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Visualization of Prestige in Hedonism Lifestyle in the Dance Work "ZoM" with Dramatic Dance Type

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Abstract: ZoM's dance work is a dramatic dance work that reflects the consumptive lifestyle (hedonism) of Gen Z due to the influence of prestige in meeting the needs of social status. Gen Z born between 2001-2012 is known as a digitally native generation who is critical, independent, and innovative, but also close to a consumptive lifestyle. The focus of the content in this work refers to the theory of prestige by Sumarsono (2002) and the hedonistic behavior of Gen Z, while the focus of form uses dramatic theory by Smith, which highlights the dramatic atmosphere in the context of shopping activities in the Mall. The creation of the work uses the construction method I by Jacqueline Smith through the process of visual stimulation, ideation, exploration, improvisation, and refinement. This work consists of 7 scenes with 25 various movements, 30 floor patterns, and properties in the form of *double triangles*, box frames, and *standing mirrors*. Makeup and clothing are chosen according to the current style of Gen Z with bold and contrasting colors, as well as *Music Instrument Digital Interface* (MIDI) as accompaniment. ZoM is symbolically presented within the scope of a *shopping mall* and offers aesthetic ideas and social criticism of the phenomenon of prestige that triggers consumptive behavior in Gen Z, through visual, dramatic, and contemporary approaches.

Keywords: ZoM, dramatic dance, Gen Z, hedonism lifestyle, prestige

1. INTRODUCTION

Generation is a Social construct that Inside There is a Group of people who have the same age and historical experience. Each generation has different habits according to the times. Generation groupings emerged in the world of work based on human resources. Unique character according to the social and economic Conditions or the Battle of the Generation Millennials Far from the Battle of the Word modern. Generation Millennials have a Simple Character, are well-educated, have a rich generation, and have good behavior. Generation Terms Millennials First Time triggered by Willian and Neil. According to your him, the Battle of the millennial is a person born in 1980-2000. In contrast to Generation Z who were born after the millennial, those who belong to Generation Z were born around 2001-2012. Generation Z is a native of the modern era with cultural influences Western which has an impact on socializing and consumptive lifestyles. They choose to spend their free time having fun in a way that *nongkrong*, *jalan-jalan*, dan *belanja*.

Designation "*Squirt* " or Sightseeing Activities in Mall Family the Battle of the it. Activities the Prophet Muhammad is usually Done when *Squirt* is just a walk, playing in *playzone*, watch cinemas, and



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shopping. *Mall* It is a large building, covered with more than one floor with an area of at least 9200 m². Play characteristics *Shopping Mall* is a Shopping mall under beach roof or beach stop (Levy & Weitz, 2009). *Mall* filled the battle of the different types of retail or stores in one compact structure, where a number of vendors independent or A wide range of shops the Battle of the a variety or fire, between beach store and another is connected by a circulation line with the aim of making it easier for visitors to walk from one store to another. *Shopping Mall* concentrate and rationalize the time and activities of the community, so that *Mall* It becomes a center of social activity and acculturation, a place for the formation of self-image and existence, a source of knowledge, information, values, and morals at the same time. *Mall* has a function not only as a shopping center, entertainment facilities are increasingly dominant, from cinemas, fashion, foodcourt, children's playground, exhibition hall, fitness, until meeting room also available. No wonder if *Mall* kini menjadi populer. Piliang (1998:216) stated that *Shopping Mall* has developed into a lifestyle formation.

Lifestyle is a person's clothes that correspond to the development of the times or actions that distinguish one person from another, which function in interactions in ways that may not be comprehensible to those who do not live in modern society. One of the dimensions of a person's lifestyle is interest is the battle of the object or an event, or topic in a degree of excitement that accompanies special or constant caution going forward. *Interest* can be in the form of likes or hobbies in the consumer's life (Mandey, 2009:93). Lifestyle forms according to your Chaney (in the journal Fauzan Derianzah Praja and Anita Damayanti 2013:187) among others, including lifestyle, lifestyle advertising, *Public Relationships and journalism* lifestyle, independent lifestyle, and hedonistic lifestyle.

