

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Theoretical Framework

To achieve celebrity status, people need to do celebrification. One of the media that enables people to do celebrification is Instagram. Instagram is a social media which combines the concept of *Facebook* and Twitter. The users can easily upload a picture which will be shared automatically to the followers. The users can also give a caption or brief information related to the photos. The followers can easily give a feedback to the users through like sign and comments. All elements on Instagram facilitate people to be their self, to build themselves, and share who they are and what they are doing (Lindahl and Öhlund, 2013). Through Instagram, it is really possible for the users to do what Marwick defines as the technique of online self-presentation. In other words, achieving celebrity status through this medium is very possible.

##### 2.1.1 The Taxonomies of Fame and Celebrity

Taxonomies of celebrity is a system to classify celebrity in terms of the power they possess, the meanings they generate, and social-political determinants for their public profile (Turner, 2004). Graeme Turner defined celebrity as a process that turns people into commodity, traded by publicity, promotions, and media industries, the way people are talked about and represented, and constantly being re-formulated and re-inscribed aspect of the culture (Marwick, 2010).

In his book „Understanding Celebrity“ (2004), Turner drew the taxonomies of fame from scholars who had categorized several kinds of celebrities. James Monaco categorizes celebrity as three categories: hero, star, and quasar (cited in Turner, 2006). Hero is a person who did something prodigious and attracted attention from the society, for example, astronauts or researchers who found a big invention. The second category is star. Star is a person who successfully built public persona which makes it more important than his or her professional profile. The last category, quasar, is accidental celebrity. Turner defined quasar as person who became the focus of attention innocently. It is considered as the contemporary effect of the news media rather than celebrity (Turner, 2006).

In seeing how celebrity status achieved by someone, Turner referred to concept proposed by Chris Rojek. In his book entitled „Celebrity“, Chris Rojek stated that celebrity status comes in the three forms: ascribed, achieved, and attributed (Rojek, 2004). Ascribed status means that the person got celebrity status from their parents or the line from celebrity descendants. Achieved status means that the person got celebrity status from their hard work to achieve celebrity status through competing their talents in the celebrity industry. Attributed status is gained from gossip and sensation through social media. In theorizing this celebrity status, Rojek admitted that there will be a new phenomenon which appears and changes this concept. After the emergence of modern’s media, Rojek coined the term „celetoids“, which has same meaning with accidental celebrity or quasars (Turner, 2004). He defined celetoids as someone that gets and enjoys hyper-visibility but only in short time or unpredictable life span (Turner, 2004).

Nowadays, the celestoids or the quasars celebrities usually become popular as a result of social networks. In some cases, there are celestoids or quasars celebrity that „undeliberately“ presents their self in social media. However, in most cases, they deliberately present their self through social media in order to elevate their status to be celebrity known as Do-it-Yourself celebrity. This transformation process from ordinary people to celebrity is called as celebrification.

### **2.1.2 Celebrification**

Celebrification as a process of ordinary people become celebrity (Turner, 2006). This process is concerned with individuals that transform their self into public figures, celebrity, film stars, and etc. Nowadays, chance to become celebrity is not exclusive to elites anymore, and becomes an expectation of the population (Turner, 2006).

Before the internet era, celebrity is described as a commodity that needs promotion, publicity, and the mass media; however, now, by the emerging and rapid development of social networks, celebrity now can be practiced by every person. Everyone can freely construct their self-presentation through social network. Social media facilitate the users to make content about person in a page. Everyone can see and access the private page that has been made by the users. With this ability, many Do-It-Yourself celebrities appear from social media.

### 2.1.3 DIY Celebrity as the Impact of New Media Democracy

After the emergence of social networks, ordinary people are able to be media watch dog or journalist, appear in the mainstream media, and become a celebrity by their self (Marwick, 2007). Turner coined the term „Democratainment“ to explain how celebrity culture is influenced by democracy on media. The democratainment implies proliferation of celebrity, widening of access, and liberation of the ordinary (Turner, 2006). In this study, the writer only focused on how democracy on media can impact celebrity proliferation in the celebrity culture. With the emerging and rapid development of the social network, celebrity now can be practiced by every person. Turner called this phenomenon as DIY or Do-It-Yourself celebrity.

