

HEDONISM REFLECTED IN CELEBRITIES OF INSTAGRAM (CELEBGRAM) ACCOUNT

Nariza Ayu Pasha¹, Khalifah Fathonia Gumay¹
Universitas Muhammadiyah Surakarta, Indonesia

DOI: 10.23917/humaniora.v24i1.18683

Received: June 14th, 2022. Revised: March 23th, 2023. Accepted: March 30th, 2023
Available Online: March 30th, 2023. Published Regularly: March 30th, 2023

Keywords

Hedonism
Celebgram
Semiotic

Abstract

This study aims at investigating the indicators of hedonism and the dominant hedonistic orientation reflected in the Indonesian celebgrams' accounts. This study took the accounts of four well-known Indonesian celebrities as research samples. The type of the study was document analysis. The results showed that there were eleven indicators of hedonism reflected in the Instagram accounts of the celebrities. The dominant type of hedonism was egoistic hedonism. The results of the study implied the strong sense of material and physical orientation of life.

Corresponding Author

Nariza Ayu Pasha
Universitas
Muhammadiyah
Surakarta
Indonesia
Email:
Phone:
082288125369

INTRODUCTION

Indonesia has been one of the countries with the largest Instagram users. The July report of Statista.com demonstrated that the number of Instagram users in Indonesia (93 million users) was the fourth rank after India (180 million users), The United States (170 million users), and Brazil (110 million users). The age group of active users of Instagram in Indonesia was 18-24 years representing 36.4% of the total number of users (Nurhayati, 2021). Instagram is a photo-sharing application derived from "insta," meaning "instant," and "gram" taken from "telegram" (Choi & Lewallen, 2018). The word "insta" was derived from "instant camera" referring to Polaroid camera that can process and print photos instantly. The word "gram" was derived from the Telegram application that can send information quickly. Therefore, Instagram implied an applications that can be used for sharing photos and videos or information quickly and instantly (Syahreza & Tanjung, 2018).

The massive use of Instagram has made many people gain popularity through Instagram (Duarte, 2019). Individuals suddenly became celebrated because of their posts on Instagram. The easy connection with people all over the world on Instagram enables its users to spread information quickly (Al-Bahrani & Patel, 2015). People have called those who gain fame through Instagram as Instagram celebrities or celebgrams

(Tahar et al., 2020). They established their own uniqueness that lifted their names through personal branding and content posting, including personal lives.

The lifestyle shared by the celebgrams to their Instagram account often became role models for their followers (Purwanto, 2021). Celebgrams shared their happiness which implied the hedonistic orientation of lifestyle. By hedonism was meant the doctrine or the view that pleasure or enjoyment represent the purpose of life and human action (Brax, 2009). Flocker defined hedonism as a way of life in which the goal in life is pleasure and happiness. A hedonist is someone who prioritizes pleasure over pain (Sari, 2018). Veenhoven also stated that hedonism is a theory that believes that the good life is a pleasant life, with the pursuit of pleasure being the biggest motivation to act or do something. Hedonism may be classified into ethical hedonism, piety hedonism, egoistic hedonism, and universal hedonism (Karlia, 2018).

Studies on Instagram accounts have focused on various aspects. Intan P. et al. (2020) examined social identity and hedonism on @awkarin Instagram account. The result showed that Awkarin has built a virtual social identity by demonstrating personal orientation, individual values, and self-expression. On Instagram, Awkarin was referred to as having three types of hedonism: activities, interests, and opinions. Hedonistic activities were shown by hanging out, owning luxury stuffs, and visiting to a café or fancy place with friends or lovers. Karin's interest was shown by the things used and gathered a special place for the middle and upper social classes. The other research investigated the babystagram phenomenon on celebgram accounts. This research focused on finding the meaning of children photos on babystagram accounts' post. It showed that the child exploitation on the babystagram accounts has the possibilities to be occur (Novitasari et al., 2016). Aprilita & Listiyani (2016) explored the representation of beauty on @mostbeautyindo, @bidadarisurga, dan @papuan_girl Instagram accounts. Moreover, by Yarbil & Argaç (2017) examined the content users of Instagram. This research found that there were eight categories of popular photo, five various types of Instagram users based on the photos they posted, and the number of followers did not depend on the type of photos posted. The research about self-presentation and gender view was also conducted by Smith & Sanderson (2015).

