

## Research Article

# Household Consumption Pattern Teachers of State High School 1 Cluring Banyuwangi

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**ABSTRACT:** This research is a qualitative research that aims to find out and analyze the consumption patterns of teachers' households in Cluring 1 State High School, Banyuwangi Regency. Determination of the research subject was determined by snowball sampling technique. Data collection methods used include methods of observation, interviews, and documents. Data processing techniques used are data reduction, data presentation and drawing conclusions. The data collected in the form of income analysis and teacher needs to determine the consumption pattern of the teacher's household. The results showed that the household consumption pattern of Cluring 1 Public Senior High School varied. There is a luxurious consumption pattern and some are simple. The consumption pattern of the teacher's household is influenced by factors of income, number of family members, lifestyle and the many needs that must be met by the teacher.

## Introduction

As the most important aspect of improving the quality of human resources, and to be more professional, it is obligatory for a teacher to be more creative. However, there is the potential that a teacher cannot always develop optimally because of the internal factor such as the teacher's income or taste and external factors such as the environment, lifestyle, technology and the others.

Certification program as one of the government's programs to help the teachers work more professionally was conducted by submitting papers that can be in the form of proof of achievement or other things that have been achieved by a teacher. It is given to the teachers who have fulfilled the requirement to be a professional teacher. By doing so, it is expected that it will improve the teacher's income and prosperity. The more income that a teacher has will automatically give impact to the number of consumption that a teacher can have.

The income that a teacher gets will be different from one to another, depending on the teacher's rank, how long he has been working and how often the teacher is teaching in one week. A teacher's income covers the fixed payment and the other payment got aside from the main activity as a teacher.

This phenomenon happens to the teachers in SMA Negeri 1 Cluring who not only earn the fixed payment as the salary, but also run online business done by utilizing technology. It is done to get some extra money to fulfill their daily needs. Towelu (2001:3) explains that to have extra money, a family member has to find some other jobs.

Maslow (1970:20) states that a teacher has some different kinds of needs, from the physiological one, safety, social, esteem, to the self-actualization which should be made balanced by improving their competence as a professional

teacher. Hopefully, certification is effective in improving their competence as it is expected which can also improve their prosperity and finally their performance in teaching and learning process can also be better.

However, the fact shows that it is not as what it is expected. The teacher's performance is still not good, although they have achieved their certification. It happens because not all teachers are willing to spend the money that they get from certification to be more professional. Instead, they just spend the money on the consumptive thing.

Certification has changed the society's lifestyle. Because of the money, they get from certification, teachers now do not live a simple life. Instead, they follow the modern life, from the choice for their appearance to their taste. It is in line with what Todaro (2002:213) claims that the amount of income influences the number of a consumer's consumption.

The development of technology also has an impact on the amount of consumption. Because of the availability of the internet, people, including teachers, can purchase everything they want more easily, get a deeper knowledge and earn some more living.

Needs are defined as what human beings want and need to be fulfilled. This need is unlimited which means that the sooner one needs are fulfilled, the other ones need to be fulfilled too. The human being's unlimited needs happen because of the increasing population, advanced technology, the improvement of the society's living standard, environment, and culture (Todaro, 2002:15)

Maslow (Uno, 2014:40) categorizes needs into five, namely: physiological needs, safety needs, social need, esteem need, and self-actualization. According to Ritche (in Hardiansyah & D. Briawan (2005:157) among those needs, physiological is the basic one which covers the needs on food, clothes, and home which are badly influenced by the economy. The more

the income is, the more amount and various food the family can have. Siagian (2015:189) claims that income is the most important factor that influences the quality and quantity of the food provided by the family. The higher the income is, the better the quality and quantity of the food that the family can have. They can also have the supplementary food such as fruit and vegetables. A teacher whose lifestyle has changed will fulfill the needs for food not only to fulfill the daily needs but also to show the status they have. The second need (safety) covers the need of being protected, safe, needs of law, and the needs of free of fear.

The third need is the social need which refers to the need of being accepted as individuals so and not being lonely. Meanwhile, the need for esteem covers someone's self-confidence because of getting esteem from the environment and is more dealing with the standard of moral, social and religion. According to Sokanto (1981:133) as long as the society maintains appreciation among its members, it will become the layer systems of the society.

The last need, according to Maslow, is the need for self-actualization after the other four needs are fulfilled. It refers to the demand of being himself as a whole, based on his own capability to optimize his potential. Siagian (2015:148) ranks this need as the highest of Maslow's hierarchy.

Based on the observation done by the researcher, the teachers in SMA Negeri 1 Cluring also have various needs, from the physiology to the non-physiology. The more income that the teachers have because of having got the certificate has an impact on the teachers' life that can be seen from the lifestyle they perform. Some of them have been living luxuriously but some others have not.

