



Cultural-Based Parenting for Economic Resilience through Nengah Nyappur and Nemui Nyimah in Shaping Frugal Living Practices

Tiara Oktavia; Risma Margaretha Sinaga; Rahma Kurnia Sri Utami

Faculty of Teacher Training and Education, University of Lampung, Lampung, Indonesia

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Abstract

The increasingly dynamic global economic changes demand the presence of parenting patterns that can strengthen family economic resilience through the integration of local cultural values. This study aims to analyze and conceptualize a parenting model based on local Lampung wisdom, specifically the values of Nengah Nyappur and Nemui Nyimah, in shaping the practice of frugal living as an economic resilience strategy. This study was conducted through a literature review using thematic content analysis techniques to explore the relevance of cultural values to the formation of children's economic behavior. The results of the analysis indicate that the values in the Piil Pesenggiri philosophy, especially Nemui Nyimah and Nengah Nyappur, have a significant contribution to fostering a character of thrift, adaptability, and economic responsibility. The developed conceptual model combines cognitive, affective, and psychomotor dimensions through a dialogic and participatory approach in family economic education. The implementation of Nengah Nyappur values has been proven to encourage adaptability, flexibility in financial decision-making, and awareness of sustainable consumption. On the other hand, the value of Nemui Nyimah strengthens attitudes of openness, empathy, and friendliness that impact healthy and ethical socio-economic interactions. The integration of these two cultural values into parenting patterns not only fosters consistent frugal behavior but also produces a generation that is economically resilient and maintains an authentic cultural identity. The research findings confirm that parenting patterns based on local wisdom provide meaningful changes in resilience, financial decision-making skills, and the formation of simple yet sustainability-oriented character traits. The resulting integrated model provides an important theoretical contribution to the development of contextual and sustainable parenting concepts in Indonesian society.

Keywords: *Frugal Living; Nemui Nyimah; Nengah Nyappur; Parenting Style*

Introduction

The development of the modern era, characterized by rapid technological advancement, digitalization, and globalization, has brought significant changes to people's lifestyles, especially in terms of consumption and lifestyle. The global challenges of the 21st century are phenomena that require special attention from Indonesian society, one of which is the issue of economic inequality. Easy access to digital technology and social media has opened up vast opportunities for global interaction, but on the

other hand, it has also encouraged a consumptive lifestyle that is not in line with the principles of wise financial management. This consumptive behavior is reflected in the tendency to shop based on desire rather than need, as well as a lack of awareness of the importance of financial planning and personal economic responsibility. This is in line with research conducted by (Badria et al., 2024), which shows that Indonesian teenagers tend to experience an increase in consumptive behavior triggered by the trend of modern lifestyles and the dominance of digital culture that glorifies appearance, social status, and the ownership of luxury goods as symbols of success.

Young people, as a group that is vulnerable to the impact of these global challenges, tend to be easily influenced by foreign cultures, resulting in a lack of knowledge about their national culture and their identity as members of a national culture. This condition poses a serious challenge in developing the character of young people who are economically and socially resilient. In this case, frugal living (a wise and economical lifestyle) emerges as a strategic alternative to shape a healthy financial character while supporting personal and family economic resilience. Frugal living is not only an adaptive strategy in facing global economic pressures, but also a form of character education that instills the values of simplicity, efficiency, and responsibility in the use of resources. A similar sentiment is expressed by (White, 2021 ; Maulidah & Afif, 2024) that frugal living is more than just financial management; it is a process of character building that supports independence, financial resilience, and awareness of the importance of sustainability in life. Other studies have also revealed the same thing, that frugal living is not just an approach to managing finances, but also reflects the values of simplicity, sustainability, and responsibility (Sunawang et al., 2024).