Furthermore, Olszanowski (2014) found out the way how users manipulated the posts that should be subject to Instagram censorship. Using feminist qualitative method, the researcher emphasized the importance of a transparent relationship between the subject and the researcher. This research showed that they were not limited to using tactics to privacy accounts, abstract or obfuscates content, or thirst for photos within a specified time. Sheldon & Bryant (2016) found that motives in using Instagram were surveillance about others, documentation, coolness, and creativity. The other research analyzed the relationship between women's perspectives on their reasons in posting photos on their Instagram accounts. The findings showed that few women followed the top three accounts on Instagram (Beyonce, Kim Kardashian and Ariana Grande) who were described as "ideal women" and many women who posted photos on their personal accounts were not based on those top three posts accounts defined as "ideal women" (Beyonce, Kim Kardashian, and Ariana Grande), and that many women who uploaded images on their personal accounts did not follow those top three accounts. Participants' hobbies and interests were depicted in the images they shared (Tyer, 2016). Lee et al. (2015) analyzed the Instagram users' structural dimensions, motives, and relationship between the recognized motivations and the main behavioral and attitude variables.

Regarding the kind of research studied above, the use of Instagram by its users resulted new phenomena in society. Celebgram as public figures used Instagram as their place to express themselves and as a source of their income. Some well-known Indonesian celebgrams with the initial RR, AG, KN, and RV gained millions of followers. These celebgrams got their popularity from Instagram. They posted unique and interesting contents based on the character and personal branding they displayed on their Instagram accounts. Their strength as celebgrams could influence their followers to follow or do the things they did and posted on Instagram. They started their careers in Indonesia as celebgrams. RR had more than 30 million followers, AG more than 10 million followers, KN more than seven million followers, and RV more than six million followers. They uploaded photos and videos showing the happiness with their hedonic life-style characterized by behaviors aimed at obtaining life's pleasures, such as spending more time outside the home, playing more, loving the hustle and bustle of the city, pleased to purchase expensive items, and a desire to be the focus of attention (Monanda, 2017).

METHOD

The type of this study is document analysis. A systematic technique for assessing or evaluating documents both printed and electronic (computer-based and Internet-transmitted) material is known as document analysis. Document analysis, like other qualitative research methodologies, necessitates the examination and interpretation of data to extract meaning, gain insight, and develop empirical knowledge (Bowen, 2009). The research used semiotic theory by Roland Barthes to analyze the data. Barthes developed a theory of semiotics by using two stages of significance that allow to produce graded signs. This level is denotative meaning and connotative meaning (Lestari, 2019). The meaning of denotation can be interpreted as the meaning produced by the relationship between the signifier and the signified which refers to an explicit meaning that is direct and definite. While the connotative meaning is the level of meaning that explains the relationship between the signified and the signifier which refers to the implicit meaning. Connotative meaning provides openness of meaning based on denotative meaning. Method of collecting data in this study is using document analysis and using snip and save technique.

This research used the account of Indonesian celebgrams with the initial RR, AG, KN, and RV. The data that analyzed on Instagram account of RR and AG were the posts. The posts contained of the pictures, videos, and captions. This research analyzed the features of celebgram account and the dominant hedonism reflected on celebgram account. Researcher used snip and save technique to collect the data. The steps of collecting the data were as follow: the researcher conducted an online search on Instagram by looking for the RR and AG Instagram account; researcher observed and captured a last year (from January 01st, 2021 to December 31st, 2021) posts according to data needs; researcher collected data in tables according to post categorization. In analyzing the data, the researcher used cultural theme. Cultural theme is used to dismantle cognitive concepts that displayed both explicitly and implicitly that appears in various domains and serves as links across subsystems of cultural meaning (Bowen, 2009). The researcher used Roland Barthes's semiotic theory which developed denotative meaning, connotative meaning to interpret the sign on the data. The steps of analyzing the data were categorizing and classifying the data that has found; second, researcher analyzed the data using theory of semiotic by Roland Barthes; and the last step was drawing the conclusion.

