

**Hyperreality on Onlineshop: Shopaholic Generation in Indonesia**

**Hafizah Awalia**

*Airlangga University, Indonesia*

hafizah.awalia-2015@fisip.unair.ac.id

**ABSTRACT**

Shopping as the lifestyle in Indonesian society has been changed to post-modern era. The shopping moved from retail store or regular shop to online shop. Many online-shop sites, like Mataharimall.com, Tokopedia.com, Blibli.com, Lazada.com, Bukalapak.com, and Elevenia.com make Indonesian society become a shopaholic. The online shop served complete and cheaper goods than the retail shop. Some unique parts are electronics, outfits, even aeroplane tickets and tour packets will be ready in the online shop. The update data mentioned that E-Commerce in Indonesia reached US\$1.1 billion. Those are the bigger achieved of Indonesia than Singapore and Thailand in ASEAN (Data by Euro monitor, 2015). Now, Indonesian society entered the new paradigm of consumption. Not only what goods will be consumed, but also how to consume those products. The sensation of shopping, in reality, has been changed with shopping in hyper-reality (*virtual world*). Today, in Indonesia shopping is not about our needs, but to fulfil our desire. In the postmodern era, the production factor is not a significant factor, but the consumption factor can control the people's life. The bigger control handled by online media, like Instagram, Facebook and many others. The media can create the attractive display of shop, and it makes shopping lovers a shopaholic. Symbols, signification, codes are relevant in the consumerism era. Therefore, Baudrillard theory about consumptive society became approach and method for this research. The theory will analyse how the online shop as the online media reconstruct Indonesian society became a shopaholic and how the game of symbols, signs, and codes create consumptive behaviour in online shopping. Analysis units of this research are consumptive behaviour and online shop media in Indonesia.

**Keywords:** Online Shop, Hyperreality, Shopaholic

## INTRODUCTION

Shopping is a necessity of every human being on earth. With shopping, everyone can make a projection to the needs of the present and future needs. The principle of the consumption needs of yore is not a human into a daily routine. Production at the root and foundation of the economy in a society is the main reason everyone to live (Baudrillard 2015, 15). Human productivity at that time is when they can make and create something; capable of producing tubers and grains to meet their daily needs. This is the picture of human life in ancient times. Their lives are turned over to nature to survive in a world of jungle and battle of life and death. Then the human brain has evolved along with invention and the innovation machine that becomes the standard of living like modern humans. Every human labour began to change into the personal machines. The iron giant began to take over the power of man. The landlords and capitalists began to control man and machine power and equating strength with factory workers; control every action and move them to the production machine. That is where the human (read: workers) started hot and furious over control over their powerlessness against the owners of land and capital.

Human social movements at the time were very diverse, ranging physical movement and a mass demonstration, to the extreme point which is against the policy of the authorities on the control of the bodies of the workers. All these movements will only end a bitter result. They will loose, they will not be able to resist the ruler who has contributed to all of the capital and economic power. Up comes a time in which man has made massive innovation in technology; create a super-sophisticated creation and follow the principles of the human brain works. He was a machine "computer". Where at the time of his birth he was extolled by the user. The Cyberculture academician known as the creator of this advanced technology in the creation of two worlds principled (*hybrid world*), in which the body/soul of man can be present and fused together in the world of technology (Pilliang, 2004: 4). Goods that are at the same time also took a dive in the virtual world. Creator of the computer and the network wants to tear down the so-called system of truth, its called as certainty and the so-called integrity of the structure. They want to dismantle all the world arrogance and policy justification. They borrowed an extreme way of thinking Derrida with his deconstruction theory. The creators want to uproot logocentrism high-level machine language and discourse of the real world; want to create their world by presenting their souls in the virtual world; do things that can make their desires fulfilled; making them slaves of virtual world with which they were unable to escape.

Now, let's say hello to the post-modern era and goodbye to the modern world. The modern world with all its rigours started strongly resisted by copyright new cultures; pop culture; cyberculture. This culture will reject the arrogance of discourse; do not agree on the rules; even strictly against the rules and begin to create their rules. The modern

world that now is not relevant to life in the 20th century; production that is no longer to be excellent; the real world that has moved in the virtual world; and world consumption has begun to take over the world. The world is so promising comfort and loss of human identity. The virtual world is so exciting people, so there are no more boundaries of binary opposition (good and evil; right and wrong). Every person is capable of creating an identity as an individual who is not himself; has a split personality, and provoke him to take control of the world with the technology.

