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HEDONIC LIFESTYLE AS IDENTITY OF BANDA ACEH TEENAGE CELEBGRAMS (A STUDY ON THE IMPACT OF ACCESSING CELEBGRAM'S INSTAGRAM ACCOUNTS)

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ABSTRACT

This research is titled "Hedonic Lifestyle as the Identity of Banda Aceh's Teenage Celebgrams (An Explanatory Study on the Impact of Accessing Celebgram Instagram Accounts)." The purpose of this research is to determine the causes of Banda Aceh's teenage celebgrams adopting a hedonic lifestyle as part of their identity, and to explain the process of how the hedonic lifestyle becomes the identity of Banda Aceh's teenage celebgrams.

This research uses a qualitative explanatory method. The data collection techniques employed in this study include semi-structured interviews, non-participant observation, and documentation. The study focuses on the hedonic lifestyle as the identity of Banda Aceh's teenage celebgrams, particularly those in the age range of 17 to 25 years, which corresponds to the Department of Health's definition of adolescence. This research is based on Social Learning Theory, which explains that

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Banda Aceh's teenage celebgrams observe and learn from other celebgrams' hedonic lifestyles, adopt these lifestyles as role models, and then imitate them. The results of this research indicate that one of the main reasons Banda Aceh's teenage celebgrams adopt a hedonic lifestyle is that they, too, have hedonic role models. The rewards, in the form of self-satisfaction and pleasure, as well as positive responses from the virtual environment, encourage Banda Aceh's teenage celebgrams to commit to living a hedonic lifestyle.

The hedonic identity of Banda Aceh's teenage celebgrams is discernible through their activities, interests, and opinions. This research also finds that the dominant sources influencing the creation of the hedonic identity among Banda Aceh's teenage celebgrams are their peers and idol figures (role models).

INTRODUCTION

Based on We Are Social's research in collaboration with Hootsuite in 2018, there are 130 million active social media users in Indonesia. A report from We Are Social titled "Essential Insights Into Internet, Social Media, Mobile, and E-Commerce Use Around The World," published on January 30, 2018, reveals that 132.7 million out of 265.4 million of Indonesia's population are internet users. We Are Social also reports that among the 132.7 million internet users, there are 130 million active social media users with 49% penetration. Among these 130 million active social media users in Indonesia, 49.4 million or around 38% of people stated that Instagram is one of the social network-based media platforms they most frequently visit.

Most of the internet and social media users in Indonesia are children and teenagers. As quoted in Psychology Today's article (2013), "4 Things Teens Want and Need from Social Media," teenagers mostly spend their time on social media rather than

studying and family gatherings. Meanwhile, the reasons why they are drawn to social media are to get attention, share opinions, and gain personal branding.

The act of developing personal branding on social media can be categorized as an attempt to present their identity to others. As psychologist Retno Riani M explains, the era of globalization significantly affects teenagers' hedonic way of life, which prioritizes material things such as having flagship smartphones, hanging out in fancy cafés, and wearing clothes. These influences come from family, surroundings, society, personality, materialistic mindset, and mass media like TV, magazines, or the internet. <http://lampung.tribunnews.com/2016/01/13/orangtua-perlu-waspada-ini-penyebab-remaja-menjadi-hedonis>.

Hedonic lifestyle, according to Solomon (2009), is an act or habit of someone who spends their time seeking pleasure and happiness with their peers while wishing to be a social highlight. During its development, a hedonic lifestyle can possibly entice anyone, including Instagram users, due to the basic human need for pleasure. The hedonic lifestyle represented on social media becomes a form of identity among Instagram users. Hedonism's appearance on Instagram can be seen through photo and video uploads at certain times and continuously.

