

Skincare shopping: cultural industry's influence on Indonesian metrosexual body discipline

Teguh Dwi Putranto

*Department of Communication Science, Universitas Negeri Surabaya
15 Ketintang Road, Surabaya, Indonesia*

Email: teguhputranto@unesa.ac.id and Phone Number: +6231 8280009

How to Cite This Article: Putranto, T.D. (2024). Skincare shopping: cultural industry's influence on Indonesian metrosexual body discipline. *Jurnal Studi Komunikasi*, 8(3). doi: 10.25139/jsk.v8i3.9008

Received: 10-09-2024, Revision: 23-10-2024, Acceptance: 04-11-2024, Published: 28-11-2024

Abstract The research aims to discover the cultural industry's power by looking at body discipline practices in online skincare shopping activity among metrosexuals. Using virtual ethnography, we focus on Instagram postings that focus on digital text as a medium for seeing the form of discipline of metrosexual men. Regarding the research informants, the researcher determined six informants. The characteristics of these informants in this study are male, living/residing in Jakarta, Bandung, and Surabaya. Males interested in facial skincare products often purchase through online shopping (repetition buying). Informants were obtained through a search using the keyword 'metrosexual' in the Instagram search field by and examined profiles that contain some information. Search results are sorted only among Indonesian metrosexuals. Data analysis began with observation of the informant's Instagram account profile from the Text/Photo/Video/Comment that can be accessed publicly. Followed by interviews to explore the understanding of the meaning behind the practice of online shopping through Instagram posts. The results of this study show that by developing self-care expertise, the cultural industry and body discipline of metrosexual men through online skincare buying activities contribute to disciplining their bodies. Disciplinary power is applicable to metrosexual males who receive discipline from facial skincare product businesses as well as from guys who post about these products. According to Adorno's research, social media is used as a disciplining tool by the cultural business for metrosexual guys, and this is perceived through the lens of the panopticon mechanism.

Keywords: body discipline; instagram posts; metrosexual men; online shopping; social media

INTRODUCTION

The emergence of the digital era has also shifted various aspects of human life, one of which is shopping behaviour from conventional to online. Online shopping activities have provided many conveniences for women and men in fulfilling their needs for goods and services. The attitude and behaviour of online shopping has provided many results (Feng & Ivanov, 2023). As a result of Covid-19, shopping behaviour has changed to online platforms, with one of the main considerations being related to health issues (Warganegara & Babolian Hendijani, 2022). Online shopping behaviour cannot be avoided in various fields (Le et al., 2022). Also, online shopping also impacts fewer visits to the mall (Malalgoda & Lim, 2023). Perceived benefits and positive attitudes also encourage the realisation of online shopping (Bezirgani & Lachapelle, 2021; Qi et al., 2021; Tyrväinen & Karjaluo, 2022). The convenience offered also motivates men who are known to want practicality to acquire goods and services through online shopping.

Online shopping has become a new lifestyle in society. With the emergence of various e-commerce platforms, it has become a new alternative that facilitates the shopping behaviour patterns of today's society. In fact, many research results in recent years found that individuals

have shifted from traditional purchases or dealing directly with manufacturers to online shopping through their mobile phones (Afrianto & Irwansyah, 2021).

Online shopping is considered to have various conveniences because online shopping can be done anywhere and anytime. Consumers can easily compare product prices just by opening several online shop sites or applications at once. Payment systems that facilitate purchase transactions are also the reason online shopping is very popular. The phenomenon of e-commerce is a trend that gets a lot of attention from businesspeople today. The rapid growth of e-commerce has caused many new e-commerce-based companies to emerge and continue to grow, thus causing the development of the e-commerce industry business to compete fiercely. This is motivated by the convenience for consumers in online businesses to move from one e-commerce to another and the easier it is for consumers to compare purchases of the same product between different e-commerce platforms. This situation causes every e-commerce company to be more careful and creative in building and determining its competitive strategy in order to maintain consumer loyalty and become a market leader (Jeyaprabha & Sundar, 2021). Online shopping activities in this study focus on activities carried out by metrosexual men who are seen as having more concern for appearance. One of these concerns is manifested through facial skin care products as a cultural industry that uses the power of the body by building the knowledge of metrosexual men.

Based on data related to online shopping activities that men have done, 68% of men aged 18 to 35 are involved in online shopping activities as compared to women (Yulistara, 2018). Men's interest in online shopping is shown in fashion items and physical appearance enhancement, which contributes to male metrosexuality (Lertwannawit & Gulid, 2010; Piayura, 2013; Kaur & Bawa, 2016). Whereas metrosexual men are defined as men who have more concern for their appearance. With online shopping activities, metrosexual men easily obtain goods and services, one of which is facial skin care products that are often used by metrosexual men in taking care of their appearance. The ease of obtaining these goods and services eventually creates habits, develops, and becomes a lifestyle in society.

People no longer only fulfil their primary needs (clothing, food and shelter) but also have the desire to fulfil needs that are not really essential. These needs are triggered by the rise of media that offers pleasure wrapped in information technology. Then, humans are directed by the media to become a consumptive society (Baudrillard, 2016; Leiss et al., 2018). The media, which serves to communicate symbols and ideals, is often used to promote industrialisation and commodification of culture. The tendency of the media to focus more on market share than the positive value of information. The media and financiers believe that what is published in the media can or will become part of a particular commodity. The idea is to change the audience's desire for a particular culture or fashion so that it is suitable for mass consumption and new market prospects. At the same time, the media has the potential to create reality. Mass media publications are considered capable of setting standards for cultural outcomes (Adorno & Horkheimer, 2020). The urge to ascertain whether behaviour is broadly and profoundly accepted significantly impacts consumer purchasing behaviour, as do cultural variables. As a result, consumer culture, subculture, and socioeconomic class play a crucial impact. Because cultural factors are the most fundamental drivers of consumer wishes and behaviour. Culture has a significant impact on consumer behaviour.

