

Decluttering to Increase Authentic Happiness In Individuals with A Consumption Lifestyle

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ABSTRACT

The increase in consumptive culture is in line with the view of materialism (materialism happiness), which makes the property the main goal and source of happiness, thus encouraging impulsive buying behavior. The number of items collected at home can cause various negative impacts, as well as a false and temporary feeling of happiness. This condition is contrary to the concept of happiness from Martin E. P. Seligman which states that happiness should be authentic, cover all aspects, not temporary, not partial and emphasize the values of goodness. This study aims to determine the effect of decluttering to increase authentic happiness in consumptive people. This study used a quasi-experimental method of pretest-posttest one-group design with purposive sampling as the subject. Subjects consisted of 15 people, boys, and girls aged 17-21 years who had moderate to low levels of happiness and had moderate to high consumptive lifestyles. Decluttering was conducted 7 times through online and offline media. The data collection method used observation, interviews, and the Authentic Happiness Inventory scale with a reliability of 0.890. Analysis of quantitative data using the Wilcoxon Signed Rank Test obtained a p-value of 0.016 ($p > 0.05$), so it can be concluded that there was a significant increase in happiness after the subject did declutter. The results of the qualitative analysis show that decluttering can help the subject feel a variety of positive emotions, focus on the activities being carried out, the emergence of positive relationships with those around them, be more grateful, and hone creativity.

Keywords: authentic happiness, consumptive, decluttering

Introduction

Happiness is human nature. Happiness is a basic emotion that affects physical and mental health. Setiadi (2016) states that happiness is the goal of activity and effort. Humans will try various ways to be happy. Research result shows that being happy is associated with an improved quality of life (Ambarita, 2019). Happy individuals will respond positively to various things in their lives. Happiness can be interpreted as a sense of pleasure and satisfaction with something that is considered noble. Happiness is related to feelings (affects) on emotional experiences and refers to human psychological functions that can run well (BPS, 2017). Several studies have stated that happiness is related to well-being and is identified with the concept of authentic happiness (Rusdiana, 2017).

Authentic happiness or true happiness is a concept from Martin E. P. Seligman which is currently widely discussed in the field of positive psychology. In contrast to other definitions of happiness, authentic happiness includes all aspects, is not temporary, not partial, and emphasizes the values of goodness. Authentic happiness is a good feeling that arises because of goodness and everyone has the right to that happiness (Usman, 2017). However, in the process of achieving

happiness, humans are often trapped in a dilemmatic situation, doing various ways without considering the consequences and causing problems (Rusdiana, 2017).

One of these phenomena can be seen from the increase in consumptive behavior and the view of materialism (materialism happiness) in society. According to Ditasari (2014), this view makes the property the main goal in life and as a source of happiness. Individuals will focus on efforts to accumulate possessions and lead to compulsive buying tendencies. Judging from the happiness index of the Indonesian people in 2017, the largest percentage that affects happiness is satisfaction with household income, amounting to 34.80%. It can be seen from the high consumptive behavior in shopping (Abadi et al., 2020). The high level of consumptive behavior can also be seen from the 2018 World Bank research global data. Economic data sets US consumer spending per capita as the highest globally. Then in DBS bank data in "Indonesia's Consumers Market," the ranking of Indonesian household consumption outperformed ASEAN countries with a total of Rp. 8400 trillion for a year in 2018 with the percentage of spending on food products 49.5% and other than food 50.5% (Ariyanti, 2019).

Consumptive behavior is excessive consumption to fulfill mere pleasure without calculation and prioritizes desires over needs (Abadi et al., 2020). In line with research result, consumptive behavior is using goods or services excessively, wastefully, based on pleasure rather than needs, and can be referred to as an excess lifestyle (Mustomi & Puspasari, 2020). The happiness you feel when you collect too much will be superficial and temporary. This condition is certainly far from the definition of authentic happiness.

Research Ristiyanti (2019) shows that happiness is negatively correlated with impulse buying, namely purchases that are repeated, uncontrollable, not following needs with the aim of getting happiness. In line with the research of (Kustanti, 2020), the higher the psychological well-being or happiness, the lower the tendency for consumptive behavior. Both studies show that consumptive behavior is opposite to happiness.

