

UNDERGRADUATE THESIS

**THE CONSTRUCTION OF IDENTITY THROUGH THE CONSUMPTION
OF BOOKS: A STUDY ON BOOKTWT ACCOUNT USERS**



By

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**ENGLISH DEPARTMENT
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UNIVERSITAS AIRLANGGA
SURABAYA**

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Submitted in Partial Fulfillment of the Requirement for the Sarjana Degree of
English Department, Faculty of Humanities, Universitas Airlangga

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2022

DECLARATION

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Surabaya, 8 July 2022



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*This thesis is dedicated to
My beloved family and myself.*

APPROVAL SHEET

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Milenie Nathaly Karangan
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***“I can do all this through
Him who gives me strength.”***

Philippians 4:13

TABLE OF CONTENTS

Cover Page.....	i
Inside Cover Page.....	ii
Inside Title Page.....	iii
Declaration Page.....	iv
Dedication Page.....	v
Approval Sheet.....	vi
Acknowledgements.....	vii
Epigraph.....	ix
Table of Contents.....	x
List of Tables.....	xii
List of Figures.....	xiii
Abstract.....	xiv
Abstrak.....	xv
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Statement of the Problems.....	7
1.3 Objectives of the Study.....	7
1.4 Significance of the Study.....	7
1.5 Definitions of Key Terms.....	8
CHAPTER II LITERATURE REVIEW.....	10
2.1 Theoretical Framework.....	10
2.1.1 Consumer Culture.....	10
2.1.2 Identity Construction.....	12
2.2 Review of Related Studies.....	13
CHAPTER III RESEARCH METHOD.....	19
3.1 Research Approach.....	19
3.2 Data Sources.....	19
3.3 Population.....	20

3.4 Sampling.....	20
3.5 Scope and Limitation.....	21
3.6 Technique of Data Collection.....	22
3.5 Technique of Data Analysis.....	24
CHAPTER IV RESULTS AND DISCUSSION.....	25
4.1 BookTwt on Twitter.....	25
4.2 Decision to be Part of BookTwt.....	28
4.3 BookTwt Account Users' Consumption Practice.....	31
4.3.1 Production of Consumption.....	32
4.3.2 Modes of Consumption.....	39
4.3.3 The Consumption of Wish and Pleasure.....	44
4.4 Interpretation of Findings.....	46
CHAPTER V CONCLUSION.....	50
References.....	53
Appendix.....	55

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LIST OF TABLES

Table 3.1 Profile of the Five Informants.....	20
Table 4.1 Reasons to Consume the Books Done by the Informants.....	30

LIST OF FIGURES

Figure 4. 1 Tweet that Includes #booktwit and sent to find BookTwt mutual.....	25
Figure 4. 2 @literarybase Account Profile on Twitter.....	26
Figure 4. 3 Tweet about Finding Mutual on @literarybase.....	27
Figure 4.4 Tweet about Looking for Books to Buy.....	33
Figure 4. 5 Tweet from Yumita Contains Her Review on a Book She Read.....	38

ABSTRACT

The purpose of this study is to discover and understand the consumption practice done by BookTwt account users on Twitter and how they construct their identity through the consumption of books. BookTwt is both a label of an account and a community that consists of users who are interested in books and book-reading activities on Twitter. Phenomenology is used as the research approach to conduct this study and the data are obtained through in-depth interviews with several BookTwt account users. The theory of Consumer Culture by Featherstone (2007) is applied to this study to examine and achieve a better understanding of the issue discussed. This study discovered that certain identities are constructed in the middle of the BookTwt community and they try to maintain their identity through the consumption of books.

Keywords: BookTwt, Consumer Culture, Consumption, Identity, Twitter

ABSTRAK

Penelitian ini bertujuan untuk menemukan dan memahami praktik konsumsi yang dilakukan oleh para pemilik akun BookTwt di Twitter dan cara mereka dalam membangun identitas melalui perilaku konsumsi mereka terhadap buku. BookTwt merupakan sebuah istilah yang digunakan untuk melabeli akun dan juga nama sebutan untuk sebuah komunitas terbuka yang dibentuk di Twitter. Keduanya dibentuk oleh para pengguna Twitter demi pembeda konten dalam profil akun mereka dengan pengguna lainnya. Dalam penelitian ini, pendekatan fenomenologi kualitatif digunakan untuk mengkaji isu yang dipilih dan data dikumpulkan melalui wawancara mendalam dengan beberapa pemilik akun berlabel BookTwt. Dalam mengkaji dan menganalisa isu, peneliti menerapkan teori Konsumen Budaya oleh Featherstone (2007). Penelitian ini menyimpulkan bahwa ada identitas-identitas tertentu yang dibentuk oleh pemilik akun BookTwt dan mereka terus berusaha untuk mempertahankan identitas itu melalui praktik konsumsi buku, sehingga mereka tidak bisa terlepas dari buku.

Kata kunci: BookTwt, Budaya Konsumen, Identitas, Konsumsi, Twitter