There is one phenomenon related to lifestyle in the era or Modernity, the Battle of the phenomenon is called Hedonism. Beach or the battle of the Lifestyles Hedonism it can be seen in the shopping style, buying less important items in order to look luxurious and popular. consume luxury and popular items are consumptive behaviors with hedonistic lifestyles because their needs are always wanting something that is trendy. According to your Susianto (Rianton, 2012) explains that a hedonistic lifestyle is a lifestyle that direct its activities your seek the pleasures of life and activities it is in the form of spending time outside the home, playing more, enjoying the hustle and bustle of the city, enjoying buying unnecessary items, and always wanting to be the center of attention. A person is said to adhere to a lifestyle hedon when the person does physical activity in the form of pursuing modernity and spending a lot of money and time.

Hedonism in the battle of the era or modernity experienced by Generation Z has become synonymous the battle of the them. The ability that has not been maximized in controlling themselves, namely not being able to be wise in using money, not being able to control themselves when associating with others and not being able to be wise in facing the changing times, indicates that they still have low emotional intelligence. Compliant your the battle of the opinion Nofsinger (2005), that a person's psychological

factors, namely emotions, are able to influence financial decisions and financial markets. Lifestyle is considered as an identity and recognition of a person's social status which is clearly seen from his behavior that always follows developments as the main part for fulfilling daily life needs, even lifestyle is more important than basic needs. According to popular opinion, teenagers born into Generation Z prefer to spend time visiting entertainment centers and being active on social media and tend to be consumptive and waste money. Clothes or visiting Mall It can be said that it has become a lifestyle that leads to Hedonism because it considers that people will be happy by seeking as much happiness as possible and trying to avoid painful feelings.

A social style that tends to adjust to being late is done just to gain social recognition. For the sake of or this Recognition, they can behave Hedon and Luxury Lifestyle. The majority of teenagers in Generation Z are very susceptible to the influence of advertising, the influence of conformity, extravagance, and have an unrealistic sense of using their money for mere hobby or pleasure and it could be because of the desire to show that they can also follow trends. This makes needs not a priority for them so that it will have a negative impact on their lives, for example the economy or finances that are deteriorating. Those who have a hedonistic lifestyle will not be satisfied with what they have, because the trending items will continue to change over time. Behave consumptive and have a healthy lifestyle Hedon can result in a person experiencing anxiety and insecurity. This is because individuals always feel that there is a demand to buy the goods they want, but purchasing activities are not supported by adequate finances, this happens because of a feeling of prestige.

Prestige is the battle of the location where someone feels Proud consume specific goods or services. Everyone is normal and needs self-esteem and respect for their environment. According to your Atmodjo 2012 in the battle of the journal (Wibowo & Riyadi, 2017) the higher a person's status and position, the higher the need for self-prestige. Lifestyle has a positive and significant effect on adolescents' consumptive behavior, it is concluded that it is and then there' luxury and Hedonism the battle of the Lifestyle or teenagers Will increase their consumptive behavior. Similarly, the attitude of prestige will increase as the lifestyle becomes more luxurious. The effect of the nature or prestige makes it necessary your consume not stuart on need, Goal only on pleasure and even tends to be excessive. According to the theory expressed by Sumarsono (2002), consumer behavior is represented by indicators related to the dimension of purchasing behavior based on emotions, which include purchasing behavior based on social acceptance and recognition or peers, self-esteem, prestige, maintaining appearance, price promotion, and the form of commodities. Some of the feelings of prestige that most teenagers have, for example, the prestige or not shopping and mall, prestige tenderloin and goods branded, prestige does not follow trend, event prestige because it is unpopular. The number of advertisements scattered in the battle of the media online and the battle of the discounts offered death they even more reluctant to buy what they want just to meet their

lifestyle hedon. Different types of discounts offered, e.g. month-end discounts or twin-digit discounts for example (October 10 or 10.10), *flash sale* free of charge *squirt*, *voucher*, *buy 1 get 1*, and so on. Discounts have an effect on the number of purchases they make and have a significant effect on adolescents' consumptive behavior. The positive impact they get is having high confidence and knowing many friends while the negative impact can harm others, for example, borrow money to his friends just to meet the needs of the lifestyle that he Hedon.

