

VAPORIZE AS A LIFESTYLE FOR COLLEGE STUDENTS (STUDY ON THE JJVAPOR GIRL COMMUNITY OF VAPORIZE USERS IN BENGKULU CITY)

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Abstract

This research is about vaporising, used in a female student's lifestyle. Vaporize is a device designed to deliver nicotine without tobacco acid by heating a solution of nicotine, flavourings, propylene glycol and glycerine. The approach used in this research is descriptive qualitative. The behavioural sociology theory proposed by Burrhusm Frederic Skinner analysed the data. The results of the study regarding the reasons students use vaporise as a lifestyle are caused by two factors, namely: (a) internal factors: 1) sources of income, becoming a brand endorsed for vaporise devices, you can provide a source of income, 2) alienated pressure, eliminating feelings of disappointment, stress, and pressure experienced in life, 3) looking for attention, the feeling of wanting to be seen by others so that as a vaporise user becomes cooler than other individuals, and 4) From trial and error to be a user, curiosity drives individuals to try to find answers to their curiosity by trying them. (b) external factors: 1) consumed by media advertising information, various activities and interactions can occur through mass media. Likewise, the development of Vaporize is marketed through advertisements in the form of videos and photos on Instagram and TikTok, supported by the development of mass media. 2) follow peer groups/friends. Usually, someone will imitate how their friends, what they do and so on, including the lifestyle of using vaporise. 3) smoking habits in the family environment, as well as the living environment, will shape the behaviour of each individual.

Keywords : *Jjvapor Girl Community, Student Lifestyle, Vaporize*

Introduction

Vaporizer is a type of cigarette that uses electronic components to convert liquid liquids with various aromas into smoke vapour like conventional cigarettes (Saputra, 2019). According to Wahyudi (2013), students are a group that can spend their money without thinking about the benefits and functions later on solely for pleasure and temporary desires. If marketing manages to connect with these students, it is possible to establish a long-lasting relationship. Students are the target of vaporised marketing; the reason expressed by Alaydrus (in Bachtiar, 2017) is that this vaporiser is a modern tool so that students as a modern generation will buy anything that is currently trending in the modern society on the grounds of not being out of date.

In big cities, there are already many women-only vaporising communities developing; in Bengkulu City, there is also a community of women vaporise users located at JJVapor Bengkulu, the vaporise phenomenon, which is now being

discussed is starting to be used as part of the lifestyle after the opening of many vaporise stores that sell vaporise equipment at affordable prices by the community, especially female students. Prices for pod mods (e-cigarettes) with a standard quality range from Rp.120,000-Rp.240,000 and for liquids ranging from Rp.26.000-Rp.130.000 according to the quality and aroma of the liquids. Bengkulu City is one of the areas that still uphold social norms and is thick with Eastern culture; However, administratively, physical and economic conditions can already be categorised as a modern community environment, and the phenomenon of vaporisation, which is used as part of modern society, is still a problem. Vaporise, which is used as part of the lifestyle by female students in Bengkulu City, still feels foreign and has not been accepted by the wider community; this has a significant impact on female students who use vaporise in their daily lives, such as receiving labelling.

Based on the background of the problems that have been described, the main issue to be studied in this study is what factors cause female students to make vaporize as part of their lifestyle; previous research conducted by Bramandia (2019) with the title "Lifestyle of Electric Cigarette Users (Personal Vaporizer) Case Study: Asmodus Indonesia Electronic Cigarette Community" is a reference for researchers. The purpose of this study is to explain the construction of the lifestyle of the e-cigarette lovers community and explain the motivation underlying the existence of e-cigarette users as a lifestyle. The focus of the research is that the construction of the lifestyle of the e-cigarette lovers community through e-cigarettes is inseparable from the role of mass media and social media in influencing a person to change their mind in living the lifestyle of e-cigarette users.

