

The value of signs in social media accounts of #kelasblogger Instagram community

Salman^{*)}, Udi Rusadi, Rully Nasrullah

Graduate School, Universitas Sahid

Sahid Sudirman Centre, 86 Sudirman Avenue, Jakarta, Indonesia

Email: salman.naning@kalbis.ac.id, Phone: +6221 29022721

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Abstract The use of communication technology is only limited to a means of exchanging messages. However, there is a significant value behind it. As Baudrillard points out, in a consumer society, people buy products based on sign value, as indicated in this case study. The results of this study indicate that the #Kelasblogger community's Instagram social media posts contain various values, such as commodity and non-commodity values. The value of the commodity is detected in the XL Go MiFi modem purchased to support travelling activities. The use of information technology-based social media makes people have similar or uniform behaviour and compete in enjoying and spreading the sign values in their lives. This consumptive behaviour is caused by several underlying factors, namely the development of lifestyle into a separate commodity, the shift from production to consumption, and capitalism's shift from labour exploration to consumer exploration.

Keywords: sign value; social media; commercial products

INTRODUCTION

The trend of using bloggers as a commercial product buzzer is a consequence of communication and information technology development (Oroh et al., 2021; Syahputra et al., 2021), mainly social media on Instagram. The buzzer has become a new field in obtaining profits and interests individually and in groups (Sutan et al., 2021). The presence of Instagram social media makes it easier for bloggers as product buzzers to campaign for their commercial products. This is inseparable from the global reach of Instagram social media. Fellow users can interact, allowing fellow users to produce and share content.

Users connected on social media generate content (user-generated content) to actively engage each other in disseminating such content on their social media. There will be responses from other users through content created by users, and fellow users will actively participate in the shared content.

^{*)} Corresponding Author

The content presented can be in the form of images, animations, videos, or text. The more creative content is, the more responses it generates from other users, especially content produced by bloggers or bloggers. Bloggers produce buzzed and buzzed content to get the audience's attention. Bloggers produce and distribute the content (Rozalina Bozhilova, 2020). Dissemination of content carried out by bloggers has become a kind of 'free labour' in the era of digital cultural studies on social media (Sugihartati, 2020; Sugihartati et al., 2020). As a 'free worker' (free labour) (Sirry et al., 2022; Suyanto et al., 2019), the owner of Instagram social media accounts is currently widely used by companies in their product marketing communication activities.

The utilisation of #Kelasblogger as a buzzer in communicating the message of a product because it has the experience and ability to produce messages on its communication channel, the message produced, according to the researcher, has a significant value. The value sign generated by the buzzer has a selling value to today's society. Today's society prioritises the value of the sign on the products they use and consume, according to Baudrillard. This society glorifies self-image, where the commodities consumed determine its existence and existence. By consuming commodity objects, proving they exist is a consumptive society. Consumptive people make purchases not because of the benefits or value of use but their lifestyle (J. P. Baudrillard, 2004).

From the previous description and explanation, it is seen know the production of commercial product sign values carried out by the #Kelasblogger community (Amalia & Sukmono, 2019) by looking at the use of social media Instagram members of the #Kelasblogger community. As buzzers, members of the #blogblogger community produce and communicate messages in their communication channels. Therefore, content is produced using various ways to get the best ratings from the public (Mota et al., 2019).

Bloggers mostly do activities as a buzzer. This is because of the ability of bloggers to produce content, and then the content is buzzed quickly and reaches the entire audience. Of course, the content production process does not occur by itself but through several processes, such as ideas and skills related to ideology, economy, politics, morals, and spirituality. It aims for every content produced and distributed on social media to show its existence. Blogger, as a buzzer, produces content according to the desired needs as a form of existence. The content created must appeal to attract and attract attention, and the resulting content will create a scene or "viral." To produce exciting content as a product buzzer, bloggers as buzzers must have skills in processing and producing content, like bloggers who join the #Kelasblogger community.

#Kelasblogger is a community where blogger activists gather. Initially, this community only focused on sharing knowledge and skills to produce professional blogger activists (Tran & Nguyen, 2020) along with the development of time and increasingly known by the public.

Several brands and product owners finally glimpsed the #Kelasblogger community to echo (buzz) their product marketing message. Several brands and products, including the XL cellular operator, use this community as a buzzer in their marketing communication (al Adwan, 2019).