This seems to be the basis for capitalists to control the desires of the masses through the industrialisation of culture. As a result, consumers are subconsciously misled and forced to desire and try to emulate a similar society (Adorno & Horkheimer, 2020). One of them is to present secondary needs as core needs that must be fulfilled, such as skincare efforts.

Skincare endeavours contribute to transforming masculinity into metrosexuality, and blurring gender bias (T. Putranto, Suyanto, et al., 2022) and are also exciting for metrosexual men (Susilo et al., 2022). Everyone believes that by acting in a certain way, they will achieve certain goals. Individuals who wish to obtain happiness in their body parts, especially on the face, will try to achieve it, and one way is to practise skin (facial) care. Based on the aforementioned view, a person's motivation to use skincare as a means to achieve certain goals and satisfaction on body parts, especially the face, is influenced by appearance (Maruto et al., 2015; Maulidhya et al., 2021). As a result, in recent years men are not only interested in fashion products. The

need for appearance and even enhancing good looks using skincare has also become a necessity for men, especially for metrosexual men.

In understanding metrosexual male body image, several studies have emerged. In previous studies, masculine roles shape male drive (De Jesus et al., 2015), shopping design-centric men's centre (Banytè et al., 2015), male-centred shopping design (Sheldon & Bryant, 2016), interpersonal intelligence and narcissism (Sheldon & Bryant, 2016), metrosexual characteristics in advertising (Arnie et al., 2017), the image of the male body with muscular arms and healthy skin is dominated by the consumption of body nutrition products (Pranata, 2020), the image of the male body with muscular arms and healthy skin is dominated by the consumption of body nutrition products (Putranto, 2022), the capitalist industry constructs the meaning of metrosexual men among Indonesian millennials through skin care products (Putranto, Susilo, et al., 2022), the male body as a target of capitalist exploitation rivals the female body (Putranto, 2022).

The background of this research stems from the portrayal of depicts metrosexual men's body discipline in social media. This research attempts to see that social media is considered as an appropriate platform to satisfy the desires of metrosexual men in achieving an identity. Apart from that, the identity you want to embody on social media is related to appearance. The items or fashion worn can reflect one's self-representation. Fashion is not a real thing, but it can be expressed through clothing. Fashion is also a way of communicating that is usually done to describe one's appearance. The appearance is a picture of a person's self that is visible and can be seen by the eyes (Waluyo, 2014; Hanifah et al., 2021). Furthermore, Instagram as an example which is one part of social media is used in this research. From the previous studies used, there are still few studies that discuss metrosexual men who are into online shopping as seen through social media, particularly on Instagram.

Instagram is the fastest growing social network in the world and is often linked as users strive to appear as something that is cool (Sheldon & Bryant, 2016). Instagram is also known as the world's most popular social network for sharing photos, so people who tend to post photos, update their profile pictures more frequently, and spend more time scrolling on Instagram (Moon et al., 2016; Lee et al., 2019; Lengkong & Dewi, 2021). Instagram also makes its users feel better and physically perfect through posting photos on Instagram so that they can show their identity. The existence of Instagram is also inseparable from the role of the internet that has grown in society.

Taking those in consideration, the focus of this research is metrosexual men with certain characteristics who live in big cities in Indonesia. The selected metrosexual men are those who engage in online shopping of facial skincare products and to which the products that were purchased are posted by the selected metrosexual men on Instagram.

Social media has become an influential platform in shaping perceptions and consumption desires. Consumption of certain goods and lifestyles becomes a means of building identity and seeking social existence (Rasyid et al., 2024). Social media plays a crucial role in the identity-building process of young consumers. Consumer identity is a significant component of social identity for today's youth, and social media has a big impact on this. Consumer policy makers, educators, and commercial players should all recognise this (Wilska et al., 2023).

The concept of masculinity that is often seen as innate, accepted, more natural, and avoids the social, scientific and medical scrutiny that is usually carried out by the female body. Therefore, the use of facial skincare products is perceived as a resistance to the concept of masculinity, which is also reinforced by Safira (2019) that the practice of using skincare is a form of resistance to the hegemony of masculinity. Through these Instagram posts, the researcher seeks to explore information related to online shopping behaviour and the body discipline of metrosexual men on Instagram.

The phenomenon of online shopping among metrosexual men is triggered by the desire to look good. This opportunity is then utilised by the cultural industry, which in this case is facial skin care products, to meet the needs of metrosexual men who are more concerned with their appearance. The nature and character of men who prefer to be simple, has led the cultural industry to engage in online shopping as a convenient way to purchase facial skincare products. After getting facial skin care products through online shopping, metrosexual men carry out body

discipline built by the cultural industry. The purpose of this study is to determine the power of the cultural industry in disciplining the body in online skincare shopping activities among metrosexual men.

METHODOLOGY

This research is a qualitative approach, with a descriptive type. Qualitative research was chosen in this study because it seeks to explore the meaning of the subjects involved. Meanwhile, the descriptive approach was chosen to further describe the data obtained through primary data collection in the form of interviews.

Virtual ethnography was chosen as the research method wherein it focuses on digital texts that needed intertextual analysis. This method begins with examining digital texts that are focused on the Instagram of metrosexual men, that are then intertextualised to obtain confirmation through in-depth interviews.

In etymological terms, 'ethnography' means 'writing about people', or 'writing an account of a particular people's way of life'. In early anthropology, the goal was a descriptive account of the distinctive social or cultural features of a particular society (Hammersley, 2007). This research employed a data analysis technique involves the interpretation of the meaning and function of human actions and how these are implicated in local and wider contexts. What is produced, for the most part, is verbal description, explanation, and theory; quantification and statistical analysis play a subordinate role.