The frugal lifestyle, previously synonymous with living in limited circumstances, has evolved into a more conscious and responsible approach to resource use. This approach is also considered relevant as part of character education, particularly in responding to environmental crises and global economic issues (Sunawang et al., 2024 ; White, 2021). However, financial behavior transformation cannot be carried out separately, but requires the support of a strong value system within the family environment. The family is the first and foremost institution in the process of shaping a child's personality, thus playing a central role in instilling ways of thinking, value systems, and basic character traits. The parenting style applied by parents greatly influences aspects of child development, both psychologically, socially, and motivationally, including fostering frugal living behaviors. A frugal lifestyle characterized by thriftiness, efficiency, and wisdom is an important value to be taught from an early age through appropriate parenting approaches. This is in line with research (Goldsmith & Flynn, 2015) This shows that the parenting style applied by parents can shape children's attitudes towards financial management and the adoption of frugal living. Informal economic education within the family is an important foundation that shapes children's economic mindset from an early age. However, the parenting approaches that have been developed so far are still general in nature and do not yet integrate the potential of local cultural values as a source of strength in shaping children's character. This is where the importance of contextualizing family education with local wisdom that has been alive and developed in society lies.

The role of parents in shaping children's character through appropriate parenting approaches is very important and cannot be ignored. Multicultural education based on local wisdom that begins in the family is a strategic solution to strengthen literacy about ethnicity and culture, personal development based on psychological aspects, explanation of values and attitudes, and improvement of competence in multicultural interaction. In the context of family life, the phenomenon of moral and character degradation among the younger generation has been prevalent over the past five years (Fa'idah et al., 2024). This condition is exacerbated by the emergence of hedonistic trends among the younger generation that contradict the values of moderation and simplicity (Badria et al., 2024). Teaching children about finance and consumption management at a young age is very important, as this is when their minds are developing and their values are beginning to form. Introducing frugal living to children from an early age is very important for parents to implement. Parents need to set a good example and provide a clear understanding of the principles of moderation and not being excessive in wanting or using something.

The dynamics of globalization and modernization have fundamentally changed the socio-economic landscape of Indonesian society, creating a paradox between technological progress and the degradation of traditional values in parenting practices. The digital native generation, which has grown up in an era of digital consumerism, faces complex challenges in building a strong cultural identity while remaining adaptable to the demands of the modern economy. Local wisdom plays a very important role in shaping the character of students at various levels of education, where a person's character is formed through habits that are carried out routinely (Fa'ida et al., 2024).

This emphasizes the urgency of developing parenting models that can bridge traditional values with the need for contemporary economic adaptation. Indonesia, as a nation rich in local culture, has a heritage of noble values that can be used as a foundation for educating children to live wisely, responsibly, and frugally. The diversity of ethnic groups and cultures in Indonesia is a great potential that, if directed towards the development of local wisdom-based parenting patterns, can contribute to shaping a frugal lifestyle among the younger generation. One of the value systems that reflects the philosophy of life of the Lampung people is Piil Pesenggiri, which needs to be interpreted rationally and proportionally, so that it remains in harmony with the dynamics of today's life (Sinaga, 2014). Piil Pesenggiri, as a form of local wisdom of the Lampung tribe, has evolved along with the changing times. Piil Pesenggiri encompasses noble principles such as honorary titles (bejuluk beadok), openness and friendliness (nemui nyimah), cooperation and mutual assistance (sakai sambayan), and the ability to adapt and blend into society (nengah nyappur). Of these four values, nemui nyimah and nengah nyappur are highly relevant in the context of character education, especially in developing an open, empathetic, and adaptive mindset in facing the dynamics of life, which can be used as a foundation for parenting.

The value of nemui nyimah reflects hospitality and openness in social interactions. In the context of parenting, this value encourages healthy communication between parents and children, which is an important foundation for shaping wise financial behavior. When children feel appreciated and understood, they are more receptive to guidance and values instilled by their parents, including the principles of frugal living. Meanwhile, nengah nyappur, as a symbol of adaptability and integration, demonstrates the importance of flexibility and the ability to adjust to various situations, including facing ever-changing economic challenges. This value is important for developing the character of teenagers who are resilient, tough, and able to make decisions based on long-term needs. The integration of the values of nemui nyimah and nengah nyappur into parenting is a strategic effort to shape a young generation that is not only academically intelligent but also morally, socially, and economically strong. The integration of these two values into parenting can create a generation that has economic resilience while maintaining an authentic cultural identity.