The researcher chose this school as the context of the research because of the various lifestyles that the teachers have. Some have a simple pattern of consumption, some others have the hedonistic ones which can be seen from the teacher's performance and the means of transportation that they have. Meanwhile, the objective of this research is to know and analyze the consumption pattern of teachers in this school.

### Research Methods

This research was done step by step, from the planning of the research, determining the focus and the time to conduct the research, collecting, analyzing and presenting the data obtained. This is a descriptive research where the data was presented in the form of description of the research subject and the procedures followed the steps of the qualitative research.

This school was chosen as the research area because the teachers whether the permanent teachers or the non-permanent ones have the luxurious needs, from the means of transportation, clothes or the accessories they are wearing.

The informant was chosen purposively. Meanwhile, the data resources obtained from this research was classified into the primary resources which cover the permanent and non-permanent teachers and the supporting informants such as the family members and the secondary resources which include a table or simple chart used to do the cross check.

The data collection methods applied in this research include observation, interview, and documentation. The data was then analyzed descriptive qualitatively by applying the data analysis method provided by Miles and Huberman (1992: 18) that cover data reduction, presenting and taking the conclusion of the research.

### Result and Discussion

The result of the research show that the teacher's income varies depends on how long they have been teaching, the rank and status that they have obtained, and their allowance as well. Personal income is each teacher's salary, allowance and other income they have such as their working spouse's income. The data on the household income covering each individual's and spouse's salary of the teacher in SMA Negeri 1 Cluring Banyuwangi can be seen in table 1.

**Table1.** Household Income of Some Teachers in SMA Negeri 1 Cluring Banyuwangi

No	Informant	Personal Salary	Spouse's Salary	Total
1	KD	Rp 9.447.000	Rp 9.000.000	Rp 18.447.000
2	UA	Rp 11.481.100	-	Rp 11.481.000
3	AS	Rp 11.467.600	-	Rp 11.467.600
4	SH	Rp. 8.701.500	-	Rp 8.701.500
5	AM	Rp 11.185.000	-	Rp 11.185.000
6	PR	Rp 6.318.200	Rp 5.000.000	Rp 11.318.200
7	NB	Rp 2.900.000	Rp 20.000.000	Rp 22.900.000
8	SR	Rp 5.630.000	Rp 3.000.000	Rp 8.630.000
9	KA	Rp 3.585.000	Rp 1.400.000	Rp 4.985.000

The result shows that the teacher's income varies from the categories of high, average and low which depends on the personal income and other income such as the spouse's income or other income which is spent for the teacher's needs in a month. The needs covered in this research include the basic needs (physiology), safety, social care, esteem, and self-actualization.

The physiology needs that the teachers have to fulfill consist of the needs for food, clothes, and home. In this case, the respondents have differences because of the influence of the lifestyle, the income they have got and the environment. In term of food, Informant 1 (KD) and informant 5 (AM) put the quality and various types of food as the top priority. Even, they are often over in fulfilling this need which has a negative impact on their health. For both of them, this need is not based on how much the physic needs but it has become the need done to be socialized with their associates to maintain their

social status. In the observation, informant 1 (KD) mentions :  
 "..... every day, I spend Rp. 75.000 – Rp. 100.000 to buy the basic needs especially on meals, such as vegetables and the others. If I have to eat out, I have to spend more than Rp. 100.000. When I have to gather and eat out with my friends, I have to spend more than that. Totally, I have to spend Rp. 3.000.000,- in average just for the need of food." (KD, 48 years old)

The similar information was obtained from informant 5 (AM). During the interview, AM mentions:

"..... for the need of food, I often eat out because I live by myself at home. I have a helper at home, but I do not have a great appetite when I have to eat at home. However, I always have breakfast at home. For eating out, I usually spend Rp. 40.000 – Rp 50.000 every day. Meanwhile, for the meals at home, I have to spend Rp. 1.000.000 so that totally I have to spend Rp. 2.500.000 (quite expensive) each month and Rp. 500.000 to pay the helper. (AM, 49 years)

From the information obtained from those two informants, it was revealed that the pattern they have on the category of food belongs to the luxurious one because food variation becomes the most important priority for their daily life. Therefore, the consumption pattern for food is high although they live by themselves.

Meanwhile, informant 2 (UA) and 9 (KA) keep simple lives. They like eating at home compared with buying fast food provided in the restaurant. They do not various types of food either.

The second basic need (clothing) depends on the economy, job or even social status. It implies that a teacher having the low economy level, they will have simple needs for clothing, in terms of quality and quantity. Yet, it will be vice versa for those having the high economy level.

The third basic need is home. In common, all the informants have owned their own house equipped with adequate furniture and other facilities. All of them have got a bedroom, clean kitchen, living room, and a garage for their automobiles and motorcycle.