The virtual ethnography method in application is not much different from other studies that usually use an ethnographic approach. It all depends on the needs and problems that the researchers are interested in, from the data collection techniques to the analyses used, but there are differences in several ways, including (Hine, 2012) first, the technique during the interviews was conducted in two phases. The first phase was conducted online through a discussion of the research problem. The second phase, which was conducted offline, aimed to deepen the online interview and confirm the information gathered.

Second, techniques for observation. Participant evaluation in virtual ethnography takes two forms, in other words, online and off-site. Online, the virtual ethnography researcher is required to be a member of the virtual group and take an active part in the virtual group dynamics. There are objectives that can be communicated to online observation participants, such as- first is to directly observe the development of the community or group being studied online, including the dynamics or problems, and the discussion of themes. Secondly, to study and analyse both verbal and nonverbal language used during online discussions. It is rare in a virtual community to display distinct characteristics and use symbols without the recognition from other people or groups.

Two research sources were used, particularly primary and secondary sources. Primary data sources are digital texts from selected Instagram posts through internet access and interviews. Meanwhile, secondary data sources are books, newspapers, and journals that are still related to the research topic. Meanwhile, the unit of analysis in this research is in the form of digital texts on Instagram posts of metrosexual men.

Furthermore, the process of selecting six informants from Instagram was carried out by searching using the keyword 'metrosexual' in the Instagram search column by looking at Instagram profiles that contain some information, one of which is the location where the informant lives, and posts containing facial skin care products. The researcher involved six informants, with two people each from different cities.

The researcher chose informants who live/reside in one of the predetermined cities including Jakarta, Bandung, and Surabaya to represent metropolitan cities in Indonesia, to draw differences between the two cities. Then after getting informants who fit the research criteria, the researcher conducted a snowball search for informants. Specifically, the selection of informants was determined by the researcher through several criteria, including 1) Male, 2) Live/reside in Jakarta, Bandung, and Surabaya, 3) Interested in facial skincare products obtained through online shopping (repetition buying) and seen from posts on Instagram accounts. The metrosexual men in this study are also influencers and are active on Instagram who reside Jakarta, Bandung, and Surabaya (See Table 1).

Table 1. Informant Biodata

Informant	Name	Place of Residence	Age	Follower
1	AF	Bandung	20	36.000
2	AM	Bandung	20	18.000
3	AT	Jakarta	35	37.000
4	HA	Jakarta	25	20.000
5	AS	Surabaya	30	7.358
6	HH	Surabaya	21	11.000

Source: (Data processed by researcher, 2022)

Based on the number of followers, academics and practitioners in the field of marketing, influencers are differentiated into various levels of influencers such as: micro-influencers, meso-influencers, and macro-influencers. Micro-influencers are 'normal' people who become Instafamous and usually have tens to hundreds (up to 10,000) of followers (Aguiar & Van Reijmersdal, 2018; Hatton, 2018; Pedroni, 2016; Revell, 2017). Then, meso-influencers have 10,000 to one million followers and often have national visibility. These influencers have entered the field of 'web celebrity' and are characterised as full-time professional influencers (Aguiar & Van Reijmersdal, 2018; Pedroni, 2016). However, they are not as big as macro-influencers (or also known as mega-influencers), which are often established, international celebrities with over a million followers such as Nikkie Tutorials, Kylie Jenner, and Cristiano Ronaldo. (Hatton, 2018; Pedroni, 2016; Revell, 2017). The steps in collecting data in this study are as follows: first, observation. Observation is a direct qualitative observation conducted by researcher to collect data based on certain conditions in accordance with the research objectives. Observations are carried out by systematically investigating symptoms and recording them. Effective observation involves both direct and indirect methods. Since the researcher conducted a virtual ethnographic research, observations were made through the use of technology. The data obtained from observation was used to see what content is produced on the social media accounts of each subject, as well as to see other things related to the content. The researcher made observations on the Instagram account profiles of research informants from text/photo/video/comment to find out the actions of metrosexual men because of the informants' experiences in doing online shopping.

Second, an interview is a data collection technique that aims to obtain information by asking directly to the respondent or it is also a question-and-answer process between two or more people which can be done directly or through the media. The researcher conducted online interviews with the research informants to explore the understanding of the meaning behind the practice of online shopping through Instagram posts after the data obtained was considered saturated. Researcher used interactive dialogue interviews with the aim of exploring the hidden meaning of informants' actions seen from their posts that are liked (like), accounts that are followed (following), posts uploaded and the duration of each uploaded post. The form of interview chosen by the researcher is to use structured interviews online via email (delayed time) with the intention of giving informants the opportunity to think thoroughly about their responses. Third, documentation is a data collection method by collecting documents such as photos, research reports, books, digital footprints, and other written data. This technique was used indirectly by the researcher since they have only collected documents related to the research. In this study, the researcher collected digital footprints of research subjects on the Instagram social media platform using documentation techniques. This digital footprint document was in the form of screenshots. digital ethics as an individual's ability to realise, exemplify, adapt, rationalise, consider and develop digital ethics governance (netiquette) in everyday life. Using digital media is directed at an ethical intention, attitude, and behaviour.

Triangulation of data sources is an excellent way to increase the validity of a construct. The researcher documented social context, relationships, affective experiences, and life skills, which increased its suitability in online skincare shopping studies. By analysing evidence from the sources and using them to build an overall theme, triangulation is achieved. The sources used in this research are digital texts in the Instagram posts of metrosexual men and the results of interviews with metrosexual men. The results of these sources are then stored and processed.

Reliability aims to ensure consistency in minimising error and bias by replicating it under different conditions but still producing the same results. In this study, the researcher triangulated data or sources obtained by the researcher through text posts on Instagram of metrosexual men and interviews with metrosexual men.

