

The Reality of Indonesian Metrosexual Men's Online Skincare Shopping and the Power of Cultural Industry

by Teguh Dwi Putranto

Submission date: 14-Apr-2023 10:34AM (UTC+0700)

Submission ID: 2064086292

File name: 8_9736-34028-1-RV.docx (2.17M)

Word count: 6441

Character count: 35673

RESEARCH ARTICLE



JURNAL
NOMOSLEC

THE REALITY OF INDONESIAN METROSEXUAL MEN'S ONLINE SKINCARE SHOPPING AND THE POWER OF CULTURAL INDUSTRY

Teguh Dwi Putranto

Magister Ilmu Komunikasi,
Fakultas Ilmu Komunikasi,
Universitas Multimedia
Nusantara
Tangerang, Indonesia

Correspondence:

e-mail: teguh.putranto@umn.ac.id

30

Abstract: *The purpose of this study is to find out the reality of metrosexual men's skincare shopping online which is driven by the power of the cultural industry. The research method in this study is virtual ethnography, which focuses on digital texts with Instagram as a medium for viewing the way in which metrosexual guys are disciplined. Six informants were identified by the researcher as part of the inquiry. Male, located in Jakarta, Bandung, and Surabaya, interested in facial skincare products, repeat purchasers, and visible via posts on their individual Instagram profiles are the characteristics of the informants in this study. The researcher used the snowball technique to conduct an informant search after obtaining informants who met the research criteria. The results of this study show that the reality of online skincare shopping driven by the power of the cultural industry for metrosexual men is carried out by metrosexual men with different practices. These practices eventually give rise to loyal or disloyal attitudes, and consistency or inconsistency towards the cultural industry.*

Keywords Online shopping, Skincare, Metrosexual Men, Instagram, Body discipline.

Abstrak: Tujuan dari penelitian ini adalah untuk mengetahui realitas belanja perawatan kulit pria metroseksual online yang didorong oleh kekuatan industri budaya. Metode penelitian yang digunakan dalam penelitian ini adalah etnografi virtual, yang berfokus pada teks-teks digital dengan Instagram sebagai media untuk melihat cara pria metroseksual didisiplinkan. Enam informan diidentifikasi oleh peneliti sebagai bagian dari penyelidikan. Pria, yang berlokasi di Jakarta, Bandung, dan Surabaya, tertarik pada produk perawatan kulit wajah, pembeli berulang, dan terlihat melalui posting di profil Instagram masing-masing adalah karakteristik informan dalam penelitian ini. Peneliti menggunakan teknik *snowball* untuk melakukan pencarian informan setelah mendapatkan informan yang memenuhi kriteria penelitian. Hasil penelitian ini menunjukkan bahwa realitas belanja *skincare* secara *online* yang didorong oleh kekuatan industri budaya untuk pria metroseksual dilakukan oleh pria metroseksual dengan praktik yang berbeda. Praktik-praktik ini pada akhirnya menimbulkan sikap loyal atau tidak loyal, dan konsistensi atau ketidakkonsistenan terhadap industri budaya.

Kata Kunci: Belanja online, perawatan kulit, pria metroseksual, Instagram, disiplin tubuh.

1 | INTRODUCTION

The term "lifestyle" refers to how a person interacts with their environment as a whole (Shaharudin et al., 2011). One of the things that affects a person's behaviour is their way of life. People are beginning to acclimate to and adopt wealthy nations' lifestyles. In today's culture, people work to satisfy both their basic requirements and their wants, which are secondary needs. Many people purchase items they don't need in order to fulfil their desire to own them. It affects people's behaviour, specifically consumer behaviour while making online purchases, along with changes in people's lifestyles (Kusnandar & Kurniawan, 2018). Lifestyle is a decision-making lifestyle (Risnawati et al., 2018), being a consumption pattern that shows a person's choice of products and how they spend their time and money (Alamanda, 2018).