Sometimes the value of the sign produced exceeds the actual reality. Reality is produced according to desire. This is due to a change in how a product image is sold, not only on the use value but on the sign value of the product. In addition to changes in consumer lifestyles in consuming goods and services, this is a changing societal phenomenon. Related to these changes, the company that owns the product also changes the product campaign (Clarke et al., 2019), where the form of the campaign is no longer based on use value but significant value. Related to the background and formulation of the problem, the questions in this study are: How are the sign values contained in social media (Vázquez-Herrero et al., 2019) content produced by bloggers in the production of sign values for commercial products?

According to Marx, humans work to create exchange value, a source of income. When the exchange rate is reduced to monetary value, the exchange rate is much higher than the use value. However, Baudrillard proposes sign value instead of the use-value and exchange-value of commodities. Commodities are no longer bought for use-value, and exchange values are no longer simply a reflection of human labour. Nevertheless, capitalist Marxist values have been eclipsed by significance. In postmodern society, commodities are bought and used more for their value than anything else. A commodity is something that is sold for a profit.

The advantage of use-value and exchange-value was dominant during the early stages of capitalism and began as Baudrillard calls a consumer society (the third stage of the sign). Finally, sign value is related to postmodernity, the fourth stage of sign value, which shifts to signs concerning other signs, as presented in table 1.

Table 1. Value Stages

	Symbolic Exchange	Use-Value	Exchange- Value	Sign-Value
Essence	Gift	Function	Economy	Consumption
Value	Symbol	Instrument	Commodity	Sign
Meaning	Relation to subject	What object does	Market worth	Relation to other signs
Example	Wedding ring	Automobile as transportation	The book costs \$19.95	Clothing as fashion

Source: (Allan, 2013)

The types of signs are freed from all constraints of representation and become a signed game from which the code no longer refers to subjective or objective reality. However, using his logic (J. Baudrillard, 1975). There has been a fundamental disconnection between sign and reality in the postmodern (Ferraz & Mizan, 2019).

According to Baudrillard, what is consumed by the consumer society is not a commodity but the consumption of a sign of a product. Current consumption does not only buy the benefits and uses of goods or products; nowadays, it is a new lifestyle. Namely, people become consumers of every product or goods marketed.

Consumer society occurs because of fundamental changes related to individuals who express themselves in their lives. Nowadays, lifestyle is an essential concern for everyone. Lifestyles are patterned ways of investing certain aspects of daily life with social or symbolic value, but it also means that lifestyle is a way of playing with identity. A lifestyle is a form of consumerism culture. A person's lifestyle can be seen by what he consumes, both goods and services (Angel et al., 2021).

Lifestyle expresses the existence of individuals on their social status. For example, we can find the style of telecommunications equipment in today's society. The function of communication tools is used to communicate between individuals. Deliver important information. However, it seems that telecommunication tools are no longer seen as a need for only important communication with each other and as a means of self-expression. The more valuable the brand is attached to the communication tool, the more attractive it is to consume. In the end, it brings the value of the message and lifestyle of a community that is part of the value of social life (Malet Calvo, 2021).

Values are abstract ideas related to life in humans that are of concern. Value does not come by itself, but some factors can make it happen. This is because of human nature as social beings who interact and are interconnected. As long as humans interact, they agree to respect each other, protect each other, and respect each other to give birth to value. So, values are difficult to separate in human life. However, values can also be formed through human habits, drives, and desires. Therefore, the meaning of values is an inseparable part of the culture that always references human behaviour (Vollan, 2019).

According to Schwartz, ten types of values guide human beings: Power; Achievement, Hedonism, Stimulation, Self-direction, Universalism, Benevolence, tradition, conformity, and security (Tony, 2012). Power is a fundamental value that is a universal human need. Individuals want dominance and control over social motives. It aims to achieve social status or prestige and domination and control over other individuals or specific other resources. Other values of this type include social power, social recognition, and preserving my public image, authority, and wealth.

Achievement is an individual's success by showing his abilities based on social standards. Many values are contained in this type, such as being capable, ambitious, successful, and influential. Hedonism is an organismic need and enjoyment which seems that these needs must be met—values contained in this type, such as: enjoying life and pleasure.

Stimulation is a value that comes from the need for variety and stimulation so that individual activities remain in optimal conditions.

Biological factors greatly influence variety, bringing motivation to the joys and adventures of life, including outgoing life, varied life, and online. Self-direction is freedom of thought and action, and there are no limits, including freedom of creation, freedom of choice, and freedom of inquiry. This type includes curiosity, freedom, creativity, independence, and choosing goals.