The six research informants who have been determined have fulfilled the research criteria, as their residence represents the metropolitan cities. From the social and cultural context, it has also been described that the six informants have an interest and are concerned with their appearance. As it becomes an important goal for metrosexual men by using facial skin care products obtained through online shopping as part of the culture that has developed in the digital era. The collection of digital data obtained from Instagram accounts is then recorded. After that, the data was linked to the results of interviews with informants. The last research analysis through data description with data triangulation includes 1) Data Reduction, 2) Data Presentation, and 3) Conclusion Drawing.

RESULTS AND DISCUSSION

Online Skincare Shopping and Instagram Posts

Based on the data obtained by the researcher, the researcher tried to describe one by one the data related to the cultural industry and body discipline in online shopping activities among metrosexual men (See Figure 1). Informant 1 said that his image when using skincare products through online shopping is healthy skin, not necessarily white but healthier. In addition, Informant 1 explained this as a form of self-reward. A form of self-love by using skincare. The image of good skin will be seen by others, so there is a sense of pride for Informant 1. According to Informant 1, skincare is no longer defined by gender, but has become a necessity, driven by need so it is no longer about male or female.



Figure 1. Informant 1's post
Source: (Data processed by researchers, 2022)

In addition, by using skincare products obtained through online shopping, Informant 1 feels happy, proud that he can treat himself well. According to him, the skin also needs to be rewarded because if he doesn't make himself happy, who else? Informant 1 explained that when using facial skincare products, he also uploads posts containing these skincare products because it is part of his job responsibilities. Also, according to him, uploading the post is indeed a request from the brand. He said that generally the brand sent a direct message via Instagram to ask about a potential collaboration.

Then usually Informant 1 would experience inquiries related to the rate card first. The brand wants to upload content on the feed or on Instagram stories. Informant 1 added that usually there are brands asking for xdeal in the sense that brands only send products without a certain budget, and the upload period varies. If there is a budget, Informant 1 explained that he would make a big effort, but if it is only an xdeal, the effort to create the content is certainly different.

Informant 1 then added that there are benefits obtained from brands uploaded on his Instagram, such as being invited to endorse. Informant 1 explained that the affiliate programme is where the influencer is given a voucher code to be used by their followers. Then, if the followers use the voucher code, Informant 1 will get a profit from the sale. For example, ten percent profit, ten percent of the sales will be obtained by Informant 1.



Figure 2. Informant 2's post
Source: (Data processed by researchers, 2022)

Informant 2 said that his perception when using skincare products through online shopping is that when using skincare, facial skin becomes better as if the product repairs it. In addition, by using skincare products purchased through online shopping, Informant 2 aims to achieve a clear skin, free from oil and acne so that the skin becomes more pleasing to the eye (See Figure 2).

Informant 2 explained that when using facial skincare products, he also uploads posts containing these skincare products because according to him, the products used are good. Therefore, if the product is good then there is nothing wrong with sharing it on Instagram. Alos, according to him, some of the uploaded posts came from his initiatives and some came from outside parties. He then added that there are benefits obtained from brands uploaded on his Instagram such as getting skincare products from the brand. Some brands give money for collaborative relationships. So that the upload of posts on his Instagram is requested by the brand, so as a partner, he uploads posts containing products from the brand as requested. As for the fee, Informant 2 explained that the fee ranged from five hundred thousand.



Figure 3. Informant 3's post
Source: (Data processed by researchers, 2022)

Informant 3 said that when using skincare products through online shopping, his goal is to take care of his skin in order to get healthy skin- not glowing, not white, not shiny skin. The concept of healthy skin, according to him, is different. According to him, healthy skin does not have problems such as acne, blackheads, oiliness, or dullness; that is his concept. So according to him, men must change their minds from wanting glowing or fair skin to prioritising healthy skin, meaning that the skin is not dry, the skin is not peeling, or the skin is not excessively oily (See Figure 3).

In addition, by using care products obtained through online shopping, Informant 3 wants to achieve a healthy skin. According to him, the skin of Indonesians is brown, because they live in the tropics, so the average skin is not like in Korea. If forced, he thinks it won't be like Korean skin either. The important thing is to have healthy skin, no acne, no blackheads, no scales. The definition according to him is more about healthy skin, not glowing skin.

Informant 3 explained that when using facial skincare products, he also posts these skincare products as a form of cooperation with several brands related to skincare. Informant 3 also wants to invite men to start maintaining health by taking care of skin health, especially facial skin. According to Informant 3, skincare has no gender. It is a form of self-respect and added value for each person.

Informant 3 also added that the upload was not only done for commercial purposes, but also to make men more aware of how to take care of themselves. There are many product choices depending on their individual needs. There are several products that Informant 3 buys himself and uses himself. This is because he wants to invite men to get to know the ingredients in skincare.

Informant 3 then added that there are benefits obtained from brands uploaded on his Instagram such as getting fees and skincare products. Then the second is if there is an endorsement, then Informant 3 already has a rate card. So that the rate for one post, one story, one live session with goods from the brand already has a rate. The rate card is adjusted to the number of followers. If the more followers, the higher the rate card. Informant 3 accepts an xdeal system, meaning that the brand sends its product and then Informant 3 uploads it on Instagram. Informant 3 also accepts paid promotion, so the brand pays Informant 3, the brand also sends goods.

Informant 3 again added that the rate card for full time one-time posts, instagram stories ranges from nine hundred thousand to one million. But if the brand only wants the photo, the rate card usually ranges from five hundred to six hundred in one post. For stories alone, it ranges from five hundred thousand.



Figure 4. Informant 4's post
Source: (Data processed by researchers, 2022)

Informant 4 said that his image when using skincare products through online shopping is to get the skin he wants, such as skin that looks young, skin that looks healthy, glowing, and bright (See Figure 4). Informant 4 explained that when using facial skincare products, he also uploads posts containing these skincare products because he wants to share his experience in using skincare products with his followers so that his followers would know the reviews of the products to be purchased. According to Informant 4, some of these posts come from his own initiatives and that he also had some endorsement that demands for him to upload their skincare product in his posts. Informant 4 then added that there are benefits that he acquired from the brands that were uploaded on his Instagram such as getting insights, connections with followers, even being noticed by brands to be endorsed and also earn money.



