

ABSTRACT

Maghfiroh, Lailatul. *A Celebrification Of Celebgram On Instagram: A Case Study Of @Shireeenz*. Undergraduate Thesis, Faculty of Humanities, Universitas Airlangga Surabaya.

Celebrification becomes something usual in everyday life after the emergence of online media. With the emergence and rapid development of social network, celebrity now can be practiced by every person. In this study, the writer aimed to examine how celebrification process is achieved by a DIY celebrity on Instagram. The writer used a DIY celebrity on Instagram named Sukainah Shirin Al-Athrus or @shireeenz. The writer used qualitative method to examine the issues in this study. To analyze the process of celebrification of @shireeenz, the writer used the concept of techniques of online self-presentation. The writer discovered that Shirin promoted many social networks and used tagging and hashtags on her Instagram account. She also used comments, private chat group, and held meet and greet events to maintain the feeling of closeness and intimacy with the followers. The characteristics of media convergence possessed by Instagram support Shirin in successfully applying self-branding. The writer also found that in elevating her social status from ordinary people to celebrity, Shirin exhibited her closeness with famous fashion bloggers, designers, other celebgrams, and the real celebrities. The success of Shirin's celebrification cannot be separated from the fact that muslimah children in Indonesia actually do not have perfect figures in fashion and celebrity world. Therefore, the appearance of Shirin is able to fulfill this empty slot in fashion and celebrity world in Indonesia. The writer argued that this success is a sign of the social change in celebrity culture when Instagram as a social media is able to produce DIY celebrity who is also consumed by mainstream media.

Keywords: *Celebgram, Celebrification, DIY celebrity, Instagram, and Techniques of online Self-presentation..*