Universalism is the values of prosocial action and maturity. It emphasises tolerance, respect, respect, and understanding of other individuals—values included in this type, such as social justice, wisdom, broad-minded, and inner harmony. Benevolence is a form of prosocial in a very intimate environment and constantly interacts in their daily lives. This type originates from two needs, namely, the need for group development and the need for affiliation organisms. In addition, it aims to improve the well-being of those involved in intimate contact. Values included in this type include honesty, responsibility, forgiveness, loyal, mature love, and helpful and faithful friendship.

Tradition is a group community that always develops symbols that indicate the fate and experiences of individuals and groups. Commitment to respecting traditions or customs is the goal of this value type. The values contained in this type include taqwa, humility, respect for tradition, moderation, and accepting my part in life. Conformity is limited to behavior or impulses that do not follow social norms, aiming to avoid divisions in society. The values contained in this type are respecting parents and elders, obedience, courtesy, and self-discipline.

This security prioritises human relations, harmony, security, and community stability. Values included in this type include a sense of belonging, family security, cleanliness, reciprocity, social order, and national security.

METHODOLOGY

The paradigm used in this research was the critical Constructivist paradigm with a qualitative approach. This research used the case study method because this method can use various data sources. Case study research usually starts from a general and specific situation. In the end, the results obtained are interesting and unique. The uniqueness of case study research according to stake (Handayani & Merdekawati, 2019b). Characteristics or essence of the case include 1) its historical background; 2) its physical context or setting; 3) other contexts (economics, politics, law, and aesthetics); 4) other identifiable cases; and 5) the role of the informant should be recognised.

The unit of analysis in this study was the signs contained in the informant's Instagram social media text content. The object of this research was the Instagram social media account of the #Kelasblogger community in producing commercial product content in the campaign for the use of the MiFi xl go modem. The #kelablogger community was chosen because the community was a non-commercial community formed due to the founder's concern with producing bloggers who have

expertise according to their respective talents. Furthermore, this community shares insights and knowledge about writing activities on social media. Due to their uniqueness in always sharing knowledge, members of this community have also become buzzers for commercial products (Jeon et al., 2019) on their Instagram social media. Various data sources can be used in the case study method, including documents, records, interviews, direct observation, and participatory observation, physical equipment.

According to Miles, Huberman, and Sadana (in Wanto, 2018), qualitative data analysis has four stages: data collection, data condensation, data presentation, and conclusion. The four stages of data analysis can be carried out interactively and simultaneously. The informants in this study were the #Kelasblogger community members who participated in media-gathering activities organised by XL Jabodetabek (Greater Jakarta Metropolitan Area). Media gathering activities were held as tour activities visiting Malaysia and Singapore. In addition to recreational activities, this activity tests a new XL device, the 'XL Goizi' modem. Five people from the #Kelasblogger community were selected as informants in this study.

RESULTS AND DISCUSSION

The #Kelasblogger community was founded on 15 November, 2015. This community's purpose was to increase bloggers' knowledge and skills as professional social media activists. Two years after establishing this community, no less than 700 bloggers participated in regular training. Routine activities held every month by the #Kelasblogger community are in the form of training to hone the skills of social media activists. Activities are carried out inside and outside the classroom. Various participants participated in this training as members and outside community members.

Various kinds of knowledge come from fellow members of the #Kelasblogger community; each member has different knowledge and expertise. These differences can spread to other community members so that each community member has much knowledge, especially in cyberspace, that can be utilised and develop an entrepreneurial spirit.

Many members are scattered in almost all provinces in Indonesia, so many institutions are collaborating with #Kelasblogger. Various forms of cooperation are established with organisations or companies that have these products, including developing the expertise and skills of bloggers and supporting organisational or company activities that can provide positive benefits.

Interestingly, this community accepts anyone to participate in various training activities. This means that each participant can participate in the training and want to share knowledge related to the use of social media, as stated by the following informant. Community members are free to produce content on their Instagram social media accounts. However, the purpose of distributing this content is to show

that the XL Go Izi modem can be used for internet access in several countries. In the informant's account, much content is shared regarding the use value of the XL Go Izi modem. For example, member informants display content along with passports that are used for the identity and whereabouts of the owner's country's citizens so they can be used to travel between countries. The informant explained the content that using the XL Go Izi modem was like a passport that could not be removed or left behind.