Consumptive behavior can encourage someone to compete for a lot of money and often lead to dissatisfaction (Richard & Chebat, 2015). Uncontrolled consumptive behavior will only fulfill momentary pleasures, often resulting in regret, and some experience financial anxiety (Garðarsdóttir & Dittmar, 2012). Feelings of dissatisfaction, discomfort and lack of gratitude can arise and lead to unhappiness because they force themselves to display a positive impression on others (Tsang et al., 2014). The increasing number of goods purchased without a purpose can also cause uncontrollable moods, sadness, depression (Pixie Technology Inc, 2017), negative emotions because they are overwhelmed with managing the chaos in the house (Ferrari et al., 2018). In addition, according to a survey conducted by Rubbermaid, 91% of people feel stressed, worried, and overwhelmed if the room or house is messy (Lewczyk, 2018) so that consumptive behavior can encourage various negative emotions and feelings of unhappiness.

This study offers a method of decluttering goods to overcome these problems. Decluttering is the process of selecting items to be stored and disposed of according to need and use-value. The house becomes cleaner, neater, and reduces the clutter or stress from the many piles of things, causing a feeling of happiness. Individuals can also share happiness by giving unused items to people in need. Decluttering is a process towards a simple lifestyle by reducing material and non-material things that interfere with individual focus so that it is easier to consume as needed, manage finances, create peace and happiness (Elgin, 2010). A simple lifestyle proves that there is happiness despite having few things (Millburn & Nicodemus, 2015). Studies on decluttering goods to increase authentic happiness in consumptive individuals have not been found. However, previous research has shown that this method will bring individuals into spiritual and meaningful experiences to encourage the emergence of an authentic sense of happiness (Heitman, 2015). In addition, the giving activity in this method is a form of social care, related to happiness and even health. Happiness achieved is a sense of satisfaction, gratitude, and mental processing (Rusdi et al., 2018).

Method

This research is empirical by using a quasi-experimental approach one-group pretest-posttest design, which uses one group of subjects who are given a pretest, treatment, and post-test. Pre-test in the form of giving a scale to measure the level of authentic happiness before treatment. Furthermore, the subject was given the decluttering treatment of goods and the post-test was given a different scale the same as the pre-test to measure the level of authentic happiness after treatment. Measurements were taken before and after the treatment and two weeks after the treatment ended to determine the consistency of the effect of the treatment on the sample.

The decluttering stage lasts for 11 weeks with 5 sessions of decluttering treatment. This research was carried out in the city of Semarang (outside the network) and online (within the network) by implementing health protocols during the Covid-19 Pandemic. The sampling technique used is purposive sampling, which is to determine the sample by establishing special characteristics that are following the research objectives. The characteristics of the subject are male or female who has high consumptive behavior and moderate or fewer happiness levels.

Subjects in the study amounted to 15 people who live in the city of Semarang with an age range of 17-21 years. Data collection uses observations, interviews, and measurements carried out during pre-test, post-test, and follow-up using the authentic happiness scale "Authentic Happiness Inventory" compiled by Meilinda (2016) based on the theory of Seligman and Peterson. The higher the score, the higher the level of authentic happiness. Determination of the consumptive level of the subject uses a consumptive attitude scale compiled by Wulandari (2020) based on the theory of Erich Fromm (1955). The higher the score, the higher the consumptive level of the subject.

The data analysis technique used a quantitative approach with the Wilcoxon Signed Rank Test statistical test to determine the difference in scores before and after treatment. Qualitative data analysis with a descriptive narrative method to get a more in-depth picture of the state of the subject before and after following decluttering.

Result

The experimental research data presented in Table 1 shows that the demographics of the subjects were 15 men and women with an age range of 17 to 21 years. Based on the pre-test, post-test, and follow-up scores of the subjects, it can be seen in Table 1 that before the subject was given decluttering treatment (pre-test), it was in the very low to moderate range. Furthermore, 10 subjects experienced an increase in Authentic Happiness scores on the post-test measurement and 11 subjects on the follow-up measurement. That is, 10 subjects experience an increase in authentic happiness after undergoing decluttering, and 11 subjects experience an increase in authentic happiness when followed up after 2 weeks of being given a post-test.

