (2016), it has its test related to testing the hedonism lifestyle which shows the influence of Locus of control (X) on the hedonism lifestyle (Y). This is seen in the results of hypothesis testing that Locus of Control (X) influences hedonic lifestyle (Y). Using ANOVA, an F value of 7,394 was obtained ($p = 0.008$). Because $p < 0.05$, there is an influence of the Locus of Control on the Hedonism lifestyle. Thus, it can be concluded that the lower the Locus of Control, the higher the Hedonism Lifestyle.

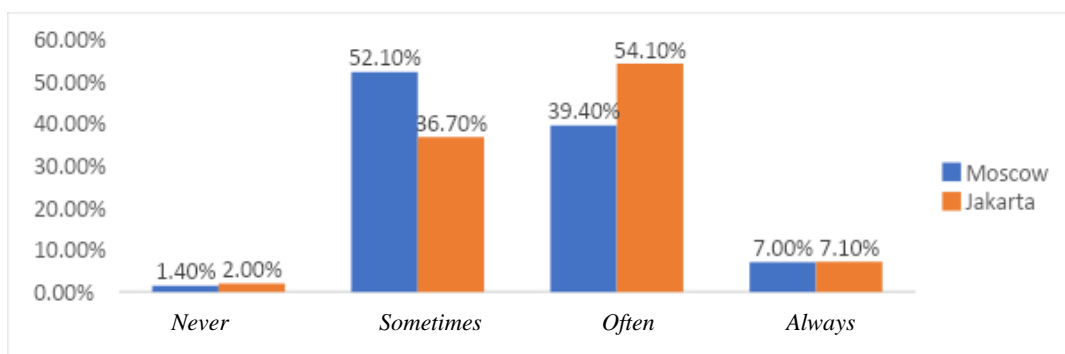


Figure 1. Comparison Chart of Seeking Unlimited Fun and Satisfaction between Moscow Youth and Jakarta Youth

The results of the study in Figure 1 show comparisons of the dimensions of pleasure seeking and unlimited satisfaction between Moscow and Jakarta adolescents. Moscow teens had an occasional score of 52.10%, whereas Jakarta teens had a score of 39.40%. The frequencies of Moscow and Jakarta adolescents were 36.70% and 54.10%, respectively. Jakarta teenagers tend to seek unlimited pleasure and satisfaction more often. The results also showed that Moscow teenagers were 7.00% and Jakarta 10%, with scores that were not significantly different. The results in Figure 1 are relevant to previous research (Putri et al., 2019) in that there is a prestige factor in adolescents responding to change.

Adolescents driving a hedonistic lifestyle exhibit consumptive behavior and lack of control from parents to adolescents in response to developments in the global era.

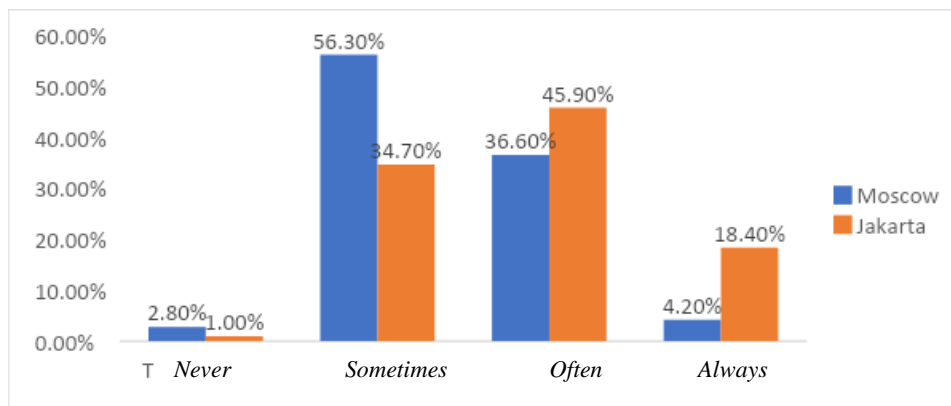


Figure 2. Comparison Chart of Seeking Happiness as Much as Possible and Avoiding Painful Feelings between Moscow Teenagers and Jakarta Teenagers

The results in Figure 2 compare the dimensions of seeking as much happiness as possible and avoiding feelings of pain between young people in Moscow and Jakarta. Moscow teens had an occasional score of 56.30%, whereas Jakarta teens had a score of 36.60%. The frequencies of Moscow and Jakarta adolescents were 34.70% and 45.90%, respectively. The reality is that Jakarta teenagers tend to seek as much happiness as possible and avoid feeling sick. The results indicate that 4.20% of Moscow and 18.40% of Jakarta youths with four times the score always sought as much happiness as possible and avoided feeling sick.

The reality of the research results in Figure 2 is relevant to the results of previous research Resita (2016) in that the tendency for adolescents to have an instant mentality means to lead people not to have to go through convoluted processes in terms of getting happiness. Today's youth tend to choose a comfortable, luxurious, and all-sufficient life, without working hard. Another condition related to adolescent hedonism, which links hedonism with economic relations in the family, refers to research by Asih et al. (2016); that is, the real relationship between the economic level of the family and hedonistic lifestyle activities is closely related to the level of interaction within the family with hedonistic lifestyle activities. The meaning is interpreted as almost the same: teenagers tend to seek happiness symbolically.