Living in luxury for the sake of social recognition and popular status can give rise to feelings of happiness for Generation Z teenagers because they are considered successful in following the existing trends. Having fun by spending money on activities in the form of sightseeing, watching movies, eating at well-known restaurants, or shopping for goods at *famous brands* that are often called "*ngemall*" seems to be a must-do activity. As one of the teenagers who belongs to Generation Z who has a consumptive lifestyle and lives in an urban environment with many modern shopping malls (*Shopping Mall*), hanging out with fellow teenagers who have the same pleasure in "*ngemall*" activities, especially for shopping for trending goods, do not see the usefulness of the goods purchased, and buy goods only based on the brand. Teenagers who have a hedonic lifestyle with the sole goal of pursuing popularity will never feel satisfied with what they already have and tend to have a sense of prestige. This has sparked the interest of choreographers to visualize the activities of "*mall*" Generation Z by linking the phenomenon of hedonism to the choreography.

From the background conveyed, the focus of the work emerged which consisted of the focus of the content and the focus of the form. The focus of the content in this dance work is the feeling of prestige and hedonistic lifestyle behavior of Generation Z which is reflected in their shopping activities. While the focus of the form in this work is a type of dramatic dance that highlights the atmosphere and dramatic designs of shopping activities in the mall.

The purpose of this dance work was created is to visualize the prestige and hedonism lifestyle of a Gen Z in the form of dramatic dance and can describe the visualization of prestige in ZoM's dance works. In addition to having this purpose, ZoM's dance works can benefit dancers by finding new things in making movements and adding experience in the process and becoming a forum for appreciation for the audience.

Operational definition is the unification of opinions about something that can be observed so that there is a common perception between the writer and the reader.

1. Visualization

Visualization is an attempt to describe a certain purpose into a form of information that is easy to understand through images.

2. Prestige

Prestige is a feeling of discomfort that arises when a person feels embarrassed or worried about another person's view of themselves.

3. Hedonism Lifestyle

Hedonism is a lifestyle that directs its activities to seek the pleasure of life in the form of spending time outside the home, playing more, enjoying the hustle and bustle of the city, enjoying buying unnecessary items, and always wanting to be the center of attention.

4. Dance works

Dance work is an artistic activity carried out by choreographers using motion media in its realization through supporting elements of dance composition.

5. ZoM

"Z" comes from Gen Z while "o" means on, and "M" is Mall. ZoM is interpreted as a description of "*ngemall*" activities with a hedonic style and high prestige inherent in Gen Z. In choosing the title of this dance work, the choreographer was inspired by one of the *high-brand names* because it is considered attractive and more modern.

2. METHOD

According to Smith in his book entitled Suharto's *translation of Dance Composition*, it is said that there are five stages in the construction method, as a prelude to creating a dance work, it is necessary to carry out construction method 1, namely initial stimulation, determination of the type of dance, determination of the mode of presentation, improvisation, evaluation, selection, refinement, and motif. After the creation of the motif, then it is possible to carry out the construction method 2 (from motif to composition, construction method 3 (from motif to group composition), construction method 4 (from motif to phrase, section, type of form) and construction method 5 which consists of motif, repetition, variation and contrast, climax and protrusion, proportion and balance, transition, logical development, unity (Smith, 1985:20).

In the process of creating ZoM dance works, construction method 1 is used as a foothold for the steps to create a dance work.

1. Theme

In this dance work, the choreographer is interested in the high lifestyle that tends to give the impression of luxury that occurs in Generation Z. This is a provision to realize a dance work with the theme "Hedonism". One of the causes of a person becoming hedonistic is the beginning of a sense of prestige because of the fear of falling behind the trend. The choreographer took this theme because he saw and experienced the same conditions so that it caused an interest in visualizing the feeling of prestige by associating the phenomenon of hedonism.

2. Title and Synopsis

"ZoM" is the title of the dance work chosen by the choreographer which has the completeness of each letter and has a meaning and continuity with the concept of the dance work to be performed.

"Z" comes from Gen Z, which is as a perpetrator who has a hedonic lifestyle, the "o" in English is on which means on, "M" is a mall which is a place to carry out hedonic activities by spending time for mere pleasure, for example shopping at various *high brand stores*.

"The squeaky of undeniable facts
What others see is just an impression
Pleasure, arrogance, and the shadow of the ego wrap
around the soul, hiding the truth
What is it for? No one knows
What happens inside is only for a pseudo-image"

The synopsis of this work reveals directly the concept issue, that this work visualizes the sense of prestige in Gen Z due to the influence of a hedonic lifestyle.

