

HEDONISM CULTURE AMONG UNDERGRADUATES AT ISLAMIC UNIVERSITY AND IT'S IMPACT TOWARDS NATION BUILDING

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ABSTRACT

Hedonism culture spread throughout Malaysia because of the advancement of technology exist. The existence of such medium gives impacts among youth and all level of ages. Drawing from the current study addresses there is connection between entertainment media and psychosocial factors. According to the demand of entertainment media, this research is trying to see the manifestation of hedonism among undergraduates, relationship between hedonism culture and entertainment media, relationship between hedonism and psychosocial. About 100 undergraduates participate in this research by simple random sampling from different fields of study at one of the Islamic universities in northern region of Malaysia. Methods applied in this research was quantitative methodology and self-administered questionnaires were set up. Data been analyzed through descriptive analysis (mean, standard deviation, frequency and percentage). Pilot test did towards 30 students shown value from Cronbach alpha was 0.89. Findings from the research shown entertainment media and psychosocial have relationship towards hedonism culture. Some of the aspects contribute to such attitudes because of the development on technology.

Keywords: Hedonism, undergraduates, nation building

INTRODUCTION

The development of hedonism began in Europe after reign of Queen Victoria. Derive from Greek word mean 'delight'. During Her Majesty powered, she is very fanatic with the Christianity belief and against any activities which is trying to overcome the rules and regulation in religion. For person who practice hedonism, they believe pleasure should play a central role in life. Next king who hold the power in the state approved all sorts of activities which had been banned previously. Citizens free to practice anything although it was against the religion rules and regulation. The peoples apply free sex, free entertainment and not following what had been instructed in their religion (Aidil, Mukhlis & Mahdani, 2017).

Factors link to hedonism because people do not understand do's and don'ts in religion. They cannot differentiate between interest and needs in religion. Other factors are rapid development in communication technology, freedom in social media and the establishment of entertainment outlets encourage people especially students involve in such attitude. Such attitude gives bad impact towards the development of nation building.

Jeremy Bentham wrote in his book 'An Introduction to the Principles of Moral and Legislation said:

“Nature has placed mankind under the governance of two sovereign masters, pain, and pleasure. It is for them alone to point out what we ought to do, as well as to determine what we shall do” (Bentham, 1789) (Aidil, Mukhlis & Mahdani, 2017).

In the aspects of constructing *Bangsa Malaysia*, it has become a much-debated issue in Malaysia since early 1990s among Malaysian social scientists (Abdul Rahman, 1997; Awang,1994; Ghazali, 1995; Heng Pek Koon, 1996; Lee Kam Hing,1997; Mohamed Mustafa, 1994; Rustam 1993; Shamsul, 1992,1996a,1996b). In the words of Shamsul Amri (1992), Malaysia is still in a situation of ‘one state with several nations’. Generally, a nation means a group of people who feel that they are a community bound by ties of history, culture, and common ancestry (Mohamed Musafa, 2014). To Erikson (1993), “the distinguishing mark of the term nation is its relationship to the state”(Mohamed Musafa, 2014).

There must be challenges to develop the nation building like Mahathir argued that Malaysia cannot be fully developed in its own mold until and unless we have finally overcome eight strategic challenges. First, creating psychologically liberated society, second, fostering a mature democratic society. Third, establishing moral and ethical society, Fourth, establishing a liberal and tolerant society. Fifth, creating a scientific and progressive society. Sixth, creating a caring society. Seventh, ensuring an economically just society and finally the challenges of establishing a prosperous society with an economy that is fully competitive, dynamic, robust and resilient (Mahathir, 1991a) (Mohamed Musafa, 2014).

Research Objectives:

1. To identify the level of understanding on hedonism among undergraduate students in Islamic university.
2. To identify what aspects of hedonism culture, influence undergraduate students in Islamic university.
3. To clarify who are most affected with this hedonism culture according to gender.

LITERATURE REVIEW

Siti Raba’ah (2013) through her research towards 408 students from IPTA and IPTS shown that psychosocial factor contributes to the engagement of students on hedonistic attitude. Furthermore, peer groups and family also contribute to such attitude. The researcher used theory on human ecology by Bronfenbrenner and model on parenting and peer relationship by Armsden and Greenberg.

According to Aidil, Mukhlis and Mahdani (2017) shown that hedonism lifestyle, materialism and income have a positive influence on shopping lifestyle as well as online impulsive buying on fashion products. The research did among people in Banda Aceh. The purpose of the study was to determine the condition of hedonism lifestyle, materialism, and income toward the society lifestyle.

METHODOLOGY

Questionnaire

This research uses questionnaire for data collection. Divided into three separate sections, there are 28 questions in total and it includes Section A, B, C, D and Section E. In section A, the respondents were required to answer questions related to their demographic information such as gender, faculty, year of study and age. According to Noraini (2013), through questionnaire, it will show the first impression of the data collection in a research. This statement supports by Ghazali and Sufean (2016), questionnaire is a set of questions in order to get information from the research. For this study, all questions are in close-ended form. Meanwhile, Likert-Scale type was used for section B, C, D and E. The questions pertaining to students understanding on hedonism, types of hedonism practices by undergraduates. For every section, respondents were to state their agreement with the statements based on five-point scale that ranged from strongly disagree to strongly agree.

Participants

Techniques of the research is purposive sampling. Undergraduate students from five different kulliyah were selected for this research. They are specifically students from Kulliyah of Syariah, Kulliyah of Usuluddin, Kulliyah of Tahfiz wal Qiraat, Kulliyah Muamalat and Kulliyah of Medical.

DATA ANALYSIS

Since this is a perception study on the influence of hedonism culture among undergraduate students, a simple statistical analysis was performed. Based on descriptive analysis, the data was transformed into tables using Statistical Package for Social Sciences (SPSS) version 24.0.