Figure 5. Informant 5's post
Source: (Data processed by researchers, 2022)

Informant 5 said that his image when using skincare products through online shopping is for reasons of self-love, so it is a form of love for himself (See Figure 5). Informant 5 added that he will feel more confident about his appearance if he has clean facial skin. In addition, by using

care products purchased through online shopping, Informant 5 wants to have youthful skin and then also have glowing skin.

Informant 5 explained that when using facial skincare products, he also uploads posts containing these products, but there is no particular reason for him to do so. Informant 5 uploaded the skincare product because it was more about sharing his skincare, and no other influence influenced his desire to upload on his Instagram, and likewise, it is not because it is a paid endorsement. Informant 5 then added that the benefits obtained from the brand uploaded on his Instagram for Informant 5 were to be able to find out the experiences of other people, especially those who used the same skincare he has, because of fame or popularity on Instagram.



Figure 6. Informant 6's post
Source: (Data processed by researchers, 2022)

Informant 6 said that his image when using skincare products through online shopping is that the skin becomes clean, it is the main thing when using skincare for Informant 6. In addition, by using skincare products purchased through online shopping, Informant 6 wants the skin to always be maintained and clean so that it is more pleasing to the eye.

Informant 6 explained that when using facial skincare products, Informant 6 also uploads posts containing these skincare products because of requests from the brand and upon agreement between the two parties, Informant 6 also gets skincare products from the brand. Informant 6 then added that there are benefits obtained from the brand uploaded on his Instagram such as getting paid by the brand. The uploaded posts on Informant 6's Instagram is a request from the brand, some are in the form of posts on his feed, some are only stories on Instagram, and some are both in his feed and stories. Informant 6 explained that initially it was more about Instagram stories. Informant 6 added that if the brand is good, it will be uploaded on the feed, or Instagram stories outside of the agreement with the brand.

Discipline Mechanism

In applying disciplinary power, there are three mechanisms that must be carried out by the power owner, such as hierarchical supervision, normalisation and examination (Tarbet et al., 1978). Attributed to the data obtained in this study, hierarchical supervision of metrosexual men in online shopping activities and body discipline of metrosexual men is carried out by supervising metrosexual men on goods or products purchased through online shopping. Meanwhile, the normalisation mechanism of metrosexual men towards online shopping and body discipline makes online shopping a routine that must be done by metrosexual men in purchasing facial skincare products purchased through online shopping.

The examination mechanism in online shopping activities and body discipline of metrosexual men was carried out to examine the satisfaction with their bodies as experienced by metrosexual men through the purchase of facial skincare products. The satisfaction obtained by metrosexual men includes self-reward satisfaction for metrosexual men because the face is part of the physical appearance that is seen directly by others, self-love. Then the feeling of pleasure and pride for being able to treat yourself well.

According to Rasyid et al. (2024), social media has become a platform for shaping perceptions, consumption desires, building identity and social existence. In this research, online shopping activities for facial skincare products discipline the body of metrosexual men by looking at metrosexual men uploading posts containing reviews of facial skincare products on Instagram. This mechanism tests the motives of metrosexual men after using facial skincare products and whether it is based on the first motive related to the collaboration between

metrosexual men and facial skincare brands. Through the uploading of posts on Instagram of metrosexual men, knowledge is built so that metrosexual men begin to maintain health by taking care of skin health, especially facial skin. In addition, it also builds knowledge that taking care of facial skin is a form of self-respect and added value for each person.

The second motive is related to a personal desire to share experiences in using skincare products to his followers so that his followers can find reviews of facial skincare products that will be purchased. Or in other words, uploading posts containing facial skincare products for the reason of liking sharing related contents to facial skincare, so there are no other parties behind metrosexual men in uploading on Instagram. The third motive is based on personal desire and there are also those who come from the facial skincare product because it is based on the fact that the product that was used is good, so if the product is good then there is nothing wrong with sharing it on Instagram.

As part of his job responsibilities, Informant 1 revealed that when using facial skincare products, Informant 1 also uploads posts containing the skincare products. The facial skincare brand has requested that the post be uploaded, according to Informant 1. The facial skincare brand usually sends Direct Messages via Instagram to seek inquiries about partnerships, according to Informant 1. Then Informant 1 usually gets inquiries about rate cards first. Facial skincare brands are only interested in posts to Instagram feed or Instagram stories. Informant 1 went on to say that most facial skincare brands ask for xdeal in the sense that they only send items and they don't have to spend a certain amount of money; however, the upload period varies. Informant 1 explained that if there was a budget, it would be a big effort, but if it was just an xdeal, the effort to develop content would be significantly different.

After that, Informant 1 said that there are benefits to having a facial skincare brand on their Instagram, such as being invited to be endorsed. This is an affiliate programme, according to Informant 1, and influencers will be given voucher codes to share with their followers. Informant 1 will benefit from the sales if the followers use the voucher code. For example, if the profit is ten percent, Informant 1 will get ten percent of the sales.

Informant 2 added that when he uses facial skincare products, he also uploads posts featuring facial skincare products because the items he uses are quite good, as per Informant 2. So, if the products are good, sharing them on Instagram is not a bad idea. According to Informant 2, some of these posts come from outside parties, while others come from Informant 2's own desire.

Informant 2 continued that there are benefits to using the brand of facial skincare products that he posted on Instagram, such as buying facial skincare products from Informant 2. There are also companies that value cooperative partnerships with money. As a result, the facial skincare brand requested that posts be uploaded to Informant 2's Instagram, so as a partner, Informant 2 submitted posts containing products from the brand as requested. Informant 2 stated that the cost of providing the posts ranged from five hundred thousand rupiahs. Due to his association with various facial skincare products, Informant 3 explained that when using facial skincare products, Informant 3 also uploads photos featuring the skincare products. Informant 3 also intends to invite men to start taking care of their health by taking care of their skin, especially facial skin. Informant 3 stated that skincare does not recognise gender. It is a form of self-esteem and added value to each other.