Literature Review

1. Definition of Vaporize (Electric Cigarette)

According to Salmon (Widia et al., 2021), vaporized (e-cigarette) is a type of electric nicotine delivery. Vaporization results from evaporating liquid (liquid) dripped onto cotton heated by electricity. The components in the vaporization are the battery, mod, atomizer (which heats the liquid to create vapor), and liquid. An *e-cigarette* is a device designed to deliver nicotine without tobacco acid by heating a solution of nicotine, flavorings, propylene glycol, and glycerin that still provides the sensation of smoking. E-cigarettes were created to help smokers quit smoking tobacco (Agina et al., 2019).

According to Sudradjat (2019), e-cigarettes consist of three components, namely: plastic cartridge, which functions as a suction device and a cartridge containing liquid; atomizer, which functions to vaporize the liquid; and battery, to conduct electric current. The liquid used to produce vapor in e-cigarettes contains propylene glycol or glycerin, aromatic ingredients, and liquid nicotine in various concentrations. Initially, e-cigarettes or vaporized were created to reduce dependence on tobacco cigarettes because tobacco cigarettes are very harmful to human health. However, it turns out that the impact of vaporized e-cigarettes is also as dangerous as tobacco cigarettes. The negative impact of e-cigarettes on health is still being debated by people from the health world, such as doctors and other health practitioners. Even worse, we often read in print advertisements and online media

that electric cigarettes are safe and claim to be free of nicotine and other harmful ingredients (Saputra, 2019). E-cigarettes are considered a tool that can stop tobacco cigarette addiction. However, this needs more attention from public health advocates because it still needs clarity between a tool that can stop tobacco smoking and a new gate to starting smoking tobacco. However, until now, there has been no scientific evidence that e-cigarettes are beneficial for health and as a first step for someone to quit smoking (Istiqomah, in Rahmat et al., 2018).

2. Definition Of Lifestyle

Lifestyle is one part that goes hand in hand with the era of modernization. Modern lifestyles have mushroomed throughout society. Soepeno et al. (Shodikin & Rahmawan, 2021) argue that lifestyle shows an individual how the person lives, as well as spending their money and managing their time as best they can. Marsigit (2018) argues that lifestyle is a characteristic of modernity. This means that anyone who lives in a modern society uses the idea of lifestyle to describe themselves and others. We can relate that life today is more concerned with using or buying a lifestyle product to show its class strata that someone is following the times without seeing the product's usefulness or commonly referred to as consumptive behavior. Vaporize, also does not have legality of use in Indonesia and does not yet have concrete evidence that vaporizes is healthier for consumption.

According to Sunarto in Mandey (2009: 13), lifestyle shows how people live, how they spend money, and how they allocate their time. The term lifestyle was initially introduced by Max Weber; he said social status is determined by lifestyle, which looks more at how people consume rather than the way people produce. Lifestyle is more identified with the consumptive behavior of individuals to get a good self-image and social status in society. The dimensions of things that influence a person's lifestyle are classified based on activities (activities), reference groups, family, experience, and views (opinions). Sunarto in Mandey (2009) also says that the things that can affect a person's lifestyle are explained as follows:

- 1). *Activities (activity)*, what a person does, what is bought or used is an activity carried out to fill spare time so that later these activities influence the lifestyle of the person who does it. Although these activities can usually be observed, the reasons for these actions can rarely be measured directly.
- 2). *Reference group*, reference groups are groups of people who are considered capable and have the knowledge to influence the formation of attitudes and behavior; the influence given is direct and indirect; input from reference groups can influence a person's perception of something so that it ultimately shapes his lifestyle.
- 3). *Family*, the family plays the most significant and extended role in forming individual attitudes and behavior. Therefore, input from the family in the form of advice and stories about experiences can influence a person's lifestyle, and the culture of one family member can become a habit for other family members who observe every day.
- 4). *Experience*, a person's experience can affect the way a person observes something. So that it can shape their views on things, this experience is obtained from all past actions. This affects a person's lifestyle; observation of other people's experiences can also influence a person's opinion, ultimately forming a lifestyle.