The world is now idolised by the time of the post-modern man. Without it as if the world began to disappear direction and purpose. They began to drift to the wonders of the online world. The online world is becoming as though their reasons for breathing and activity. Humans are at this age begin to deify the online world, in which they can perform all the activities with a "click", As if the world is on their grasp. Ease of online technology that has been able to enchant the human way of thinking to be irrational that is to always deliver every second of his life in the virtual world. Gripping the world with virtual communication; meet and talk with people in other parts of the world is the human madness in this day and age. They began talking with boxes of virtual and communicate throughout the day without being tired; they imagine and dream interlocutors until late in insanity. Indeed, people in this era has been entered on the identity of the abyss of death. Identity is what is reflected in the virtual world. In it, they were able to paint even the name of identity by what they like. The generation that was not able to carry out productive activities, but switched to the generation who thirst for consumption of virtual discourse (Pilliang, 2004: 6). The discourse now begins to be depicted by the wonders of technology. Trust no longer on a foundation of emotional connection and intimacy, but also on the belief already switched to virtual (*virtual view*). None of these is real that there is only a mere falsehood.

Millennium generation as primary users of technology today, actually is a generation that has enchanted with the products of the 20th century capitalist Human 20th century is the human thirst for the cyber machine with which they seem to be able to hold the world. Marx's theory of capitalist production is found will continue to control the power of workers, People who do not have the capital and power. This time, the power of capitalists increasingly showing its fangs. The neo-liberal extremists have a mission to erase the caste system and strata. There is no longer a differentiator poor and rich. The rich were able to spend his fortune is undoubtedly due to the power of a vast capital behind them. While the middle to bottom, they are not able to show the existence of the self and the echoes of their existence. The ability of the bottom economically, certainly not able to reach the people wealthy. Therefore the capital began targeting the lower middle by creating new technologies (*neo-technology*) that unknowingly have penetrated joints and cultural life of the community. He is the internet; technologies that are first millennium. The technology can control every movement of the human

unconscious. Humans can now perform any activities in online virtual worlds. Start talking, chatting, shopping activities committed in the online world. Expenditures that are part of human life is no longer carried out in the real world; the virtual world becomes a new toy for the people of this age to vent desire to have. Goods are primarily able to be purchased in the real world, is no longer a dream of most people. The generation that has been bored with something tangible and began infatuated with pseudo-reality.

### **Background of Study**

Indonesia, as part of a developing country, has a society that is more interested in online shopping world. It is based on the data that Indonesia has the advantage of online shopping in some of the e-commerce reached US \$ 1.1 Billion greater than two other countries in Southeast Asia, namely Thailand and Singapore at DBS Group Research, 2015). This confirms that the Indonesian people began to turn to online shopping sites and the choice in the shop. Indonesia is now starting confronted with a phenomenon net generation, generation of lovers of the online world. In which the public will be dissolved on the sophistication of the cyber world. In that world, young people can access anything that becomes a necessity. Even compelling is the need now not be a real need, but the need apparent. Goods can so easily be made by the capitalists. The onliners will not be able to filter out the needs and not the needs. Because the virtual world is the world full of signs and symbols of the capitalists. Simulation of the need for continuous produced and reproduced by the owners of capital. Onliners will be trapped in a world of simulacra would need false. The need for expenditure which is essentially not to meet life or survival. Indonesia's current generation which has plummeted in the world of simulacra online for the provision of self-existence in the eyes of another human being. The need for consumption will eventually become the primary life goal Indonesian society when seen from the development. Generation of Indonesia that has been lulled by online shopping had been stuck on the phenomenon of hyper-reality. The hyper-reality is a term mentioned by Baudrillard as a form of societal change the boundaries of reality disappearance of signs and symbols in consumption practices (Hidayat, 2012: 95). With consumption activities, especially in the online world as if someone would hold the world; show identity; even the existence of the self and its life as a human being, and indirectly it will sink into oblivion, mortality, and the reality of all the shopping; the world full of traps will be signs and symbols. The world if there were no boundaries between reality and artificiality. All that remains is the reality that bewitches and control the human subconscious would need false. Finally, exists a fact which human beings will continue to spend money even willing to go into debt to meet the needs of their desire. This is the generation of Indonesia currently faced with a new generation; pseudo generation; generations without identity, namely the generation of Shopaholic. Be fascinating if this phenomenon is examined using a post-modern perspective belongs

to Baudrillard theory. This theory will dissect the phenomenon of today's consumer society which started hegemony in the capitalist world. Tangible capitalist world cyber/online into new land for capitalists to trap people in the tradition of consumptive. A tradition that began the ideals of the man who wants to break the desire to shop and ecstasy consumption in cyberspace. This theory will try to open up the minds of society today that we are in the era of simulation of signs and symbols, ranging trapped in a world of simulacra, which is the world fight unlimited signs and symbols, and lead the world hyperreality. A world filled with imagery, prestige, and people who are filled with desire for consumption. It is a term coined by Baudrillard as an extreme manifestation of a way of thinking about the reality of a world filled with the struggle of signs and symbols.

### **Cyber Consumption and Shopping Ecstasy**

The online world is a manifestation of the cyber world. Sociologists do differently to a mention of the online world with the term cyberspace. Cyberspace, in the opinion of Castells and Harraway (2007) is a spacecraft or space empty and obscure the reality. Space is filled with code, technology will offer a reality that is not true, hallucinations, emptiness, nothingness. It is left is just imagination and ecstasy of communication. Communication in cyberspace is a new media to deliver social activity today. In the virtual world, they will begin to build social interaction, socialisation, even more, personal connection. They will start to form a group that has a shared vision and mission, which is to establish a social relationship based on hobbies, romance, friendship, and even religious groups. It is a term mentioned by Pilliang (2004) as a new form of community (neo-community), the community which wrestles on signs and symbols, as well as the ecstasy of communication in the virtual world (virtual community).