In addition, Informant 3 stated that the posts were not solely for commercial purposes. But also to raise men's awareness on how to take care of themselves. There is a wide selection of facial skincare products available, depending on individual needs. Informant 3 has purchased a number of products. This was done to encourage men to learn about facial skincare products.

Informant 3 further said that there are benefits to posting brands on Instagram, such as receiving money and facial skincare products. Secondly, for endorsements, Informant 3 already has a rate card. So there have been rates for one post, one story, and one time live with products from the brands. The number of followers is taken into account when calculating the rate card. The more followers there are, the higher the rate card. Informant 3 works on an xdeal system, where brands send products and Informant 3 posts them on Instagram. Informant 3 is also paid to promote the brand, so the brand pays Informant 3 and sends the goods.

According to Informant 3, the rate card for a full-time, one-post Instagram story ranges from 900,000 to 1 million. If the brand only wants photos, the rate card usually ranges from 500,000 to 600,000 in one post. For Instagram stories, it is around five hundred thousand rupiahs.

Informant 4 added that when using facial skincare products, Informant 4 also uploads posts containing facial skincare products because he wants to share his experience using skincare products with his followers, so they can find product reviews before buying. According to Informant 4, the upload was motivated by his own desire, as well as the brand's request for him to write a review of facial skin care products. Informant 4 continued that there are benefits to uploading brands on Instagram, such as gaining insights, interacting with followers, being seen by brands to endorse, and making money.

When using facial skin care products, Informant 5 also posts contents with facial skincare items, but there is no particular reason for him when he posts. The facial skin care products are posted by Informant 5 for the purpose of sharing about facial skin care products and that no other influences his decision in uploading contents on his Instagram. The benefits obtained from the brands uploaded on his Instagram, according to Informant 5, people can learn from the experiences of others, especially those who use facial skin care products that is his reason for posting.

Informant 6 explained that when using facial skincare products, Informant 6 also posted contents featuring skincare products in response to requests from the brand, and Informant 6 received skincare products from the brand with permission from both parties. Informant 6 went on to say that there are benefits to posting facial skincare products on Instagram, such as receiving money from the brand. So, the brand requested that posts be uploaded to Informant 6's Instagram, some in the form of posts on his feed, some only Instagram stories, and some both. According to Informant 6, the focus is on Instagram stories first. Informant 6 continued, if the brand is quite good, it will be posted on the feed or Instagram story outside the brand agreement.

So, it can be seen that Informant 1, Informant 2, and Informant 3 are those who endorse facial skincare products. While Informant 4 and Informant 5 are informants who do not deliberately endorse facial skincare products. Meanwhile, Informant 6 is someone who (sometimes) endorses facial skincare products. The results of testing their motives can be seen that the disciplining of the metrosexual male body in online skincare shopping activities by the power of the cultural industry differ in various ways.

Firstly, metrosexual men often have product endorsements; create body discipline from online shopping activities followed by the interest of cooperation (endorse). Motivation comes from the brand's desire to market skincare products. The form of skincare product marketing is carried out by building metrosexual men's knowledge through the concept of a body with healthy, clean, and well-groomed facial skin, and that, the most important this is physical appearance.

Second, metrosexual men who do not necessarily endorse brands; create body discipline from online shopping activities that are not followed by the interests of cooperation (endorse). It comes from an impulse from within himself. Comes from a personal desire to provide understanding regarding the importance of maintaining healthy facial skin. Efforts to provide understanding of these metrosexual men by building knowledge related to self-love or a form of love for oneself. Self-love becomes the fundamental thing that is built by metrosexual men who are not endorsed, then proceed with caring for physical appearance.

Third, those metrosexuals who endorse or not endorse brands or products, create body discipline from online shopping activities followed by the interest of cooperation (endorse). It comes from an external impulse outside of himself. It comes from the brand's desire to market skincare products. But on the other hand, it also creates body discipline from online shopping activities that are not followed by the interests of cooperation (endorse). Comes from the motivation from within himself. Comes from a personal desire to provide understanding regarding the importance of maintaining healthy facial skin. The form of skincare product marketing and efforts to provide understanding of facial skin health by building inconsistent knowledge based on the motive or impetus that comes if the impetus comes from outside the

self. What is built is related to the marketing of skincare products through knowledge of the concept of a body with clean and healthy facial skin. Meanwhile, if the impetus comes from within, the knowledge built is related to skin health first and then continued with caring for physical appearance.

According to Adorno & Horkheimer (2020) that the media has the potential to create reality. Mass media publications are considered capable of setting standards of cultural outcomes. The implication of Adorno's research is that disciplining on social media is viewed from the panopticon mechanism, social media becomes a disciplining medium from the cultural industry to metrosexual men. The cultural industry in this study of facial skincare products involves metrosexual men in utilising Instagram to control followers and viewers (metrosexual men) on their personal Instagram to participate in disciplining, especially men who prioritise their appearance. The involvement of metrosexual men in making posts on Instagram is motivated by three motives, such as cooperation, sharing experiences, and combined motives (cooperation and sharing experiences). Regular Instagram postings of facial skincare products continue to provide exposure that contributes to the cultural industry's strategy in monitoring and disciplining the bodies of metrosexual men. Coupled with the image in the minds of metrosexual men towards improving physical appearance, metrosexual men cannot distance themselves from the disciplinary exposure built by the cultural industry through Instagram.

CONCLUSION

Related to the cultural industry and body discipline in online skincare shopping activities among metrosexual men disciplines the body of metrosexual men by building self-care knowledge. These efforts also gave rise to three types of metrosexual men, namely 1) Endorsed metrosexual men, 2) Metrosexual men who are not endorsed, 3) Endorsed and unendorsed metrosexual men. The three types have their own motives, but both have the same goal in building knowledge in disciplining the body of metrosexual men through the media. The presence of media in creating body discipline is also an opportunity for metrosexual men to bring economic benefits and personal satisfaction.