RESULT

In collecting the data, researcher analyzed the content of celebgrams' account. Celebgrams shared moments in their life such as daily activities, interests and talents, love relationships, friendships, family, work, or just posting selfies. The posts posted by celebgrams on their accounts were a form of reflection of their lives in the real world. They used Instagram as a platform to reflect their hedonisms. Every celebgrams' account that researcher analyzed shared their maximum pleasure and happiness on Instagram by posting photos, videos, or reels with captions. The researcher collected the data posts posted by RR and AG from January 01st, 2021 to December 31st, 2021 to get the focus scope of analysis. On RR account there were 185 posts, 351 posts on AG account, 1111 posts on KN account, and 468 posts on RV account. The kinds of hedonism by (Karlia, 2018) theory was used as the reference to determine the indicator of hedonism reflected on celebgrams' account based on the content of the posts. The indicator of hedonism found on celebgrams' posts were described as follows:

1. Self-expression

Self-expression is the form or mindset of a person in the process of expressing intentions, ideas, or feelings (Atli et al., 2021). Self-expression can indicate reflections of hedonism in the posts of celebgrams' account because one can get happiness by expressing what is in one's mind, beliefs, emotions, likes, etc. through words, choices, and actions one takes. One form of self-expression that most people do is through selfies. They share moments in their daily life (Murray, 2015). One of the most popular form of self-expression among young people was tattoos (Atli et al., 2021).

2. Hobbies

People will be willing and able to spend more money, effort, and time to get and enjoy something they like (Sari, 2018). Activities that can be enjoyed and give happiness to the perpetrators are hobbies. People usually do their hobbies in their spare time. Research showed that free time plays an important role in achieving one's happiness (Lu & Hu, 2005). Hobbies indicated hedonism because celebgrams showed their happiness when doing their hobbies, including vacationing, keeping animals, sports, driving, eating, and cooking. The hobbies favored by these celebgrams included those on which they spent a large amount of money and were considered luxurious.

3. Addictive substance

Addictive substances such as alcohol, nicotine, and smoking (Risti, 2010) were often used by hedonists to relieve the pain they felt and to get the type of happiness they wanted. Research showed that alcohol in moderate doses can reduce stress, and alcohol in low doses can actively promote happiness, euphoria, and feelings of freedom (Baum-baicker, 1985). This was due to the fact that addictive substances such as nicotine and cigarettes can make a person happy and reduce the unpleasant feeling.

4. Physical beauty

Physical beauty and attractive appearance are closely related to the happiness and pleasure of a person, especially women. For the sake of satisfaction, people will spend money to buy products that can beautify their bodies such as skin care, cosmetics, or luxury clothes. Cosmetics are one of the tools used by women to beautify themselves (Apaolaza et al., 2011). The behavior of

maximizing physical appearance represents an indicator of hedonist reflection. This physical appearance can be in the form of using makeup, hair styling, and fashionable outfits.

5. Fashionable Appearance

Buying clothes is a superior product that makes a person happy, and fashionable clothes are products that reflect hedonism (Koca et al., 2013). The effort to look beautiful by wearing fashionable and beautiful clothes is one of the hedonist indicators in achieving happiness. This behavior is an integral part of efforts to maximize physical appearance. The uploading a fashionable style is an indicator of the celebgrams reflecting their hedonistic orientation.

6. Education

Celebgrams also expressed their happiness by showing good morals and ethics. By looking smart and having public speaking skills or intellect, they gain self-confidence and happiness as seen in the photo or videos on their Instagram accounts.

7. Achievement

The satisfaction obtained comes from the important place that society gives to someone because of the achievement obtained (Sari, 2018). The contents posted by celebgram that show the hedonism in achievement such as someone gets happiness from achieving something or winning a championship.

8. Social activity

The pleasure of someone sharing and helping others in need can indicate hedonism. The happiness from being with loved ones and doing something for the loved ones can also indicate hedonism. Those who share the belief will behave well and morally good to beautify others.

9. Relationship

As social beings, humans will not be able to live and be happy without other people. This shows that a person's happiness is dependent on the presence of other people in someone's life. Good relationships and having loved ones can make a person happier in life. Relationship showed the content about celebgrams with their family, couple, and friends. It can indicate hedonistic orientation because these contents show celebgrams' happiness with people they love.