Parenting styles that integrate noble values such as nemui nyimah and nengah nyappur are believed to strengthen students' intrinsic motivation in applying a frugal lifestyle, not only as a strategy for survival amid limitations, but also as a concrete form of actualizing the moral and spiritual values they adhere to (Inayati et al., 2024 ; Maulidah & Afif, 2024). Parenting patterns rooted in the values of nemui nyimah and nengah nyappur are a necessity today in order to foster a frugal living character in society. In this regard, research (Sinaga, 2021) explains that the values in Piil Pesenggiri, including nemui nyimah and nengah nyappur, have undergone a process of symbolization in various social relations that serve to strengthen the cultural identity of the Lampung people in a multicultural society. This fact shows that these values have high adaptability and flexibility in responding to contemporary socio-economic dynamics. Studies on the determinants of frugal living show that awareness of sustainable consumption, materialism, and consideration of future consequences have a significant influence on frugal behavior (Suárez et al., 2020). The research model explains 46% of the variance in frugal behavior, revealing the importance of awareness of the consequences of resource consumption and consideration of future consequences in promoting moderate resource consumption. Research (Astungkara et al., 2025) shows that frugal living and financial literacy have a significant positive impact on financial management behavior.

Based on the background described above, this study identifies several key issues, namely (1) How can parenting models based on the local wisdom values of Nengah Nyappur and Nemui Nyimah be developed to support the implementation of frugal living in family life? (2) Which local wisdom values of Nengah Nyappur and Nemui Nyimah are relevant to the principles of frugal living and can be applied in parenting (3) How can this theoretical model of parenting based on local wisdom contribute to shaping children's characters that support a simple and sustainable lifestyle. The purpose of this study is to analyze and conceptualize a model of parenting based on the local wisdom values of Lampung, namely Nengah Nyappur and Nemui Nyimah, in developing frugal living. Specifically, the objectives of this study are to identify the values of Lampung local wisdom, Nengah Nyappur and Nemui Nyimah, that are relevant to the principles of frugal living, analyze the integration of these values in parenting, and design a conceptual model of parenting that can support the implementation of a simple and sustainable lifestyle in Indonesian families. Through a literature review approach, it is hoped that this research will contribute theoretically to the development of a parenting model based on local wisdom to support the formation of a wise younger generation in managing resources and living a sustainable life.

Method

This study implements a qualitative approach through a literature review method with the aim of analyzing and conceptualizing a model of parenting based on the local wisdom of Nengah Nyappur and Nemui Nyimah in developing frugal living. The literature review method was chosen for its ability to provide a deep and comprehensive understanding of the phenomenon under study through the exploration of various relevant reference sources. This approach allows for the exploration of theoretical concepts, the identification of patterns that emerge from previous studies, and the construction of a solid conceptual framework based on a synthesis of existing literature. This study did not involve participants or subjects in the sense of direct experiments or surveys. Instead, this study focused on analyzing relevant literature, which included various journal articles, books, and other academic publications related to the research topic.

Result and Discussion

The Values of Local Wisdom of Nengah Nyappur and Nemui Nyimah that are Relevant to Frugal Living

Based on the literature review, it was found that the local wisdom values of Nengah Nyappur and Nemui Nyimah have a significant relationship with the principles of frugal living in the context of parenting. The concept of Piil Pesenggiri, as reflected in interviews with the Lampung Saibatin community, can be understood as an obligation to live with high morals, a big heart, self-awareness, and fulfillment of obligations that form the basis of the community's attitudes and behavior in daily life (Fakhrerozi & Puspita, 2021). This philosophy encompasses four main principles, namely Nemui Nyimah, Bejuluk Beadok, Nengah Nyappur, and Sakai Sembayan, which show a strong connection with the concept of simple and sustainable living. The local wisdom values of Nengah Nyappur and Nemui Nyimah contained in the concept of Piil Pesenggiri in the Lampung community are very relevant to the principles of frugal living. An in-depth analysis of the Piil Pesenggiri philosophy shows that its values originate from local wisdom and have developed alongside the civilization of the Lampung people as a philosophy of life that encourages adaptation, enabling them to better understand, appreciate, and evaluate themselves in accordance with existing social realities. This encourages a persistent attitude and a reluctance to fall behind, as well as improving habits that are no longer relevant, such as abandoning laziness and wastefulness (Fatonah et al., 2023). This transformation of values is in line with the concept of frugal living, which emphasizes the importance of awareness in consumption and consideration of the future in every family financial decision.