Tabel 1. Demographics of the Subjects

No	Subject	Age	Gender	Pre-Test	Category	Post-Test	Category	Follow-Up	Category
1	IFW	21	F	51	Low	50	Low	52	Low
2	LNA	19	F	58	Low	69	Average	69	Average
3	SK	19	F	56	Low	59	Low	61	Low
4	NC	20	F	72	Average	90	High	103	Very High
5	FA	17	F	46	Very Low	50	Low	60	Low
6	ADP	18	F	47	Low	73	Average	84	High
7	QNF	21	F	63	Average	61	Low	63	Average
8	TN	20	F	67	Average	69	Average	65	Average
9	HI	20	F	61	Low	83	High	89	High
10	GS	19	F	71	Average	70	Average	82	High

11	IKA	19	F	65	Average	62	Average	58	Low
12	F	19	M	67	Average	67	Average	64	Average
13	DTV	20	F	73	Average	72	Average	92	Very High
14	SA	20	F	46	Very Low	48	Low	50	Low
15	QYM	19	F	59	Low	64	Average	72	Average

From the results of the quantitative analysis of the Wilcoxon Signed Rank Test statistic on the Authentic Happiness scale score on the subject, the value of $p = 0.016$ ($p < 0.05$). This means that there is a significant increase in the score between the pretest and posttest scores after the subject underwent decluttering, it can be seen from Table 2, while at follow-up the p -value = 0.00045 ($p < 0.05$). This shows that there is a significant difference in scores. Changes in the subject's authentic happiness score between before and after treatment and follow-up can be seen from the graph in Figure 1.

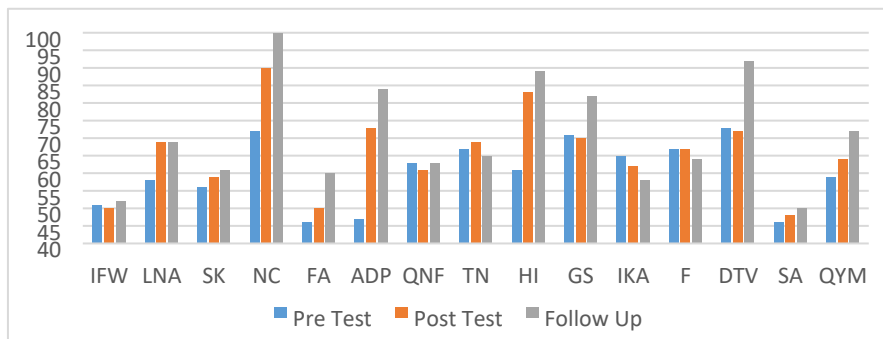


Figure 1. Score Change Chart

The average score at the time of the pre-test, post-test, and follow-up measurements experienced an increase in authentic happiness scores. At the time of the pre-test obtained an average of 60.133 and increased at the time of the post-test to 65.8. Then this average also increased in the follow-up score to 70.933. The graph of changes in the average score can be seen in Figure 2.

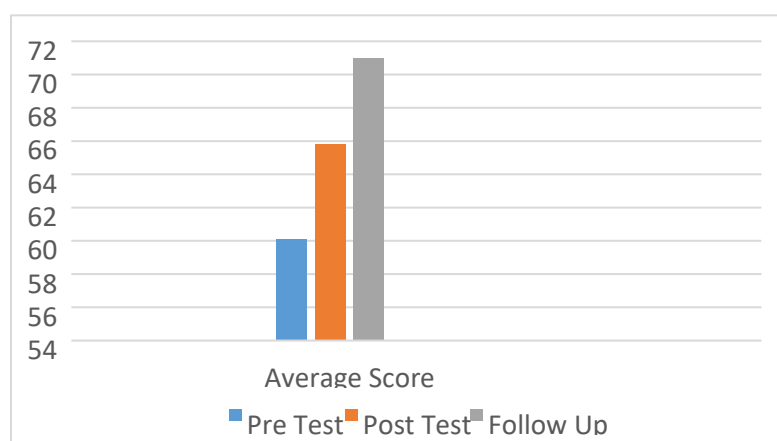


Figure 2. Average Score Change Graph

From the quantitative data above, it was strengthened by conducting interviews with the subject regarding the changes that occurred before and after being given decluttering treatment. The results of the interview found factors that affect the consumptive lifestyle, including:

1. Discount offers, promos, reviews from friends or public figures, follow the trend so that almost all subjects are biased in considering their needs and end up buying more than their initial goals or needs. According to (Waninghiyun, 2018), promos and discounts are one of the factors that influence the motivation of purchasing decision making so it is difficult to distinguish between needs and desires.
2. Troubleshooting, as experienced by NC subjects venting their sadness or learning stress by buying lots of food and HI subjects venting their boredom by checking out interesting items at e-commerce or refreshing going to the mall. In line with research (Sambekala & Nir, 2014) that someone will become more materialistic as an outlet when circumstances do not support getting a sense of security and comfort.
3. Maintaining self-esteem, as experienced by the subject of IFW who buys original goods to show his friends that he is capable. under previous research by (Tsang et al., 2014). This low self-esteem causes feelings of ungratefulness and continues to cover up shortcomings because they want to show a positive impression to others.