As it has been known that internet is able to be accessed by massive audiences, so in this case, people can introduce their self, show their authenticity and talents, or even create gossips and news, and broadcast it through internet. Nowadays, internet is able to spread the trends in the society and makes ordinary person become a trendsetter. Through social media, ordinary people can boost their popularity by using techniques of online self-presentation. The appearance of DIY celebrity is the form of democracy in celebrity culture. If the former celebrities need promotions, publicity and mass media industries that produce representation, social networks as a new media democracy could give chances to the society to have bigger access to present their self through internet (Turner, 2006).

The celebrification requires techniques to present self to the public. Alice E Marwick defines the technique of online self-presentation through three ways: micro-celebrity, self-branding, and livestreaming (Marwick, 2010). In this study, the writer coined term celebrification as the transformation of ordinary people to become celebrity by using Instagram. Instagram enables the users to do what Marwick defines as the technique of online self-presentation. Because Instagram is a social medium which provides photos and words (through captions), the users and the followers (audiences) can encode and decode the meaning of the uploaded photos easily. That is why the writer assumed that the process of celebrification in this medium would be easier and more effective than in another social media which provide texts like Twitter.

#### **2.1.4 Online Self-Presentation**

Online self-presentation is a technique used by people to present their self in the online media in order to create impression. Alice E Marwick defines the techniques of online self-presentation can be done in three ways: micro-celebrity, self-branding and livestreaming (Marwick, 2010). Alice E Marwick offered a concept or idea of thinking self as the aspect of someone's character that is presented to or perceived by others that she called as micro-celebrity. This idea arises as the effect of the emergence of the social media which facilitate people to make a private page about their self. Social media also provide the users to share everything included private issues to the public. That is why nowadays many people do micro-celebrity. Micro-celebrity actually is a technique seized by

people to boost their popularity by using video, blogs, and social networking sites. Micro-celebrities also increase their popularity by represent “self-branding” and strategic self-presentation (Marwick and Boyd, 2011).

In their journal articles, Alice E Marwick and Danah Boyd also stated that micro celebrities view friends and followers as their fans base. Since micro-celebrities are aware of being noticed by the followers, they carefully represent their self to be the ones who have their uniqueness in a way that is easy to be consumed by others, just like real celebrities present their self in the public. In gaining celebrity status, they construct an identity, which is others easy to consume, acknowledge popularity as a goal, and manage their popularity by using affiliation techniques (Marwick and Boyd, 2011).

Practicing micro-celebrity techniques is very easy and possible for the users of Instagram. Instagram is a social network which gives their users facility to share their private photos in the media. The users can easily upload photos and link it to multiple social media networks instantly such as Facebook and Twitter (Alper, 2014). Thus, it is possible for the users to gain more friends or fans through other social media by only uploading a photo from one medium. If the writer related this issue to the object, the object also gained popularity through multiple social media.

Further, micro-celebrity is also about accountability, intimacy, and closeness (Marwick, 2010). When the real celebrity only gives the fans an illusion of interaction, micro-celebrity practices create their intimacy and closeness

through real interaction such as private chat, comments, and face to face meetings (Marwick, 2010).

Another process is called technique of online self-presentation known also as self-branding or personal branding. According to Marwick, self-branding is the self-creation strategy of an identity to be sold and promoted to others (Marwick, 2010). In order to see the practice self-branding, Alice E. Marwick had summarized from many books that give explanation about self-branding. To begin a self-branding, people are asked to define their self and identify their passions, talents, core values, and write a brand description about their self. These practices make readers know their authentic and true self. The second part is setting the reader's goal. Marwick stated that self-branding practitioners frame their self to the interested audiences by using marketing and advertisement techniques to identify their strength and goals. They choose certain experiences and traits to be presented to the public by drawing from press releases, celebrity profiles, and corporate relations (Marwick, 2010).

In doing self-branding, someone needs to do self-promotion in a big scale. The emergence of internet particularly social media could make the process of personal branding seems possible. Alice E Marwick elaborated three reasons why the process of self-branding of ones is only possible because of internet (Marwick, 2010). First, when advertising on media mainstream such as TV, radio, or newspaper requires substantial fund, websites allow people to have the same chance like large companies to create content about their self. Internet permits people to own or manipulate even choose what they want to present about their

self through the website. The second reason is that internet makes private information that people have created published and accessed by much greater audiences. Marwick stated that internet is making the advertisement simpler and inexpensive (Marwick, 2010). The last reason is that social media are able to make the users focus their attention inward. Social media are designed to be very personal. It means that every day they can share personal or private information, their thought, and their activities to the connected audiences. The audiences also have ability to give feedback through the like sign and comment columns. With this condition, micro-celebrities are accustomed to assuming that they are being watched and have audiences. Because social media are designed to be viewed and obtained feedback from others, internet in particular social media can be a tool for doing techniques of online self-presentation.

