Simulacra and Hyperreality: Fashion Influencer Instagram @farhanabodi

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Abstract

This paper aims to understand simulacra, hyperreality and symbolic diffusion of social media content presented by fashion influencers on the Instagram fashion influencer @farhanabodi account through case studies of social media content. Social media influencers are ideal role models for consumer society in the digital era. Manufacturers manipulate the utility of a product by creating advertisements or campaigns that use social media influencers to display images related to the product. Jean Baudrillard, French philosopher and postmodern cultural theorist, reads social phenomena under the influence of a new era of digital products, which he calls consumer society. Based on Baudrillard's thoughts on media and technology criticism and human behavior, there are two problems in studying fashion influencer social media content, namely first, what is the form of simulacrum, hyperreality in fashion influencer content and second, what effect does it have on followers' consumption behavior? This study leads to an investigation that the social media content of fashion influencers varies from the form of a simulacrum mechanism to the emergence of "Origin Reality Obfuscation" hyperreality, which affects the consumptive behavior of their followers. They are also found to impersonate characters, thereby creating a "virtual" pseudo-identity, causing an identity crisis in which the real identity is just a romantic past story, there is only a false identity, and everything is just the character it relates to. another character.

Keywords: Simulacra, Hyperreality, Reproduction of Signs, Social Media, Fashion Influencers

Introduction

We are a consumer society where what we know is that consumers are people who consume, and consuming means using something or goods: eating it, using it, playing with it and making it to satisfy needs and satisfaction (Bauman, 2001).

The continuity of the consumer society is supported by the development of digital technology, including social media, where social media such as Instagram, YouTube, Facebook and others encourage and facilitate the consumption process. People use digital media to get information about social networks. Society is experiencing changes in the availability of media, information and entertainment, where the use of digital technology is an attraction.

According to Bauman consumer society no longer cares about the elements of needs, or needs and priorities, where emotional satisfaction and the desire to consume are more important (Bauman, 2001). According to Toffler, contemporary society is moving away from the separation of production and consumption, which signifies their reintegration in the "prosumer awakening" (Ritzer & Jurgenson, 2010).

Their "prosumer" not only consumes but sells profit through personalized engagement marketing on social media to create luxury and social brand value together. Prosumer agents are social media influencers who have followers and the ability to influence their followers on social media by displaying videos, photos and also captions in their uploads that can give wishes, hopes and have an impact on the consumption behavior patterns of their followers.

In this research, the researcher wants to see how the hyperreality of simulacra is produced by fashion influencers in their Instagram content, using the theory of simulacra, hyperreality from Jean Baudrillard with a qualitative approach. This theme is important to research because of the researcher's assumption that social media influencers are part of consumer society who benefit from promoting an item they consume, and use as a reference for their followers, and there is a process of imitation of a consumption lifestyle and is created by capitalists to manipulate commodity values.

Definition of Instagram Social Media

Instagram is a social media that is chosen by many young people (youth)

because the features on Instagram are very complete and easy to use, Instagram is also very effective in exchanging information through user content.

In addition, this platform allows its users to describe their posts or react to other users' posts in text by adding searchable keywords, also defined as hashtags (Gulamali & Persson, 2016).

Generally content on Instagram can be categorized into five main categories: 1. Activity; 2. Products, for example, personal photos with products; 3. Advertisements, for example, professional photos altered with embedded text of the company name; 4. Text, such as images that mostly contain text or are combined with text(Gulamali & Persson, 2016); 5. Videos, can be uploaded on feed, instastory and reels pages. The features or indicators of a social media are, 1. Hashtag, is a symbol to make it easier for users to find photos scattered on Instagram with certain words, 2. Location/geotag, to find out where the picture was taken, 3. Follow, to follow an account and have followers, 4. Share, to share it on other social media. 5. Like, as a sign that the user likes the photo or video, 6. Comments, to interact with other users, can provide comments, suggestions, praise, or criticism, 7.

Mentions to surround other users in photos or in the comments section, so that can communicate directly (Utari, 2017).

