CHAPTER I

INTRODUCTION

1.1 Background of the Study

Today, every aspect of people's life can't be separated from the use of technology and digital media. New technology can change users from analog to be more digital. Nowadays, the users of digital media especially the internet have increased rapidly. This is supported by the presence of new technology that reaches all of level society. Social media refer to websites and applications that are designed to allow people to create, share, and make information exchange and ideas in the virtual community (Choi & Kang, 2014). Social media allows users to interact and engage in two ways of communication with other people.

Nowadays, social media has become the most influential media because it is used by 63 million Indonesian citizens according to kominfo.go.id. It shows that most of the Indonesian people have social media account and using social media in their everyday life. There are many popular social media which gain many users in Indonesia such as Facebook, Twitter, Snapchat, and Instagram. Recently Instagram becomes one of the hype applications in Indonesia which attracts many users. According to We Are Social, Indonesia occupies the 3rd position of the highest Instagram users after USA and Brazil with 53 million users(Adinda & Pangestuti, 2019). It can be concluded that Instagram becomes one of the major social media applications used by Indonesian users.

Instagram is a social network launched in 2010 which offers the facility to create a personal photo gallery. Instagram allows users to upload photos and videos to express the users, such as the unique characteristics, hobbies, and particularly the

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identity of its users. This shows that self-presentation in online network primarily take place in their profile or account. Within their Instagram account, the users can perform their identity through the photos and videos, they share or anything that they post including the link and caption of each post. In Instagram as the owner of the social media account, the freedom can be felt in terms of self-presentation and their choice in revealing information about themselves, identity, looks, and also about their lives. The self-presentation can be used to make an impression to others or an impression that convenient one's ideal and this is generally motivated by their desire of it(Herring & Kapidzic, 2015).

Nowadays, people want to build and maintain their own personal identities coverage in social media (Bojmel, Bareket, & Shahaar, 2015). People perform their life into the selected posts and words for some specific reasons. Social media can be a media for people to show their true identity to society and the public. Despite the identity in the reality, people can also make another identity in Instagram as their self-presentation. Sometimes, people are more comfortable and brave to show their true identity in virtual reality than the reality itself.

The existence of social media not only for branding the users, but it allows the emergence of space freedom expression to comment and interpret every post of the users. Through social media, they have a space to show their existence in society. Nowadays, everyone is free to express his identity in their social media including the androgyny, transgender, gay, and lesbian user. However, it still becomes controversial in society. They believe that people should express their gender appropriate with his sex. Male should be masculine and female should be feminine.

Since the appearance of human beings on earth, physical differences and abilities have played a role in this distinction. Men aligned with masculine characteristics and women with feminine characteristics. Now, there is no clear, rigid line to separate

both of them. Because of this, some people have to go beyond the long journey to find their identity. Gender that is strictly assigned to individual makes it difficult for them to adapt and in many cases actually limit people to find comfort in his or her own body. Gender has already been constructed even when we are born. In our childhood, we learn about gender that is constructed by society through family, school, and even the society itself taught us about our gender(Beavuoir, 1953). The way society learns about gender and sex is that if our sex and gender are aligned, then we are considered normal people while opposing gender and sex are considered as trans. However, this allows the emergence of space freedom expression and try to break out or coming out of grid gender boxes that had been understood. Therefore, we find a lot of different gender expressions displayed on the page of social media, both form of expression and identity that is flexible. One of gender expression that displayed on the page of social media is androgyny style.

Androgyny is a term that shows the division of masculine and feminine characters at the same time. The thought that the masculine and feminine aspects are capable of complementary raises the concept of androgyny that combines both masculine and feminine gender roles for individuals at the same level(Setyaningsih, 2009). There are pros and contra in Indonesian society towards the androgyny phenomenon. It is because most Indonesian people still embrace the regulations that bind the rights and obligations of someone who was regulated based on biological sex. Because of that, it is impossible to not related androgyny to the diversity of sexual orientations, the society has mistakenly equated androgyny with homosexuality and transgender(Goenawan, 2007).