5). Opinion is a person's views and feelings in response to global and local issues. The opinion is used to describe interpretations, expectations, and evaluations, such as beliefs about the intentions of others, the anticipation of future events, and weighing the rewarding or punishing consequences of alternative courses of action.

Lifestyle choices are increasingly important in the construction of self-identity and daily activities. In this case, lifestyle is something individualized that affects increasing aspects of individual choices in behavior, dress, and so on. Lifestyle is also considered a result of individuals' active adaptation to social conditions tailored to their needs. Socialization with other people and in different places will produce behavior called different lifestyles. Consciously or unconsciously, lifestyles in individuals will form into an order, a series of principles and criteria that determine individual choices in their daily lives (Arbaini, 2017: 2-4).

Research Methodology

This research uses a descriptive qualitative approach. Descriptive research aims to explain and describe in a structured manner a problem that occurs by the reality obtained at the research location. The use of qualitative methods in this study intends to answer the research objectives, namely describing vaporization, which is used as a lifestyle by female students who follow the trend in Bengkulu City. The data collection techniques used were observation, interviews, and documentation. According to Sugiyono (in Lubis, 2019), This research uses non-participatory observation, where the researcher only observes the informant's activities to get the information needed. Meanwhile, an interview is a method used to collect data or oral information from someone called a respondent through a systematic and organized conversation (Silalahi, 2012, p. 312). Data collected using documentation techniques are secondary data. In contrast, data collected using observation and interview techniques tend to be primary data or data directly obtained from the first party (Usman & Akbar, 2014, p. 69). Then the data is reduced, and conclusions are drawn to get the validity of the data in answering the research problems studied.

Results and Discussion

The research that researchers examine regarding the factors that cause female students to make vaporise as part of their lifestyle is carried out through several processes described in the following explanation:

1. Reasons for Using Vaporize

Based on the results of the interview, the informant obtained information that the reason female students use Vaporize is due to internal factors and external factors, which are described as follows:

1.1 Internal Factors Causing College Students to Use Vaporize

a) Source of Income

Using vaporise is known to provide income; this is because when becoming a brand endorsement of vaporise products, you can get income in the form of payment or barter of vaporise equipment depending on the agreement between the endorsement and the endorser. Income is calculated following the provisions, such as photos and videos uploaded only standard photos showing stylish endorsements

holding endorsed items with a total of 1 to 3 slides or a standard video reel, the fee received ranges from Rp. 150,000, - to Rp. 250,000, - but if the photos and videos show the endorsement playing vaporise, such as forming various shapes from vaporise smoke and editing with cinematic expertise, the fee received is usually Rp. 500,000, - sharing results with the videographer and photo/video editor.

Not only that, besides receiving payment in the form of money, sometimes endorsements receive barter. This happens when the endorser makes an offer to the endorsement to choose payment in the form of money or replace the payment with vaporised completeness goods; if payment in the form of goods is chosen, the endorsement can take items such as liquid, strap, or pod mod according to the agreement of the endorser and the endorsement.

b) Alienated Pressure

One of the other contributing factors that make vaporising a lifestyle by female students is that vaporising can relieve the sense of disappointment, stress, and pressure experienced by its users due to the surrounding environment; this makes a person feel alienated, so they try to find other new environments that are considered to be able to accept the activities and activities they choose or look for activities that can be a solution to the feelings of discomfort experienced. Students feel calmer and more comfortable using vaporise in a community environment with the same activities.

c) Seeking attention

The feeling of wanting to be seen more by others, or seeking attention, is also one of the reasons students use vaporise. New things It can attract attention, mainly when used by a woman. Vaporisation used by men is the same as smoking. However, in the eyes of society, it will be a different scene when women use vaporisation; this will quickly become the centre of attention, especially when female students issue vape art techniques where users play the smoke that comes out in various forms. When female students want to be seen and recognised and look fantastic, the choice to use vaporise is the right thing.

d) From Trial and Error to User

Seeing vaporised used can also cause curiosity. This curiosity was a factor in causing someone to use vaporise. When in the environment of many female students who use vaporise, then when seeing vaporise used can trigger a high level of curiosity. From curiosity, a stimulus arises to discover the answer to curiosity about vaporisation, including by trying it. The urge to use Vaporize also arises when allowed to try, belonging to a friend, then curiosity arises to try again with a different aroma; this then causes students to become addicted to using Vaporize.