Today's society that starts to make the world a rival, even more, real than the reality. Internet technology has been able to enchant the human desire to enter a new realm that can not be touched by any sense. Space even replace public space in the real world. No more logical boundaries between the virtual space (*Internet*) with the reality. Humans increasingly facilitated perform daily activities in this artificial space. Things such as communication activities, make friends, find a mate, even shopping becomes an activity and a new identity in the online world.

Shopping is the activity of human needs. A man with shopping activities will get to eat, drink, and even as an indicator of the welfare of a family meeting. Is commonplace, if the activity of shopping in society as a benchmark for the level of human living standard. A man with high shopping activity will show the richness even a certain income level. However, if the shopping activity is low, it will be directly proportional to the wealth and income. That is the logic of today's society. The logic is always standardised with the economy and capital standards. Daily activities are always associated with indicators of well-being and life over

the standard capital (*public capital*). Currently, the community is faced with a new logic, the logic of identity, prestige logic, and the logic of ecstasy. It is a term that describes that people are getting lost awareness of actual needs.

Primarily, the human will perform shopping activities in places that can be arrested by the senses inherent in the human body. In other words, an area or a shopping hall can be perceived existence and touchable form. The public spaces are very close and can be reached if walking or driving. Space takes a few minutes or a few hours to arrive at the scene shop. The logic and reality are very rational in the real world. Shopping is not the instant activity that does not require time even space activities. It was a series of economic processes very long if we are aware of it.

With the new logic, the logic of the virtual world, a series of these activities is automatically cut off. Society does not need a vehicle let alone walk. They do not need the time to buy the necessities of life. With the online world, all the activities of shopping became very comfortable. With online shopping as if the world is in the grip of man. Any requirement sought all available in the online store. Daily necessities, fashion, sports, household goods, etc. are already available in the online world. No longer the limit requirement. Human needs that were created by the people behind the machine online. They are no other than the capitalist capital. The real-world capitalists who now has changed into a online capitalist, virtual capitalist, and the capitalist machine. It is a form of contemporary capitalist without such. It was hiding in the boxes cyberspace and do not want to bring his fangs in the real world. He could only control the human from a distance with virtual spaces in the form of an online store. With the machine online, the capitalists began to bring up virtual shops and providing false needs.

In the world of online shop, reality becomes blurred at all. No longer is the sign of the real world with the virtual world. In everyday needs is a combination of signs attached to the object. Objects such as food, drink, clothing, daily necessities and even the other is a combination of signs and codes of the needs of economic, social, and psychological. He is the manifestation of the lack of actual reality. But not with the online world. The cyber world is trying to obscure the signs. Sign and the code are far beyond reality. The sign of being produced and reproduced, withdraw, even deadly everyday reality. Signs began to spread and run the high-speed technology box (Pilliang, 2010: pp 375-376).

In the real world, a sign and a code of rules or agreements in social activities. All human behaviour and speech have been organised and legitimised by society as something raw, rigid and regular. Meanwhile, in cyberspace, the sign and the code is not a deal-based cyber social. The agreement built on interests and communication activities. The agreement is false; it is not binding, virtual, not permanent, and without meaning.

Losing the sense of the signs and the code is a new form of communication in the world of the online network. The loss of reality and reference will melt into a reference compound. There is no longer a single culture, but a culture of diversity. The loss of the boundary between belief and religion, blurring the meaning of language and terminology. Facebook, Instagram, online shop, and various forms of the online world is a new way of today's world, where the death of the code, language and meaning and reality of the loss limit.

The tendency today's cyber society that has been infatuated with the sensation of the online world also began to permeate the activities of shopping and consumption. Events that cannot be separated from human activities began to be recognised and utilised by the cyber is (*maker of technology*) so addicted and complacent when shopping in an Internet network. All human needs are offered in online shop, is nothing but a collection of pseudo-reality that is lifeless. People who enjoy shopping with an incredible sensation in computer screen monitors and personal mobile certainly feel different with shopping activity in the real world. Consumption activities in the online world no other than the consumption activities of signs and symbols. Signs and symbols in the virtual reality began to blur the actual needs. The virtual reality has eliminated the boundaries between the social strata of the bourgeoisie and the proletariat which was replaced by the logic of virtual consumption. The loss of wars even social movements are physically causing conflict (social conflict based on the understanding Karl Marx). He then moved into social conflict apparent in cyberspace. Psychological conflict society in the form of seduction and ecstasy consumption (Pilliang, 1998: p.73).