FINDINGS

Method of the research was quantitative survey research and the questionnaire been distributed to the undergraduate students. The target groups come from different fields of study like Arabic studies (23%), Syariah (44%), Usuluddin (5%) and other courses like Tahfiz wal Qiraat and medical (28%) courses. The undergraduate students came from one of an Islamic university from northern region of Malaysia.

In demographic aspect, this study was participated by 69 female and 31 male undergraduate students from various kulliyah. Most of the respondent are 20 years old and 21-year-old students.

Table1: Standard Deviation of courses

		Courses	Gender
N	Valid	100	100
	Missing	0	0
	Mean	2.64	1.6900
	Median	2.00	2.0000
	Mode	2	2.00
	Std. Deviation	1.521	.46482

Table 2: Percent on gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	31	31.0	31.0	31.0
	Female	69	69.0	69.0	100.0
	Total	100	100.0	100.0	

Student's Understanding on Hedonism Culture

In terms of their understanding on hedonism culture about 20% of the students do not know what is hedonism all about. However, 80% of them understand the meaning of hedonism. They also can describe very well the negative impacts of hedonism to the society like it can affect the aqidah of a Muslim.

Interestingly, the study found that the majority of the respondent agreed that students who involve in hedonism culture because they like to follow their feelings (*nafs*). They are not thinking on the bad effect of such attitude.

ASPECTS ON HEDONISM:

Influence from Mass Media

Refer to the meaning of mass media from Collins dictionary, it means, communication that reach large numbers of people in a short time, such as television, newspapers, magazines and radio.

The negatives impact on social media through advertisement is that they are trying to influence peoples on materialistic attribute and motivate them to buy and spend money on valuable items. Advertisement on branded materials always attract youth to buy and easy to remember because of the repeating on the advertisement. Another way how advertisement can influence us is by applying *cueing* system. The slogan using like '*Good times, great tastes*' and '*See you there*' are some of direct emulation from social media (Nor Hartini, 2011).

According to research did by *Norton Online Living Report (NOLR)* in Malaysia about internet using habits, most of teenagers in this country spent 16 hours per week using internet. Most of parents thought that their children only spent their time on 'games', somehow this is not teenage priority, they interested to view on high frequency channel like videos (91%), Facebook (89%) and uploading files (91%) (Philip, 2010).

In the research, aspects that have been list out in mass media entertainments are music, karaoke, concert and reality program like '*Bintang mencari Bintang*' and mentor. Through the study found that 32% of the students agree music can gives enjoyment to them. About 26% agree that they like to join and watch reality show like '*Bintang mencari bintang*'. However, only 11% of the students attend activities like '*Jom Heboh*'. The rest 31% does not interested to the above activities.

Other aspect that concerned by youth is the establishment of globalization. The purpose on the existence of globalization is to produce informative and knowledgeable society. Indirectly it will give impacts to the socioeconomic structure, education, culture and research. Although globalization give benefits to people however, it also creates negative effects to the society. Negative changes sometimes can be seen on human values, religion practices, culture and way of life. People will not be looking at human touch as an important aspect because they are focusing on technology communication. Interaction became weak and not considered as a priority because they think that interact by using technology faster and more fascinating. Somehow the limitation of time and the demand in workplace make them feel so busy.

Through research, some of the question link to globalization been answered very well by respondent. The development of technology can help them easily access to the 'online' shopping, can travel from one state to another state easily, can update news from other countries.

Influence from Peer Group

In Sociology, a peer group is both a social group and a primary group of people who have similar interests, age, background or social status. The members of this group are likely to influence the persons' belief and behavior (Tischler, 2014). From Oxford Advanced Learners Dictionary (2015), peer means a person who is the same age or has the same social position or the same abilities as other people in group. Corsaro (2017) in his writing on peer culture mentioned that children and youth are members of peer groups. They are relatively same age, although the age range can vary.

In this part, the research is focusing on the influence of 'online shopping' and playing games. As well as the changes of time, we can see the power of buying among people increase rapidly. Previously, the demand on certain products lower but now its demanding. To date, youth are more likely to adopt a luxury and materialistic lifestyle added by the scenario where people easy to access to the company and good services provided by supplier. About 64% of the undergraduates will spend their loan to buy video games and about 26% of them will use their money for online shopping. They used to buy it because of their own interest or being influenced

by friends. And the rest 10% of the respondents not interested to spend their money or loan for such things.

Family Life Style

Family is one of the social units and very important to help children develop their physical, mental, social and emotion. According to Bronfenbrenner through his theory of bioecological shown that human development needs interpersonal communication between parents and their children than other aspects in social context. Moreover, a research did by Baharudin and Zulkefly (2009) shown undergraduates who have a good relationship with their parents will look more confidence and excellent in their studies (Rozumah & Mansor, 2011).

This statement supports by the data collected from this research. From the research it shows that, 43% of the students agree if there is a conflict in a family like divorce, the youth will find other medium to entertain their stress. Moreover, the system in the family also gives impact to the development of the students. About 34% of the students agree that the autocratic system apply in the family will influence students to involve in hedonism culture. Only 23% of the respondents agree that other factors like parents busy with their works and free life style will contribute to the practices of hedonism.

CONCLUSION

As a conclusion on this research, today's generation see that pleasure and happiness play an important role in their way of life. This new culture requires youth to seek sensual and material-driven pleasure can influence their thinking and lifestyles choices which will destroy their vision in life. Studies have showed that youth cannot provide the necessary contributions and responsibilities in developing countries due to lack of potential, immoral attitude and more concerned with personal needs. If it is not been cured, from time to time it will make them not qualified to perform their duties to develop the states and the nation building identity will destroy.

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