As we know that each person has an authentic set of talents, knowledge, passions, and skills which can be discovered through self-examination (Marwick, 2010). Through the pictures upload facilities provided by Instagram, people can easily show their authenticity, talents, passion, and knowledge that could attract attention, admiration, even jealousy from people who see the post. When followers can find the authenticity, set of talents, passions, and anything that make someone deemed interesting, the process of self-branding is considered successful. The writer assumed that Instagram is the most ideal medium to create “brand” of one self. As what the writer stated above, Instagram provides pictures and text which are really beneficial for those who want to create their own brand.



The last technique is lifestreaming. Marwick defines lifestreaming as continuous sharing of private information to a networked audience, uploading a digital portrait of one's thoughts and action (Marwick, 2010). There are two kinds of lifestreaming: tracking personal information and sharing it in the social network. In this case, people deliberately share their life, what they eat, where they are, who their friends are, what kind of book that they read or all the private information and make it trackable and available to others. The purpose of these activities are to fulfill the demands of the social media's ideology which demonstrates online information disclosure, transparency, and openness and at the same time needs surveillance from self and others for impression management (Marwick, 2010).

Through Instagram, it is possible for the users to give information of users' current location to the followers. Every uploaded photo can disclose all activities of the users such as where they are, what they are eating, what they are wearing and etc. Through pictures, captions, and location, lifestreaming techniques are fully constructed in this medium.

## **2.2 Review of Related Studies**

To support this study, there are several studies which are related to the present study's 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 discovered that Instagram makes their users express their self and identity more freely through the

photos. By using photos, the users are not limited to market their identity because images are assumed to be more efficient than the text in the matter of personal branding. This study employed three theories: destination images theory of Gartner, identity capital of Côté, and symbolic interactionism by Charon. Linde and Öhlund used postmodernism as their perspective and focused on symbolic interactionism, psychology, and identity capital. The study used grounded theory as their method. In collecting data, they used semi-structured interviews with fifteen Instagram users. Most of them are from Stockholm, Sweden. However, in this study Linde and Öhlund did not clearly examine the process of personal branding. They only described how the samples performed their images on Instagram. In the positive side, this study discussed a rare and unique issue, which is very important for those who are interested in investigating phenomenon on Instagram. From this study, the writer learnt how Instagram makes the users express themselves and their identity more freely through photos. Therefore, the writer also believed that Instagram is the perfect medium for doing self-branding and online self-presentation. Nevertheless, unlike that previous study, in this study the writer examined more about DIY celebrity in Instagram, especially about celebrification.

The second 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 administered qualitative content analysis method. The study showed that new technologies have created opportunities for both scandal subject and scandal

audiences to receive and present information themselves. Social media could be a tool to maintain the crisis communication, which happen among celebrities. Unfortunately, this study did not clearly describe the data collection. If the writer compares with the previous journal, this study is lack of explanation in methodology. From this previous study, nevertheless, the writer still could learn that social network is an effective tool to maintain reputation of celebrity.

The last previously related study is conducted by Marwick and Boyd. The study entitled “To see and Be seen: Celebrity Practice on Twitter” revealed that the real celebrities which are famous on mainstream media still use the technique of the micro celebrity practices to gain status and attention online. These techniques are learned to maintain their popularity. In this study, the writers used celebrity theories from many experts such as Marshall, Turner, Rojek, Gamson, and etc. The writers used online observation to examine how celebrity practices on Twitter. Because the study took long time to observe how celebrity practices in every day tweets, the results have high significance in the celebrity culture. The writers also clearly explained the techniques of data collection that make it very detail. How the real celebrities use micro celebrity techniques of “new” celebrity that appears from social network to gain attention from their fans is really interesting. From this study, the writer used the practice of micro-celebrity and applied in Shirin’s case. Because none of the aforementioned studies examined about the phenomenon of DIY celebrity on Instagram, so the writer was interested in conducting a study about how celebgrams present their self through techniques

of online self-presentation and keep maintaining their popularity on Instagram by using micro-celebrity techniques, self-branding, and livestreaming.