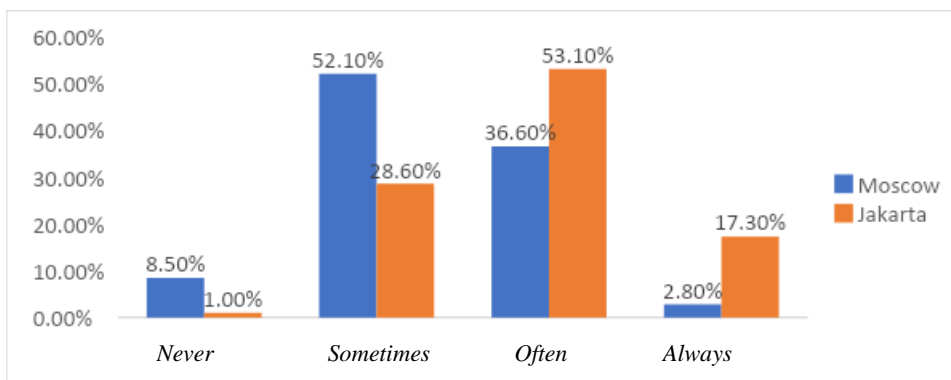


Figure 3. Graph of Symbiological Seeking Happiness, Comparison between Moscow Youth and Jakarta Youth

The results of the study in Figure 3 show a comparison of the dimensions of seeking happiness symbolically between Moscow and Jakarta youths. Moscow teens had an occasional score of 52.10%, whereas Jakarta teens had a score of 36.60%. Scores on frequent behavior of Moscow adolescents were 36.60% and Jakarta adolescents were 53.10%. Jakarta teenagers tend to find happiness more often in a symbolic way. The results indicated that 2.80% of Moscow youth and 17.30% of Jakarta, with eight times the score, always seek happiness symbolically.

Based on the results of the research in Figure 3, it is relevant to the reality in a society that adolescents feel motivated to behave hedonistically for reasons including: (1) they want to be refreshed because they have many college assignments, many reports, and many assignments; in essence, there are a lot of things he feels refreshed. (2) For teenagers, the mall is a means of recreation to spend time with their friends by shopping, hanging out at cafes, watching movies, and so on (Resita, 2016)

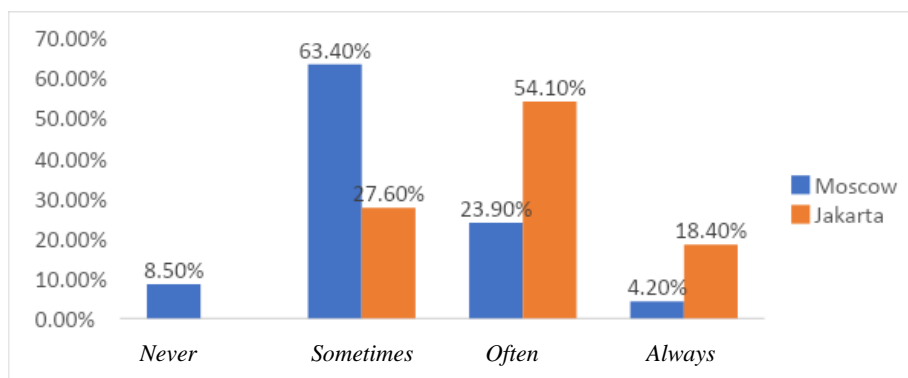


Figure 4. Comparison Chart of Pleasure (emotionally) is the most important thing in life between Moscow Teenagers and Jakarta Teenagers

The results of this study are shown in Figure 4. It shows a comparison of pleasure (emotionally) as the most important aspect in the lives of Moscow and Jakarta. Moscow teens had an occasional score of 63.40%, whereas Jakarta teens had a score of 27.60%. Scores on frequent behavior of Moscow adolescents were 23.90% and Jakarta youth 54.10%. The reality is that Jakarta teenagers tend to be more often pleasurable (emotionally), which is the most important thing in life. The results state that 4.20% of Moscow youth and 18.40% of Jakarta youth with four times the score always seek pleasure (emotionally) which is the most important thing in life.

In line with the research by Jennyya et al. (2021), hedonic student behaviors occur, such as buying branded goods that can be considered expensive, falling into liquor, and spending more time outside the home with friends hanging out in Malls, Cafés, and Clubs. Even in order to earn money, some students work as commercial sex workers (PSK). Using clothes and accessories from high-end brands or high-street brands, driving four-wheeled or two-wheeled vehicles to campus, and using smartphones from abroad with prices above five million rupiahs are, of course, a benchmark for students to be included in the hedonic student category. But most of the informants in this study admitted that they did not feel that they were adopting the hedonistic lifestyle, because they felt that there were many other people who were more "hedonistic" than them.

Based on Mann-Whitney calculations, the U test or nonparametric test was used to determine the difference in the median of the two independent groups if the dependent variable's data scale was ordinal or interval/ratio but not normally distributed.