Fashion, brand, even new styles that were created by the mastermind behind the virtual machines are no other than the aim to dominate society and create a new society, namely cyber consumption. This society is the society that blurred identity. The generation that body and soul are no longer located at the level of the real world (*original generation*), but generations have indulged in online activities (*net generation*) and generation of online shopping lover (*shopaholic generation*). The generation that no longer has an identity, but a generation without identification. Identity is false and full of signs and symbols consumption. People who only spend time and money just to satisfy her for shopping and eating objects in the online world. The new society that undertakes the construction of identity by status, brand, even the brand of goods in online shopping activity. People who had lost consciousness and blind to the real reality. The final goal is the satisfaction of shopping, social status, the need for instant and existence itself.

In the online world, people can be anyone, want to do anything, and buy just about anything. There is no reasonable limit between wants and needs, inner satisfaction and contentment apparent. So all that remains is the need for style, identity, social status and prestige of life. Live as if nothing without consumption activities. Consumption in the online world to be the only reason for living in society. Now the online

world is not the world free of the value. People gladly will portray the world as desired. But in the hands of cyber-consumption, the world will become a new commodity. The world will be full of commodity consumption. Cyberspace which is a combination of logic semiotic signs and symbols that belong together in virtual reality.

## **DISCUSSION**

### **Simulation, Simulacra, and Hyperreality World of Shopping**

Terminology simulation, simulacra, and hyper-reality are a post-modern logic that wants to do the in-depth definition of the human life changes post-modern era in all aspects and concepts. This era filled with signs and symbols of a more rational than the reality itself. The logic was of pseudo-reality more apparent than the reality of the world. The world is full of trickery signs and symbols, all that remains is powerlessness. A world filled with various mixtures of logic is what trying to be explained by Baudrillard as a form of the shift of the modern world in the postmodern world.

The post-modern world cannot be separated from the disorder, anti-establishment, anti-absolute truths, and reject standard rules. Humans are no longer considers the regularity is a must. People want to reject radical ideas that are stuck on central of logic, which is the term used by Derrida to dismantle the structure and stability of language, discourse, or structure. Then make a series of interpretations and a new imagination for the meanings of life (Ritzer, 2010: p. 209). This is the human concern in this era. More concerned with imaging, lifestyle, self-existence, and desire the high level of social status in society.

Signs and symbols elements in human life were not in spite of the apparent sighting of technology and media. Both of these instruments were able to brainwash people and created a series of signs and symbols that will trap the man in ecstasy fashion and shopping. Fashion and shopping are nothing more than the manipulation of signs, codes and symbols are false. They are the logic that will create a lifestyle and status symbol of post-modern human life. This is a series of events in the simulation era. This era is an era where the code, signs and symbols become the core of instrument that will trap the man in a false reality. Today, the reality attached to real people is no longer the right interpretation of each but the reality represented by the image of signs and symbols. With the image of the man can paint himself into something that is not him. This time he is outside himself and may no longer able to do the definitions of himself. The world today is shaped by the cultural revolution and a contradiction of the actual economic realism. (Baudrillard, 1975: p. 147).

This phenomenon was then sweeping the world consumption. Society began to change from the logic of production to consumption logic. Logic material into the logic of the commodity. Overall this logic



began to imprison people become helpless when faced with the thrill of shopping and fashion. This is the trap the world of simulacra are made by Baudrillard as a term to describe the world with a mix of signs, codes and symbols, until reality melts into pseudo-reality, false, and do not have a reference (Lubis, 2014: p. 274). Fashion that is formed from the reality of signs, codes, and symbols are the absence of fact. The pseudo-reality hiding behind the actual reality. However, It was right to converge at one point and join a system of signs and objects. Fashion and shopping are the activity which is a battle of signs and symbols. Only it inherent in human beings and he will tell you about the human body and described by the image of signs and symbols.

The world that cannot be touched by it is a copy of the actual reality. Baudrillard explains very much a parable to explain the world of simulacra and reality difference. Simulacra world is defined as the falsification of the actual reality. This happened in the Classical era and the Renaissance. At this time believed to be the truth of reality singular and very carefully with the scientific system. The work began in duplicate and replicated into new things, but not far from actual reality. Then simulacra in the industrial age, where the machines take over human life. As if the machine is needed, whereas manpower began to be useless. The objects of science imitated and formed to near original. The dominance of the engine and the technology began to take over the role of humans and orders of life in this era. While the final simulacra are times, we are going through at this time. Very distinctive and full of codes, signs and symbols that change order and social networks. Creating a new image with symbols attached to him. The structure and the system have now been able to be formed by cultural elements. No more order of life refers to the reality. We live in a reference and guide simulations. The way of life that contains the image, sign or code, to run away and disappear from live reference (Lubis, 2014: p. 178).