3. Type of Work

This work uses a type of dramatic dance which means that the ideas to be communicated are very strong and have allure, dynamic and full of tension. This type of dramatic dance focuses on an event or atmosphere that does not tell a story. In *working on ZoM* dance, choreographers approach the style or way of behaving of a Gen Z due to the influence of hedonism lifestyle, therefore the selection of movements in dance work is adjusted to the concept through strong visual symbols and can convey the intention appropriately.

4. Dramatic Design and Presentation Mode

ZoM's dance works use a dramatic design formed with a double cone which means it has two climaxes, which start from a low climax then rise to a high climax and end with an anti-climax. The design in this dance work emphasizes the sense of prestige that arises due to the influence of a hedonic lifestyle.

In the creation of this dance work, a presentation mode was used with a tendency to symbolic fashion to express the intention in accordance with the concept of cultivation, namely the high feeling of prestige that Gen Z has due to the influence of a hedonist lifestyle.

5. Dancer

In the selection of dancers in this dance work, the choreographer sees the body in realizing agile and powerful movements. These movements are considered synonymous with Gen Z characters who tend to move nimbly and are willing to spend their time for pleasure only. The choreographer used seven female dancers with the same posture because the choreographer saw the similarity of body and the ability to move nimbly according to the concept of work.

6. Technique

In dance, technique is understood as a way to work on the entire process, both physical and mental, that wants dancers and choreographers to realize their aesthetic experience in a dance composition (Hadi, 2012:49). The techniques used in *ZoM's* dance work include, namely, *body contact*, *body roll*, and *body wave*.

7. Style

The style in this work is adjusted to the movement techniques mastered by the choreographer. The movements used by the choreographer are movements that symbolize the extravagant style of a teenager with a hedonistic lifestyle. The choreographer will use wave gestures and shocks produced from several angles of the dancer's body so that it requires more agility and energy. This is the background of the choreographer in making movements, such as wavy gestures are movements

that lead to the *style of jazz dance* and then will be combined with flowing movements that are in the direction of contemporary dance styles. This style will later be used by choreographers to create something unique and interesting and have a new impression on this work.

8. Technical Internship

The performance technique in this work uses a proscenium stage that displays an overview of several interior designs of the Mall in the hope of visualizing the hedonistic lifestyle activities carried out by Gen Z. In this work, the use of multi-functional properties can be formed into tables and *mannequin* boxes which are visualized to be able to create a stage atmosphere like the atmosphere in the Mall. The light settings used in this work are a game of *food lights*, Par LED, LED, fresnel, and spotlights that will be adapted to the atmosphere in the working scenario to create a dramatic effect in each scene and form offered.

9. Makeup, Hair, and Fashion

The makeup used in the dance work "ZoM" is a makeup that is not difficult but is more emphasized on the selection of *eyeshadow colors with a smokey eye style* and a *striking lipstick* color because it is adapted to the narcissistic Gen Z. A touch of dark brown and black colors and a splash of glitter give a firm impression on the eyes in the *smokey eye eyeshadow style*, in addition to eyebrows drawn with fibers and *Lipstick* made by ombre in red (on the inside of the lips) and black (on the outside or line of the lips) is visualized to clarify the character and expression of the dancers.

The shape of the hairstyle adjusts to today's style, namely wave bangs, meaning the style of bangs with a modified curve shape according to their respective creativity.

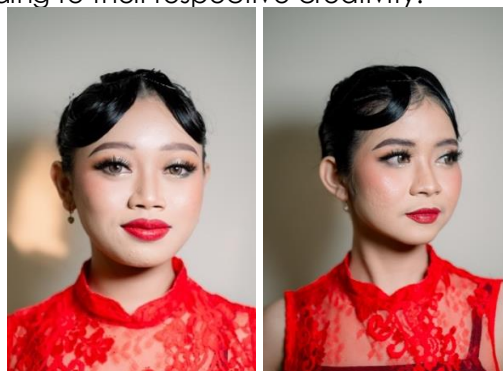


Figure 2. 1 Makeup and Hairstyling

In the ZoM dance work, the dancers use clothes made from red santili brocade with a *long dress* model with the left hemisphere to the upper thighs, as the inside of the dancers also use black tank tops and shorts, at the neck a short white scarf is tied.



Figure 2. 2 Fashion Styling

10. Settings and Properties

In dance works ZoM using three types of property forms, namely *Double triangle*, multi-function box frame, and *Standing Mirror*. *Double triangle* is a triangular-shaped hanging property that is stacked at a distance with fluorescent lights in it, the description of this property is used by the choreographer to reveal about three human points of view, especially in looking at the phenomenon of hedonism, multi-functional boxes that are explored to the shape of a table with an image of one of the interiors in the mall, and *Standing mirror* is a property used to create a sparkling effect as a symbol of hedonism.