Table 2. Mann Whitney

Dimensions	Mann Whitney P-value	Information
Seeking unlimited fun and satisfaction	0.104	No difference
Seeking as much happiness as possible and avoiding sickness	0.001	There are differences
Seeking happiness symbolically	0.000	There are differences
Pleasure (emotionally) is the most important thing in life	0.000	There are differences

Based on Table 2, Mann Whitney concluded that the series of results show that in the comparison results there are differences between Moscow youth and Jakarta youth in several dimensions of adolescent hedonism (p -value < 0.05). This dimension is Seeking Unlimited Fun and Satisfaction, where Jakarta teenagers are 'often' (45.90%) compared to Moscow teenagers 'sometimes' (56.30%). Looking for happiness symbolically where Jakarta teenagers 'often' (53.10%) compared to Moscow teenagers 'sometimes' (52.10%). Enjoyment (emotionally) is the most important thing in life where Jakarta teenagers 'often' (54.10%) compared to Moscow teenagers 'sometimes' (63.40%).

In this case, pleasure-seeking behavior (emotionally) is the most important aspect of life between Moscow and Jakarta teenagers. The hedonistic behavior that accompanies it not only impacts the individual concerned but also socializes with the family, children, and their environment. Most social problems that can cause social unrest originate in the family, especially social problems that have a chain effect. Future social problems are highly dependent on family adaptation to the modern society. What needs to be done is that parents or society in general need to take preventive action early. This reality is reinforced by Oswaldo (2021), who states that many people are involved in pleasure and excessive happiness that they fall into a hedonic lifestyle. However, the impact of hedonism can be fatal, especially in financial terms. Some of the implications of hedonic behavior are living without orientation, an unhealthy financial structure, no emergency funds and investments, and no long-term financial planning. Based on this, families should have more time to meet each other and discuss matters related to family interests such as youth problems. Teenagers are highly dependent on their parents, and what happens between parents and children at this stage is rarely known to outsiders. If this hedonistic behavior is not addressed immediately, children from such families and environments will grow up and inherit unethical behaviors; it is these individuals who will shape society in the future. It is important for the family to prevent hedonistic behavior from an early age because this behavior will have a broad impact on the formation of an ethical society.

Comparative Analysis of Cognitive Dissonance in Jakarta and Moscow Adolescents

Based on the results of this study, Table 3 shows the cognitive dissonance between Jakarta and Moscow adolescents.

Table 3. Theory of Cognitive Dissonance

Cognitive Dissonance Theory		Moscow		Jakarta	
		N	%	n	%
Changing Dissonance	Never	8	11.30	1	1.00
	Sometimes	39	54.90	13	13.30
	Neutral	29	10.00	2	0.10
	Often	20	28.20	60	61.20
	Always	4	5.60	24	24.50
Changing Cognition	Never	11	15.50	1	1.00
	Sometimes	38	53.50	20	20.40
	Neutral	29	10.00	2	0.10
	Often	20	28.20	53	54.10
	Always	2	2.80	24	24.50
Changing Interests	Never	5	7.00	7	7.10
	Sometimes	27	38.00	63	64.30
	Neutral	29	10.00	2	0.10
	Often	36	50.70	22	22.40
	Always	3	4.20	6	6.10
Misinterpretation of Information	Never	11	15.50	3	3.10
	Sometimes	45	63.40	26	26.50
	Neutral	29	10.00	2	0.10
	Often	14	19.70	57	58.20
	Always	1	1.40	12	12.20
Looking for Justification Information	Never	16	22.50	0	0.00
	Sometimes	31	43.70	7	7.10
	Neutral	29	10.00	2	0.10
	Often	20	28.20	38	38.80
	Always	4	5.60	53	54.10

Based on the Mann Whitney U Test results of Table 3, it can be seen that the dimension of changing dissonance has the highest score in 'sometimes' for Moscow adolescents, while Jakarta adolescents have the highest score for 'often'. The changed cognition dimension on Moscow adolescents has the highest scores in 'sometimes' (53.50%), while Jakarta adolescents have the highest score on 'often' (54.10%). This means that there is a tendency to change cognition in Moscow adolescents, while Jakarta adolescents change cognition more frequently. The calculation results of Mann Whitney U Test, on

changing interests, the highest score is 'often' (64.30%) among Jakarta teenagers, while among Moscow teenagers the highest score is 'often' (50.70%). Jakarta teenagers have low scores of 'sometimes' in changing interests, with a score of 22.40%. The scores sometimes result in changing interests. In each subsequent graph, each category dimension is neutral and will not be included, with neutral reasons not being an attitude that leads to hedonistic behavior.