Instagram as a photo-sharing social media has basics in its use according to Landsverk (2014) the use of Instagram includes: a. Feed, to view posts uploaded by friends who have been followed, b. Popular "tab" is used to view the most liked photos at any time, c. News and updates, to bring up notifications on our Instagram that generate Instagram user information. d. Like and comment. Like or comment on Instagram is an appreciation and appreciation for Instagram users, e. Your Profie, can be seen on the square icon, on the profile stored photo archives that users have uploaded. f. Posting, when uploading photos, can be edited with the features provided by Instagram (Utari, 2017).

Instagram users can follow other people to see their posts in the newsfeed. Through the use of hashtags, users can categorize their own posts and increase their visibility to others. The search tab allows searching for people, hashtags or places and the algorithm displays suggested posts. Through this mechanism, users can continue to

explore Instagram and find new profiles to follow (Depiction, 2017).

Definition of Social Media Influencer

The evolution of consumer society in the digital age and the emergence of social media influencers are people who are making a name for themselves through their knowledge and expertise on a particular topic. They make relevant social media posts of their choice and gain passionate followers.

One of the topics that is the focus of social media influencers is the topic of fashion or what is called a fashion influencer, namely someone who uses social media and creates content such as selfies that can represent who they are, video tutorials. using something like foundations and reviews of the products they consume to gain a large following on their social media and benefit from various sponsors such as cosmetic manufacturers and online stores.

According to Freberg (Gulamali & Persson, 2016) Social Media Influencers can be defined as third party endorsers who create and shape consumer attitudes through the use of blogs, tweets or other social networking media sites. Gulamali (2016)defines influencers as micro-celebrities. The term micro-

celebrity was first coined in 2001 by Theresa M Senft (Gulamali & Persson, 2016) who argues that micro-celebrities are people who increase their popularity on the internet through blogs, vlogs and other social networking sites.

Jared Augustine (Forbes, 2017) says someone who has social media followers reaching five thousand followers (followers) can be called a social media influencer. Jared categorizes social media influencers into three categories. The first is micro-influencers, namely someone who has five thousand to one hundred thousand followers on social media (5k-100k followers). Second, mid-influencers, namely someone who has followers on social media of one hundred thousand to one million followers (100k-1m followers). Third, macro-influencers are people who have followers on social media of one million to more followers (1m-1m+ followers). Jared Augustine (Forbes, 2017) says that micro influencers, they are more relatable and feel closer to their followers, they influence or influence small groups related to their content. One of the things that differentiates micro-influencers from mid and macro-influencers is how close they are to their followers. Where micro influencers are

closer and make it possible to read and reply to messages from their followers.

The Comsumer Society

Modern society is a consumerist society. A society that continues to consume. Consumption has become a culture, namely a culture of consumption. For the consumer society, currently there is almost no space and time left to escape from the onslaught of various information dealing with consumption activities.

The way of life of today's society has changed, towards a culture of consumption and consumptive life behavior. A consumerist society is a society that creates abundant values through consumer goods, and makes consumption the center of life activities Whether we realize it or not, today's Indonesian society also has a tendency to become a consumerist society. People no longer buy goods based on priority scales of needs and uses, but rather based on prestige, prestige and style.

People consume goods to change their social identity, no longer just to fulfill their needs but to fulfill their imagination and inner satisfaction, such as consuming the same cosmetics and facial treatments as celebrities in the

hope of changing their identities, becoming the same as those celebrities, and fulfilling their needs. expectations and standards that are formed in society, such as white skin and a slender body are the standards for the ideal Indonesian woman, by consuming these goods and consuming them repeatedly, it is called a consumption lifestyle.

Almost every day we witness various forms of production objects being created, published and consumed. Our current society often spends time without missing an opportunity to consume. Every time the smartphone as the center of digital activity is always filled with bodies that are hungry for objects of production. Referring to Baudrillard's argument, this digital era is the emergence of a consumer society. People who cannot escape the desire to consume (Baudrillard, 2016). It is inconceivable that the slogans of today's society regarding the opinion of Rene Descartes in our ears are "I consume, therefore I exist", "I consume, therefore I exist".