The value of Nengah Nyappur teaches the importance of socializing and interacting with anyone, reflecting the value of inclusivity that encourages a sense of togetherness without prioritizing material things. In terms of frugal living, this principle encourages individuals to prioritize warm and meaningful social relationships, without getting caught up in excessive materialism (Fakhrurozi & Puspita, 2021). In addition, the principle of Nemui Nyimah, which emphasizes hospitality and mutual respect, also plays a role in shaping a culture that values guests and others. This value teaches us to prioritize the quality of relationships over what we possess materially. In this case, the concept of Nemui Nyimah is very relevant to a frugal lifestyle, because it teaches us to pay more attention to others without relying on goods or money as a measure of appreciation (Fatonah et al., 2023). This is in line with research (Febriana & Masya, 2023) which states that this principle provides an incentive to live simply and focus more on quality of life than on the accumulation of goods.

In addition, these two principles, Nengah Nyappur and Nemui Nyimah, play a role in shaping a wise character that is responsible for the social and cultural environment. Communities that embody the values of Nengah Nyappur and Nemui Nyimah tend to value interpersonal relationships and simplicity in everyday life. This is in line with the principle of frugal living, which encourages individuals to live wisely, manage resources efficiently, and avoid waste. The application of Pil Pesenggiri values in the context of frugal living also demonstrates the importance of maintaining self-esteem and honor through a simple lifestyle and respect for others. By emphasizing simplicity, both in social relationships and in the use of resources, the people of Lampung can utilize this local wisdom as a foundation for living a more balanced and sustainable life.

Conceptual Model of Local Wisdom-Based Parenting to Promote Frugal Living

The construction of a conceptual model of parenting based on local wisdom shows a hierarchical structure that integrates cognitive, affective, and psychomotor dimensions in the development of frugal living character in children. Parenting includes providing physical, mental, emotional, moral, and social stimulation that will encourage optimal child growth and development, whereby parenting will influence the child's social development and personality (Firdausi & Ulfa, 2022). This model integrates three main categories of parenting styles, namely democratic, authoritarian, and permissive, by incorporating local wisdom values as a unique and contextual philosophical foundation. The structural dimension of the conceptual model shows that the implementation of local wisdom-based parenting patterns has a significant influence on children's decision-making abilities. Research (Guna et al., 2019) reveals that parenting patterns have a significant influence on students' decision-making abilities, as can be seen from the statistical analysis results showing a larger calculated T value compared to the table T. The Nengah Nyappur-based model reinforces this dimension by teaching children to always consider the context and consequences of every decision, especially in managing family resources and consumption. The application of this model emphasizes the importance of economic education in the family as a foundation for children's future education. Children's achievements in the family influence their further education, both at school and in society. Factors such as parents' socioeconomic status, financial literacy, and lifestyle play a major role in shaping a thrifty attitude. This conceptual model combines economic learning that teaches an understanding of humans as economic beings with learning about rational economic actions, motivation, economic principles, and wise consumer behavior. Local wisdom-based models enrich this approach by integrating cultural values that give deeper meaning to every interaction in the parenting process.

Empirical research used to validate the conceptual model shows that millennial parenting significantly positively influences student resilience, with parenting contributing 26% to student resilience (Wiyanto et al., 2023). The local wisdom-based model reinforces these findings by providing a cultural foundation that supports the development of children's mental resilience and adaptability in facing various life challenges, including economic challenges that require the application of frugal living principles. The integration of local wisdom values into parenting patterns also has a positive impact on children's morals and ethics. This is in line with research (Bulantika & Sari, 2022) which states that there is a significant

influence between parenting patterns and morals and ethics, where parental interaction plays a very important role in gradually influencing children's moral development. The values of Nengah Nyappur and Nemui Nyimah reinforce this moral dimension by providing a strong philosophical foundation for dignified and sustainable values in life.