It happened then after we passed the era of simulation and simulacra world, then the process will create a new reality, the reality over actual reality. The reality that could exceed the standard of truth and order (*hyper-reality*). In this world, there is no longer the name of needs. Shopping is malicious and meaningless activity. It will only create the image and the image that just needs ecstasy, sensation, and symbolic imagery. In the shopping activities made possible an exchange of symbols, codes, as well as a sign that will create new realities and exceed the actual reality (Baudrillard, 1994: p. 8). This Disneyland world like the world that offers a variety of comfort, pleasure, and psychic entertainment for visitors. Humans feel pampered with the mock game and lost in the trap. So also is happening in the world of online shopping. The sensation of shopping delights, because shopping stamped with the image of signs and symbols that appeal to buyers. Everyone can interpret the activity of shopping as part of the fulfilment of the needs of identity and social status. It is the world that is folded, the world consisting of various dimensions of life that can provide any human needs. The online world can be gripped with just one "click". The desire and passion have

to be granted only by embracing the online world. It was a world sensation of hyper-reality capable of presenting the truth and artificiality at the same time (Lane, 2000: p. 98).

Humans are now starting to express themselves through the objects of social ownership. They show the status and social symbols by shopping through online shops. The social identity that they present costly through the symbol of clothing, branded goods, automobiles, and even other products as a form of social communication and a symbol of identity. The concept of this lifestyle is one form of consumer culture which has been affecting the joints of the social life.

In cyberculture consumption, social meanings can only be described with the dramaturgy of false needs. No more cultural needs, there is only the concept of self-identity and existence through lifestyle, image, and distinctions of social status. More and more people consume, the higher the social status he has. Ultimately stuff was just a form of satisfying the needs of a front stage to show social status, while the backstage is an overview of the fragility of human identity in the world of consumption.

Social relations and intimacy in society are not the reality of what it is. But the formation of social objects that could tell the story as if he was going to explain about the status and image of human ownership. He will tell the function of the car, home, mobile, and others as one's identity and social position. Such objects would like to explain that the object ownership is a function of a person's status and social stratification. Again, the object is no longer answering function of human needs, but commodity fetishism. This terminology describes how an object in consumer society will become a God and used as a measure of truth (Pilliang, 1998: p. 215).

In the world of consumption, economic energy will be spent to create thousands of false needs for the consumer, both upscale and even lower middle class. Economic system will continue to create new lifestyle and commodities. This pattern will continue to rotate and repeatedly happen in the world of online consumption. The capitalists will continue to build false needs and will ultimately lead to the happiness of all (*virtual happiness*). Welfare and happiness are only measured by the activity of consumption; there is no way to happiness essentials. The capitalists create the cult of the commodity logic and ignore the logic of needs. What was left was the concept of irrational self, signs and symbols games, virtual identity, social status, and the thrill of shopping.

The hyper-commodity as a form of worship to meet the needs of the commodity is a concept that has transcended the logic of thinking. If the current society, fulfilling the needs through a series of lengthy economic processes (production, distribution, and consumption) through buying and selling activity, then the logic of hyper-commodity century of this millennium, the logic of meeting the needs go beyond that definition. Needs-based market and traditional shops, it has now moved to the online mall (*virtual mall*). The hypermall which has been formed by the

capitalists started to get rid of the existence of traditional traders who are still blind to the sophistication and ease of technology. The virtual mall began to seize the time and the concentration of human activity online shopping. The capitalists who stand behind the success of the mission of the virtual world has been able to do a deconstruction of the activities of shopping. They begin to understand the other meaning of the shopping event. Shopping online is not only intended as a utility object but as an event as an arena of image formation, prestige and status symbol. While for users and virtual audience of this mall, they want to change the online world into a new medium of socialisation, social activities, and acculturation in the cyber community.

The cyber world as the formation of information technology has been able to bring real real-world sensation false. He can form communities with the rules and consequences of cyber users. Human obeys and submits to the hegemony of the technology. The world is essentially a village inhabited by people online (cyber community). They had a deal value of even norm like the reality. The values that exist internalised and agreed (legitimacy) in the life of the online world.

Essentially, human in this world is an extension of the body and the extension of the nerve transferred through the real world to the virtual world. He was able to bring the story of the past and the nostalgia of living in a box and glass screen. He was able to create a human replica as if he had the logic of thinking, feeling, and human life. The creation of such technology is following the logic simulation, namely the creation of reality that resembles the actual reality. The pseudo-reality is the truth of nature without the proposal. He deliberately created by the capitalist economy and producer behind the scenes rich or computer screen. The reality is just the image and copy of the representation of the commodity itself. He will always spin, produced, and reproduced in the room (the online world) called simulacra. The space used by the capitalists to divert the public's attention in ecstasy consumption consumerism and online shopping sensation. The online world is a collection of fragments of a different world in the form of commodities. In the online world access to a very broad possible for the people of Indonesia to explore products and branded trend from New York or instant pop culture. This world will allow us to do it online delivery of the beef burger, cheeseburger, French fries, and even instantly be directly presented in a matter of minutes. Wonders of the online world as there are in one hand. Playing with internet speed is an ecstasy and sensation is not in doubt. Fashion and food seem to be a human lifestyle in the online world. It is produced and then consumed simultaneously and in a short time. Logic hyper-reality when this is what has trapped man in the cyber world. Humans have been trapped in the logic of cyber consumption (food cyber, cyber fashion, even cyber furniture).