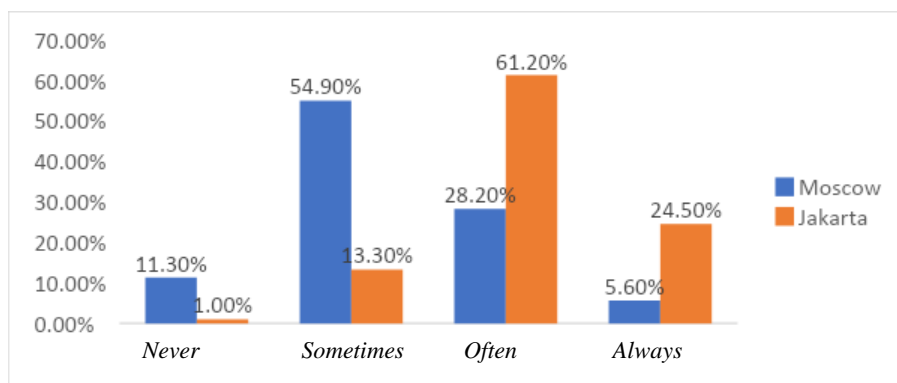


Figure 5. Comparison Graph of Changing Dissonance between Moscow Youth and Jakarta Youth

The results of the research data in Figure 5 show that the comparison of changing dissonance between Moscow and Jakarta adolescents has a score dominated by frequent dissonance changes by Jakarta adolescents (61 %) and Moscow adolescents (28.20 %). The category was always changing dissonance for teenagers 24.50% and teenagers (5.60 %). This means that Moscow adolescents sometimes change dissonance higher, namely 54.90%, while for Jakarta adolescents, it is sometimes 13.30%. In line with the study by Rifqi (2022), revealed that the true pursuit of pleasure in humans is a natural thing that cannot be ignored. This mindset also influences the hedonic view of dealing with problems and pressures in one's life. Warburton believes that hedonism can reduce a person's stress level and thereby maintain his health.

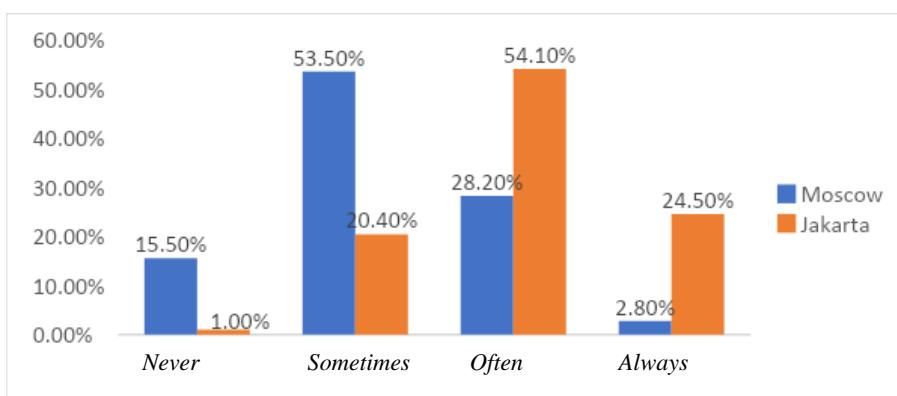


Figure 6. Graph Comparison of Changing Cognition between Moscow Youth and Jakarta Youth

The results of the research data in Figure 6 show that the comparison of changing cognition between Moscow and Jakarta adolescents has a score dominated by frequent changes in cognition by Jakarta adolescents (54.10%) and Moscow adolescents (28.20%) often change cognition. This means that Moscow adolescents sometimes changed their cognition more than Jakarta adolescents, namely 53.50% for Jakarta adolescents and 20.40% for Moscow adolescents. The reality of the research results also states that Jakarta teenagers always change cognition, with a value 24.50% higher than Moscow teenagers in terms of always changing cognition by only 2.80%.

Based on this, in line with the results of research by Brilliantita & Putrianti (2017), adolescents, in this case, students, who are dominant with a hedonic lifestyle, become unproductive, and in adolescent relationships, are more concerned with appearance or prestige. A hedonic lifestyle that must be supported by adequate financial capabilities will also become an even bigger problem if the achievement is carried out in all unhealthy ways, which will result in moral siltation for female students who adhere

to a hedonic lifestyle. The lower the self-concept, the higher the hedonistic lifestyle. Conversely, the lower the level of self-concept, the higher is the hedonistic lifestyle. This hypothesis is acceptable, meaning that there is a significant relationship between self-concept and the hedonistic lifestyle. The effective contribution of self-concept to a hedonistic lifestyle was 14.6%. This means that 85.4% of the hedonism lifestyle variables were determined by other factors. Other factors include interest, activities, and opinions.

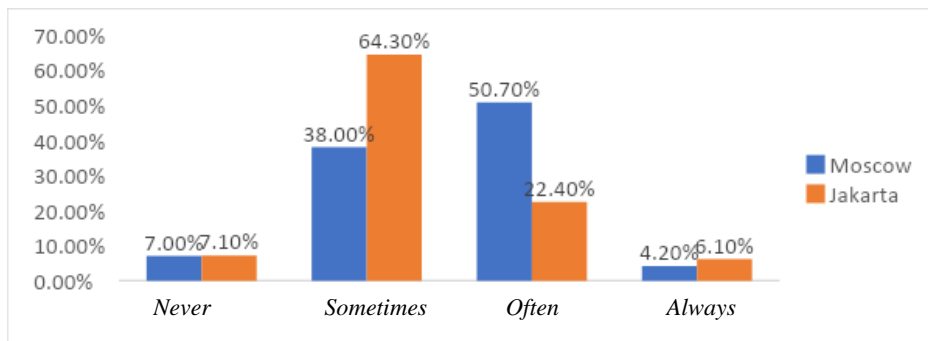


Figure 7. Comparison Chart of Changing Interests between Moscow Youth and Jakarta Youth

