

REPRESENTATION OF HEDONISM IN SOCIAL MEDIA INSTAGRAM

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Abstract

This research was conducted to determine the representation of hedonism in social media Instagram. Explaining how the representation of hedonism on Awkarin's Instagram social media is precisely on the Instagram highlights titled Dubai I and Dubai II. The research method used is descriptive qualitative with semiotic analysis based on the theory of Television Codes by John Fiske which is divided into three levels; i.e. Reality level, Representation level, and Ideology level. Using purposive sampling and data collection techniques.

At the Reality level, Awkarin's appearance is considered to show a luxurious life and always having fun. The level of representation there is a message and meaning behind the retrieval techniques and narratives used. At the level of the ideology of extravagance, the pursuit of worldly pleasures, possessing prestigious branded goods, and an instant lifestyle are reflections of hedonistic behavior.

Keyword: Hedonism, Social Media, Instagram

INTRODUCTION

Nowadays, technology is growing rapidly, all forms of communication processes are becoming easier and without distance or restrictions anymore. We know it by social media, which is a means by which people interact with each other by creating, sharing, and exchanging information and ideas in a virtual communication network. One of the social media that is now very popular all over the world is Instagram.

Instagram is a mobile social network that allows its users to edit and share photos and videos. With its friendly user experience and high engagement with its users, Instagram in 2019 is estimated to have reached 111 million users, in (www.statista.com), accessed on January 22, 2019. Instagram is one of the social media platforms that is rich in visuals and has a dynamic nature, it makes Instagram stand as an idol in its realm. Various visual themes on uploaded photos and videos can be an interesting choice, such as personal photos, food, natural landscapes and also hobbies. Everyone can also create a theme on their own Instagram display which is supported by various effects and editing techniques.

In Indonesia there are a lot of accounts with 1 million followers or more, they are usually known as Celebgrams. Celebgram is a term for someone who is able to make an impact for their followers, they create interesting content according to their respective interests. One of the celebgrams in Indonesia who is famous among teenagers is Awkarin. The celebgram

whose name began to soar in 2016 has the real name Karin Novilda, she has 4 million followers until 2019. He is favored by young people because he has a cool style, a luxurious life and a teenager full of freedom. Her expertise in making Instagram looks is also what makes her have many followers, not a few teenagers who admire awkarin's style in dressing.

Not a few business actors who look at Awkarin to be an influencer in promoting their products/services, that's where Awkarin gets a lot of income and a luxurious life in the style of teenagers is inseparable from it. All of Awkarin's activities on his Instagram social media have also become daily consumption for his followers, especially since he is a teenager who is quite controversial on social media. Awkarin's name also skyrocketed when a video went viral of venting with his best friend to tears after breaking up with his ex-lover which was uploaded on Youtube at the time.

Negative comments did not stop coming for him. Coupled with Awkarin's frequent sharing of impolite videos or photos such as intimacy with his girlfriend, drunkenness, smoking, nightlife, skimpy clothes, and also profanity or rudeness on his Instagram. At the end of 2016, Awkarin had received a reprimand from KPAI and Kominfo because he expressed beyond the limits of social values and norms, but it turned out that Awkarin remained unchanged for the reprimand and often uploaded negative content.

Awkarin very often uploads a luxurious life on his instagram social media such as he often shops for branded goods in malls, travels abroad, eats at expensive restaurants, and not infrequently he shows off his wealth on his instagram social media. Awkarin's life, which is considered very hedonistic, considered excessive, too vulgar and always looking for sensations, actually made his followers grow endlessly, which until now has reached 4 million followers and even more. Hedonism makes a person only willing to do delicious things and leave behind difficult things, even if they are few. Hedonism makes a person want to always have a spree when they have money, but feel that they have no value when they have no money (Zarkasyi, 2013:95).

Although Awkarin has a very bad habit of social media, what is surprising is that he is actually used as a role model for his followers. Especially after Awkarin said he wanted to sell his Instagram account in October 2018 and he also disappeared for about 10 days, starting from uploading the story on Insta Story on Friday (12/10). In his upload, he admitted that he was

tired and wanted to live a normal life. No more uploads afterwards. In www.alinea.id, accessed January 29, 2019. When Awkarin was disappearing from his Instagram, on October 17, 2018, it turned out that news about Awkarin appeared on one of the Instagram accounts, namely @sekolahrelawan, seen in the upload Awkarin without makeup volunteering for victims of the tsunami natural disaster that occurred in Palu, seen in several photos of Awkarin plunging directly into the field distributing aid and trying to comfort the victims of the disaster.

