

## ABSTRAK

**Safira Dwiputeri Prameswari, Penyalahgunaan Kartu Jakarta Pintar Plus (KJP Plus) bagi Perilaku Konsumtif Siswa SMP Negeri 97 Jakarta. Skripsi. Jakarta: Program Studi Pendidikan Ilmu Pengetahuan Sosial, Fakultas Ilmu Sosial, Universitas Negeri Jakarta, 2020.**

Penelitian ini bertujuan mendapatkan data empiris tentang penyalahgunaan Kartu Jakarta Pintar Plus (KJP Plus) bagi perilaku konsumtif siswa SMP Negeri 97 Jakarta. Metode penelitian yang digunakan adalah metode deskriptif dengan teknik pengumpulan data melalui metode observasi, metode kuesioner, metode wawancara, metode dokumentasi, dan metode studi kepustakaan. Populasi dalam penelitian ini adalah semua siswa SMP Negeri 97 Jakarta yang mendapatkan Kartu Jakarta Pintar Plus (KJP Plus). Populasi terjangkau di SMP Negeri 97 Jakarta sebanyak 631 orang. Sampel yang digunakan *Purposive Sampling*, berdasarkan teknik penentuan sampel dengan pertimbangan tertentu sebanyak 60 orang. Hasil penelitian ini menunjukkan bahwa siswa penerima KJP Plus melakukan penyalahgunaan KJP Plus dan menimbulkan perilaku konsumtif dengan menggunakan dana KJP Plus untuk membeli berbagai sepatu, tas, baju bahkan *smartphone* untuk memenuhi keinginannya yang tidak sesuai dengan kebutuhan sekolah, bahkan sedikitnya ditemukan penyalahgunaan KJP Plus yang juga dilakukan oleh orang tua siswa.

**Kata kunci: Penyalahgunaan, KJP Plus, Perilaku Konsumtif**

## ABSTRACT

**Safira Dwiputeri Prameswari, Misuse of the Jakarta Smart Plus Card (KJP Plus) for Consumptive Behavior of Jakarta 97 Middle School Students. Thesis. Jakarta: Social Sciences Education Study Program, Faculty of Social Sciences, Jakarta State University, 2020.**

This study aims to obtain empirical data about the misuse of the Jakarta Pintar Plus Card (KJP Plus) for the consumptive behavior of Jakarta 97 Junior High School students. The research method used is descriptive method with data collection techniques through observation, questionnaire methods, interview methods, documentation methods, and literature study methods. The population in this study were all students of SMP Negeri 97 Jakarta who received the Jakarta Pintar Plus Card (KJP Plus). Affordable population in SMP Negeri 97 Jakarta as many as 631 people. The sample used was purposive sampling, based on the sampling technique with certain considerations as many as 60 people. The results of this study indicate that KJP Plus recipient students abuse KJP Plus and cause consumptive behavior by using KJP Plus funds to buy various shoes, bags, clothes and even smartphones to fulfill their desires that are not in line with school needs, even at least found KJP Plus abuse also done by parents of students.

**Keywords: Abuse, KJP Plus, Consumptive Behavior**