Figure 2. 3 Settings and Properties

11. Musical accompaniment

The accompaniment in ZoM's dance works presents music that must be based on the view of the arrangement of the accompaniment and the intention of the dance arranger so that it can support the accompaniment (Murgiyanto, 1983:45). Music cultivation using technology that uses software to create or transform existing music packaged into new music. The accompaniment created can come from several musical instruments that are played directly or through the use of software technology on a computer which is commonly called *Musical Instrument Digital Interface (MIDI)*. In the dance work "ZoM" the composer uses *Studio One Pro* software to create musical accompaniment.

3. RESULTS AND DISCUSSION

3.1 Results

Creation Process

1. Early Stimulation

Early stimulation is something that can arouse thoughts, enthusiasm, and encourage activity (Smith, 1985:20). As a beginning of creation, choreographers use visual stimulation and ideological stimulation. Departing from visual stimulation, the choreographer is stimulated to criticize what issues are underlying so that it becomes an ideological stimulus. The development of the times and the advancement of technology in the urban sphere with various types of places with contemporary styles and the existence of advanced features available in *gadgets* encourage Gen Z to be more realistic. This makes Gen Z with a high sense of prestige due to a hedonistic lifestyle.

2. Exploration

Exploration is the definition of an experience of exploring motion to produce a movement technique (Hawkins 2003). Exploration is an imaginative thought that concerns creativity that will create movement in a new style and produce the choreographer's signature characteristics. Before choosing a movement, the choreographer starts with an exploration of the movement and tries to develop the movements that the choreographer and dancer have acquired as a bodily memory. The search for movement carried out by the choreographer in the widest possible exploration process is by responding to body space. In the exploration, the choreographer found several movement techniques, namely *body contact*, *body roll*, and *body wave*.

3. Improvised

Improvisation is the definition of spontaneous or direct experience of trying or looking for possible movement techniques obtained during exploration (Hawkins 2003). Improvisation is the creative effort of a dancer to respond to a situation or atmosphere that is happening but the resulting movement still has control over the form. Each variety of motion produced at the exploration stage is developed from the aspect of energy, space, or tempo, and its rhythm so that it produces many kinds of movement. In the process of creating *ZoM dance works*, the dancers' improvisation is needed in certain parts to give a stronger impression and emphasize the symbols that want to be shown.

4. Training and Composition

Composition is the process of compiling movements obtained during the exploration and improvisation process. The final stage in the process of creating dance is composition (Hawkins 2003). The choreographer selects several movements and then assembles them in sequence to get a clear flow through the composing process by combining various movements which are then assembled into a complete set of movements. *ZoM's* dance work is one of the dance works that does not tell a story but still has a flow. The choreographer

arranges the entire series of movements well so that the intention offered can be conveyed to the audience.

5. Analysis and Evaluation

Evaluation is the assessment, selection, and formation of movements that are arranged both technically and in form. This stage is carried out by the choreographer when they have passed the exploration and improvisation stage that has been recorded during the rehearsal process, then a correction process is carried out with a team of dancers that allows them to be open to giving advice to each other. The choreographer shared with the supervisor to discuss the work to build this work better.

6. Selection and Refinement

The stage of refinement in the creation of dance works is through the stage of selection and refinement. At this stage, the choreographer will improve the results of the analysis he did when evaluating the movement and present someone to *share* about the work in this work. Therefore, the choreographer can select the parts that need to be refined and developed. This stage is the final stage in the creation of a dance work.

Description of the Work

1. Content description

ZoM's *dance work* is a new dance work created in a dramatic dance form that has content about the expression of the sense of prestige that gen z has due to a hedonistic lifestyle. The choreographer's interest in choosing the content in *ZoM's dance work* began from the phenomenon of a hedonistic lifestyle that occurred in the immediate environment and then interpreted in the form of a sense of prestige. ZoM's dance work is revealed through several theories including general guidelines and lifestyle theories to find out the causes and effects of gen z hedon lifestyle and are used as a reinforcement in the foundation of content. Choreography theory, *body contact techniques*, *body waves*, and *body rolls* also help in the realization of concepts that have been raised into a dance work. ZoM's dance works are expressed descriptively through the sequence of atmosphere, movement, musical accompaniment, floor patterns, makeup, hair and clothing, property, setting, and lighting. The following is the flow of the work described descriptively.