### **Looking to the Future Generation of Indonesia: Shopping holes Generation**

The World who has been progressing in all aspects, whether economic, social, cultural, legal, and even the defence will stimulate the formation of technology to facilitate the work of man. Technology giant that was behind the development of the world by global capitalism. He is a human structure which will control the wheels of the global economy. While the socio-cultural level, the technology has been able to lead men to face the new world, the post-modernism. These are the times that have been able to create a new human formation, namely the generation of post-modernism lover. The generation that is no longer concerned with socialisation and interaction in the real world. The generation that can create their world and can travel without limits rules, moral and even grades. The world full of imaging would become lifestyle and commodities. It is the cyber world, the world of codes, signs and symbols of virtual data which continuously moves in the virtual world. Travel without limits, to get into the corners of your home, office, school, and even the realm of government. Codes, signs and symbols that can penetrate time and space. Creating ecstasy inexhaustible, thirsty, and hungry fashion/lifestyle. As if the apparent lack of technology is the absence of the real world.

Surely the millennials have been dissolved in a pseudo-trap, the trapping technology (Awalia, 2017). The current technology has been able to permeate the joints of human life, both in its social, cultural, and cyber (Pilliang, 2004: p. 98). At the social level, the technology has been able to make changes in society thinking paradigm of social pro-life and anti-social. Productive time is predominantly used for interaction in the virtual world; even he was able to do objectivation by externalising and internalising the values that exist in the virtual world community. In the cyber world like the real world, he would create the values, rules, and norms for cyber community members. The rules agreed upon and adhered to by all the inhabitants of the virtual world. The denial of the rules and norms will get strict sanctions, from friendship remove, block, up to bullying. Sanctions that there is a virtual sanction, sanctions are not real. But somehow people keep these agreements This phenomenon indicates a shift in social values in the real society, then obey the social rules then moves on to rule the cyber public sphere.

On a cultural level, this generation has been affected in the post-modern logic. The rationale of the anti statutes, regularity, and reliability values. Logic is capable of doing the demolition of the guideline values even living standard in society. Actual generation is an "insanity" that is capable of creating rules and break the boundaries of normal life. The logic of technology has enchanted generations, but technology is a denial of human limitations; whereby all needs can be created quickly; with all the economic transactions can be done easily. The point is technology could not do any single thing in this world. Technology, with no other than the world of simulacra of this century. Serving the world full of virtual reality and illusion. Hiding in the virtual world image, but actually, serves thousands of false image behind the actual fact. We were

not able to distinguish between reality and artificiality. The remaining no other than the denial of the reality (Pawlett, 2007: p. 71).

In the cyber world, there was a transformation of society as a result of developments in technology and information. Cyber world has now developed into a public space. Even turned into space indefinitely and no longer limits of emotional, spiritual, and values as in the real world. The World that has been able to form a virtual global community (*cyberspace*). The world has radically changed the human understanding of fantasy, ecstasy, the body, even the consumption activity. It is the new land for people to interact and virtual communication to form a new community called the virtual community. This is a new form of the era of capitalism. The era in which post-modernism has been integrated into the joints of the virtual world. He began to permeate the deepest part of the technology function. He seems to have the vision to create a new model of madness. Madness is ultimately understood as a failure of brain function and even the failure of human mental functions. However, in the postmodern era is "madness" spirit and roots used as a postmodern culture. Dimensions of insanity on the postmodern era are defined as the consumption of insanity, the madness of desire, a madness of ecstasy and madness on technology. The madness that is capable of taking over the logic of human thinking and replace it with a post-modern logic.

The current generation began to be dragged on the global flow of post-modernism. They began to permeate every corner of the city, the corner of the village, even the corner of a country not capable of creating technology. Technology does not choose individual wearer, but it provides different desires when using it. It created the ecstasy of its own if we enjoyed it. He began to perch in the corners of rooms, houses, and even government offices. It offers the immeasurable thrill for the players. Technology is no longer understood as the primary function of human needs, the fact he only complementary in meeting the needs of human needs. However, now it has been transformed into robots satisfying human life. Without which as if people would lose our identity as if man alienated from his world.

