

ABSTRACT

Seeing the interest and participation of the people, especially Generation Z in the Labubu doll trend, they are willing to queue and spend money to get the Labubu doll that is currently viral. The phenomenon of the Labubu doll trend is often discussed and reaps the pros and cons because of the price and behavior of people who want to get the doll by doing any means. This study aims to understand the motives behind Generation Z students in owning Labubu dolls. By referring to the theory of Phenomenology according to Alfred Schutz using Because of Motive and In Order to Motive indicators as a basic reference to find out the motives that are the background and purpose of Generation Z students in owning Labubu dolls. The method used in this research is qualitative with the data collection method of interviews with ten Generation Z college students who own Labubu dolls. The results of this study indicate that there are four things that become Because of Motive or cause motive, namely because of the existence of role models or idols, because of the influence of the environment, the feeling of FOMO (Fear of Missing Out), and because they are interested in the appearance of Labubu dolls. As for the In Order to Motive, there are four things to be achieved, namely for self-satisfaction, for flexing or showing off, to get validation or recognition, and to express themselves.

Keywords: *Alfred Schutz, Labubu Phenomenon, Motives, Generation Z College Students*