The lifestyle of one society is different from another. Even the lifestyle of an individual and a particular community group will change dynamically over time. Lifestyle is basically a behaviour that represents what underlies the problems in an individual's mind, which tends to combine various problems related to emotional and psychological problems (Setiadi, 2019; Nabila, 2020; Mumtaz & Saino, 2021). Within work, hobbies, shopping, sports, and social activities and interests, lifestyle is generally defined as a way of life recognised by how others spend their time through interests and activities. Food, fashion, family, leisure, and opinions about oneself, social issues, businesses, and products are all part of one's lifestyle. A person's lifestyle implies more than just their socioeconomic status or personality (Mulyana, 2021), as does a lifestyle in shopping.

The way that people shop has changed to include online purchasing. In the past, the only way for individuals to engage was by going to the market on foot and engaging in trading. However, since the advent of internet shopping apps, buyers are less likely to deal with sellers directly. Mall vendors have recently turned to selling online as changes in consumer behaviour have been fuelled by technological improvements. The way one shops, as evidenced by purchases made at online stores, can give away one's social standing. Additionally, by following fashion, the shopping lifestyle has ingrained itself into society (Ika et al., 2020; Brilianaza & Sudrajat, 2022).

Knowing a person's consumption habits, consumer lifestyle, and the impact of media on consumer behaviour allow one to quantify the influence of media on consumer activity in online buying. Due to the availability of online purchasing, people's lifestyles have changed to become more consumptive. The decision to adopt the latest fashion trends can also be influenced by trends and fashions. Lifestyle factors, or the activities that a person engages in to meet their needs, such as work, hobbies, shopping, entertainment, sports, and an individual's interest based on a desire for the desired product, as well as an individual's opinion or view of a product to buy, influence the diversity of consumers in meeting their needs and can therefore have an effect on consumer behaviour (Kamaluddin & Muhajirin, 2018).

The lifestyle created in the post-modern period is not only in what they eat but also in how they spend industrial-cultural goods (Suyanto et al., 2019; Li et al., 2020; Yin et al., 2021). The lifestyle does not look at a certain age group in building the meaning of a lifestyle. After feeling that they have carried out activities in achieving a lifestyle, individuals try to show that they have followed a lifestyle that has become a

habit, one of which is shown through social media. This is because social media is seen as having a major impact in disseminating information as widely as possible without any time and space constraints (Edelman, 2018; McNair et al., 2018; Donais et al., 2018; Ricciardelli et al., 2020; Bloom et al., 2021). It is not without reason that men have also been influenced in creating this lifestyle, because nowadays more and more men care about appearance, such as metrosexual men. Metrosexual men care more about their appearance, so they view clothing and body care products as important in improving their appearance. These products can be a way or means to shape and protect their self-image. Using products such as clothing that have social meaning that can be transmitted to people, people can be able to reduce the potential inconsistencies that occur between their true self and their ideal self and have a satisfying and secure sense of their own physical self (Strubel & Petrie, 2016; Walsh et al., 2017; Strubel & Petrie, 2018; Chiu et al., 2019; Rokonuzzaman et al., 2020). According to Frith & Gleeson, (2004), dressing is an embodied practice; people are conscious and concerned about how their bodies look to others, and strategically use clothing to alter and manipulate their appearance. Men consciously and concernedly dress very well as an embodiment in society to change and manipulate their appearance.

Skincare tries contribute to changing manliness into metrosexuality, and obscuring sexual orientation predisposition (Putranto, Suyanto, et al., 2022) as well as energizing and fantasy-building for metrosexual men (Susilo et al., 2022). Metrosexual men are characterized as men who are exceptionally concerned around their appearance (Sin & Omar, 2020). Another definition moreover implies that metrosexual men live in urban ranges who have distinctive prepping and dressing practices than men in common (Bullough et al., 2022). The concept of metrosexual men alludes to the concept of information approximately conclusions and judgements of oneself that incorporate physical, individual, self-appearance, social, and moral issues (Siswoyo & Asrita, 2021).

More youthful men are more concerned approximately magnificence care and great maturing which magnificence care connects with wellbeing and wellbeing-oriented practices. Appropriate mindfulness of prosperity and appropriate magnificence care are vital to guarantee the wellbeing of the intellect and body and to move forward living guidelines over society in interest of a upbeat and solid life (Park et al., 2019). In understanding metrosexual male body picture, a few thinks about have developed. Description of metrosexuality through appearance (Pranata, 2020), the picture of the male body with solid arms and sound skin is overwhelmed by the utilization of body sustenance items (Putranto, 2022a), the capitalist industry develops the meaning of metrosexual men among Indonesian millennials through skin care items (Putranto, Susilo, et al., 2022), the male body as a target of capitalist

misuse rivals the female body (Putranto, 2022b). The appearance is a physical representation of who someone is that is visible to the eyes (Hanifah et al., 2021). From the past considers utilized, there are still few considers that talk about metrosexual men who do online shopping seen through social media, one of which is on Instagram.