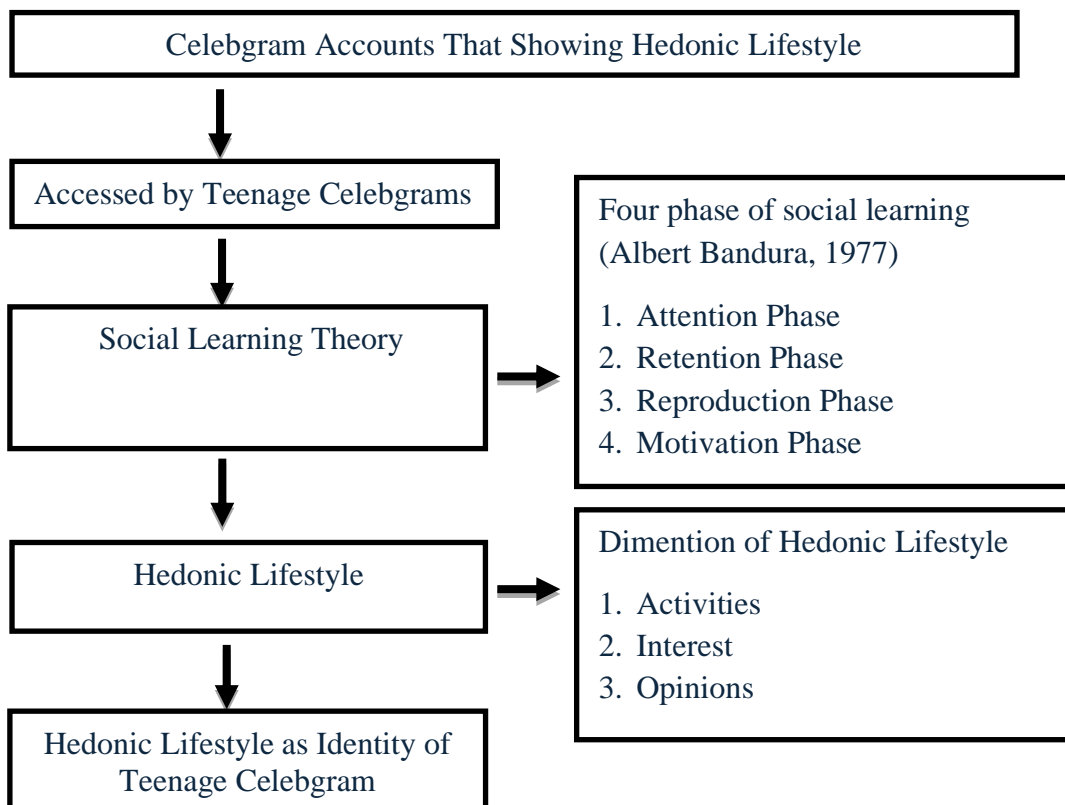
Instagram has created a term called Celebrity Instagram (Celebgram), or in Indonesia, it is known as selebgram. This term is aimed at well-known role models or public figures in society due to their massive following on Instagram. Teenage Celebgrams in Banda Aceh post their daily lifestyle by visiting popular places in Banda Aceh such as cafés, shopping malls, and showing trendy fashion styles on their personal Instagram accounts. This is how the Celebgrams construct their identity and want it to be seen by the masses, including their own followers and other fellow Instagram users. Based on the conditions above, the researcher is interested in investigating "Hedonic Lifestyle as Identity of Banda Aceh's Teenage

Celebgrams (An Explanatory Study on the Impact of Accessing Celebgram's Instagram Accounts)."

CONCEPTUAL FRAMEWORK

This research uses Social Learning Theory, which was created as a Mass Communication Theory by Albert Bandura in 1977 (Severin and James, 2011). The theory states that there are many learning processes that occur through observation of others' behavior (observational learning). Briefly, Social Learning Theory explains how behavior can be shaped through observation of models shown in mass media. According to Bandura, there are four phases in observational learning: attention phase, retention phase, reproduction phase, and motivation phase.

Here is the following research framework:



Here are the characteristics of a hedonic lifestyle according to experts:

1. Having a pleasure-oriented lifestyle such as spending a lot of time outside, hanging out, spending money on fancy items, and being eager to be a social highlight (Soegito, 2016).
2. Preferring activities that are more fun rather than social activities, considering themselves friendly, and mostly coming from wealthy backgrounds (Ariani, 2010).
3. Buying products and using services from certain companies in order to gain self-pleasure (Prasad and Aryasri, 2011).
4. Hedonic lifestyle behavior tends to include spending time in malls, cafés, and fast-food restaurants, and owning multiple branded or high-end items (Prasad and Aryasri, 2011).
5. Using free time to explore hobbies, traveling, shopping, etc. (Ahmad, Omar & Ramayah, 2011).
6. Prioritizing activities based on personal interests such as fashion, culinary experiences, and media (Easey, 2009).