Technology has now left its essential meaning as human helper tools or machines. Essentially it is an inanimate object that can only be enabled by human hands. It is merely the instruments used in the days of Karl Marx History as a production tool and manufacturing process product. The technology is a profit-making machine for the sustainability of the economy and the wealth of the bourgeoisie, while the proletariat powerless apart from being the object of power and control of the owners of capital. However, through the hands of the economy capitalist these days, technology is no longer recognise boundaries between bourgeoisie and proletariat. He is no longer subject to caste and social stratification. No more differentiation between the rich and poor. Because the technology only for whom are subject to them. He now has the strength and power to control men. In technology, every dimension of human life in his hands, such as culture, social relations, even fantasy life is now available in the technology. Technology has been able to provoke the

human thinking and dramatised into a system of signs, symbols, and the consumption model

Technology has been transformed into an economic commodity that is very viral in the constellation of the capitalists. With a grasp of technology, the capitalists have been able to dominate humans. They created the value of signs and symbols as part of the face of the world economy. In the world economy and capital markets, money, needs, goods, ideology, even confidence will only be considered as a series of signs and symbols. The logic of this is that adopted by the principle of technology these days. They created all the elements of human life in a magical box. With it, they would create the illusion of images, sounds, videos that will wash away human thinking. However, humans can not notice it because it was lulled by the pleasure of fantasy cyberspace. They have been able to create a new style capitalism. Capitalism is capable of possessing joint economic activity even human life, to turn into a virtual economic activity. Productive activity is no longer the joints and the root of human life. These activities have now been taken over by cyber-capitalism. They created the consumption of commodities is nothing but a virtual representation of human needs. Activity spearheaded by the capitalist economy which offers the sensation of consumption and shopping in the virtual world. However, people in this generation do not realise that they are trapped in code, signs and symbols in the simulation era, the world of simulacra and hyperreality (Walters, 2012: p. 27).

Advances in technology have been able to drag the virtual world will human consumption current is adamant. He is simulacra that will continually present to the user needs virtual cyberspace. Pseudo needs presented in the virtual world is nothing but a form of a replica of the actual needs. The need is not a real need, without which we could not live. He is just an illusion of thousands of promotion of the capitalist economy that is integrated into the virtual code symbols and the virtual world. Needs in cyberspace is simply the exchange of millions of symbols which are then interpreted by the user interpretation technology (Hegarty, 2004: p. 51). That's what happened in the current generation in Indonesia. Where the flow acceleration technology can not be avoided even continue to produce itself as part of the essential aspects of human life. Technology is now for the Indonesian people not only serves as a tool to facilitate the work of man but slowly been turned into a commodity. With this technology, we are not aware of the many signs and symbols games are played on our computer monitor screen. With which we are even willing to remove the free time and leave the daily activities only to grasp this technology. Most of our productive time even willing we spend just for playing games, virtual activities in social media, even the activity of shopping through online sites are becoming a trend these days consumption. Indeed, our body is now no longer exists in the real world; we wandered body of the universe with the world of technology to penetrate the space and time. Our bodies have penetrated the virtual spaces real virtual world do not have a real life dimension. The virtual journey is the form of adventure to the world beyond reality.

Generation virtual adventure activities Indonesia has faced the cusp of technological ecstasy. All the needs of the economy such as the existence of fashion, fashion, and even lifestyle are cultural consumerism forms created by the capitalists. This trend is a form of symbolic communication and social meanings which become an epidemic for Indonesia's young generation. Social meanings interpreted through the ownership of objects that can reflect your lifestyle and high social status. There is pride in this generation if the activity can do through the consumption of online shopping facilities. With sophisticated techniques of marketing communications, online shopping sites capable of attracting cyber world people's hearts, because it offers a lifestyle and a sensation of different shopping in reality.

Shopping activity is now not meant as a means of fulfilment, but more than that is social platforms capable of creating an identity and social status. Cyber shopping world has been able to form a new consumer culture, the cyber consumerism. The world which is a medium for shaping the personality, image, lifestyle and differentiation in social status, which is ultimately used as a forum to search for identity and meaning of life. Meaning in social activities that mostly just a human relations has now turned into a function of ownership of objects and lifestyle. Objects and lifestyle have become social fragments that can not be separated in the culture of consumerism. The ownership of things is nothing but a manifestation of the social image and lifestyle. This is a form of worship of the commodity (commodity fetishism), the object and the commodity is regarded as an absolute justification in public life consumption.

In the online world, advertising is certainly a very important role in performing symbolic communication through remote corners on the virtual world website. He began to mushroom and limitless in virtual spaces. Unlike the past, now it'll only appear on the screen the audience, but he has mushroomed in the monitor screens each gadget even people today. Ads have been able to influence people to consume virtual goods. With such attractive appearance makes people can find thousands of style options that can describe their identity. Identity and lifestyle of today are not only the exclusive property of a particular class; it becomes the property of all the social classes. Pilliang said that with the lifestyle offered in the world of online advertising as by we will paint ourselves with a series of signs and symbols dressing style, speaking style, hairstyle, stylish shoes, stylish friends, and others. The symbol with a bandage until the community can identify us as part of a group of sub-cultures are well-known today, such as K-papers, rockers, fans, anti-fans, and others (1998: p. 254).

Engineering the online world began to trap human logic through the logic of the commodity. Commodities deliberately created by the capitalists to organise mass consumption. Desires, needs, tastes even society carefully formed and set up by the quantitative logic and basic standard. As though society does not have the power to request their personalized versions standards and create communities that are false

and abide by the rules of online capitalism. Commodities are available in the online world so that people can accidentally serve interested will dissolve shopping activity. But lifestyle has become the choice of each member of society to describe the existence of self-image and after consumption activity. Online shopping world is just a series of engineering reality formed by the capitalists. The engineering is just a hallucination and illusion image that is created through electronic technology. Needs and commodities in the online world are just a simulation of virtual reality and actual reality that has been mixed in the online media. The cyber world is inseparable from the semiotic game, game of sign, symbol, status, and social identities that are engineered through the cyber-capitalist symbolic communication.