10. Comedy

Comedy is an act or behavior that contains elements of humor that makes someone laugh. Enjoying comedy is one of kind entertainment that makes people happy. The happiness that comes from comedy can improve a person's mood. This happiness is shared by several celebgram on their Instagram accounts so that comedy can also be used as an indication of the reflection of hedonism on the celebgrams' account.

11. Religiosity

Someone who possesses this trait will get pleasure when claiming to be religiously pious or devout. The fundamental concept of religiosity is a truth, and the tranquility of devotion is a priceless comfort. From celebgrams posts, they get happiness from shared their religiosity.

The researcher tabulated the indicator of hedonism based on posts displayed on RR, AG, KN, and RV Instagram accounts. The table below shows the percentage of the content of celebgrams' account post based on the indicators.

Table 1. The Indicator of Hedonism on Celebgrams' Account

Indicator Content –	Celebgrams' Accounts			
	RR	AG	KN	RV
Self-Expression	4%	22%	9%	4%
Hobby	33%	35%	29%	20%
Addictive Substance	-	11%	3%	-
Physical Beauty	12%	7%	5%	9%
Fashionable Appearance	9%	13%	18%	24%
Education	-	-	4%	1%
Achievement	1%	1%	-	-
Social Activity	5%	-	3%	1%
Relationship	34%	11%	29%	41%
Comedy	2%	1%	0.3%	-
Religiosity	2%	-	-	-

From the table above, each celebgram has similarities and differences in their posted content. Based on the indicators that have been found, indicators can be categorized to determine the most dominant type reflected by celebgrams. There were five kinds of hedonism, namely aesthetic hedonism, ethical hedonism, piety hedonism, egoistic hedonism, and universal hedonism (Karlia, 2018). The researcher used the definition of this kind of hedonism as the benchmark to make the indicator of hedonism and correlate the indicators with the content posted by celebgram.

1. Egoistic Hedonism

Egoistic Hedonism is a type of hedonism that aims at acquiring the most pleasure. The happiness may be in the form of positive or negative so long as it can make the person happy to the maximum. In this type of hedonism, a person will be able to spend more money, effort, and time to get and enjoy something he/she likes. This pleasure can be in the form of dining in fancy restaurants, luxury vacations, buying luxury goods, and anything else that makes a person feel happy. The posts about self-expression, hobby, and addictive substance can be the indicators of egoistic hedonism.

2. Aesthetic Hedonism

Aesthetic hedonism is the concept of hedonism that can be seen from the effort in achieving happiness from maximizing appearance. The way of maximizing appearances of beauty includes using skincare or cosmetic and wearing fashionable or branded outfit. This is related with the celebgrams' posts about their physical

beauty and fashionable appearance that can be the indicators of the aesthetic hedonism.

3. Ethical Hedonism

Ethical hedonism is a type of hedonism that shows how people get happiness by getting attention from others about their success in education and career. The satisfaction obtained the success in education and career is classified into ethical hedonism.

4. Universal Hedonism

Universal hedonism is a type of hedonism that can be seen from the happiness and pleasure that a person gets from being with other people. The pleasure of someone sharing and helping others in need is categorized as universal hedonism. The content on celebgrams' posts about social activity, relationship and comedy can be the indicators of universal hedonism.

5. Piety Hedonism

Piety Hedonism is a view of life about happiness that is obtained through one's religious or spiritual qualities. In this form of piety hedonism, those belonging to this category get pleasure when claiming to be religiously pious or devout. The religiosity content on celebgrams' post can be the indicator of piety hedonism.

Table 2. Type of Hedonism Reflected on Celebgrams' Account

Indicator Content	Type of Hedonism	Celebgrams' Instagram Account			
		RR	AG	KN	RV
<u>Self-Expression</u>					
Hobby	Egoistic Hedonism	36%	67%	41%	24%
Addictive Substance					
Physical Beauty	Aesthetic Hedonism	21%	21%	23%	33%
Fashionable Appearance					
Education Achievement	Ethical Hedonism	1%	1%	4%	1%
Social Activity					
Relationship	Universal Hedonism	41%	11%	32%	42%
Comedy					
Religiosity	Piety Hedonism	1%	-	-	-

Overall, from the table 2 can be concluded that the most dominant types of hedonism reflected by celebgrams vary. On the accounts of RR (41%) and RV (42%), the type of hedonism that has the highest percentage is the universal hedonism. Then, egoistic hedonism is the highest percentage of hedonism reflected on the account of AG (67%) and KN (41%).