Endorsed metrosexual men tend to highlight posts containing brands with captions inviting people to make purchases. Unendorsed metrosexual men tend to highlight posts inviting people to make selective brand choices according to their skin condition. While (sometimes) endorsed and unendorsed metrosexual men tend to adjust their behaviour in making posts.

In addition, the power of the body proposed by Foucault proves that power is interrelated with knowledge. Different concepts of knowledge constructed by metrosexual men are self-disciplining and disciplining. The power of self-discipline applies to metrosexual men who get body discipline from facial care brands and apply it to themselves. This is then followed by disciplining other metrosexual men through Instagram posts containing brands and experiences using facial skincare products.

Research informants such as Javanese representatives of Surabaya tend to state loyalty in posts and behaviour in shopping for skincare online. Sundanese as representatives of Bandung tend to be less loyal to brands that provide endorsements, but more loyal to brands that match their facial skin. Meanwhile, Betawi people as representatives of Jakarta have loyal behaviour towards brands based on the financial benefit factor obtained from the brand. Disciplinary power applies to metrosexual men who get discipline both from facial skincare brands and from metrosexual men who upload facial skincare product posts. However, disciplined metrosexual men do not upload posts containing facial skin care products on their respective Instagram. Of the two concepts of knowledge built by metrosexual men, the concept of self-discipline is more prominent than the concept of discipline. The self-concept of metrosexual men can be explored more deeply in further research. This is due to the involvement of metrosexual men in both gaining influence to use facial skincare products and influencing metrosexual men to use facial skincare products.

ACKNOWLEDGMENTS

The authors would express their gratitude for their respective affiliation, State University of Surabaya, for research support.

REFERENCES

- Adorno, T., & Horkheimer, M. (2020). *The Culture Industry: Enlightenment as Mass Deception*. Columbia University Press.
- Afrianto, A., & Irwansyah. (2021). Eksplorasi Kondisi Masyarakat Dalam Memilih Belanja Online Melalui Shopee Selama Masa Pandemi Covid-19 Di Indonesia. *Jurnal Teknologi Dan Sistem Informasi Bisnis-JTEKSIS*, 3(1), 10-29. <https://doi.org/10.47233/jteksis.v3i1.181>
- Aguiar, T., & Van Reijmersdal, E. (2018). *Influencer marketing*. SWOCC 76.
- Arnie, M., Maryani, E., & Aristi, N. (2017). Representasi laki-laki metroseksual dalam iklan vaseline men face moisturizer. *Jurnal Manajemen Komunikasi*, 2(1), 10-17.
- Banytè, J., Rüteliönè, A., & Jarusevičiūtè, A. (2015). Modelling of Male Shoppers Behavior in Shopping Orientation Context. *Procedia - Social and Behavioral Sciences*. <https://doi.org/10.1016/j.sbspro.2015.11.489>
- Baudrillard, J. (2016). *The consumer society: Myths and structures*. Sage.
- Bezirgani, A., & Lachapelle, U. (2021). Online grocery shopping for the elderly in Quebec, Canada: The role of mobility impediments and past online shopping experience. *Travel Behaviour and Society*, 25, 133-143.
- De Jesus, A., Ricciardelli, L., Frisén, A., Smolak, L., Yager, Z., Fuller-Tyszkiewicz, M., Diedrichs, P., Franko, D., & Gattario, K. (2015). Media internalization and conformity to traditional masculine norms in relation to body image concerns among men. *Eating Behaviors*, 18(August), 137-142. <https://doi.org/10.1016/j.eatbeh.2015.04.004>
- Feng, R., & Ivanov, A. (2023). Does a generational gap exist in online shopping attitudes? A comparison of Chinese consumer generations from the media system dependency perspective. *Telematics and Informatics Reports*, 12, 100106. <https://doi.org/https://doi.org/10.1016/j.teler.2023.100106>
- Hammersley, M. (2007). Reflections on linguistic ethnography. *Journal of Sociolinguistics*, 11(5), 689-695. <https://doi.org/10.1111/j.1467-9841.2007.00347.x>
- Hanifah, M., Mahriani, R., & Bafadhal, O. M. (2021). *Representasi pria metroseksual dalam iklan (Analisis semiotika pada iklan "axe men's grooming" versi jefri nichol)*. Sriwijaya University.
- Hatton, G. (2018). *Micro Influencers vs Macro Influencers*.
- Jeyaprabha, B., & Sundar, C. (2021). The Mediating Effect of E-Satisfaction on E-Service Quality and E-Loyalty Link in Securities Brokerage Industry. *REVISTA GEINTEC-GESTAO INOVACAO E TECNOLOGIAS*, 11(2), 931-940. <https://doi.org/10.47059/REVISTAGEINTEC.V11I2.1726>
- Kaur, J., & Bawa, D. (2016). *Males, Media and Metrosexuality: An Exploratory Study of Persuasion*.
- Le, H., Carrel, A., & Shah, H. (2022). Impacts of online shopping on travel demand: a systematic review. *Transport Reviews*, 42(3), 273-295.
- Lee, E., Choi, T., Lee, T., & Sung, Y. (2019). Using Instagram while "in a relationship": The roles of narcissism and self-esteem. *Journal of Individual Differences*, 40(2), 111. <https://doi.org/10.1027/1614-0001/a000282>
- Leiss, W., Kline, S., Jhally, S., Botterill, J., & Asquith, K. (2018). *Social communication in advertising*. Routledge.
- Lengkong, Y., & Dewi, F. (2021). The Influence of Narcissism on Intensity of Instagram Use in Generation Z. *International Conference on Economics, Business, Social, and Humanities (ICEBSH 2021)*, 1383-1387. <https://doi.org/10.2991/assehr.k.210805.217>
- Lertwannawit, A., & Gulid, N. (2010). Metrosexual Identification: Gender Identity And Beauty-Related Behaviors. *International Business & Economics Research Journal (IBER)*, 9. <https://doi.org/10.19030/iber.v9i11.34>
- Malalgoda, N., & Lim, S. H. (2023). Online shopping, brick-and-mortar retailers and transit ridership in the U.S. *Research in Transportation Economics*, 102, 101358. <https://doi.org/https://doi.org/10.1016/j.retrec.2023.101358>
- Maruto, D., Kusuma, A., & Kerti Yasa, N. (2015). *Pengaruh Motivasi, Persepsi Kualitas, dan Sikap Konsumen Pada Perilaku Pembelian Ulang*. Udayana University.
- Maulidhya, U., Mustadjar, M., & Mappalahere, M. (2021). Gaya Hidup (Lifestyle) Makeup Dan Skincare Di Kalangan Laki-Laki Milenial. *Phinisi Integration Review*, 4(3), 509-516. <https://doi.org/10.26858/pir.v4i3.24428>
- Moon, J. H., Lee, E., Lee, J. A., Choi, T. R., & Sung, Y. (2016). The role of narcissism in self-promotion on Instagram. *Personality and Individual Differences*. <https://doi.org/10.1016/j.paid.2016.05.042>
- Pedroni, M. (2016). Meso-celebrities, fashion and the media: How digital influencers struggle for visibility. *Film, Fashion & Consumption*, 5(1), 103-121. https://doi.org/10.1386/ffc.5.1.103_1
- Piayura, O. (2013). Metrosexual Men in Thai Classical Literature. *International Journal of Social Science and Humanity*, 3(3), 218-221. <https://doi.org/10.7763/IJSSH.2013.V3.231>
- Pranata, Y. (2020). *Representasi Pria Metroseksual Dalam Iklan Televisi Produk Perawatan Wajah Pria (Analisis Semiotika Pada Iklan Produk Perawatan Wajah Garnier Man-Turbo Light Oil Control 3 in 1 Charcoal)*. University of Muhammadiyah Malang.
- Putranto, T. (2022). Portrayals the Ideal Men's Body through the Body's Nutritional Products. *Jurnal Komunikasi Profesional*, 6(3), 256-266. <https://doi.org/https://doi.org/10.25139/jkp.v6i3.4754>
- Putranto, T. D. (2022). Pendisiplinan Tubuh Laki-Laki Dalam Kontes Kebugaran Laki-Laki Internasional. *Professional: Jurnal Komunikasi Dan Administrasi Publik*, 9(2), 647-654.
- Putranto, T., Susilo, D., Suyanto, B., & Ariadi, S. (2022). Indonesian millennials: Building metrosexual capitalist industry through Instagram# cowokmilenial. *Plaridel*, 19(2), 29-54. <https://doi.org/10.52518/2021-09pssa>
- Putranto, T., Suyanto, B., & Ariadi, S. (2022). Digital marketing communication of skincare products to develop men's consumptive behaviour. *Jurnal Studi Komunikasi*, 6(1 SE-Articles), 199-212.
- Qi, X., Tian, X., & Ploeger, A. (2021). Exploring Chinese consumers' online purchase intentions toward certified food products during the COVID-19 pandemic. *Foods*, 10(11), 2729.