As a commercial product buzzer in the #Kelasblogger social media community, community members with Instagram social media accounts had the opportunity to test the XL Go Izi modem in Malaysia and Singapore. Each community member displays content on their respective social media from when they start preparing to leave until they arrive at their destination. Each account holder must upload all activities in Malaysia and Singapore. Uploads must be related to using the XL Go Izi modem device.

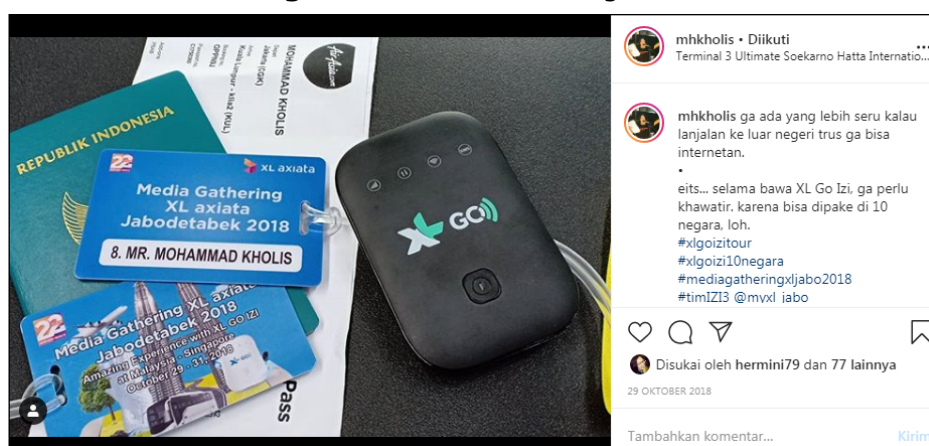
Content production carried out by the #Kelasblogger community is inseparable from values. The sign values built from content production are Commodity sign value and non-commodity sign value. The value of the sign is included in the object to generate an imaginary value which is then published through Instagram social media. Signs and symbols in objects are manifested in images and then disseminated through social media. The social media account of the #Kelasblogger community has a massive role in delivering promotional content (Handayani & Merdekawati, 2019a) on the value of commercial products directly to the recipient audience. By utilising new media channels, in this case, Instagram social media. The #Kelasblogger community can display the sign value of commodity products on their social media accounts. In the end, every time, people always get a continuous content offering.

The sign value content of commercial products will be shared (upload and share). There is a media space structure in the buzzer social media account, which is the location or place where culture occurs and the #Kelasblogger community interacts. At the media space stage, content production is found on various social media accounts of the #Kelasblogger community members. As on Facebook, Twitter, and Instagram. Even the content on Instagram is collected and organised in hashtags. Several hashtags are used to organise the content of community members' commercial product mark value, such as #Kelasblogger, #XL Goizitour, #XL Goizi10negara, #mediagatheringjabo2018, #timmizi3, @myxl_jabo.

The content of the sign value production carried out by members of this community began to be produced during their preparation in Jakarta until they returned to Jakarta. Nothing was missed every time community members shared posts in various forms. Informants were free to produce content and share it on their respective social media accounts. Various forms of creativity can be seen at the level of media documents (media archives) of informants' social media accounts.

Buzzers as informants produced content according to their respective creativity, and sometimes the content presented has similarities with other informants. However, the content presented had a different narrative. For example, Figure 1 is the social media content of mhkholis, and Figure 2 is the social media content of puntow78. The two contents have something in common: posting and displaying pictures of the XL Go MiFi modem, passport, and boarding pass. However, the two posts have different narratives. However, the two posts have the same intent and purpose. Mhkholis and puntow78 travelled with their passports, tickets, and Wi-Fi modems.

Figure 1. Media Gathering



Source: Author Processing (2021)

Figure 2. Passport



Source: Author Processing (2021)

Members of the #Kelasblogger community have produced much promotional content for commercial products related to XL and have also been part of content creator competitors. The promotional content they create follows the brief desired by the brand owner. Meanwhile, considering the existing briefs, the content is produced as creatively as

possible. The brief guides produce various promotional content created to attract audiences to use commercial products.

As consumers of commercial products, society is no longer based on need but is more driven by the production-consumption system that the capitalists created. Consumption is shaped through persuasion, as members of the #Kelasblogger community do. As a commercial product buzzer, they can lead audiences with a single meaning from their content production. The audience carries out the meaning as interpreters. In semiotics, the interpreter has a critical function, describing and giving the meaning of the signs included in the content.