Consumer culture can also be interpreted as the cultures carried out by a consumer. Meanwhile, consumer culture uses images, signs, and symbolic objects that collect dreams, desires, and

fantasies that emphasize romantic authenticity and emotional fulfillment in terms of pleasing oneself and not others; narcissistically.

Simulacra and Hyperreality

Baudrillard (2010) describes reality through four stages: (1) it (image) is the reflection of the basic reality, (2) it makes and perverts a basic reality, (3) it makes the absence of the basic reality, and (4) it bears on relation to any reality whatever: it is its own pure simulacrum. Of the four stages, in my opinion, the second is the most important. That image can trick us so that we are no longer aware of its absence. Image in mass and cyber media including television, internet, and online video games, we no longer understand in terms of semiotic signifier and signifed signs. The distance between the two disappears leaving only a direct experience. That is, it is as if we are facing an image or picture of "reality" itself. This is what Baudrillard calls the term immediate, the unsignified or simulacrum which means imitation, imitation, unreal, pseudo, not natural reality (Baudrillard, 2010).

Baudrillard's theory of simulation is about creating reality through a conceptual model or something related to "myths" that cannot be seen as truth and reality. These models determine our view of reality. Everything that can attract human interest, such as art, houses, household needs, survival, and so on, is represented through various media with ideal models, this is where the boundaries between simulation and reality get mixed up, creating hyperreality where the real and the unreal. real becomes unclear (Baudillard, 1994).

Hyperreality creates an environment where fakeness mingles with authenticity; the past mingles with the present; facts contradict fabrications; sign of melting with reality; lies are dispelled in truth. The categories of truth, falsity, authenticity, issue, reality seem to no longer apply in such a world. Baudrillard accepts the radical consequences of something he sees embedded in the 'code' of modern times. This code is clearly related to computerization and digitization, this code can pass through something real and open opportunities for the emergence of reality which Baudrillard calls hyperreality.

This state of hyperreality causes today's society to over-consume things that are not clear in nature. The majority of people do not shop because of

financial needs, but because of the influence of simulation models that change people's lifestyles. They pay more attention to the lifestyle and values they value.

However, this can be different when referring to the concept of popular culture which explains that the desire to consume some people is usually not due to the essence or use of the object, it could be that some people appreciate beneficial uses. This is called reverse adequacy, where the tertiary aspect becomes an important value but the basic needs are omitted. For example, we found some people who would rather buy a car than a house, so they mostly buy cars and not houses. We often come across this as a phenomenon of inverted needs.

Simulacra hyperreality in Instagram Fashion Influencer Content

The simulated society now characterizes a living society on the product form that includes codes, brands, and models continuously repeating in the simulacrum space. The definition of simulation is a situation in which the results of a simulation or reduction of objects similar to goods are produced in such a way that the imitation and the original are indistinguishable and the

simulation results create a certain reality (Baudillard, 1994).

Baudrillard's recent developments in virtual technology People often get caught up in what they perceive as reality. In today's world, many simulations that are carried out and not carried out anymore describe the actual reality or the reality that is the reference point. Mainly, but the point of reference is the coveted and crowd-pleasing model (Baudillard, 1994).

Simulacra is not only intentionally mixed with artificially performed realities, but also with images that dominate Real reality. The image itself is something that is visible sensually, but the meaning of the image does not mean the true meaning of the object is simulated (Baudillard, 1994) Simulacra results that have been set up to create a kind of hyperreality. A form of hyperreality is created Real reality is worse than artificial reality which is consciously created over and over again.

Simulacra models of fashion influencers' social media content in sign reality simulation models. Image as an imitation of the original form obscures the reality of their minds. Several models are displayed as a simulacra mechanism in fashion influencer Instagram content,

namely (1) a simulation or imitation of the fashion influencer's lifestyle displayed is an outfit of the day (OOTD) photo, photos of luxury items, and videos uploaded displays the luxury of a lifestyle that uses good and expensive things, and is made into something ideal. This mechanism forms social media followers to choose, use, and consume the game even though the form consumed is only an imitation image that moves "imitation".