Scene	Motivation	Atmosphere	Lighting	Duration	Information
Introduction	Same (tendency to force)	Flat	Black Out, LED Double Triangle Property	1 minute	All dancers stand upright facing the front with a position under the double triangle then perform a variety of upside ting-tung movements with the same

					aspects of space, time, and energy. Dancers move together according to motivation in the working scenario in order to strengthen the atmosphere offered
Contents 1 <i>Narcissistic syndrome</i>	Attitude and style want to look different and always want to be the center of attention	Happy	BY LED	2 minutes	The dancers moved swiftly and strongly with coquettish, coquettish energy and were very happy, then six dancers came out with a fashion show-like attitude, one dancer walked with the same attitude to the right corner followed by their own movements with self-centered motivation
Contents 2 SLR	Gen Z's inner conflicts in the face of popularity competition	Confused and anxious	PAR LEDs, Food Lights and Spotlights	2 minutes	It began with one dancer moving towards the glass, followed by two dancers running from the sidewing, then two dancers performing body contact techniques. One dancer was out,

					followed by two dancers who moved strongly with the motivation of bounce.
Climax 1	Selfishness, arrogance, and arrogance due to the influence of high lifestyle demands	Fluffy	BY LED	3 minutes 20 seconds	One dancer kicks the table from the right side and then moves on the table with the prefix of sitting motion. The dancers on the stage move based on timing, then continue to move together and there are some parts that require a break. In this scene, the dancer's movement power is used as a symbol to bring out the value of selfishness in question.
Contents 3 Extravagance	Keep having fun for the sake of your satisfaction	Free and happy	PAR LED and Food Light	1 minute	The movement of all dancers by following the tempo of the music and performed with happy expressions and gestures, free while still responding to the presence of the property that is already on the stage.
Climax 2	Loss of identity due to high feelings of prestige	Despair Quiet Lonely	PAR LED, Food Light	2 minutes 40 seconds	T-shirt dancers with choreography breaking

					motion and increased movement speed (jump-turn-fall-back standing) various movements are performed repeatedly, as well as high and low level games
Anti Climax	Continue to act as if you are always the center of attention	Struggle	PAR LED and Spotlight	1 minute	One dancer enters the box and then moves the repetition with the motivation of rebellious movements and wanting to be free

Based on the description of the content of ZoM's work in the table, there is an explanation of each scene associated with the nisi, form, and technique in ZoM's dance work. The choreographer analyzes and considers the form of symbols implemented through supporting elements in ZoM's dance works such as fashion, property and setting, as well as musical accompaniment. Symbols that are manifested through supporting elements have motivations and images that have been considered to match the original form and consider from the point of view of the dominant audience who are ordinary people.

4. CONCLUSION

The phenomenon of a consumptive lifestyle inherent in Generation Z is a manifestation of the development of the times that are full of digital influences and modern culture. As a generation born between 2001 and 2012, Gen Z is known as a digital native who is critical, independent, innovative, but also vulnerable to consumptive behavior (hedonism) driven by the need for social image or a sense of prestige. The mall becomes a symbolic space in the representation of consumptive behavior, where shopping activities are often not based on real needs, but for the fulfillment of social status.

ZoM's dance work is present as an artistic response to this phenomenon, raising the issue of prestige as one of the triggers for the hedonistic lifestyle of Gen Z. Through the dramatic dance approach and construction method I from Jacqueline Smith, the choreographer arranges visual, musical, symbolic movement, and performance techniques that are in harmony with the context of the generation and the era of modernity. Visual and dramatic symbols are presented to reinforce the message that is to be conveyed: that the consumptive lifestyle is not a solution to identity, but a reflection on the crisis of values and self-control.

Thus, ZoM not just a dance performance, but a medium of expression that is able to build collective awareness about the importance of being wise in dealing with the consumptive culture and hedonism that is rampant, especially among Generation Z..

AUTHOR CONTRIBUTIONS

This final project is a work created by the author that is compiled with reference to theories, data, and creative processes that are relevant to the field of study pursued. In the process of compiling this work, the author received a lot of help and guidance from various parties. Therefore, on this occasion the author would like to express his deepest gratitude to:

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