The centre of this inquire about is metrosexual men with certain characteristics who live in huge cities in Indonesia. The chosen metrosexual men are those who do online shopping within the shape of facial skin care items and after that the items are posted by the chosen metrosexual men on Instagram. The image of men with a concept of manliness that's seen as innate, accepted, more common, and maintains a strategic distance from the social, logical and restorative investigation that's as a rule carried out by the female body. Hence, the utilize of facial skincare items is considered as a resistance to the concept of masculinity, which is additionally fortified by Safira (2019) that the hone of utilizing skincare may be a frame of resistance to the authority of manliness. Through these Instagram posts, the analyst looks for to investigate data related to online shopping and the body teach of metrosexual men on Instagram.

The wonder of online shopping among metrosexual men emerges since of the want to urge an appealing appearance. This opportunity was at last used by the social industry, which in this consider is facial skin care items, to make modern needs for metrosexual men who have more prominent concern for appearance. The nature and character of men who don't need to be complicated, particularly metrosexual men, make the social industry lead metrosexual men to do online shopping exercises to effectively get facial skin care items. After getting facial skin care items through online shopping, metrosexual men perform body teach built by the social industry. Based on this background, the purpose of this research is to find out the reality of Indonesian metrosexual men's skincare shopping online which is driven by the power of the cultural industry.

2 | METHODS

Qualitative as an approach was chosen as the research approach because the qualitative approach seeks to explore and understand meaning using a natural setting with the intention of interpreting various phenomena that occur and conducting research using various methods (Denzin, 2016). While this type of research is a qualitative descriptive type, which is a problem-solving procedure by investigating or describing the state of the object of research based on the appearance of facts or how they are as a whole, which is used for qualitative analysis (Nawawi, 1993). Virtual ethnography was chosen because it focuses on digital texts and needs to be intertextualised. Because this research begins with digital text that is focused on the Instagram of metrosexual men. Digital text in Instagram needs to be intertextualised so that confirmation is needed which is obtained through in-depth interviews.

Ethnography is in some cases differentiated with ethnology, which is concerned with the comparative investigation of societies, regularly in terms of a few developmental conspire (Hammersley, 2007). The virtual ethnography in application isn't much distinctive from other thinks about that as a rule utilize an ethnographic approach. It all depends on wants and issues that the analysts are curious about,

from the information collection procedures to the examinations utilized, but there are contrasts in a few ways, counting techniques during interviews and techniques for observing (Hine, 2012).

The method of deciding six informants from Instagram was carried out by looking using the catchphrase "Metrosexual" within the Instagram look column by looking at Instagram profiles that contain a few data, one of which is the area where the witness lives, and posts containing facial skin care items. Analysts chose witnesses who live/reside in one of the foreordained cities counting Jakarta, Bandung, and Surabaya. At that point after getting witnesses who fit the research criteria, analysts conducted a snowball rummage around for sources. Particularly, the determination of witnesses was determined by analysts through a few criteria, counting 1) Male, 2) Live/reside in Jakarta, Bandung, and Surabaya, 3) Inquisitive about facial skincare items gotten through online shopping (redundancy buying) and seen from posts on Instagram accounts.

The steps in data collection in this study include 1) Observation, 2) Interview, 3) Documentation. The six inquire about witnesses who have been decided have satisfied the investigate setting that from the territorial setting has spoken to the area which may be a metropolitan city as portion of the home and residence of metrosexual men. From the social and social setting, it has moreover been depicted that the six witnesses have an intrigued and concern in appearance. It gets to be something critical and needs to be figured it out by metrosexual men by utilizing facial skin care items gotten through online shopping as part of the culture that creates within the advanced period. This investigation is conducted when information from advanced writings through Instagram posts of metrosexual men are related with the comes about of interviews with sources. The final investigate examination 2) through information portrayal with information triangulation incorporates 1) Data Reduction, 2) Data Presentation, and 3) Conclusion.