In addition from the results of the qualitative, the subject gains a new understanding of the arrangement of goods, sharing, and consumption considerations that encourage the emergence of new behaviors and feelings. Here are some changes that are felt after following decluttering:

1. Feel positive emotions. This feeling arises when the subject sees the room tidy when arranging things and memories of the past appear. In addition, subjects can improve their sleep quality and are happy when they see other people happy after the subject donates their goods to institutions or people in need. This can be seen from the expressions of several subjects, as follows:
"When I gave the boxes, I was very touched, his father was so happy as if I was helping to lighten his father's work, then there was a distinct feeling that helping him doesn't have to use money or necessities, just helping with energy is helpful, Alhamdulillah" (IFW Subject) *"At first I was surprised that I still keep this stuff, it turns out that there are so many things that are not important, like sheets of paper during the school exam, it's fun to make flashbacks"* (IR Subject)
"When it was finished, it turned out, oh my God, I felt relieved, after that I just felt so happy, oh my God, why hasn't it been like this since yesterday, you know, just now it looks like it looks neat, doesn't it?" (QKF Subject)
"I went to the field directly, right, when we were given the goods, so you can see their reaction when they laugh, especially when someone puts it on right away, it feels so good, sis" (QYM Subject)
"When you're tired of looking at neat things, it's better, the sleep is also calmer and more restful because if you have a clean comfortable place, you will immediately break if you used to be rich, you were literate first or didn't clean a little on the edges like that," (Subject SA).
2. Focus on the activities being carried out. A comfortable room makes the subject more optimal in carrying out daily activities. Subjects do not procrastinate work, focus more on living activities, not wasting time and effort. This can be seen from the expressions of several subjects:
"Now it's no longer distracting, if in the past there were things in front of the laptop on the table, make it distracting, now there are places of their own... So in front of me only a laptop and a book" (Subject F)
"In the past, if you wanted to take things, especially what was in the room, it looked like you have to go through this pile of piles and then it's like never mind, don't take it now, it's like oh, you want to take things there, just take it right away, right, so don't delay" (Subject DTV)
"I went to the field directly, right, when we were given the goods, so you can see their reaction when they laugh, especially when someone puts it on right away, it feels so good, sis" (QYM Subject)
"Tomorrow, if you want to study, you don't have to clean up first, you know, sometimes you clean up first and then you're tired and just study tomorrow. It saves more time, energy because it has been cleaned first. So more energy time to study later" (LNA Subject)

3. The emergence of positive relationships with people around. The subject feels a positive relationship with the people around him, such as praise from parents, and is more familiar with other people and with this, there is an increase in selfconfidence in the subject. This can be seen from the expressions of the following subjects:

"From sharing, I'm more social, because I'm a homebody so I just say hello to my neighbors but since I gave out my stuff, we talk to each other, find some things in common, share a lot of things, continue to be invited around because I'm unfamiliar with my surroundings." (Subject HI)

"For example, if my brother arrives at the house, it's still messy or not tidy, it looks like the air wants to be angry, you know, well, but when he gets home, the house is clean, so the atmosphere is different, like my brother, he seems happy about it" (QKF Subject) *"I'm happy because I've been praised neatly, so I have pride for myself, it turns out that it can be neater and tidier, because before I was often compared to my sister, now I can prove it to them"* (NC Subject)

"Until now my room is tidy so I'm proud of myself until I send before and after photos to my family and friends to prove that I'm not like I used to be" (FA Subject) When the subject did the arrangement of goods, the subject did spark joy by holding the item being arranged by expressing gratitude for the item and when considering whether to keep it or let it go. The subject gives more meaning to the existing items, and it can be seen from the expressions of the following subjects:

"When the decluttering is done, hold on to our things, right, now you'll immediately remember what memories you have, it feels good to have accompanied us and made us feel good, happy, and sad also remember those memories. So I'm more grateful, not everyone can feel what we feel now" (QYM Subject).