The results of this study are shown in Figure 7. It states the things that are in the comparison in of changing interests between Moscow teenagers and Jakarta teenagers. Moscow teenagers were 50.70% more ‘often’ in changing interests, and Jakarta teenagers had a value of 22.40% in changing interests. The category of ‘sometimes’ changing interests is dominated by Jakarta teenagers, with a value of 64.30%. Moscow adolescents had a lower score ‘sometimes’ in changing interests (38.00 %). This means that in terms of changing interests, Moscow teenagers often dominate. Referring to Nurvitria (2015), the process of behavior occurrence, when viewed from cognitive social theory, explains that there is an individual's ability to regulate and control his own behavior even though environmental conditions change. This happens because the mind can direct a person to control his behavior. Someone with a low personality will have a higher lifestyle tendency.

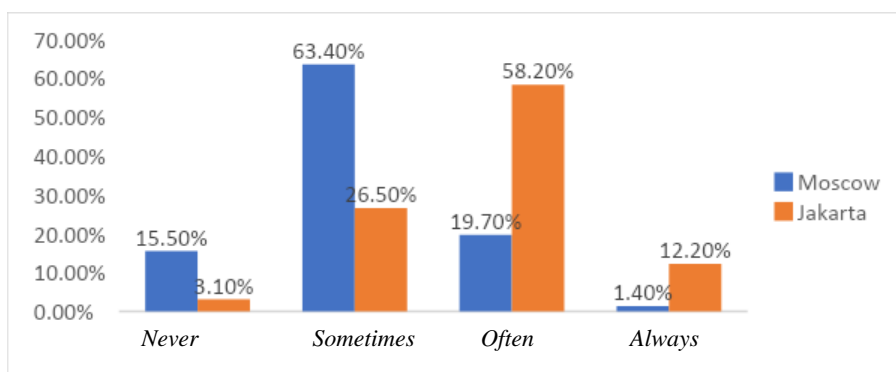


Figure 8. Graph of Information Misinterpretation Comparison between Moscow Youth and Jakarta Youth

The results of the study in Figure 8 show a comparison graph of misinterpretation of information between Moscow youth and Jakarta adolescents, which often occurs in Jakarta adolescents, as evidenced by the misinformation score of 58.20% of Jakarta adolescents. Adolescents with frequent misinformation had a lower score of 19.70%. In conditions where misinformation sometimes occurs in Moscow adolescents, the graph results show a score of 63.40 for Moscow adolescents, while Jakarta adolescents have a score of 26.50%.

Chaney (1996) argues that lifestyle is a feature of the modern world. Lifestyles are patterns of action that distinguish one person from another, which function in interaction in ways that may not be understood by those who do not live in modern society. The hedonic view of life assumes that material pleasure and enjoyment are its main purposes. Having fun, revelry, and traveling are the main goals of life, whether they please other people. They think that life is only once, so they feel like enjoying life to

the fullest extent. In this environment, life is lived as freely as possible to fulfill unlimited desires. When people are used to a luxurious lifestyle, it is difficult to change their lives to be simple (Nurwitasari, 2015)

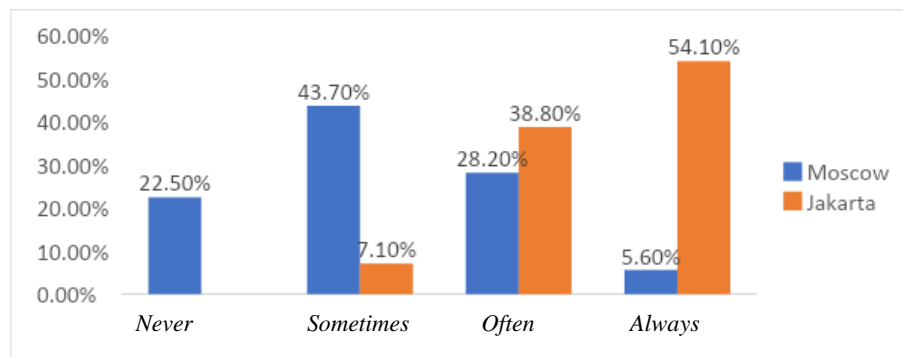


Figure 9. Comparison Chart of Finding Justification Information between Moscow Youth and Jakarta Youth

The results of the study in Figure 9 show that a comparison chart for seeking justification for information between Moscow and Jakarta adolescents often occurs in Jakarta adolescents, as evidenced by a score of 38.80%, while in Moscow adolescents it is 28.20%. Teenagers in Moscow sometimes looked for justification information between teenagers in Moscow who had a score of 43.70% and Jakarta who had a lower score of 7.10%. In the condition of making comparisons, looking for justification information between Jakarta teenagers was in the ‘always’ category with a score of 54.10%, and Moscow teenagers who were very significant in the category ‘always’ in misinformation with a low score of only 5.60%. In reality, there was often no significant difference between Jakarta teenagers (38.80%) and Moscow teenagers in the frequent category (28.29%).