Implementation Strategy of Nengah Nyappur and Nemui Nyimah Values in Family Economics Education

The implementation of the values of Nengah Nyappur and Nemui Nyimah in family economics education can be an effective strategy to promote frugal living, which is a thrifty lifestyle that has a positive impact on family resource management. Nengah Nyappur, which embodies the values of unity and togetherness, and Nemui Nyimah, which emphasizes hospitality and mutual respect, can be applied in family economics education through character development and positive habits. First, the integration of character education through effective methods is key to strengthening understanding of these values. Character education does not focus solely on academic aspects, but also on social and moral aspects. According to (Silfia et al., 2024), a comprehensive character education strategy must involve parents, the community, and teachers as good role models in providing real examples. This is in line with the opinion of (Siregar & Ulfa, 2022), who stated that character education can be applied through role modeling and habit formation in daily interactions. Therefore, educators should involve all stakeholders in the family economics education process so that the values of Nengah Nyappur and Nemui Nyimah can strengthen social cohesion and collaboration in household economic management. Second, strengthening character education through practical work in the field of family economics is very important. Research (Lubis et al., 2023) shows that character education in subjects related to everyday life, such as social studies, can foster positive attitudes that encourage students to behave frugally and responsibly. Interactive learning methods, such as group discussions and case studies, can be directed toward exploring frugal living practices and how to implement the values of Nengah Nyappur and Nemui Nyimah in everyday life. This will help students understand the importance of togetherness, cooperation, and mutual respect in managing shared resources. Furthermore, it is crucial to establish the continuity of character education in social life. Collaboration between families, schools, and the community in developing quality character undoubtedly has a significant impact. The formation of positive habits in family economics education can be achieved through programs that target raising awareness of the importance of frugal living based on local contexts, such as financial management training and economic group activities that incorporate cultural values. This approach not only stimulates academic understanding but also builds moral character that prioritizes ethics and social responsibility in managing family resources.

The concept of frugal living involves a conscious and well-thought-out approach to financial management and strategies for the future, such as choosing home-cooked meals due to their relatively lower cost and purchasing necessary items rather than desired items without overspending (Maulidah & Afif, 2024). This concept does not mean being stingy, but rather knowing when to spend money according to need, which allows for greater peace of mind and avoids being overwhelmed by the excess wealth of others. A practical approach to implementing the frugal living concept requires systematic personal financial planning. Economic uncertainty presents a challenge for individuals engaged in economic activity, where rising living costs, not matched by adequate income increases, force people to find appropriate solutions. (Inayati et al., 2024). The frugal living concept is seen as an effective solution to address imbalances in economic capacity by emphasizing wise spending and assisting in achieving successful personal financial planning. Integrating the values of Piil Pesenggiri local wisdom into the learning process has demonstrated positive impacts. Research (Sinaga et al., 2024) revealed an 80% increase in communication in the Nemui Nyimah and Nengah Nyappur approaches, which emphasize the importance of social skills and collaboration, with a 78% increase. By incorporating local wisdom into learning, students become better prepared to face life's challenges, enhancing creativity, problem-solving, and decision-making skills, while maintaining a strong cultural identity.

A more in-depth analysis of the transmission mechanism of the Nengah Nyappur and Nemui Nyimah values within families shows that the internalization process occurs through three interrelated hierarchical stages. The first stage involves modeling behavior from parents who consistently demonstrate flexibility in facing family economic challenges, where children observe how parents adapt financial strategies without losing the principle of simplicity. The second stage involves a scaffolding process, where parents gradually involve children in the decision-making process regarding household finances. This process provides opportunities for children to understand the context and impact of each financial choice they make. The third stage is autonomous practice, where children begin to apply the internalized values in broader contexts, both at school and in social interactions with peers. This transmission process demonstrates that the Nengah Nyappur and Nemui Nyimah values are not only cognitively understood but also integrated into children's value systems and behaviors holistically. Implementing the Nengah Nyappur and Nemui Nyimah values in family economics education can have a positive impact on fostering frugal living behaviors through comprehensive and collaborative character education. Thus, this values-based strategy is very relevant in forming a generation that is responsible and wise in using resources.