3 | RESULT AND DISCUSSION

Furthermore, the researcher tried to bring up data and analyses related to the reality of online shopping focused on facial skincare products driven by the power of the cultural industry.

Informant 1 stated that the majority of skincare used is purchased through online shopping. Informant 1 believes that online shopping has increased, especially due to the Covid-19 pandemic, which has made Informant 1 reduce activities outside the home and choose to shop online to avoid crowds. Informant 1 added that he only started using skincare during the Covid-19 pandemic. Informant 1 has just used skincare and focused on skincare during the pandemic. Informant 1 feels that after

using skincare for two months, the condition of his face has started to improve, there is no acne. Because so far Informant 1 has tried several products but failed. Informant 1 added that if a breakout appears on his face, it looks like a lot of acne up to the neck.



Figure 1. Informant 1's post

Source: (Data processed by researchers, 2022)

Informant 1 buys skincare online regularly every month, but it depends on the skincare. Informant 1 added that there are skincare products that have not run out for six months, such as moisturiser. Informant 1 does facial treatments to moisturise the face. So Informant 1 before bathing uses micellar water, washes his face, then uses a moisturiser. Next, wash your face again, because the moisturiser is not meant to last long, but only fifteen minutes must be rinsed immediately.

Informant 1 said that the skincare product she uses regularly is a product from Garnier, Garnier micellar water. Then for the facial wash used by Informant 1 is a product from Scarlett. Informant 1 added that the product is good because it is gel-shaped. So, if you use toner, it can be absorbed quickly into the face. Informant 1 added that the choice of composition is important, for example, if the toner contains too much AHA BHA, it must be adjusted to the skincare used. Then use the toner first and then use the serum. Informant 1 uses serum from scarlett brightly variant coupled with glowtening.

Furthermore, after using serum, during the day Informant 1 uses scarlett day cream, then sunscreen and for the night Informant 1 uses a night cream concoction from a cream shape. The stages that Informant 1 skips are moisturiser and essence. Because for Informant 1, the moisturiser that has been used does not fit on the face and some are immediately spotty. Then for essence for Informant 1 was also previously not used because it was too moist for his skin. So for essence, if Informant 1 gets from endorse, and is not used, it will not be used. It only becomes a display because it contains AHA BHA which is in contrast to other skincare used by Informant 1.

Regarding the time to shop online, Informant 1 explained that Informant 1 has two types, once needed and not needed. The point is that if you need it once, for example if the product has run out, there is little left. If you don't need it once, usually if there is a quarter or half left and if there is a flash sale. For example, Informant 1 needs a hand sanitizer that is almost gone, usually Informant 1 will immediately check out. So, if it runs out, Informant 1 will buy for future stock. Because there is a discount, it is also more attractive to Informant 1. Because if outside of the flash sale Informant

1 confirmed that in terms of normal prices. If you really need it, Informant 1 will buy it on that day and the waiting time is about three days before it arrives. If the flash sale usually has to wait up to a week. Then regarding the budget, Informant 1 said that there is a budget for skincare, which is between seven hundred to eight hundred thousand per month.



Figure 2. Informant 2's post

Source: (Data processed by researchers, 2022)

Informant 2 does facial treatments to get rid of acne and breakouts. Brightens the skin, reduces excessive oil. Skin becomes supple and looks glowing. Face feels clean, healthier than usual. Reduce stripes and even out skin colour. In addition, for Anti-Aging, Skin regeneration, getting rid of blackheads, Removing spotty marks.

Informant 2 said that skincare products that are routinely purchased are products in the form of masks, local skincare, the most commonly used are products from Somethinc. According to Informant 2, all skincare has different formulas. Then everyone's needs are also different. Regarding the time for online shopping, Informant 2 explained that to do online shopping for facial skincare products takes about thirty minutes. Then related to the budget, Informant 2 said that the money spent on shopping for facial skincare products online ranged below five hundred thousand rupiahs.