The opinion of Azzarah and Aisyah (2019) is that peers have a major influence on the formation of an individual's personality. The association reflects personality, both positive and negative. Someone will choose to hang out and interact with groups that are considered capable of providing a sense of security and comfort, increasing self-esteem, and providing an identity. Usually, those who often ask to hang out are close friends themselves, so at first they join in because they feel uncomfortable if they have to refuse an invitation from their own close friends. The feeling of discomfort if they have to refuse an invitation from their close friends is one of the factors that triggers students to behave with hedonism. The feeling of having to join close friends aside from the fear of being considered arrogant is not good enough to refuse friends' invitations because they do not want to be ostracized. He thought that feeling what close friends thought about him was an important thing, not wanting his friends to think negatively about him if he refused to go.

Table 4. Mann Whitney

Dimensions	Mann Whitney P-value	Information
Changing Dissonance	0.000	There are differences
Changing Cognition	0.000	There are differences
Changing Interests	0.000	There are differences
Misinterpretation of Information	0.000	There are differences
Looking for Justification Information	0.000	There are differences

Based on Table 4, Mann Whitney concluded that the results of the comparison showed that there were differences between Moscow and Jakarta adolescents in several dimensions of cognitive dissonance theory (p value <0.05). The dimension is Changing Dissonance where Jakarta teenagers are ‘often’ (61.20%) compared to Moscow teenagers ‘sometimes’ (54.90%). Changing cognition where Jakarta teenagers ‘often’ (54.10%) compared to Moscow teenagers ‘sometimes’ (53.50%). Changing Interests where Jakarta teenagers ‘sometimes’ (64.30%) compared to Moscow teenagers ‘often’ (50.70%). Misinterpretation of information where Jakarta teenagers are ‘often’ (58.20%) compared to Moscow teenagers ‘sometimes’ (63.40%). Looking for Justification Information where Jakarta teenagers are ‘always’ (54.10%) compared to Moscow teenagers ‘sometimes’ (43.70%).

Comparative Analysis of Hedonistic Behavior in Jakarta and Moscow Adolescents

Based on the results of the study, the theory of behavior in Jakarta adolescents and Moscow adolescents can be seen below.

Table 5. Comparison of behavior between Jakarta adolescents and Moscow adolescents

The Actor Theory		Moscow		Jakarta	
		n	%	n	%
Activity (Activity)	Never	16	22.50	0	0.00
	Sometimes	32	45.10	8	8.20
	Neutral	29	10.00	2	0.10
	Often	21	29.60	42	42.90
	Always	2	2.80	48	49.00
Interest	Never	18	25.40	0	0.00
	Sometimes	37	52.10	9	9.20
	Neutral	29	10.00	2	0.10
	Often	14	19.70	49	50.00
	Always	2	2.80	40	40.80
Opinion	Never	12	16.90	0	0.00
	Sometimes	42	59.20	10	10.20
	Neutral	29	10.00	2	0.10
	Often	12	16.90	48	49.00
	Always	5	7.00	40	40.80

Based on Table 5. The comparison between Jakarta youth and Moscow youth can be seen through the dimension of activity, which has the highest score in the occasional activity category in Moscow youth, 45.10% higher than Jakarta adolescents with a score of 8.20%. 'Often' (42.90%) and 'always' (49.00%) are engaged in behavioral activities. The results for the category interest dimension were often' 50% and 'always' 40.80% dominated by Jakarta teenagers. In the occasional category, 52.10% of Moscow youth and the interest dimension in the category of 'never' had an interest in hedonic behavior of 25.40%. The opinion dimension in the category is 'sometimes' dominated by Moscow teenagers 59.20% and the category is 'often' dominated by Jakarta teenagers who are opinionated 49%, and the category 'always' with a score of 40.80%. Based on Table 5, the results are also in line with research by Sari (2023), who found that social influence, lifestyle, and hedonic shopping motivation have a positive and partially significant effect on student consumptive behavior.