This is what Baudrillard (1994) calls the consumer society. Where society is inseparable from the desire to consume, but what is consumed is mere satisfaction, not use value; (2) The simulacra model in the mechanism of content in the form of images and videos eventually penetrates their subconscious mind so as to create "meaning" about commodity values and meaning about an ideal lifestyle that is full of artificial reality or artificial images (Baudillard, 1994).

One of the fashion influencers who is currently famous in cyberspace is Farhana Bodi with 2.1 million followers, a woman who lives in Dubai and lives her luxurious life as a socialite, she is also famous through her participation in the reality show "Dubai Blink" which tells her luxurious life With his socialite friends. Here is a picture of the simulacra display on Fashion Influencer's Instagram content.

Picture 1. Outfit of The Day
@farhanabody

(source: @farhanbodi instagram)

Farhan Bodi on his Instagram account uploads a lot of luxury goods, some of which are Endorse items. Farhana Bodi has collaborated with many famous fashion companies and fashion designers such as; Channel, LV, Dior, Hermes, Fendi and many other luxury brands.

The hyperreality built through simulacra by Farhana Bodi in her Instagram content (@farhanabodi) through OOTD photos, as well as videos of her luxurious lifestyle uploaded are able to represent Farhana's body and the simulacra that is formed are symbols of luxury displayed in goods. luxury goods with the logo of a luxury brand.

Figure 2. Instagram feed @farhanabody
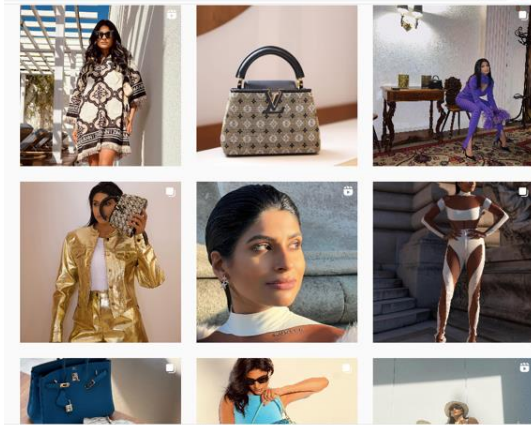
(source: @farhanbodi instagram)

Figure 2 above shows the simulacra and hyperreality formed in Farhana's body content, where using the power of visual media reveals a perfect and ideal life. Farhan Bodi's existence is determined by what he wears and how many followers like his posts, and the more luxury brands that endorse Farhana, they are considered popular and appreciated. In reality, the luxury goods worn by Farhana bodi are endorsed goods which are partly given or loaned for certain events and also for content and advertising purposes.

Currently, many people feel that they are known by many people, just like an artist if they get an endorsement from a party. Usually certain parties who sell certain products or services need advertisements to market their products, and currently social media is one of the most popular advertising media, one of which is through people who have a lot of followers or people who are known and popular in the world. society.

When people flock to appear to exist on Instagram, then this will of course affect their behavior patterns in everyday life considering their efforts to get lots of likes, endorsements will make them more famous and considered celebrities.

This hyperreality is what makes digital society in this modern era very excessive in consuming something whose essence is not clear. Most of those who use social media and follow fashion influencers, will buy something not because of need and use value, but because of the influence of models from the simulation that causes the lifestyle to be different. They become more focused on his lifestyle and the existence of highly respected entertainment. Following there are several things, starting from simulation (artificial image), hyperreality (image), reproduction of signs to create consumptive actions by Instagram use.

Reflection

Jean Baudrillard, argues that humans today cannot see the world as it really is. Technology and mediatization

have clouded our perception of the "real" and the constructed, so that we cannot distinguish between the two. The situation when reality and illusion merge into one is what is known as hyperreality (Baudillard, 1994).

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