1.2 External Factors Causing College Students to Use Vaporize

a) Influenced by Media Advertising Information

Today's mass media can have a powerful influence on the broader community. Various activities and interactions can occur through mass media on YouTube, Instagram and tiktok platforms. Likewise, the development of vaporisation is supported by mass media, which can provide knowledge and information about vaporisation. The vaporised marketing trick carried out by producers is to associate artists and celebrities to market their products through the mass media Instagram and TikTok; this was chosen because artists and celebrities

have a wide range of fans, and fans are usually straightforward to imitate what their idols do, besides that the nature of fans who make their idols as trendsetters or role models is a reasonable consideration for reaching the public market.

b) Following Peer Group

Friends' invitations can contribute to vaporising as a lifestyle for female students. This is because friends have a massive influence on life. Usually, someone will imitate the activities their friends do to be accepted when they play and not feel inferior because they are different and don't understand the chatter. In the play environment, persuasion is commonplace to invite someone to be part of an activity such as an activity to use vaporise, and often, his friends provide opportunities to try using vaporise devices. They are given interesting explanations, such as vaporising can provide a comfortable sensation.

c) Smoking Habits in the Family Environment

The family becomes the first social environment for each individual to learn before plunging into a larger social environment. Usually, individuals make the family environment a place to limit the activities and activities that will be carried out. Like using vaporise, when at home, students are usually surrounded by families who use cigarettes; this then makes students interpret that they can use cigarettes or vaporise because this is a common thing used by their families, especially for students who have a Javanese cultural background where women smoking is common.

2.Reasons for Joining the JJVapor Girl Community

Interest is the main thing that exists in an individual when starting something. Interest is often associated with the first step in making a choice, such as the decision to join the JJVapor Girl community. The impetus that made female vaporise users join this community was due to curiosity to find out about vaporising in more depth with people who used it first and the emergence of the feeling that the JJVapor Girl community was the right environment for them because they had the same activity, namely using vaporise. The community can provide a sense of comfort for them to enjoy and also express more freely in using vaporise.

3.Activities, Activities carried out by the JJVapor Girl Community

This community carries out several activities, such as holding regular gatherings activities. Although the regular gathering activities held by the JJVapor community do not require all members to attend, regular gathering activities are often held, such as every Sunday or three times a week; members gather at the JJVapor Girl store, even if only to enliven the store atmosphere. In addition, when gathering, members of this community will usually take advantage of the time to hone their skills to play smoke from the pod mods they have.

In addition, the JJVapor Girl community also participates in several activities outside the JJVapor Bengkulu environment, such as attending events or filling in events attended by several JJVapor Bengkulu members. The founder of JJVapor also routinely holds annual activities such as breaking the fast together and anniversary events and invites members of the JJVapor Girl community to try to manage the JJVapor store in turn with the aim that if they want to open their store in the future, they already have experience.

4.JJVapor Community Members' Knowledge of Vaporize

According to members of the JJVapor Girl community, they realize that using vaporization is an activity that is not good for the health of the body. Unfortunately, despite realizing and knowing this, members of the JJVapor Girl community or vaporize users are not afraid and do not stop consuming it, which has a destructive impact on body health such as: (1) increases the risk of heart attack, (2) affect mental health, (3) seizures, (4) damage the lungs, (5) neurological damage, (6) not suitable for brain development, and (7) infertility.

5. The atmosphere of the JJVapor Community in Reducing pressure pressure

Not only to maintain the bond of solidarity they have as a community, but the atmosphere built in the community is also helpful in reducing the pressure of the problems experienced by each informant. The bustling community atmosphere filled with the interaction of each member and the action in training and playing with each member, as well as the action in training and playing vaporize, makes it better as if the pressure on him becomes lost.