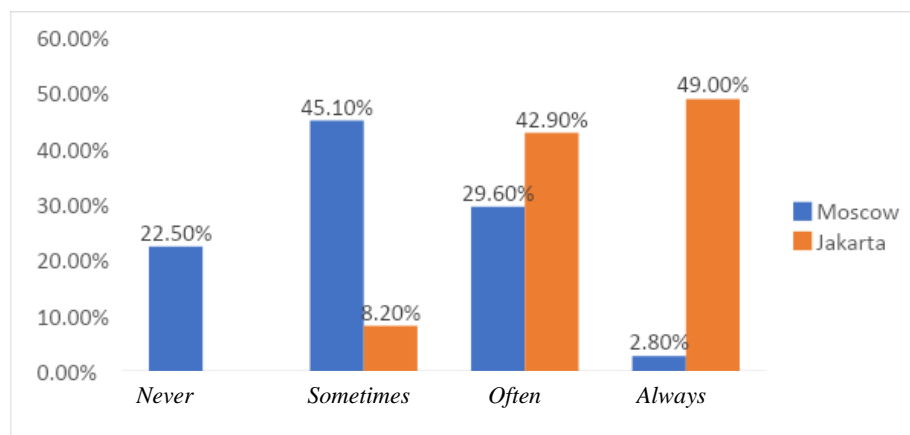


Figure 10. Activity Comparison Chart (Activity) Moscow Youth and Jakarta Youth

The research results are shown in Figure 10: Graph comparing of activities (activities) of Moscow youth and Jakarta youth. Jakarta teenagers scored high in the 'always' active category (49.00%) and 'often' (42.90). The category 'sometimes' dominated by the Moscow teenager 45.10% and the category 'often' shows 29.60%. This shows that Jakarta's teenagers are still more active and behave. Referring to Gushevinalti (2010), the opinion of this hedonistic behavior is described by philosophers, namely Jean Baudrillard in the theory of simulation and hyperreality. Mass media play a significant role in creating

this simulation. The impact of hyperreality is the existence of adolescent trust in reality, which is not reality. This delusion of reality can produce cultural patterns that easily imitate what they see as reality on television media and that are realized in everyday life.

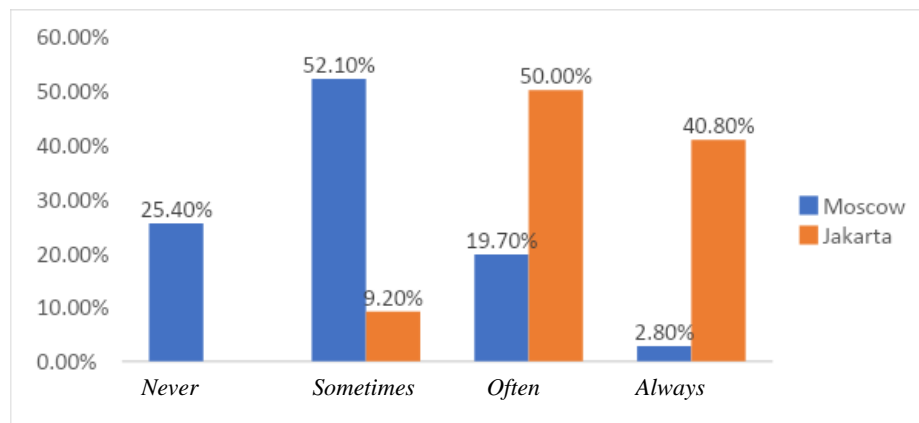


Figure 11. Graphic Comparison of the Interests of Moscow Teenagers and Jakarta Teenagers

The research results are shown in Figure 11. Jakarta teenagers had more frequent interest with a score of 50.00%, and the category with a high score was ‘always’ the behavioral interest category with a score of 40.80%. The category ‘sometimes’ is dominated by the Moscow crowd (52.10%), and the category ‘often’ shows 19.70%. This shows that Jakarta teenagers still often have an interest in behaving. This finding is relevant to Nurvitri (2015). Activity is the way people use time in the form of tangible actions that can be observed, such as hobbies, talking, shopping, traveling, social activities, entertainment, and sports. This measurement shows the reasons for performing an activity. Second, interest is the level of pleasure that arises specifically and makes a person pay attention to certain objects, events, or topics. Third, opinion is a person's response, either orally or in writing, to the stimulus that appears. Stimuli or situations can be social issues, future products, communities, sports, or entertainment. They usually occur when there are activities, interests, and opinions, and the tendency toward shopping behavior, traveling, and social activities leads to hedonism.

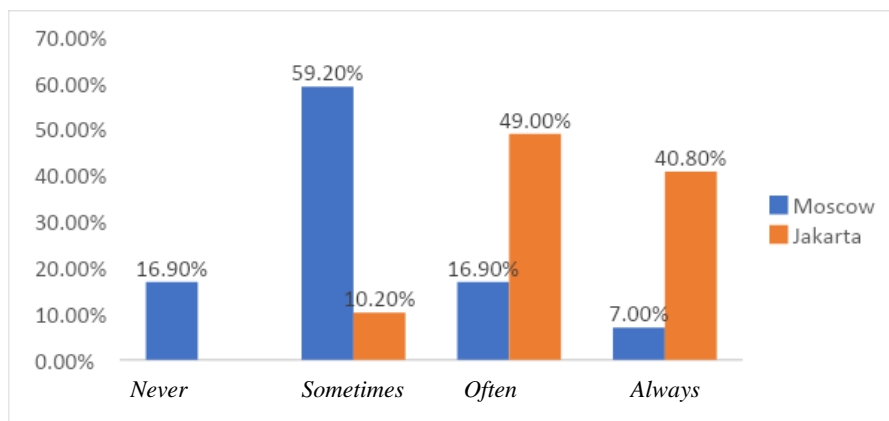


Figure 12. Graph of Comparison of Opinion of Youth in Moscow and Youth in Jakarta

The results are shown in Figure 12, which compares the opinions of young people in Moscow and Jakarta. Jakarta teenagers are more ‘often’ opinionated with a score of 49.00%, and the ‘always’ opinionated category with a score of 40.80%. The category ‘sometimes’ is dominated by the Moscow crowd of 59.20% and the category ‘often’ shows 16.90%. This shows that Jakarta teenagers still often have opinions about their behavior. A study stated that, psychologically, hedonism can be influenced by invitations from humans, which makes the person carry out activities called hedonism (Abdullah, 2019). Hedonism is very damaging to morals. Thus, a cognitively hedonistic lifestyle can be bad for someone. The hedonistic side of the lifestyle, even though it is a bad lifestyle, is necessary for certain situations,

for example, for our self-appreciation to achieve the goals in our lives. For example, buying delicious food is a form of appreciation. If the need to buy food is excessive, then it is hedonistic behavior.