With this, Awkarin's Instagram began to be filled with positive comments while it was very inversely proportional to Awkarin's daily negative habits on his Instagram, many accounts expressed their pride in Awkarin's hopes in the comments column. With this incident, it managed to make Awkarin even more hunted by his fans, because he is also still not active on Instagram as usual. Not a few people are finally curious about Awkarin's disappearance from his Instagram, some think that Awkarin is just looking for a sensation, but there are also those who express their longing and hope that Awkarin will soon return to his Instagram as before.

Until finally, Monday (22/10) he was active again on Instagram by uploading a photo with a blank white background, without a caption. Five times uploaded the white image, so speculation over Awkarin's statement ten days earlier about "leaving social media" moved wildly in the comments section, in (www.alinea.id) accessed January 30, 2019. After the 5 uploads of the white image, Awkarin finally gave a long explanation through a video uploaded on Youtube with the title "I QUIT INSTAGRAM".

He explains a lot in the video, ranging from his family, his hard work in fulfilling all his wishes without asking for parents, his independence in doing business at a young age, the chaos with his collaboration friends, his frustration with Instagram, and to admit that life without social media is much more fun. At the end of the video, what is surprising is that Awkarin stated that he had sold the Instagram account he built for many years with great struggle turned out to be the new Awkarin figure.

In addition to stating that he has sold his Instagram account to the new Awkarin, at the last minute Awkarin also said, "From now on because I know I have great power, I am an influencer who can influence people to do something or to say something or think something,

I will from now on only use my social media for positive things, I will only spread happiness, positivity and also help people in need. And certainly not just for likes, engagements or viewers. From now on the new Karin will be kind to everyone without any expectations, without any return of favor so that no one can help me anymore".

It would be unfortunate if Awkarin's followers felt proud if they could emulate Awkarin's lifestyle which obviously can only have a negative impact from various aspects. Awkarin's lifestyle then became a serious conversation both in the mass media and in social life. With this, it turns out to have a very negative impact on his followers, especially on adolescent children. This phenomenon eventually causes various kinds of meanings from followers and non-followers. So through this positive expression, the author is interested in researching Awkarin's Instagram account, especially on Highlights / Highlights which contain photos and videos with the title Dubai I and Dubai II uploaded on October 20, 2018, right after Awkarin gave a clarification of "I QUIT INSTAGRAM".

Based on previous research conducted by Qamarul Kamal and Iis Kurnia Nurhayati, S.S., M.Hum from the Department of Communication Sciences – Faculty of Communication and Business, Telkom University, entitled Representation of Hedonism in Television Advertisements (John Fiske's Semiotic Analysis Study on Lifestyle / Consumptive in Ramayana Mudik #KerenHakSegalaBangsa Advertisements) in 2017, stated that the results of the study using John Fiske's semiotic analysis method and came to the following conclusions:

1. At the level of reality, it can be seen that the setting used is the bus terminal and the costumes used by each advertising model in the advertisement uses attractive clothes, showing a culture wearing new clothes before Eid arrives. The expressions that emerge from each scene are mostly flat or flat expressions meaning "I'm better than you" this the models do showing a self-control, stiff lips, and indifference that depicts the upper class of Europeans.
2. At the level of representation can be seen from the shooting techniques in each scene and music used. The shooting techniques in this ad use a lot of Eye level and Medium Shot, which serves to show body language messages and expressions on each ad model for the audience. Furthermore, the music used is functional music which means that the music

sounds but is unknown the source of the music and serves as an atmosphere shaper, or the depiction and emphasis that the image wants to bring up.