METHODOLOGY

This research employs a qualitative approach with an explanatory method. The aim of the study is to describe and explain why and how the hedonic lifestyle has become the identity of Banda Aceh's teenage celebgrams. The subjects of this research are Banda Aceh's teenage celebgrams who are in the final stage of adolescence, as defined by the Health Department (2009), which includes individuals aged 17 to 25 years.

The research methods include semi-structured interviews, non-participant observation, and documentation. The researcher uses Miles and Huberman's Data Analysis Technique, which involves several processes: data collection, data reduction, data display, and drawing conclusions.

FINDINGS & DISCUSSION

The results of the research conducted on three Banda Aceh teenage celebgrams as informants show that one of the causes of their hedonic lifestyle is having hedonistic role models. The imitation carried out by the informants toward their role models aligns with the **social learning phases**, which are as follows:

1. Attention Phase

The first phase occurs when the informants pay attention to role models who display a hedonic lifestyle on their Instagram accounts.

2. Retention Phase

After observing their role models closely, the informants store this information in their memory. The ability to retain information is an essential component of the social learning process. After paying attention to what their role models (celebgrams) display, the informants recall this information later.

3. Reproduction Phase

In this phase, the informants manifest the behaviors stored in their memory and implement them as actions. The informants emulate the behaviors demonstrated by their role models. For example:

- **Nanda Shava**, one of the informants, chose **@shireenz** as her role model. Nanda admires @shireenz's attractive fashion sense, which is popular among teenagers. As a result, Nanda adopts @shireenz's fashion style as an inspiration for her own daily outfits.
- Similarly, **Isra Suruura** looks up to **@awkarin** and **@rachelvennya** as her role models. Isra mimics their lifestyle, which includes hanging out at cafés, spending time with peers or her significant other, owning branded and high-end items, and engaging with culinary and fashion trends. Specifically, Isra was inspired by @rachelvennya's culinary business "**Rumah Sedep**". Because of

this, Isra frequently visits Rumah Sedep, shares pictures and experiences from the restaurant on her personal Instagram account, and considers it part of her lifestyle.

- The third informant, **Syarifah Rizki**, chose **@shireenz** and **@lulalahfah** as role models. She follows **@shireenz's** fashion style and admires **@lulalahfah's** lifestyle, which focuses on pleasure and self-satisfaction. Influenced by this, Syarifah posts content on Instagram that portrays a hedonic lifestyle, such as visits to fancy cafés, malls, fast-food restaurants, and tourist destinations.

4. Motivation Phase

The rewards and punishments tied to a behavior heavily influence an observer's decision to replicate it. If the perceived rewards outweigh the perceived costs, the behavior is more likely to be imitated. One reward that the informants commonly receive by imitating their celebgram role models is **attention from their social environment**, particularly from online communities. By modeling their behavior after celebgrams, the informants develop a positive image on Instagram.

According to Levan and Linda (Rianton, 2013), **hedonic lifestyle** is a pattern of behavior characterized by activities, interests, and opinions aimed at maximizing life's pleasures. In this study, these characteristics are evident in the informants' Instagram posts:

1. Activity

Activity refers to how individuals spend their time engaging in observable actions. In this research, hedonic lifestyle activities include hobbies, entertainment, and travel. The informants demonstrate a hedonic lifestyle by engaging in pleasure- and self-satisfaction-driven activities, such as visiting cafés and malls, pursuing hobbies, and going on vacations.

2. Interest

Interest relates to an individual's sustained passion or attention directed toward a specific object, event, or topic (Engel, Blackwell, & Miniard, 2004). The informants

prioritize their interests, such as fashion, culinary exploration, and media, which shape their hedonic lifestyle.

3. Opinion

Opinion reflects an individual's personal views or statements about themselves, social issues, or products related to their lives (Engel, Blackwell, & Miniard, 2004). In this research, the informants express their opinions about being teenage celebgrams who share their everyday lives on Instagram. All informants perceive it as normal, as many average Instagram users also display their daily lives openly. They openly share their hedonic lifestyles, gaining friendships, popularity, and improved social status as positive outcomes. This increased social status can further reinforce their hedonic behaviors.