6. The Meaning of the Vaporize Lifestyle for Users

Every individual has a different concept of interpreting something. Likewise, in interpreting vaporization. As informants interpret vaporization as something that can make themselves more famous, whereas today, young people often need fame. Student members have a meaning about vaporizing as a form of activity to get comfort and as a form of user self-expression. Besides that, vaporizing is used as a necessity that can earn income.

a) Vaporize Users to Look Cool/Hits

As stated, people who use Vaporize look cool because not everyone can use it and play it like it is viral. Making various forms of smoke from vaporization is undoubtedly not everyone can do it. Using vaporization, especially those who can make various forms of vaporized smoke, is very cool. When it looks cool, people will try to imitate it to look cool too. Observations made to female students get data that using vaporize can make users look cool and hit.

b) Vaporize users do not seem to worry about health

From the field observations made, it was found that female students who use vaporize are a group of people who are not worried about their health, as stated that according to him, smoking or using vaporize is a form of not worrying about the dangers that arise. In general, every female student already knows the dangers of using vaporized because it is the same form as conventional cigarettes, so it must also have the same health effects. Unfortunately, the student still consumes it as if there is nothing to worry about because there have been no health problems due to vaporization.

c) Using Vaporize Is an Ability and Choice in Allocating money

College students who use vaporization make the activities carried out a choice. This is because choosing to use vaporization to allocate the money they have for hobbies. Everyone has different; some have a hobby of cycling, some have a hobby traveling, so the hobby of using vaporize. Students choose to use their money to buy various vaporizing equipment even though, in the eyes of other individuals who do not like vaporizing will tend to underestimate and consider that it is a useless thing that wastes money to exhale thick smoke for a moment. However, it is a satisfaction and a form of self-expression for lovers.

7. Self-Concept, Clothing and Attributes of JJVapor Community Members

Usually, the JJVapor Girl community will agree on what attributes they will use when there is an event, for example, using black clothes, white, and or other colours. Then they also agree to use identification, or so on. This then becomes a self-concept for the JJVapor Girl community, that using similar attributes can make it easier for them to be recognised by others. For example, when crowded, people who see will quickly know that they are a group of members when wearing similar clothes and attributes.

8. Motive, Adding Relationships in Socializing.

By becoming part of the JJVapor Girl community, female students who use vaporise feel that the general public can better know them because the community of women who use vaporise is still a rare thing in Bengkulu City. Meanwhile, joining as a member of JJVapor Girl can provide a sense of comfort because it is in place of people with the same activities as herself; another reason for joining is because of the motive of wanting to expand socialisation and add relationships because other communities members come from diverse backgrounds.

9. Social Patterns of Student Vaporize Users

Student users of vaporise prefer to hang out with fellow vaporise users because they feel more accepted in their activities as vaporise users and feel more connected and relaxed when using vaporise in a more relaxed environment. Using vaporise in the same environment. It is different if you are in an environment that is not a user; there is a feeling that you are not calm if you want to vape; besides that, student users are also aware of views that do not support using vaporise.

10. Allocation of Funds/Money for Vaporize

To support the lifestyle of a vaporised user, female students have a special allocation of funds to buy vaporised equipment, namely, by setting aside the money given by parents for the personal needs of female students. The source of funds for female students to fulfil their lifestyle using vaporisation also comes from endorsed money. Then the source of funds for female students to meet lifestyle needs using Vaporize comes from income from being a brand endorsement and being an event guest star or getting liquid for free because they help maintain the JJVapor Bengkulu store. Humans cannot live alone in their lives; humans are always together and depend on other humans. Humans need each other and must socialize with other humans as related to the theory that researchers use, namely Behavioral Sociology Theory by Burrhusm Frederic Skinner was built to dissect individual behavior that spurs the emergence of social actions carried out by individuals due to the stimulus or stimulus received.