At this level, researchers see a comprehensive reflection of each lifestyle scene using new clothes on Eid in Indonesia, researchers mark that using new clothes for Eid shows consumptive behavior, where according to the theory of factors a person does consumptive is divided into two factors, in this case factors that influence external factors, namely in the field of culture, where someone buys new clothes on Eid day has become the result of generation to generation So it continues. If it is associated with indicators of consumptive behavior, this can be attributed to someone buying something because it is to maintain self-appearance and *gensi* and just keep the status symbol. If this continues to be repeated according to researchers, this can lead to a hedonistic lifestyle, where this lifestyle pattern is only looking for the pleasure of life, likes to buy expensive things and wants to always be the center of attention. So according to researchers, this may represent hedonism.

The difference between the study and the research that the author will conduct lies in the subject of the study. This study aims to analyze the representation of hedonism in television advertisements. Meanwhile, the research that the author will do is to find out the representation of hedonism in social media. But the theory used is the same, that is, using the theory of Semiotics according to John Fiske.

Furthermore, based on previous research conducted by Ni Wayan Viola Deviyanthi, Dewa Ayu Sugiatica Joni, and Ni Made Ras Amanda Gelgel from the Faculty of Social and Political Sciences, Udayana University, it was stated that the conclusion of the study entitled "Representation of Adolescent Lifestyle in Awkarin's Vlog Entitled New Year in Bali with Anya Geraldine" is as follows:

"In accordance with the findings and analysis of the research, Awkarin's video blog entitled New Year in Bali with Anya Geraldine (Veri Veri Explicit) represents the lifestyle of teenagers as follows, namely:

- 1.This video blog (vlog) represents an upper-middle-class lifestyle seen from the use of branded items, wearing braces / braces, and smoking cigars.
- 2.Hedonistic lifestyle representations are seen when Awkarin and his friends are in a beach club, nightclub, coffee shop and private beach.

3. The western lifestyle can also be seen from the way Awkarin looks, namely with revealing clothes, blue softlenses, and piercings. In addition, western cultural activities are also seen when Awkarin and his friends toast, kiss the cheeks of the same sex, use English in daily activities, partying, and making out in public places".

The difference between the research and the research that the author will do lies in the focus of the research, namely the research focuses on the representation of adolescent lifestyles, while the research that the author will do is analyze the representation of hedonism contained on Awkarin's Instagram social media.

Furthermore, another similar research conducted by Rizka Monanda from Communication Science, Faculty of Social and Political Sciences, Riau University with the title "The Influence of Instagram @Awkarin Social Media on Hedonistic Lifestyles Among Followers Juvenile" comes to the following conclusions:

From the results of the study, it was found that the influence of social media on Instagram @awkarin on the Hedonistic Lifestyle among adolescent followers was in the "low" category. This is evidenced by the following conclusions:

1. The value of the regression coefficient in this study is $Y = 4.043 + 0.695X$. the constant number of 4.043 and the variable coefficient of the news value of 0.695. Meanwhile, t count 4,043 is greater when compared to t table of 1,667, with a significance level of 0.000 less than $\alpha = 0.05$. Based on the statistical calculations obtained, the hypothesis in this study, namely H_0 , is that there is an influence of Instagram @awkarin social media on the Hedonistic Lifestyle among Adolescent followers. Then it can be concluded that H_0 was accepted and H_a was rejected.
2. Based on the "Model Summary" table shows that the value of $R = 0.543$ and the coefficient of determination (Rsquare) is 0.294 the result of the squaring of the correlation coefficient 0.543×0.543 . The figure shows that the contribution of the influence of the social media variable Instagram @awkarin on the Hedonistic Lifestyle among Adolescent Followers is 29.40%. While the remaining 71.60% was influenced by other variables that were not included in this study.

The study is different from the research that the author will conduct, because the study focuses on how Instagram @Awkarin social media influence hedonistic lifestyles among

adolescent followers. And also the study is a quantifiable study which serves to find out how much influence the intended is.

