

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The development of technology has led to the rapid development of online media. In this era, internet has affected all aspects of people's life. Park and Pujazon-zazik stated that nowadays online social media such as Facebook, Twitter, Blog and chat rooms turn into important parts of adult and teenager's life (Park and Pujazon-Zazik, 2010). Online social media always develop and create many new social networks. The development of Internet era definitely gives significant impact in cultural aspect of human's life. Before the emerging of online media, celebrity was seen as famous people who were publicized by mass media and mainstream media. McLeod and Rojak define celebrity as part of the mass cultural industries (Marwick and Boyd, 2011). Further, Graeme Turner also stated the definition of celebrity. He stated that:

Celebrity is a genre of representation and a discursive effect; it is a commodity traded by the promotions, publicity and media industries that produce these representations and their effects, and it is a cultural formation that has a social function we can better understand. (Turner, 2004)

However, after the emergence of online media, many cultural aspects change. By the emerging and rapid development of the social network, the notion of being celebrity is not exclusive anymore to those who are publicized by mainstream media. Every one now can become a celebrity, and the transformation process of ordinary people into celebrity is called as celebrification (Turner,

2006). This process is concerned with individuals that transform their self into public figures, celebrity, filmstars, and etc. Celebrification becomes something usual in everyday life. According to Senft, the process of celebrification is undergone by social networks site participants such as Youtube, Facebook, Twitter and other media users (Marwick and Boyd, 2011). In Indonesia, many new celebrities appear from social network. One of examples is Arif Muhammad, who is also known as @poconggg. Arif started using twitter since 2009. At first, no one knew his real identity of his account. He uses @poconggg username and tweets funny things about love. Because the tweets are very creative, he has many followers, and many people love his tweets. In 2010, he launched his first book entitled *Poconggg juga Pocong*, which is considered as best seller. He also started using blogs and has many fans on both social networks. Not long after that, his real identity was revealed in public, and he started appearing as a host in a television program of private television, Trans TV.

This phenomenon is one of the examples of what is called Do-It-Yourself celebrities or micro celebrities, a phenomenon which appears in the internet era. Theresa Sentf defines micro celebrity as a technique that uses people to boost popularity by using video, blogs, and social networking sites. Then, Hearn also adds that DIY celebrity and micro celebrity increase popularity by representing “self-branding” and strategic self-presentation (Marwick and Boyd, 2011). In their journal, Marwick and Boyd also stated that micro celebrities view their friends and followers as their fans base. They construct identity, which is easy to be consumed by others, by acknowledging popularity as a goal, and manage their

popularity by using affiliation techniques (Marwick and Boyd, 2011). Hence, the writer thinks that it could be the power for those who are not celebrity to be a celebrity across medium.

While many celebrity phenomena are appearing on twitter, another kind social media developing rapidly started to emerge another interesting phenomenon to examine. One of the new social networks which have developed rapidly is Instagram. Instagram is a new social network, which was launched in 2010. Instagram is a social network which gives their users facility to share their private photos in the media. Instagram also permits the users to take filtered photos and share it with other social network such as Facebook, Twitter, and etc (Alper, 2014).

According to the official blog of Instagram, the active users of Instagram has reached 150.000.000 people of which sixty hundred percent of the users is women (Instagram, 2013). That becomes the reason why many owners of online shop in Facebook or Twitter started to expand their business on Instagram. The owners of online shop on Instagram also use endorsement as a method to advertise their products. They use people who have many followers to endorse their product. Different from mainstream media in which endorsement will be paid by money, endorsement on Instagram is only paid by the goods that they endorse. The new celebrity started emerging because Instagram uses them as their product's models. Instagram's user started to recognize "celebgram", the terms for those who have many followers and have been endorsed by many online shops on Instagram.

Because this study is a case study, the writer uses one celebgram; the celebgram whom the writer analyzed is Sukainah Shirin Al-Athrus or @shireenz. Shirin is the first celebgram who appears on television. Shirin joined Instagram since 2.5 years ago. In April 2014, she had 64.165 followers. She already posted 601 photos and was endorsed by many online shops. In December 2013, Shirin launched her first book entitled „The Wonderful World of Shireenz“, which contains her daily activities and her hijab fashion style. Finally, Shirin was invited to a television program entitled Hitam Putih as a guest star in March 2014. To analyze the process of celebrification of @shireenz, the writer used the concept of Alice E Marwick. Because DIY celebrity uses self-presentation technique to boost their popularity, the concept of Alice E Marwick is the suitable one. There are three online self-presentation techniques; they are micro-celebrity, self-branding, and livestreaming.

To support this study, there are several studies related to this issue. The first study is conducted by Gustav Lindahl and Mimi Öhlund entitled “Personal Branding Through Imagification in Social Media Identity Creation and Alteration Through Images”. The study found that Instagram gives opportunity to their users to express their self and identity more freely through photos. The second previous study entitled “The Presentation of Celebrity Personas in Everyday Twittering: Managing Online Reputations Throughout a Communication Crisis” is conducted by Collapinto and Benecchi. The study showed that social media could be a tool to maintain the crisis communications which happen among celebrities. The last previous study is conducted by Marwick and Boyd entitled “To see and Be seen:

Celebrity Practice on Twitter”. The study discovered that the real celebrity who is famous on mainstream media still uses the technique of the micro celebrity practices or Do-It-Yourself celebrity to gain status and attention online.

As it is stated before, many new issues in celebrity culture appeared in many social networks. Because Instagram is a new social network which developed rapidly in Indonesia, the writer assumes that study about phenomena on Instagram is important regarding it influences in celebrity culture. Because the writer didn't found any of the related studies that specifically examined about celebrification of celebgram on Instagram, therefore, the writer is interested in examining the celebrification of @shireenz on Instagram.

1.2 Statement of the Problem

How is celebrification conducted by Shirin as DIY celebrity in her Instagram account @shireenz?

1.3 Objective of the Study

This study aims to examine how celebrification process is undergone by DIY or micro-celebrity on Instagram. Many of the studies have investigated celebrification and celebritization in celebrity culture, but none of them has examined the process of celebrification on Instagram. Therefore, the writer wants to examine the process of celebrification done by one of the celebgrams named @shireenz on Instagram.

1.4 Significance of the Study

In this internet era, study about social network is important regarding many new issues of celebrity culture which appear in this medium. As a newly developing social network, the study about phenomenon on Instagram should be conducted because the writer hypothesizes that there will be other social phenomena appear on Instagram since the the number of users increases rapidly. Therefore, there are some significances of this study. Through this study, the writer tried to examine the process of celebrification done by DIY celebrity that became popular through Instagram. It could be a new discourse in the society that nowadays social networks with their characteristics can be tools for doing celebrification. The writer also assumes that the process of celebrification through one social network to another social network would be different. Also, the writer hopes that this study can contribute more in cultural studies especially for those who are interested and want to concern in cyber culture and celebrity culture.

1.5 Definition of Key Terms

- Instagram : A social network which gives their users facility to share their private photos.
- Celebgram : New celebrity that appears through Instagram. Those are ordinary people who have many followers and endorsed by many online shops on Instagram.
- Celebrification : A transformation process of ordinary people to become celebrity (Turner, 2006).

DIY Celebrity : Abbreviation of Do-It-Yourself celebrity, an ordinary person who deliberately presents his or herself through social media in order to get fame or to be celebrity (Turner, 2004).

Techniques of online : Techniques to present self in the online media to create Self-Presentation public persona consisting of micro-celebrity, self-branding, and lifestreaming (Marwick, 2010).