- Rasyid, S., Cinu, S., Wijaya, N., Sinala, A., Uja, S., & Riskan, A. (2024). Konstruksi Media Sosial Dalam Pembentukan Perilaku Konsumen Kecantikan (Studi Pada Mahasiswi Jurusan Ilmu Komunikasi Universitas Tadulako). *Innovative: Journal Of Social Science Research*, 4(4), 8887-8901.
- Revell, D. (2017). *The difference between micro, macro and mega influencers*.
- Safira, C. (2019). Pemaknaan Khalayak terhadap Resistensi Maskulinitas Boyband Korea dalam Reality Show "Wanna One Go in Jeju." Master Program in Communication Science.
- Sheldon, P., & Bryant, K. (2016). Instagram: Motives for its use and relationship to narcissism and contextual age. *Computers in Human Behavior*, 58, 89-97. <https://doi.org/10.1016/j.chb.2015.12.059>
- Susilo, D., Putranto, T., & Santos, R. (2022). The strategy of digital marketing of Bening's Clinic through Instagram. *PROfesi Humas Jurnal Ilmiah Ilmu Hubungan Masyarakat*, 7(1), 109-129.
- Tarbet, D., Foucault, M., & Sheridan, A. (1978). Discipline and Punish: The Birth of the Prison. *Eighteenth-Century Studies*. <https://doi.org/10.2307/2737970>
- Tyrväinen, O., & Karjaluoto, H. (2022). Online grocery shopping before and during the COVID-19 pandemic: A meta-analytical review. *Telematics and Informatics*, 71, 101839.
- Waluyo, P. W. (2014). Metroseksual Sebagai Komunikasi Fashion Pria Urban. *Sosial & Humaniora*, 8(1), 29-37.
- Warganegara, D., & Babolian Hendijani, R. (2022). Factors that drive actual purchasing of groceries through e-commerce platforms during COVID-19 in Indonesia. *Sustainability*, 14(6), 3235.
- Wilska, T.-A., Holkkola, M., & Tuominen, J. (2023). The Role of Social Media in the Creation of Young People's Consumer Identities. *Sage Open*, 13(2), 21582440231177030. <https://doi.org/10.1177/21582440231177030>
- Yulistara, A. (2018). *Pria Indonesia Lebih Suka Belanja Online Dibanding Wanita*. <https://www.cnbcindonesia.com/lifestyle/20180218101031-33-4647/pria-indonesia-lebih-suka-belanja-online-dibanding-wanita>