The **hedonic lifestyle** as the identity of Banda Aceh's teenage celebgrams is shaped by **exploration** and **commitment**.

- **Exploration** occurs when the informants actively seek information, observe role models, and determine their values, goals, and behaviors. Through keen observation and attention to their role models, they develop aspirations and patterns of behavior.
- **Commitment** emerges once the informants dedicate themselves to a particular identity. In this study, the informants receive rewards and compliments for displaying a hedonic lifestyle on Instagram. This positive feedback reinforces their behavior and strengthens their commitment, making the hedonic lifestyle an integral part of their identity.

However, the commitment to this lifestyle is temporary and subject to change. Over time, the informants may re-explore their values and behaviors, leading to potential revisions in their commitments. According to Crocetti (2008), deeper exploration results in reflection, discussions with others, and consideration of alternative identities. If these explorations reveal dissatisfaction, the commitment may be revised or abandoned.

One influential factor in identity formation is the presence of a **role model**. As Erikson (in Upton, 2012) highlighted, identity can be influenced by society, reference groups, and role models. Based on the research findings and observations, the **dominant source of influence** in shaping the informants' identities on Instagram is their **social environment**, which includes peers and idolized figures (role models).

CONCLUSION

Based on the results of research and analysis, it can be concluded that; firstly, Banda Aceh's teenage *celebgrams* whom become informant in this research made hedonic lifestyle as because it is influenced by role models or roles that they followed and they noticed in social media Instagram. The imitation process of hedonistic lifestyle behavior occurs because of learning through observation on role model behavior. The social learning process traveled by the informant in this research through several phases, such as: Attention phase, retention phase, reproduction phase and motivation phase.

Secondly, the hedonic lifestyle as the identity displayed by the informant in their Instagram is seen through the dimension of lifestyle, which is:

- a. Activities, activity indicators in this research are hobbies, entertainment and holidays.
- b. Interests, indicators of interest in this research are fashion, culinary and media. The informant in this research has an interest in fashion and culinary, then the informant show on Instagram which is one of the media to spread their hedonist lifestyle behavior.
- c. Opinion, an opinion indicator in the research is the informant opinion of self as the Banda Aceh teenage *celebgram*, which states that spreading or displaying daily life on Instagram is commonplace.

The hedonist lifestyle as the identity of the informant is due to exploration and commitment. Exploration is to find out and observe the hedonist lifestyle displayed

by the role model to bring up a decision to implement the hedonic lifestyle. The informant's commitment (self-values) in this research emerged from the motivation of earning reward (appreciation) or praise, pleasure or self-satisfaction as well as the positive response from the virtual environment, so that the informant commitment to live a hedonist lifestyle. The informant's commitment can change when the informant re-explorations in life, resulting in a review of the commitments already made or decided.

A more dominant source in influencing the identity creation of the informant in Instagram is the social environment, where the informant grows and develops like peers and idol figures (role models).

Suggestions from researchers based on research Hedonic Lifestyle as Identity of Banda Aceh's Teenage *Celebgrams* (An Explanative Study the Impact of Accessing *Celebgram's* Instagram Accounts) are as follows:

1. To the informant of this research, researchers suggest to be more prudent and selective in following the *celebgram* behavior as a role model, as the Banda Aceh's teenage *celebgram* should feature a more useful lifestyle, so that can influence other followers or Instagram users to follow a more rewarding lifestyle, more selectively in sorting out playmates so that it's not easily affected by friends invitations to live a hedonic lifestyle, filling free time with more useful activities so as to minimize the onset of hedonic lifestyle behavior, and as a *celebgram* should be able to utilize Instagram as a medium to form a good identity, so that good identity can be imitated by other Instagram users.
2. To the community or other social media users, researchers suggest to be able to utilize technology wisely so as to help build a good identity and if it has a role model in social media, it should be a smart followers, in a way that can distinguish good behavior to emulate and which is not the role model.

LIMITATION AND STUDY FORWARD

This study focused exclusively on the identity of late-teen celebgrams aged 17-25 years. Additionally, the method used in this research was qualitative, which limits the number of research subjects that could be analyzed. Therefore, the author suggests that future research on this topic should consider using a **quantitative method** to reach a larger number of respondents and broaden the scope of the research to include all phases of adolescence.

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