DISCUSSION

The findings show that celebgrams share things they like and enjoy on their Instagram accounts. This can be seen from the posts of celebgrams that show their lives. The activities they upload on Instagram by using the post, instastory or reels upload feature can be accessed by their followers from all over the world. They record exciting moments of their lives on Instagram that show their hedonistic orientation. Based on Barthes' semiotic theory, the findings described above can be interpreted in two significations, namely by using denotative and connotative meaning (Eriva & Payuk, 2020).

First, the indicators of hedonism are found on the celebgrams' account, namely: self-expression, hobby, addictive substance, physical beauty, fashionable appearance, education, achievement, work, social activity, relationship, comedy, and religiosity. Each of these indicators is shown by the celebgram as activities or things they do enthusiastically and happily. This is supported by the captions they write on their posts. For example, in one of KN's celebrity uploads in the form of a photo showing him doing a mirror selfie in a luxurious room with bright lighting, a portrait of herself wearing a tight light brown dress that forms her sexy curves shows her posing with his legs crossed and holding her iPhone. She wrote a caption on the photo, *"60kgs of happiness"*. From this photo, it can be indicated as an expression of herself and her tendency to show her physical beauty and fashionable clothes. It can be interpreted that she shows her happiness with her ideal body which is beautiful and sexy. It is undeniable that the ideal body is the standard of beauty that many women strive for. This can be seen from the women who are models of well-known clothing brands who usually have tall, slim, and sexy bodies (Yan & Bissell, 2014). Thus, the KN celebgram proudly shared her portrait on her Instagram account.

In the second finding, it is indicated that these four celebgrams have various types of hedonism. From the five types of hedonism, universal hedonism is the most dominant type of hedonism reflected on celebgram RR and RV account, meanwhile celebgram AG and KN posts were dominated by egoistic hedonism. Celebgram RR, which is known as a hijaber, has a cheerful, humorous, courageous, and good image (Wahyudi, 2019). Her posts were dominated by posts with her husband, family, and close friend. She reflects her happiness by living a cheerful life with happiness and happiness for the people he loves. Slightly like celebgram RR who dominantly displays universal hedonism in her account, celebgram RV also reflects her happiness with her family. The difference is that celebgram RR's shows the image of being free, fashionable, open-minded, warm, and sexy. Unfortunately, in the last few months she was reported a negative issue about her romantic relationship (Nursaniyah, 2021). It made her turned off the comment column on her Instagram account. She reflects her hedonistic orientation by displaying her happiness with her children, family, and her fashion enthusiasm. Meanwhile, AG and KN celebrities, whose hedonistic orientation is more dominant in egoistic hedonism, show a luxurious lifestyle and dare to express themselves. Celebgram KN and AG display their image and hedonistic orientation that tends to be similar (Hasibuan, 2019; Mario, 2021). Both shared many posts that display a sexy, fashionable self-image with a luxurious life, free, brave and like sports. However, the KN celebrity shows a more varied hedonism.

This cannot be separated from the role of the environment in which they live and socialize. The fact that they are public figures who live in urban areas whose religious orientation, lifestyle, technology, and economy are developing dynamically requires them to follow these developments. The hedonistic

orientation shown by each celebgram varies with different social and cultural backgrounds. It can be concluded that everyone has a different hedonistic orientation due to different social, cultural, and economic backgrounds.

CONCLUSION

Based on the results and discussion above, the study came to the following conclusions. The indicators of hedonistic orientation of the Indonesian celebrities' included self-expression, hobby, addictive substance, physical beauty, fashionable appearance, education, achievement, work, social activity, relationship, and religiosity. The dominant types of hedonism were universal hedonism and egoistic hedonism. The type of hedonism with the least indicators was ethical hedonism. The study implied that the Indonesian celebgrams externalized the concept of happiness in the here-and-now parameters.

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