The dominance of the value of the sign of free commercial products gives birth to new meanings. However, in today's capitalist society, the relationship between use-value and exchange-value is no longer relevant in analysing conditions in a consumptive society. According to Baudrillard, the concepts of use-value and exchange-value are inseparable parts of sign value. Consumption carried out by the community is based on its symbolic meaning, not based on material uses or price. Therefore, consumers are more concerned with signs and symbols in consumption objects in consumer society.

MiFi modems have dual functions for users, complementing and supporting travel, and can be used in everyday life. The XL Go Wi-Fi modem to support travel can be used at home to surf the internet. There is another function of use value, and the MiFi XL Go Izi modem can be used to explore the virtual world through the internet network, which can only be accessed via a modem. In activities carried out by the #kelasblogger community, there is an exchange value that occurs in the form of gifts given by the company to community members #kelasblogger.

From the exchanges between the product owner company and the #kelasblogger community, community members finally produce sign values related to commercial products. The content produced must be creative to have an attraction for followers so that they get likes, and the content becomes a separate commodity that can increase the status of the account owner. The token value built in the #kelasblogger is community member uploads on the XL Go Izi token value, the travelling mark value, and the #kelasblogger community sign value.

The value of the sign detected in the XL Go Wi-Fi modem was purchased to support travelling activities. Many cases include the most important treasures for users when they travel. The XL Go Izi Wi-Fi modem's mark value is more well-known and prestigious than other companies' Wi-Fi modems. Baudrillard links the aristocracy's production and exchange of sign values with the "collective caste privilege" (Paraskevoidis & Andriotis, 2015). Sign-value consumption distinguishes certain consumers from others, elevating their prestige and status. This is a characteristic of postmodern society.

For a postmodern society, internet use is now more critical than other consumption needs. People are willing to pay a high price as an

exchange rate to use internet access, especially when travelling. Some postmodern societies are willing to pay a high cost to get internet access. By utilising the internet, they can be fully active and even benefit.

Postmodern people can post all activities on their social media accounts through the internet. They can show their existence. This also happens to the #Kelasblogger community in carrying out activities. Without an internet network, this community cannot operate and produce work that its followers enjoy. Internet network is a must for this community to always appear and show its existence.

As a commercial product buzzer, the #Kelasblogger community conducted network testing, which they did in several places abroad, such as Malacca, Kuala Lumpur, and Singapore. Their task is to review using the XL Go Izi modem. Their reviews are uploaded to their social media accounts so their followers know them. Besides, they also inform their whereabouts by displaying messages that they are currently abroad. They strengthen this by displaying picture messages, both verbal and nonverbal.

A good and stable internet network greatly influences the messages and images they convey at the location. To do that, the existence of a Wi-Fi modem device is one of their needs. Therefore, he tested the XL Go Izi modem as a commercial product buzzer. Use the XL Go Izi modem to get a stable network surfing the digital world.

Members of the #Kelasblogger community have used the XL Go Izi Wi-Fi modem since they were at the departure terminal of Soekarno Hatta airport, Cengkareng, until they arrived at their destination. It did not escape the reviews of community members about the use-value of the XL Go Izi modem commercial product. When the internet network is stable, members of the #Kelasblogger community are free to create according to their expertise. They highlight these skills in their Instagram social media accounts.

Community members involved in this event have their respective expertise specifications, such as bloggers, gamers, and travellers. On their social media accounts, they present according to their respective specifications. For example, gamers will review and post their activities while playing games abroad. Of course, they serve how good and smooth the internet network uses the XL Go Izi modem. Everything that happened during their use of the XL Go Izi modem was uploaded to their social media accounts, not limited to the time and whether they experienced it during the XL Go Izi modem test.

What has been done by members of the #Kelasblogger community to test the use of the XL Go Izi modem abroad is a shift in the value contained in it. There is a shift in value as proposed by Baudrillard; namely, the first and second stages of the sign are symbolic exchanges and use-values. Use value and exchange value are the most dominant in the early period of consumer society. Consumer society is the third stage of the sign. At the same time, the fourth stage of sign value is related to postmodernity.

The findings show that the shift in values that occurred in buzzer activities carried out by members of the #Kelasblogger community can be seen in the following table 2.