In term of education as one of the basic needs, every informant shows the different result. It depends on the number of children they have. Seven of the informants reveal that they have a need for their children's education, from elementary to the university which will influence the income they have to spend on education. Informant 7 (NB), the informant who has high demand on education, gives the following information during the interview.

"..... the first child is still pursuing his/her study in Udayana university majoring in veterinarian. NB has to spend Rp. 5.000.000 each month for his/her first son/daughter. NB should also spend around Rp. 1.000.000 for the second and the third child who is still studying in the elementary school." (NB, 48 years old)

From the interview, it was revealed that informant 7 had to spend much of the income on the need for education because the children are still going to university and elementary school. Besides, the first child is taking veterinarian which needs so much money. Furthermore, the university where the

first child is studying belongs to the favorite university located outside of town.

Besides the basic needs, the teachers in SMA Negeri 1 Cluring also need safety. Some teachers have got insurance, either for their children or for themselves. Some of the insurance mentioned is the insurance on health, scholarship, and teacher partnership. The preferred insurance agency is Bumi Putera and Prudential.

In term of insurance as the need for safety, informant 1 (KD) mentioned during the interview:

« so far I have joined some insurances. I have to spend Rp. 400.000 once in three months, insurance on scholarship for Rp. 1.576.000 each year and insurance on teacher partnership for Rp. 100.000/month. Insurance is important for my family. It can make me feel safe » (KD, 48 years old)

The result revealed that informant 1 (KD) has joined some types of insurance for his/her family. One of the insurance he/she is taking is Bumi Putra (AJB Bumi Putra, 1912).

The following need, after the need for physiology and safety, is social need which was observed from the need for social fund spent for social care. In term of the social need, all the informants spend around Rp. 200.000 – Rp. 500.000 each month if they do not have to spend the income for social need excessively. However, if they do, they have to spend some more of the income. This has become the need for all the informants because of the life in rural area where the people have more events for "tasyakuran" for wedding, circumcision, commemorating the dead ones, the children's birth, building a house and the others.

The next need is esteem need. The research revealed that most of the informants also need esteem which can be seen from the symbols showing the social status as a teacher. Those symbols are represented in the form of a house, style in their performance and means of transportation. In term of a house as the need of esteem, the informants' houses are equipped with facilities from television, space for doing sport, playing, studying along with the antique furniture. Besides, the social status is also represented by the private automobile own by the informants, the permanent teacher, and the non-permanent teachers. They do not only have an automobile but they also have more than one motorcycle. Each of the family members has one motorcycle for their own actions.

Self-actualization is also revealed by all the teachers in this school. The result showed that all teachers are given the same chance to join any training, workshop or seminar. These are all aimed at improving their professionalism which in turn will give contribution to the institution.

Besides joining some training, two of the informants, namely informant 3 (AS) and informant 5 (AM) pursued their study to get Master degree as one of the actualizations of their professionalism. In the interview, informant 5 mentions:

"..... I often join training, workshop or seminar on education. When I have time, I will join the training to get experience and for having self-development as a teacher. I also become the tutor of K13. I had got my master degree although it is not in line with my profession as a teacher. I majored in law for my master degree. However, it does not become a barrier to

developing my profession". (AM, 50 years old)

The higher the level of education is, it is expected that the informants' teaching competence will also be better to eventually give contribution to the institution. This data shows that the need for self-actualization has been fulfilled by the teachers in this institution.

The above information revealed that the pattern of teacher's consumption in SMA Negeri 1 Cluring varies from the luxurious to the simple one. This pattern is not only affected by the teachers' income, but also the number of family members, lifestyle or the number of needs that should be fulfilled. The higher a teacher's income is, the more needs the teacher has to fulfill. Lifestyle also has an impact on the pattern and can be observed from the style in the clothing they wear, the food they eat and type of means of transportation they have. However, there are also teachers who although the income is high but he/she maintains the simple pattern. It is because the simple lifestyle that the teacher maintains.

Meanwhile, the teachers who have low income have different pattern because of the low income that they have and the needs that have to be fulfilled. This condition makes the teachers earn some more money such as doing business.

The patterns of teacher's household consumption in this research was observed from the way the teachers fulfilled their needs which cover physiological need, safety needs, need for love and belongingness, esteem need, dan self-actualization. From the point of view of physiological need, teachers have a different pattern. Some have the simple pattern on the meals, some have the luxurious one. Ritche (in Hardiansyah & D. Briawan, 2005:157) economy is the most crucial factor in determining the quality and quantity of the family's meal. The more income that someone has, the more chance he has to buy some more various and nutritious meals. In line with this statement, Siagian (2015:189) claims that income is the most determinant factor on the quality and quantity of the meal. The more income someone has the better-qualified meal that someone can buy, along with fruit, vegetable and other variants of meals.