According to Informant 3, the most favourite skincare product is Azarine for sunscreen, for basic skincare Informant 3 uses Doctor Glow. The difference is more about the ingredients. Informant 3 believes that skincare has become a necessity because life style is not only for women, but also for men. According to Informant 3, it is a necessity for work demands to have a good appearance. It is also a form of self-respect. Informant 3 as a man views skincare for health as well. Informant 3 buys skincare online every time the skincare runs out and usually for stock for the next few months.



Figure 3. Informant 3's post

Source: (Data processed by researchers, 2022)

Informant 3 does facial care to make the skin healthy and free from oil, especially with uncertain weather that can make the face problematic. Informant 3 also performs facial treatments so that the skin is not dull and black spots and makes the skin bright, moisturised, black spots also fade.

Informant 3 does facial care to have healthy skin, and gentle facewash products, toners that make the skin brighter, and plus Korean day cream can make the skin glowing. Informant 3 also added that self-confidence is obtained through good appearance, one of which is a healthy facial appearance, healthy skin. So that anyone who sees can make Informant 3 feel that he has achieved a sense of satisfaction in taking care of himself. Informant 3 said that there are several skincare products that are regularly purchased depending on the needs of Informant 3's skin. If it is irritated, Informant 3 usually chooses a gentler product. If it is spotty then it needs acne treatment. So everything is adjusted to the needs of the skin. If it is fine, then use normal products, basic skincare.

Regarding the time for online shopping, Informant 3 explained that to do online shopping for facial skincare products, he spends about one or two days at least to look for reviews first and look for products in several e-commerce. However, for products that have been routinely purchased, it is usually not that long. So Informant 3 still needs to compare first. Then related to the budget, Informant 3 said that he did not specifically make a budget for skincare purchases. The products used by Informant 3 are personal skincare outside of endorsements.



Figure 4. Informant 4's post

Source: (Data processed by researchers, 2022)

Informant 4 does facial care every night and makes care a routine and an obligation for men. Informant 4 said that the skincare products he uses regularly are luminousfirst, jill skincare, skin academy, bls skin. Regarding the time for online shopping, Informant 4 explained that the time for online shopping for facial skincare products is thirty minutes. Then related to the budget, Informant 4 said that he prepares money around two million per month to buy skincare products.

Informant 5 stated that the majority of skincare used is purchased through online shopping. Informant 5 argues that through online shopping the products or goods offered are more varied and then make it easier for consumers to get products that are rarely found in conventional stores. Apart from that, it is also because of the promos that attract Informant 5's attention to do online shopping. Informant 5 buys skincare products through online quite often.



Figure 5. Informant 5's post

Source: (Data processed by researchers, 2022)

Informant 5 performs facial treatments to reduce the appearance of wrinkles on facial skin. In addition, it is also for skin healing in the case of Acne Scarring and evens out skin tone because it contains powerful mucus from snails up to 96%!!! Informant 5 performs facial treatments to create a smooth, glowing impression without being oily, and seems "poreless" because the product can "fill" pores. In addition, informant 5 also does facials to make the skin gently exfoliate and brighten, and soothe and moisturise. Used together, it can make the skin smooth, "calm", healthy and help anti-aging.

Informant 5 said that the skincare product he often uses is Cosrx because Informant 5 feels that Cosrx products are very gentle and effective for his skin. Regarding the time to shop online, Informant 5 explained that the time needed to do online shopping for facial skincare products averaged around twenty minutes. Then related to the budget, Informant 5 said that preparing a budget of around two million rupiahs is approximately the maximum for buying skincare products.

Informant 6 stated that the majority of skincare used is purchased through online shopping. Informant 6 believes that online shopping is attractive because in terms of price it is more affordable compared to conventional shopping. In addition, the free shipping makes online shopping attractive to Informant 6. Informant 6 explained that online shopping is cheaper in terms of price. Regarding the time for online shopping, usually when the product will run out, they will buy again.



Figure 6. Informant 6's post

Source: (Data processed by researchers, 2022)

Informant 6 does facial care so that the skin becomes healthy and can support self-confidence. Informant 6 said that the skincare products he regularly uses are facial wash or sunscreen from the MS Glow brand. Regarding the time for online shopping, Informant 6 explained that if he really needs the product, he will spend about ten minutes, if he doesn't really need it, it can take twenty minutes. Then related to the budget, Informant 6 said that he prepared a budget of around five hundred thousand.