Table 2. Value Change

	Symbolic Exchange	Use-Value	Exchange- Value	Sign-Values
Essence Value Meaning	Gift Symbol The relationship between members of the #kelasblogger community and XLjabo	Function Instrumen Testing the Wi- Fi modem network in Malaysia and Singapore	Economy Commodity Market worth The modem cost Rp. 500.000- Rp. 900.000	Consumption Sign Relationship with other signs. Travel sign

Source : Research result (2022)

Symbolic Exchange

The gift by XL Jabodetabek to members of the #Kelasblogger community is a form of relationship between companies that own commercial products and members of the #Kelasblogger community. Owners of commercial products provide opportunities for members of the #Kelasblogger community to participate in media gatherings held with the aim of Malaysia and Singapore. XL Jabotabek covered all accommodations.

Community members only need to prepare a passport as an identity used while abroad. In addition to other personal needs, airfare, lodging, and consumption are entirely borne by XL Jabotabek.

Use Value

Community members are provided with a Wi-Fi XL Go Izi modem while on their journey as a tool to communicate by utilising the internet network. All community members tested the strength and stability of the XL Go Izi modem network abroad, especially in Malaysia and Singapore. In addition, community members uploaded all activities on their respective social media accounts during the test.

Exchange Value

It is a commodity exchange rate. In this case, as a commercial product buzzer, this #Kelasblogger community member gets a reward as an exchange rate that is traded as a product of their service as an endorser. The exchange rate is received as long as a buzzer is in the form of a commercial product.

Sign-Value

Production of sign values by the #Kelasblogger community, community members display XL Go Izi messages through verbal and nonverbal messages and photos while holding an XL Go Izi modem in

iconic tourist spots in Malaysia and Singapore. Besides, the Instagram accounts of community members represent their existence.

All posts displayed on the Instagram account of community members get a response from their followers. However, few followers have commented on the value of the XL Go Izi modem's commercial product mark. Besides comments about the owners of social media accounts, community members feel something, namely being able to travel abroad.

The various contents displayed are the personal production of each member. The content that buzzers produce on their social media accounts contains a value. The sign values built from content production are Commodity sign value and non-commodity sign value.

Commodity value: The value of the XL Go Izi mark as a commodity is detected in the Wi-Fi modem purchased to support travelling activities. The commodity mark value of the XL Go Izi Wi-Fi modem is more well-known and prestigious than other companies' Wi-Fi modems.

Non-commodity values in the content consist of the following values: Power: The achievement made by the buzzer in uploading content on its social media shows its prestige, as well as the ability to control dominance over the audience or its followers. Achievement: Each buzzer produces content according to their specific abilities and expertise. The competence capabilities that exist in each buzzer are very different. They constantly upgrade their knowledge and insight through the #Kelasblogger community to develop themselves.

Value of Hedonism: The hedonism displayed by the buzzer on his Instagram account is very clearly visible. The pleasure displayed and the luxury shown by the informants can be seen from their uploads of being on a plane, travelling to several countries, and going to tourist points that are icons of a country, showing pleasure and luxury.

Self-direction: Buzzers in producing content on social media are carried out according to their wishes and desires. Every content uploaded on their social media has no provisions that limit their creativity. The informants are free to display pictures, writings, or anything related to the uploads they do.

Benevolence: Members of the #Kelasblogger community have good interactions. They always uphold togetherness. This community always shares insights and knowledge related to the self-development of each member. Fellow community members share their expertise with other members.

Security: In interacting, members of this community prioritise security, harmony, and stability both within the group and in society. Although there is competition, healthy competition can increase solidity.

CONCLUSION

As a blogger community, #Kelasblogger embraces anyone interested in the world of bloggers. This community always shares knowledge among its members, so all members are expected to gain equal knowledge and

expertise. This is necessary for community members to become professional bloggers in their fields.

Apart from being professional bloggers, members of this community are also commercial product buzzers. Many companies take advantage of the expertise possessed by this community, including XL Jabodetabek, which is abbreviated as XL-Jabo. XL-Jabo always uses the expertise of this community member as a proponent of new products released by XL. As is what members of this community do by using, as a buzzer, the commercial production of the XL Go Izi MiFi modem

The #Kelasblogger community uses Instagram social media to echo (buzzer) messages for their commercial products. Content production is carried out at any time according to the targets agreed upon between XL-Jabo and the #Kelasblogger community.

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