The Impact of Local Wisdom-Based Parenting on Children's Character Formation

Analysis of the impact of parenting patterns based on local wisdom on the formation of children's character shows significant transformations in various aspects of personality development. Research (Camelia et al., 2024) revealed that financial education within the family has a significant positive impact on frugal behavior. This study also shows that financial literacy plays a positive and significant role, while there is also an indirect effect of financial education within the family on frugal living behavior, mediated through financial literacy. These results emphasize the importance of the family in shaping sustainable economic behavior in the younger generation. The philosophical dimension of frugal living education demonstrates strong relevance to contemporary challenges. Research on frugal living and the importance of education for this lifestyle demonstrates that frugality can be adopted for various reasons and from different perspectives across time, from wartime to decades of simple living, periods marked by anxiety about threats to future generations, to the climate crisis and the COVID-19 emergency. (White, 2021). This approach provides a framework for discussing various aspects of frugality education that can be applied in the context of Indonesian families. The psychological aspect of character development suggests that individual characteristics influence the tendency to adopt frugal behavior. Research (Suárez et al., 2020) Shows that awareness of sustainable consumption, materialism, and consideration of future consequences have a significant influence on frugal behavior, with the research model explaining 46% of the variance in frugal behavior. These findings highlight the importance of awareness of the consequences of resource consumption and consideration of future consequences in promoting moderate resource consumption.

The long-term impact of implementing parenting based on local wisdom demonstrates the development of strong resilience in the younger generation. This finding aligns with findings by (Astungkara et al., 2025), who stated that frugal living and financial literacy positively influence financial management behavior. The study highlighted that gender acts as a moderator, influencing the relationship between a frugal lifestyle and financial literacy on improved financial management behavior. These findings demonstrate the complexity of the interactions between these factors and emphasize the importance of understanding the social and cultural context when discussing the influence of parenting and financial education on shaping economic behavior. The ability to survive in a dynamic economy is essential, especially for Generation Z, who face complex economic challenges. A holistic evaluation of the impact of parenting demonstrates that character education based on local wisdom creates a strong foundation for balanced personality development. Local wisdom significantly contributes to the formation of student character throughout education, where individual character is formed through routine daily habits. Research by (Fa'idah et al., 2024) Confirms that parental and teacher education, as well as the environment and culture surrounding students, play a crucial role in shaping character that supports the adoption of a sustainable lifestyle. Furthermore, the integration of local wisdom values into character

development has also shown a positive impact on efforts to prevent detrimental behavior. Local wisdom values such as tolerance, courtesy, and cooperation play a crucial role in developing children's character and reducing their involvement in criminal activity, as noted by (Deviana et al., 2024). This demonstrates that parenting based on local wisdom focuses not only on economic aspects but also on comprehensive and sustainable character development. Local wisdom is considered a source of knowledge and culture that must be preserved and applied in formal education so that students can develop good ethics and morals. Furthermore, the application of local wisdom values in education can strengthen a sense of nationalism and cultural identity among the younger generation. Thus, local wisdom serves not only as a cultural reference but also as an important tool in effective character education for students. By integrating local wisdom values into the education curriculum, it is hoped that students will not only have academic knowledge but also a strong character to face challenges in everyday life.

Conclusion

A comprehensive analysis of the conceptualization of the local wisdom-based parenting model of Nengah Nyappur and Nemui Nyimah produces a theoretical construct that integrates philosophical, psychological, and sociocultural dimensions in enhancing frugal living. This study identifies a substantial correlation between the values of Piil Pesenggiri, specifically Nengah Nyappur and Nemui Nyimah, and the principles of frugal living. The developed conceptual model shows that the integration of local wisdom with contemporary parenting approaches results in a more effective strategy in shaping children's character with sustainable economic awareness. The implementation of the values of Nengah Nyappur and Nemui Nyimah in family economic education requires a dialogic and participatory approach that allows for the organic transmission of cultural values through daily activities. The impact of local wisdom-based parenting shows significant transformations in children's cognitive, emotional, and social aspects, reflected in increased ability to make wise economic decisions and develop resilience in facing financial challenges. The resulting integrated model provides a theoretical contribution to the development of parenting approaches based on local cultural identity to support the sustainability of frugal living in Indonesian society.

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