Disciplinary Power Mechanism

Three mechanisms are carried out by facial skin care products in applying disciplinary power, namely by hierarchically supervising metrosexual men to choose facial skin care products based on the needs of each metrosexual man. In addition, it also supervises metrosexual men in recognising the ingredients in each skincare product that will be used. Furthermore, the mechanism of normalising metrosexual men by making metrosexual men use facial skin care products according to their individual needs. Followed by the examination mechanism by looking at metrosexual men in uploading posts containing reviews of facial skin care products on the Instagram of metrosexual men used. The mechanism also examines three motives of metrosexual men after using facial skin care products.

The first motive relates to the cooperation between metrosexual men and facial skin care product brands. The second motive relates to a personal desire to share experiences in using skincare products to his followers so that his followers can find out reviews of facial skincare products to be purchased. Or in other words, uploading posts containing facial skin care products for the reason of sharing related to facial skin care, so there is no other party 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 skin care product because it is based on the product used is

good, so if the product is good then there is nothing wrong with sharing it on Instagram.

As the social media chosen in this study, Instagram is used as a medium in body discipline. Metrosexual men build knowledge that Instagram is a means of body discipline where knowledge of male body care is a must. This can be seen from online shopping activities for facial skin care products and body discipline of metrosexual men who build self-care efforts.

The disciplining of the body, which according to Foucault is part of the control and control over knowledge, acts as something that is repeated and distributed through online channels. Through facial skincare posts and reviews, the subjects preserve the knowledge that is supremised by the power and discourse of metrosexual men. Posts uploaded on Instagram contain posts related to reviews of facial skincare products that have been used. Through the upload of these posts, the knowledge of self-care that is built is to maintain health by starting to take 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 preservation of this knowledge is strengthened by the features on Instagram which are more varied so that they are more attractive to metrosexual men. This condition eventually became the basis for the emergence of a discourse that Instagram was also used as a social media platform for young people.

In addition, Instagram is used by the capitalist industry as a medium in building economic discourse. Where this is shown by the activity of bridging facial skincare producers who collaborate with metrosexual men in order to achieve the capitalist goals of facial skincare products. In addition to persuading metrosexual men to discipline their bodies by using facial skincare products, facial skincare manufacturers also ask metrosexual men to continue disciplining other metrosexual men through Instagram so that they are also influenced and lead to body discipline through shopping for facial skincare products through online shopping.

The activity is built by implementing a mutually beneficial relationship for both parties. For brands of facial skin care products, of course, it is beneficial in terms of profit obtained from metrosexual men. This can be seen from the examination mechanism in online shopping activities for facial skin care products and body discipline of metrosexual men who upload posts containing reviews of facial skin care products on Instagram.

Generally, facial skin care product brands ask the selected metrosexual male's rate card first. Most brands ask for barter in the sense that brands only send goods if they do not have to spend a certain amount of money; however, the period of uploading posts varies. Of course, the benefits obtained by selected metrosexual men in making posts on Instagram affect the results and efforts expended by

metrosexual men. If there is a budget from the brand to pay with money, metrosexual men spend more effort, but if it is only a product barter, the effort to make posts on Instagram is also different.

In every brand post uploaded on Instagram, metrosexual men get economic benefits, such as receiving money and skincare products usually applies to metrosexual men who already have a rate card. So there is already a fee for one post, one story, and one Instagram live with goods from the requesting brand. The number of followers owned by metrosexual male Instagram is the capital that is taken into account when making cooperation. The more followers there are, the higher the rate card for metrosexual men in uploading posts on Instagram.

For example, the brand requests that posts be uploaded to Instagram in the form of posts on its feed, some are just Instagram stories, and some are both, of course, the brand must issue a more appropriate offer according to the request. For example, the full-time rate, one post, Insta story varies from 900,000 to 1 million. If the brand only wants photos, then the rates offered also vary from 500,000 to 600,000 in one post.

These personal benefits are the attraction and fuel for metrosexual men to continue spreading the disciplined body model and discourse. Foucault explains that every discourse practice always has a tendency to control and or capital. This preference for capitalism profits makes metrosexual male subjects become agents of disciplining the body.