4. Sharpen creativity. This feeling arises when in session 3. When the subject is doing the arrangement of items, the subject feels that his creativity is honed. This can be seen from the following subject expressions:

"And decluttering can make us more creative, because we can mix and match our rooms, manage the creation of our things, our places, our room arrangements, that can regulate our creativity too" (Subject F)

"...it is also possible, for example, if you suddenly want to become a Youtuber or vlogger, you can use an empty room as a result of decluttering" (Subject DTV).

Discussion

The impact of the consumptive lifestyle felt by the subject was varied, such as feeling disappointed when unable to buy something, conflicts with parents, anxiety about financial circumstances, and the accumulation of many goods resulting from shopping causing feelings of regret because many items were not used, difficulty in making decisions and doing activities, things are easier to fall apart which results in negative emotions. An increase in the number of items purchased without a purpose can lead to unpleasant mood controlled, sad, depressed (Pixie Technology Inc, 2017), negative emotions because they are overwhelmed by the mess in the house (Ferrari et al., 2018). In addition, according to the Russel research conducted by (Rubbermaid, 2011), 91% of people feel stressed, worried, and overwhelmed if the room or house is messy (Lewczyk, 2018), so consumptive behavior can encourage various negative emotions and feelings of unhappiness.

After following decluttering, it is in line with the results of quantitative data, the increase in happiness scores. The highest score increase in each aspect from the highest to the lowest was past or past satisfaction after decluttering because they managed to achieve the targets that had been set at the beginning to get a comfortable atmosphere, from research (Lewicka, 2014) mentions that individuals feel satisfied if there is a strong attachment to the environment or called place attachment to support the goals of their activities, change behavior to be more disciplined and resist the urge to shop with more gratitude. In line with research (Ruhghea et al., 2014) that all activities can lead to

individual life satisfaction with a positive self-concept and alignment of ideals with current living conditions.

From the data from quantitative and qualitative analysis, it can be concluded that decluttering can increase authentic happiness and encourage the emergence of various positive things. In line with the results of research by (Bhattacharjee & Mogilner, 2014) which explains that the application of the konmari method (arrangement of goods) results in a high level of happiness so that decluttering can increase happiness.

In decluttering, there is a "spark joy" activity that is carried out by holding an object then the subject will ask themselves whether the item still triggers happiness or not. As a result, subjects become more appreciative of what they have and think twice before buying something and can reduce consumptive behavior. This is in line with the results of research by (Chamberlin & Callmer, 2021) that "spark joy" can strengthen a person's appreciation of an object and extend the life of the items they have. From the existence of the phenomenon of subject awareness in appreciating goods which resulted in a decrease in consumptive behavior, this can be used as a scientific assumption for the continuation of future research for further investigation.

In addition to "spark joy" which can reduce consumptive consumption, we use a habituation table that contains considerations in buying something and the number of items purchased according to the decluttering category. From the evaluation results, it can be seen that most of the subjects find it helpful to control consumptive behavior. Following research conducted by (Novitasari & Septiana, 2021), that habituation is very necessary for growing a non-consumptive behavior mindset so that habituation can change consumptive habits. However, this habituation does not necessarily make the subject experience drastic changes, because according to Stemm's theory in 2003, it was stated that to change a habit into a new behavior, took at least 3-6 months (Wulansari et al., 2020). Likewise with (Hartati, 2011), that not all changes in consumptive behavior occur quickly, but it takes a long process to instill good and lasting habits.

Conclusion

Based on the results of this study, it can be concluded that 1) There is a significant change in authentic happiness scores for people with a consumptive lifestyle after decluttering; 2) Found several factors and impacts of consumptive behavior that are contrary to authentic happiness; 4) There is a decluttering effect on satisfaction, happiness, and optimism and some new understandings gained by the subject such as the emergence of various positive emotions, optimal in carrying out activities, building positive relationships with people around them, being more grateful, sharpening creativity, and other positive changes.

Suggestions for Future Research

The results of this study, there are no studies that discuss directly the effect of decluttering on the decline in consumptive lifestyles. In addition, decluttering also has the potential to be a medium in reducing hoarding disorder, this can be the next step for researchers to investigate further about the effect of decluttering on the decline in consumptive lifestyle and hoarding disorder. The results of this study are expected to be a reference in conducting further research, especially related to decluttering, happiness, and consumptive lifestyle.

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