@joviadhiguna is one of the androgyny celebgram who has many followers (564.000 24 October 2019) on Instagram. Jovi is also known as a social media influencer on Instagram and Youtube. Jovi Adiguna is a fashion influencer on Instagram. Jovi is branding himself with an androgyny style to gain attention on

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social media. The term of beauty influencer refers to digital natives who post, snap, and tweet to their hundreds of thousands or even millions of followers who then rush out and buy the beauty products they recommend (Strugatz, 2016). He got an award from Beauty Fest Asia (The biggest beauty festival and conference in South East Asia) as Breakout Creator of The Year in 2017. The award, furthermore, symbolizes the public's acceptance of Jovi's appearance. Jovi presents his style like a female with cross-dressing, wearing heels, and applying makeup. He wears woman clothes and uses makeup that is not appropriate for men, but he still considered himself a male. As a male, Jovi presents his style like a female with cross-dressing and applying makeup. From the point of view of Indonesian culture, Jovi's appearance and character are considered to be deviant. In this case, Jovi expresses his gender expression which is contrary to people's belief of being male as his gender identity. By spreading his courage to "get out from the comfort zone" especially on indirectly constructed gender bias, Jovi dares to show that being different is not always the threat of life. Jovi's appearance on Instagram as androgyny is an expression and presentation of himself to the people. Through his photos and videos, He tries to visualize his androgyny style for the Indonesian viewers who still unfamiliar with the concept of androgyny. Besides, he can influence his followers to be brave in expressing their desire to break the rule of man and woman based on social construction.

In fact, not all of the people give a positive response to what is Jovi does on his Instagram account. The response is considered as a set of reactions, answers, influences, or effects. The audience's reaction to the excitement is very dependent on how the stimulus is processed, then the reaction can shape the attitudes and behavior of the consumers (Susanta, 2008). The stimulation or information received by individuals will change the view, opinion, and mindset of a particular object (Werung, 2015).

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Indonesia basically is a patriarchal country. The idea of gender has only been seen from the point of view of Traditional Gender Roles. Arum and Wulan (2014) in their research write that hegemonic masculinity in Indonesia more likely to be associated with the manhood concept of emotionally mature which is usually had by adult men. Regarding the idea of masculinity based on society beliefs, Jovi's masculinity is different and does not conform to the traditional masculinities. It can be assumed that Jovi's masculinity is considered as queer masculinities because he is not participating in the traditional masculinities.

Some people considered Jovi as an abnormal person because he does not conform to the traditional masculinities in Indonesia. They assume that Jovi Adiguna's figure is considered bad because some people are opposed to the existence of Jovi Adiguna and will give a bad influence on adolescents in Indonesia. On the other hand, many people support him, proven by the increasing number of followers each day, a great number of liker on every picture, and the abundant jobs he got.

The increasing of media in society and the domination in social identity formation through various products and characteristics have become an effective tool to shape and spread gender construction in society(Hariyanto, 2009). Through social media, the term androgyny becomes more popular. It showed by the increase of social influencer using androgyny style in their social media such as Jovi Adhiguna, Darrel Ferhostan, Andreas Lukita, Tex Saverio, Anastliee, and Chloe Clau. From all of the androgyny influencers in social media, Jovi is the most popular influencer on Instagram. It showed by the number of Jovi's followers which reached 600.000 followers in March 2020.

There are several androgyny research in academic study. Such as A Study of Orlando's Androgyny in Virginia Woolf' Orlando by Milen (1998), Representation of Androgyny Fashion in Elle Magazine Analysis by Reza Oktivia Hamenda (2013),

and Analisis Semiotika Androgini Pada Iklan Busana Wanita Nikicio di Jakarta by Siti Meilani (2017). From all of the study above there is no study which discusses audience response in androgyny people. That's why the writer uses Jovi Adhiguna's Instagram account to become an object in this study focusing on audience response to androgyny. The writer hopes this study can add a deeper understanding of the Androgyny studies and their connection with the culture and society which focusing on the celebgram and audience response about the issue.

Inline what does the writer wants to convey in this study, the issue of androgyny has become a never-ending discussion which can be seen in some studies. There are several related studies which the writer used based on the issue and also the audience studies in term of the phenomenon on social media.