Based on the assumptions of the theory that researchers use, researchers translate that behavior can arise because of seeing and recognizing. Actors establish an interactive relationship with an object so that a stimulus appears, which then binds and forms them into a unit that becomes a community. The relationship they have is formed due to the problems experienced and then looking for an escaped object, so that when they see an object that feels suitable, a stimulus will usually appear which continues to the actor's interpretation of the object, which can cause or realize a solution to the problem they are experiencing, from the interpretation

continues to take action or execution action to decide whether or not to try the object.

Based on this behavioral sociology theory, the researcher analyzes that the informant's reason for making vaporize as part of his lifestyle starts from knowing to vaporize both from mass media, seeing peer group activities and so that a stimulus arises to try to get to know to vaporize more deeply, either because of what is obtained from social media or invitations from peer groups, Then the informant translates vaporize as a tool that can provide a sense of comfort and calm when used and can be a form or symbol of self-expression of the informant, such as in the condition of the informant who is feeling uncomfortable by his activities in the environment, vaporize can be used as a solution, from this interpretation encourages informants to take action to use vaporize in everyday life. The action chosen by the informant then opens the stage to form interactions by joining a community of vaporized users, JJVapor Girl. This stage arises based on the terrible stigma of society that arises when seeing women using vaporize, so vaporize user informants need an environment that has strong solidarity, similarities in activities, can interact in harmony and can accept informants and provide a sense of security, comfort when using vaporize and can provide space to express themselves.

Not only that, but the research informants also illustrate that consequences arise from their actions, so they are more determined to make vaporize as part of their lifestyle, as explained in the assumption of Behavioral Sociology theory that there will be consequences that occur due to an action. Research informants who originally had social patterns that could enter various play environments, but since getting to know and deciding to make vaporize their lifestyle, informants have experienced changes in the play environment. The research informant finally more and more prefers to gather together with vaporized users or the community. The informant explains this; when hanging out with people who both use vaporize, the informant becomes more confident and comfortable because whatever he does will not be a problem in front of the community or fellow users. However, when the informant uses vaporize and hangs out with friends who do not use vaporize, the informant feels like experiencing alienation because he is afraid of providing uncomfortable conditions. After all, it is disturbing and ugly that the informant's activities as a vaporized user are being discussed. This encourages changes in the research informant in determining his play environment.

Another consequence that arises because of the informant's actions using vaporize is the emergence of the informant's source of income as a brand endorse of vaporize products, indirectly with the informant's decision to use vaporize amid the stigma of women smoking is a bad thing this can build an image in self-actualization activities, informants said, when they do different things than usual then it can attract attention, from the emergence of fan groups then the informant can quickly build themselves into a product endorse brand.

This attention can provoke the emergence of fan groups, and from the emergence of fan groups, informants can quickly build themselves into product-endorsed brands. This encourages someone to continue to make vaporize as part of his lifestyle because it can be a source of income. Humans everywhere in any era always live together in pairs or groups. In the history of human development, no

one lives alone apart from other human groups. Living alone apart from society is only possible in stories, but in reality, it is impossible. Since long ago, humans have wanted to gather with others in a group, the same as gathering in a community to achieve a common goal.

Conclusions

Based on the results of research conducted in the field regarding vaporise as a student lifestyle; the following conclusions can be drawn:

Factors causing vaporisation as a lifestyle of female students occur due to internal and external factors. These internal factors include, 1) Source of income, namely increasing income by becoming a brand endorse and filling in events when you get an invitation; 2) Pressure associated, relieving disappointment, stress, and pressure experienced; 3) Seeking attention, the feeling of wanting to be seen more and cool by others; and 4) From trial and error to the user, a curiosity that encourages individuals to try to find answers to their curiosity by trying it. Then external factors, namely, 1) Influenced by media advertising information, the influence of the media is powerful in various community activities, and also mass media can have unlimited interactions. Likewise, the development of vaporise is supported by mass media. 2) Following peer groups/friends. Usually, someone will imitate what their friends do to be accepted in the peer group, including using vaporise. 3) Smoking habits in the environment. Family environment. The family is the first environment known to an individual before plunging into a larger environment, so this environment plays a role in shaping the behaviour of each individual.

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