RESEARCH METHODS

To get the data needed and to achieve the objectives of this study, research related to the Representation of Hedonism in Instagram Social Media @Awkarin Researchers took place in Semarang City. This is based on several considerations, including because the analysis on social media can be accessed anywhere, cost, time, energy owned by researchers, and places that are easily accessible. To provide an overview and the necessary data, a method in research is very important for its usefulness. So the research entitled Representation of Hedonism in Instagram Social Media @Awkarin uses the motto of qualitative research, because in line with the opinion of Sugiyono (2007: 11), qualitative research is a research method used to examine the condition of natural objects. The data in the qualitative research were obtained from the results of interviews, field notes, photos, video tapes, personal documentation, notes or memos and other documentation (Moleong, 2005: 6). The strategy in this study uses a case study approach. According to Mulyana (2010:201), a case study is a comprehensive description and explanation of various aspects of an individual, a group, an organization (community), a program, or a social situation". The selection of qualitative methods with a case study approach, makes it possible to be able to know in depth about the representation of hedonism in social media on Awkarin's Instagram

RESULTS AND DISCUSSION

The findings of the study have presented data in the form of photos and videos that have been collected by the author. This research was conducted to find out how the representation of hedonism in Awkarin's Instagram social media. What researchers have written is in line with John Fiske's semiotic theory of Television Codes and has three levels including Reality, Representation, and Ideology. Based on research that the author has done, there are many representations of hedonism in Awkarin's Instagram social media. This can be proven through data in the form of photos and videos that have been uploaded by Awkarin on his Instagram account entitled Dubai I and Dubai II.

At the level of reality, hedonism is seen in the aspects of appearance, costumes, makeup, environment, behavior, manner of speaking, movements, and expressions in Awkarin's Instagram social media highlights entitled Dubai I and Dubai II. In terms of appearance, a representation of hedonism is depicted when Awkarin shows his modern and fashionable way of dressing. Awkarin's appearance is seen predominantly as always looking luxurious by using clothes with a classy design and equipped with accessories such as earrings, necklaces, bags, and also other accessories that have many models every time they update. Before traveling, Awkarin also seems to be very prepared for everything related to appearance such as matching outfits, which indicates that Awkarin wants to always look cool.

In terms of costumes, Awkarin often shows himself wearing slightly revealing clothes through uploads

Her Instagram. This is very synonymous with the trend of dressing in the style of western culture, which is very morally deviant and inversely proportional to Indonesia which is famous for its politeness and ethics. In the findings that the author gathered, it seems that not only Awkarin was scantily clad. One of the friends or employees whom Awkarin invited to travel to Dubai at that time was also seen always wearing tight and skimpy clothes. In this aspect, Awkarin's highlights titled Dubai I and Dubai II have provided a conclusion that Awkarin wants to always look luxurious from head to toe. The representation of hedonism can be seen through the prestigious branded clothes and accessories that Awkarin deliberately uploaded on his social media such as several times he showed off bags with well-known brands, namely Louis Vuitton and Gucci owned by his employees. It means that the employee alone has a bag at such an expensive price, especially himself as a boss or boss who may have a bag with a higher brand level of prestige than the employee's.

In the makeup aspect, Awkarin is seen always wearing makeup that seems thick and complete with her red lipstick color. Bright white skin, supple eye-hairedness, symmetrical eyebrows, and a high nose became a pretty standard for Awkarin. This means that as a celebgram, he must always look charming in front of his followers.

The representation of hedonism in this aspect Evidently before he traveled, pulling his hair also seemed to be an obligation for him and he was seen being helped by one of his friends to tidy up his hair. It was a testament that Awkarin was among the people and made himself

unwilling to struggle alone so he invited his employees to be assistants when traveling to Dubai.

On the environmental aspect, Awkarin was the boss or CEO for the two friends who also came with him to Dubai for travel, including the Queen as an admin and one woman who was not known by name as a photographer. Through Awkarin's uploads, it was seen several times that his two friends brought Awkarin's luggage while in Dubai. In addition, in this aspect, Awkarin is seen while in Dubai with his friend settling in a hotel or luxury apartment in the city center. The representation of hedonism is very much illustrated through this aspect, Awkarin also repeatedly buys food with excessive portions and he also said that one meal alone he spends hundreds of thousands of nearly one million for three people only and it is done in some places or restaurants. The instant lifestyle and not wanting to struggle is also very noticeable in one of the posts, where no one wants to wash dirty dishes in the kitchen. Even though it is a duty as a woman. Hedonism depicted in the environmental aspect was also illustrated when Awkarin was in one of the famous buildings in Dubai and is the tallest building in the world, the Burj Khalifa, in the upload Awkarin said the entrance ticket for 3 people is worth 7 million and he is willing to pay for it just for the sake of a charming view. It can be concluded that Awkarin wants to always feel happy with sprees and spend money only on less important activities and Awkarin actually feels proud of it.