The first related study is an undergraduate study by Nadia Seassi Roesdiono in 2015. Roesdiono observed the audience's response toward the famous singing talent show in Indonesia named "Indonesian Idol". She finds that Indonesian Idol has become the product of the culture industry in which the society is forced to become the passive audience, while the producer and media owners become the controller of the society(Roesdiono, 2015). The secondly related study is a study by Hito Yoshida conducted in 2015. Yoshida's work, published in 2016, is an audience reception study which issue is about womanhood in the main female character of Indian TV series that aired in Indonesia, Jodha Akbar. Female viewers view Jodha Bai, the main female characters, not only as a woman but also as a mother, a wife and most important as a leader which Yoshida state is rather lost in Indonesian women's characteristic. Another related study used is an undergraduate thesis by Giska Ekana S. in 2016. Her study aims to investigate how @Joviadiguna performs his gender identity by expressing his gender differently which does not meet society's perception of being masculine. The fourth related study is a study by Rizky Sulistyono in 2014 entitled "Perilaku Androgini Tokoh Utama Dalam Film Prancis Tomboy". The result

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of this study indicates that Laure shows more manifestations of masculine behavior when playing with his friends, while he shows his feminine behavior when he gathered with his family. This study shows that Laure is displayed as an androgynous woman. The last related study is an undergraduate study by Dhita Fadhillah in 2013, entitled "Feeding Sensuality through Food: Male Audience Responses in Surabaya toward Vindy Lee's Culinary Segment in ANTV's Jakarta Belum Tidur". The result of Fadhilah's study showed that Vindy Lee turned into the object of male audience desire and the signifier of castration threat. The male audiences experienced pleasure by looking at Vindy Lee as the sexy object but their pleasure did not reach the level of narcissism caused by Vindy Lee's unnatural and over-made sensuality.

Related to the explanation from the previous studies, through this study, the writer intends to examine how the audience responds toward Androgyny celebgram in @joviadiguna Instagram account. This study concerns how people see Jovi Adiguna as a popular celebgram in Indonesia, how they like or dislike or both, and why. Their opinions are analyzed and the result could be useful to give some references and suggestions of how people see the phenomenon of androgyny celebgram in Indonesia. The writer uses the theory of Encoding Decoding by Stuart Hall and the analysis of this study will on the audience responses toward Jovi Adiguna as an androgyny celebgram in Indonesia.

1.2 Statement of the Problem

Based on the background of the study that has been stated above, the writer states the research question into words:

- How do male audiences respond to Jovi Adhiguna as an Androgyny celebgram in Instagram?

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1.3 The Objective of the Study

As for the action-reaction to such research question, the writer puts the objective of the study as below:

- To see how the male audience respond toJovi Adiguna as an Androgyny celebgram in Instagram

1.4 The Significance of the Study

There are some significance points from this study. The writer wants to show how the audience‟s responds toward androgyny celebgram in Instagram account in the common reader. The writer also aims that this study could give specific knowledge to understand the phenomena in social media used by Indonesian celebgram focusing on androgyny to show freedom of gender expression especially in Instagram. The writer also hopes that this study can add the deeper understanding about the Androgyny studies and its connection with the culture and society which focusing in the celebgram and audience response about the issue.This study also expected to make valuable contribution for UniversitasAirlangga, especially the students of English Department, Faculty of Humanities to get a deeper understanding about Androgyny and for those who are interested in audience study.

1.5 Definition of Key Terms

Androgyny : An attempt to disrupt the existence of gender differentiation through the effort of aligning the gender differences or mixing it into one (Robertson, 1992).

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Encoding

:The process when media produce meanings and ideas to create discourse within the audience such as ideologies, knowledge, definition, and assumption (Yoshida, 2016)

Gender Performativity

: The act of repeating, citing, and imitating practice to become a particular gender (Buttler, 1999).

Instagram

: Platform of mobile-photo networking application that allowed theusers to post photos and videos (Herring & Kapidzic, 2015).

Audience research

: A research in which the audience becomes the main object and aims to identify the views, habits, and opinions of media audiences of all kinds (Denesi, 2009).

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