INTISARI

Penelitian ini bertujuan untuk mengetahui bagaimana Perilaku Konsumen pembeli dan pengguna *cosplay* di Surabaya. Jenis penelitian menggunakan riset deskriptif dengan menggunakan 10 elemen Perilaku Konsumen yaitu *who is the buyer, what they buy it, why they buy it, when they buy it, where they buy it, who influence in their buying, how often they buy it, how often they use it, how they evaluated it after the purchase, how they dispose it.*

Penelitian ini menggunakan pendekatan kualitatif. Jumlah sampel yang digunakan sebanyak 100 orang dengan menggunakan teknik pengambilan sampel yaitu *convenience sampling*. Untuk menjawab masalah penelitian maka metode pengolahan data yang digunakan dalam penelitian ini adalah distribusi frekuensi, diagram batang, dan dan tabulasi silang.

Hasil penelitian ditemukan bahwa konsumen *cosplay* di Surabaya dengan jenis kelamin perempuan lebih banyak dari laki-laki, mayoritas konsumen berusia 19-21 tahun, berpendidikan terakhir SMA/sederajat dan berprofesi sebagai mahasiswa. Karakter *cosplay* paling favorit adalah *manga, anime, game* dengan rata-rata harga sebuah *cosplay* Rp. 300.000,00-Rp. 1.000.000,00. Alasan utama membeli *cosplay* karena hobi dan dibeli saat akan ada *event* atau *project*. Konsumen melakukan pembelian karena dorongan dari diri sendiri, dan biasanya memesan di penjahit. Dalam 2 tahun terakhir, mayoritas konsumen telah membeli dan menggunakan *cosplay* kurang dari 4 kali dan mayoritas merasakan kepuasan. Konsumen akan mengkoleksi *cosplay* tersebut jika merasa bosan.

Kata kunci: *cosplay,* Perilaku Konsumen, riset deskriptif, *convenience sampling*

ABSTRACT

This study aims to determine how buyers and users of cosplay Consumer Behavior in Surabaya. This type of research use descriptive research using the 10 elements of the Consumer Behaviour, consists of who is the buyer, what they buy it, why they buy it, when they buy it, where they buy it, who influence in their buying, how often they buy it, how often they use it, how they evaluated it after the purchase, how they dispose it.

This study used a qualitative approach. The number of samples consist of 100 respondents and for the techniques is using convenience sampling technique. To answer the research problems of data processing methods used are frequency distributions tables, bar charts presentation, and cross tabulations.

The research found that the female cosplay consumers in Surabaya more than men, the majority of consumers aged 19-21 years, the last high school educated and worked as a student. The most favorite cosplay characters are manga, anime, games with an average price of a cosplay purchased Rp. 300 thousand until 1 million. The main reason to buy cosplay because cosplay is a hobby and would purchased if any events or project will be held. Consumers make a purchase because of the encouragement of self, and usually order at the tailor. In the past 2 years, most consumers have been buying and using less than 4 times the cosplay and the majority feel the satisfaction. Consumers will be collecting these cosplay if feel bored.

Key words: cosplay, Consumer Behavior, descriptive research, convenience sampling technique.