

ABSTRACT

STELLA TRIMURTI

A representation of street children lifestyle which is located around Jabodetabek; (Widya Risnawaty, M. Psi and Dra. Ninawati, MM); The program study of S1 Psychology University of Tarumanagara. (61 pages; P1-P3; L1-L49)

Lifestyle is a method or a unique pattern of someone to achieve something in his/her life and to spend things they consider as important about their life. The individual Lifestyle will certainly different from others, so does with the street children lifestyle. The objective of this research is picturing a lifestyle of jabodetabek street children. The subject in this research are 393 street children which located in Jabodetabek. The Datas came from questionnaire and processed with SPSS for windows ver. 13.0. The method that used for this research is descriptive. The theory that was used in this research is lifestyle segmentation from Plumer. According to the result of the research, lifestlye is divided into 4 cluster and the most chosen one is socialist lifestyle which is chosen by 152 people with characteristics such as, subjects likes to spend their times with their groups, participates on some activities, likes to holiday, likes to watch a music perfomances, likes to watching tv, gets money from their hobbies, bored at home, wants to live together with their friends, glad to be part of a group, not really into fashion trend, thinks himself as a person who enjoy socialise, wants to appear as the center of attention, and always being honored by their friends.

Key word: life style, street children.