In terms of behavior, a representation of hedonism is depicted when Awkarin is in a famous hotel in Dubai, Awkarin looks very happy and enjoys his trip while eating a meal with two friends. Equipped with a view of the building and an artificial pond complete with a very beautiful palm tree, Awkarin said that he wanted to stay in that place forever. He also said if he stayed there he would likely go bankrupt, giving the impression that the hotel would be expensive. Eating food at a well-known hotel is a pleasure for Awkarin, especially located in Dubai, in contrast to vacationing in a normal hotel in Indonesia. This is because the value of the currency in Indonesia with Dubai is much different, as well as the cost of living there including the cost of staying Awkarin while on vacation in Dubai. In addition, the representation of hedonism is also depicted when Awkarin is in a costume shop, he buys a lot of less important items, especially in large quantities and at such a high price just to celebrate

Halloween. This was a waste and Awkarin was felt to be too indulgent in spontaneous desires, if he wanted something then it seemed to have to be fulfilled as soon as possible.

On the aspect of how to speak, the representation of hedonism was seen when Awkarin was at an airport, he said that he first flew in the Emirates business class and he felt very excited. And at the end of the sentence he added "I really like the smoking area. That's the most important thing". Through the upload, it can be concluded that Awkarin is very much in pursuit of the enjoyment of life. There's nothing more fun than being in luxurious, classy and expensive places. Because not everyone can be there, and only certain people can enjoy it.

In the aspect of movement, the representation of hedonism is shown through several uploads in the form of videos and Instagram boomerang videos. Awkarin is seen smiling happily and with eyes blinking right and left, complemented by the catchy outfit Awkarin wears as well as a typical Dubai video background. Representing that Awkarin is really enjoying his holiday in Dubai and looks very cheerful in the post as if there is no problem whatsoever in his life.

In terms of expression, almost all of Awkarin's uploads show feelings of pleasure and happiness. Seen through many posts Awkarin always smiles and laughs several times with his friends, this indicates that traveling to Dubai is something that makes him feel very satisfied and is a great enjoyment of life.

Of the 70 uploads in the highlights titled Dubai I and Dubai II that have been analyzed, at the Representation level the researcher draws the conclusion that the technical and conventional codes present in the uploads that depict hedonism are reflected through camera, narrative and conversational aspects. In the camera aspect, hedonism is shown in eye-level, close-up, medium close-up, long-shot shooting techniques. And the camera movements used are pan and tilt. In the narrative aspect, the message of hedonism can be seen through what Awkarin said when he made the video or through the explanations he gave in each upload. Like when he explains the reason why he bought a new camera, expresses his feelings when he is in a certain place, or an explanation when there is a certain event. In the aspect of conversation, Awkarin often uploads videos containing conversations between himself and his friends which also contain certain meanings. In this aspect, Awkarin used to use colloquial language when talking to his friends.

At the ideological level, this study focuses on the ideology of hedonism found on Awkarin's Instagram social media and the author found many of these signs through every upload that has been set by the author. They are like; likes to buy less important things; the pursuit of worldly pleasures or satisfactions by having a sense of pleasure to fill free time in a mall, café or restaurant; fond of collecting a number of prestigious branded items; and have an instantaneous lifestyle

CONCLUSION

Based on the findings and discussion about the representation of hedonism in Awkarin's Instagram social media titled Dubai I and Dubai II, it can be concluded that Awkarin's Instagram social media, especially in the highlights titled Dubai I and Dubai II, has represented the existence of hedonism. This representation of hedonism in Awkarin's Instagram social media researchers analyzed using John Fiske's semiotics, namely the theory of Television Codes which has three levels; that is, the level of reality, representation and ideology.

Based on what researchers have analyzed on Instagram social media @Awkarin precisely on the highlights titled Dubai I and Dubai II; likes to buy less important things; the pursuit of worldly pleasures or satisfactions such as having a sense of pleasure to fill free time in a mall, café or restaurant; fond of collecting a number of prestigious branded items; and having an instantaneous lifestyle is a reflection of the ideology of hedonism

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