Table 6. Mann Whitney on the behavior of Moscow and Jakarta adolescents

Dimensions	Mann Whitney Pvalue	Information
Activity (Activity)	0.000	There are differences
Interest	0.000	There are differences
Opinion	0.000	There are differences

Based on the results of Mann Whitney and its conclusion on the dimensions of behavior, the results of the comparison show that there are differences between Moscow adolescents and Jakarta adolescents on several dimensions of adolescent behavior theory (p-value <0.05). This dimension is an activity where Jakarta teenagers are 'always' (49.00%) compared to Moscow teenagers 'sometimes' (45.10%). Interest of Jakarta teenagers is in the 'frequent' category (50.00%) compared to Moscow teenagers in the 'sometimes' category (52.10%). The opinion of Jakarta teenagers is 'often' (49.00%) compared to Moscow teenagers 'sometimes' (59.20%). The view of hedonic behavior describe that hedonism is a derivation of liberalism. A view of life that pleasure is everything, even life. For hedonists, life is to achieve material pleasures—something that is pseudo, momentary, and artificial. An example of hedonism is spree and rah-rah. Based on the prospective hedonism of the adherents of hedonism, in expressing their pleasure, they must have spent a lot of money, but they do not really care about it; the most important thing for adherents of this hedonism is pleasure, namely shopping at the mall by spending a lot of money, holding club party nights, drunk. This is the impact of the view of life of having fun or hedonism.

DISCUSSION

The reality of a hedonic lifestyle tends to show characteristics in adolescents, among others, by engaging in activities and interests in groups (Kusumanugraha, 2003). According to Setiadi (2003), the factors that influence lifestyle are those that come from within the individual (internal) and those that come from outside (external). Internal factors that influence lifestyle are attitudes, experiences, observations, personality, self-concept, motives, and perceptions (Setiadi, 2003). Kotler (2010) states that two factors influence a person's lifestyle, namely, factors that come from within the individual (internal) and factors that come from outside (external). Internal factors include attitudes, experiences, observations, personality, self-concept, motives, and perceptions (Kotler 2010), while external factors refers to reference group. Reference groups have a direct or indirect influence on a person's attitudes and behavior. Groups that give direct influence are groups where the individual is a member and interacts with each other, while groups that give indirect influence are groups in which the individual is not a member of the related group.

The reality is that the culture of hedonism has become successful propaganda rooted in the souls of teenagers. The ironic effect is that teenagers do not realize that what they are doing is hedonic behavior. The concept of hedon makes a negative contribution to the ideology of the youth/young generation which makes them dare to justify any means to achieve pleasure and makes today's youth have a weak mentality accompanied by narrow thinking (Melati et al., 2022.).

Based on the problems and reality of research findings, in realizing the development of human resources (especially for youth) who are the next generation of the nation, it is important to provide mental reinforcement. One of the character formations is State Defense, where youth have nationalism for their nation and country by implementing the noble values proclaimed by each country in the development of the youth's character.

CONCLUSION

Based on the results and the overall analysis, life accentuation through comparison of cognitive dissonance and hedonism behavior among adolescents in Jakarta and Moscow showed that the Mann Whitney comparison was carried out to compare adolescent hedonism, cognitive dissonance theory, and behavioral theory between adolescents in Jakarta and Moscow. The results of the four dimensions show

differences, namely seeking unlimited pleasure and satisfaction is 'often' done 54.10% by Jakarta teenagers, higher than Moscow teenagers, 'often' only 39.40%, and 'sometimes' 52.10%. The dimensions of seeking happiness as much as possible and avoiding pain, Jakarta teenagers 45.90% and Moscow teenagers 36.60% and 'sometimes' 56.30%. The dimension of seeking happiness symbolically is Jakarta teenagers more 'often' 53.10% than Moscow teenagers 36.60% and 'sometimes' 52.10%, and the dimension of pleasure (emotionally) is the most important thing in life, which is the dimension that occurs the difference between teenagers in Moscow and teenagers in Jakarta 54.10% and Moscow youth are 'often' 63.40% lower and 'sometimes' 63.40% tend to behave in hedonism. All dimensions of the cognitive dissonance theory are different. These dimensions are changing dissonance, changing cognition, changing interests, and seeking justification for information that there are differences between adolescents in Moscow and Jakarta. The same applies to behavioral theory. The results also show three-dimensional differences. These dimensions include activities, interests, and opinions. Adolescents in Jakarta have higher hedonism than adolescents in Moscow in terms of both adolescent hedonism, cognitive dissonance theory, and behavioral theory.

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