This globalization era tends to change someone's lifestyle including in fulfilling the physiological need for food. The objective of having meal is primarily to be able to survive. By eating something, our being starving is fulfilled. Yet, in reality, people do not eat to survive. Anderson (2005:97) claims that people are eating not only because of being hungry but also because of fulfilling satisfaction or for the sake of someone's prestige. Foster (1986:317) reveals that eating functions as a symbol (the concept of eating as being socialized). It implies that having the meal also has symbols, because in doing so people do not only eat to survive from being starving but also to maintain his prestige to the society because what someone eats can represent the identity of the people eating that meals. People will also feel happy and peaceful when they are eating with the loved one.

It also happens to teachers. Those who have changed their lifestyle tend to consume their meal not only to survive but also to show their status. It happens to those who often eat out in a restaurant, cafe or other places because buying meals

outside does not take time to prepare and is more satisfying. Besides, teachers like buying fast food provided in the restaurant because they are busy and does not have time to cook at home. It is supported by Sulistijani (2002:86) who states that being able to get fast food easily in the restaurant makes it easy to have various meals suitable for the taste and the purchasing power. Besides, the faster preparation and process is also suitable for the busy people.

Besides need for food, the other basic need that a teacher needs is clothing. Siagian (2015:148) mentions that the higher someone's social status, the bigger his need is on different types of clothing. Teachers belong to those having high income that will influence them on the pattern of clothing. Yet, there are also informants who do not wear glamorous clothing, not because of not having a high income, but because he/she has to manage the pattern of his/her consumption to fulfill his/her other needs as well.

Besides food and clothing as the basic need, children's education also has a positive relationship with the teacher's consumption expenditure. The expense on education, which belong to the non-physiological consumption, is one of the components of the total amount of teacher's expenditure. It implies that the higher the education is, the higher the consumption that a teacher has to expense. Rahardja & Manurung (2008:54) claims that the higher the level of the society's education is, the higher the level of their expenditure because of the number of the needs that they have to fulfill, not only on food and beverage, but also for the needs on information, and the other's recognition of their being exist which very often is larger than the expenditure on food and beverage.

Besides physiological need, the teachers in SMA Negeri 1 Cluring also need safety need. Some of the teachers having got insurance either for their families such as insurance on health, scholarship, and teacher's organization claim that it is crucial for the future. Abbas (2015:26) mentions that life insurance is beneficial for the society or for the individual. Those who do not yet have such insurance give the reason that their income is not yet sufficient for them to have ones and it cannot be available anytime.

The teachers in this school have also owned social need which is related to social care which has been internalized and becomes their culture. Soekanto (2006:104) states that the relationship includes the reciprocal influential one and the awareness to help each other. The example of this awareness is during the event of a marriage, the teachers always help the host to show their respect and care.

The next need that this research reveals is esteem need which can be observed from the symbols that the teachers have, such as the house and their means of transportation which belong to the luxurious one. It is in line with what Siagian (2015:157) claims that the higher someone's rank and status are, the more symbols they will perform to be accepted by their surroundings.

The last need being discussed in this research is self-actualization which is represented in the form of training or pursuing the study given by the school to improve the

teacher's professionalism. Hadikusumo (2013:214) states that education is the prerequisite to improve someone's life. In term of education, Schultz (2010:86) claims that education is one of the human being's investment.

Because of the income that they earn and the goods quality that shows the teacher's social status, teachers maintain the pattern of high consumption expenditure. Yet, some cannot provide those needs for the family. In line with this condition, Soekartawi (2002:132) explains that someone's income influences the number and the quality of goods being consumed.

Gerts (1981) categorizes the Javanese people into three, namely: santri, abangan, and priyayi. Teachers belong to "priyayi" because the society thinks that teachers have higher social rank or are often called the noble ones. Aristoteles (1995) categorizes teachers into "the very rich" class (along with the noble family, landlord and the officers), besides the other categories, namely: the rich class (merchant, farmers) and the poor one (labor).

### Conclusion

The result of the data analysis revealed that the teacher does not only earn money from the salary, but also from other sources such as the spouse's salary or from the money they earn from harvesting. They spend the income on their physiological need, safety needs, social need, esteem need, and self-actualization. The amount of money that they earn and the individual needs they have makes it different for each teacher to manage the income so that the way they spend the income will also be different.

The teachers in SMA Negeri 1 Cluring have a different pattern of consumption expenditure depending on the factor of income, the number of family members, lifestyle or the number of needs have to be fulfilled. The more the income, the more needs, and lifestyle the teachers have influenced the pattern of the teacher's expenditure. However, there are also a few teachers having the high income but maintain simple expenditure because of their simple lifestyle.

Meanwhile, the teachers having low income have a different pattern of consumption expenditure because of the low income and the number of needs need to be fulfilled. It thrusts them to earn some more besides the salary or other business.

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