Baudrillard (2005: p. 76) says that the symbol is modified in such a way from a series of codes of knowledge in computers and cyberspace. Texts and symbols when we interact in the virtual world are not exactly our interaction to the reading of the text. The ads that offer image and lifestyle in the online world is not just a regular reading. As long as we interact in the world of online, real text or translation in the virtual world that is the deliberately false image painted by the originator of the online media (capitalist).

Information is made such that by the inventors of the technology that we can fold this world with the computer or mobile phone instrument in our hands. News from abroad even other parts of the world easily accessible to today's generation. Lifestyle, fashion, style even Hollywood artists can easily be seen in the virtual world. So also with the current popular culture that permeated the joints of Indonesia's young generation with k-pop culture version of the Korean nation even beat the popularity of western countries today. Popular culture that began to permeate the elements of the life of teenagers, adults and even the elderly with typical drama. The story depicts the history of the world empire, romance, even the action scenes are no less interesting than the drama of the West. The world of music and entertainment that is so indulgent Indonesian people with good looks and beauty of the Korean Boyband and Girlband artists. Until this media influence not only capable of forming a visual consumption in the virtual world but also able to affect the capitalists to create products in the virtual global capital. The capitalists are very aware of the effects of the pop culture that have ventured to explore the corners of the world. He does not care whether the country improves, progress, even backwards. The exploration activities would only be appropriate to the subject and target the right, the people lovers of cyberspace.

The capitalists began to develop a counterculture who want to beat the popularity of Korean culture in the media. The instigators of the economy created beauty products who want to make a comparison to the sensual and handsome Korean artists. Indonesia economy Experts who gave birth to boybands and girlbands of Indonesian version. This is the effect of that bewitching pop culture of today's generation. As if the Korean culture is a good culture and other cultures is a bad culture.



Commodity system in capitalist society has been able to carry out the engineering of the culture industry. This system has been able to reconstruct the system of culture in society and internalise it in the online media. They browse traces of human history and culture even make it as a spectacle; presented in the form of media and impressions entertaining. History later became something meaningless; no longer be secret or private. Human history and life just got stuck in a room of simulacra. What was left was rubble of the reality that is trapped in a virtual world; he started to leave the real world. The spectacle of human history that will make millions interpretation of virtual reality. In fact, there is no truth, but falsehood wrapped with sophisticated media and technology effects.

When the outposts of human life have been traced, it is no longer a novelty. As history has become a spectacle, it is no longer trust in the history (history have died). The occurrence of such a drastic change to the historical authenticity. The denial of historical truth. History has now been mixed by various additions make the truth as reality blurred, and the real meaning will be lost to history itself. History made show has led to various forms of the crisis of confidence in the progress and the newest. At the same time, the generation of Indonesia began to doubt looking to the future which is only described as an entertaining spectacle in times of difficult and troubled hearts. This is the generation of Indonesia's current spectacle generation, the generation of lovers of visual consumption, generation of shopping lovers, and many more ways do definitions of cyber generation of Indonesian culture. As if he did not have a purpose in life and continue to follow the post-modern cultural currents that do not know where eventually aka anchored; do not know when he would stop and disappear in a frenzied bout of the capitalist culture.

## **CONCLUSION**

Indonesian society today has turned to a new community formation, the cyber community. The World that has been able to form a generation of lovers of signs, symbols, and the digital codes in cyberspace. In this world, there is no longer the boundary between the real world and the virtual world. All things will continue to be produced and reproduced by transmitting data in the online world. The World that will create virtual stores and present commodities satisfying human desires and passions. No longer needs to be a priority of human life, but turned into image, identity, social status and virtual meanings. Social meanings are shaped by the hands of the capitalists and make it happen in a typical lifestyle post-modern society. In the post-modern society, identity and lifestyle are no longer understood as part of the identification of social class, but as an illustration of the culture of a particular community. Communities are essentially part of the community would not be separated from the activity history. Indonesia, which has a history of noble culture, now began to be exhibited in the virtual media to obscure the value and social significance. There are no more generations of lovers of history because history can only be a spectacle and satisfying

the need for entertainment. The generation that grew to love the corners of the online world without limits of space and time. The generation that started to feel the sensation of ecstasy quasi-virtual and virtual stores of the online world, without knowing when to end or will continue to drift in a festive visual consumption.

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**About the author:**

Hafizah Awalia is currently doing her MA in Sociology in Airlangga University. Her study is funded by LPDP scholarship from Ministry of Finance of Republic of Indonesia. She obtained her bachelor degree from Mataram University. Awalia is interested in some areas of applied Sociology and Consumption Theory.