Another cooperation offered by brands to metrosexual men is done by inviting metrosexual men in affiliate programmes. The practice is to provide a voucher code which is then distributed to the Instagram followers of metrosexual men. If the metrosexual male Instagram follower uses the voucher code, the metrosexual male can get benefits from the brand if the follower uses the voucher code. For example, if the profit is ten per cent, Informant 1 will get ten per cent of the sales.

Other benefits obtained by metrosexual men when posting skincare products from certain brands are not in the form of money or product barter because it is not based on collaborative reasons, but personal reasons. The benefits obtained through these posts are gaining insight, being able to interact with followers, and being seen by brands to be endorsed, and making money. However, there are other reasons that underlie metrosexual men in uploading their posts outside the agreement with the brand. If the brand used by metrosexual men is good according to him, then metrosexual men upload products from the brand he uses on the feed or Instagram story. In addition, they also get the benefit of being able to learn from other people's experiences, especially those who use skincare products, not because of fame or popularity on Instagram. This situation also gave rise to the endorsement phenomenon which is increasingly popular in advertising and involves endorsers as an attraction and raises three types of metrosexual men.

4 | CONCLUSION

In general, the consumption directed by the cultural industry to metrosexual men has different practices. Endorsed metrosexual men still carry out their obligations as brand partners by uploading photos of facial skin care products. However, it is not in line with the activities in consuming facial skin care products. So that the facial skin

care products consumed by metrosexual men are not shared on their personal Instagram. This shows a disloyal attitude in terms of consumption towards the facial skin care product brand that collaborates with endorsed metrosexual men.

Non-endorsed metrosexual men upload photos of facial skincare products that are consumed daily. This shows consistency in what is consumed and uploaded on the personal Instagram of non-endorsed metrosexual men on their personal Instagram.

Endorsed and non-endorsed metrosexual men upload photos of facial skincare products that are consumed and not consumed by endorsed and non-endorsed metrosexual men on their personal Instagram. Endorsed metrosexual men still carry out their obligations as brand partners by uploading photos of facial skin care products. However, on the other hand, they also upload photos of facial skincare products that they personally consume. This shows an attitude of loyalty and consistency in terms of consumption towards facial skin care product brands that collaborate with endorsed and non-endorsed metrosexual men.

The three types of metrosexual men on Instagram have the same goal in improving the appearance of metrosexual men using skincare obtained through online shopping activities as a form of body discipline. The three types of metrosexual men on Instagram utilise the power of other metrosexual men's bodies by creating knowledge of the ideal body concept through the use of skincare. The disciplinary practice is also involved in the concept of discipline that seeks to monitor the motives of metrosexual men after using facial skincare products.

ACKNOWLEDGMENTS

The authors would express their gratitude for respective affiliation, Universitas Multimedia Nusantara for research support.

REFERENCES

- 17 Alamanda, Y. (2018). Pengaruh Harga Diri dan Gaya Hidup Terhadap Perilaku Konsumtif. *Psikoborneo: Jurnal Ilmiah Psikologi*, 6(2).
5 <https://doi.org/http://dx.doi.org/10.30872/psikoborneo.v6i2.4570>
- 29 Bloom, B., Sorin, C., Wagman, J., & Oaks, L. (2021). Employees, advisees, and emerging scholars: a qualitative analysis of graduate students' roles and experiences of sexual violence and sexual harassment on college campuses. *Sexuality & Culture*, 25(5), 1653–1672.
- Brilianaza, E., & Sudrajat, A. (2022). Gaya Hidup Remaja Shopaholic dalam Trend Belanja Online di Shopee. *JSSH (Jurnal Sains Sosial Dan Humaniora)*, 6(1), 45–

- 11 54.
Bullough, A., Guelich, U., Manolova, T., & Schjoedt, L. (2022). Women's entrepreneurship and culture: gender role expectations and identities, societal culture, and the entrepreneurial environment. *Small Business Economics*, 58(2), 985–996. <https://doi.org/10.1007/s11187-020-00429-6>
- 1 Chiu, C., Wang, Q., Ho, H.-C., Zhang, J., & Zhao, F. (2019). Metrosexual trend in facial care products: Analysis of factors that influence young Chinese men purchasing intention. *Journal of Global Fashion Marketing*, 10(4), 377–397.
- 53 Denzin, N. (2016). Critical Qualitative Inquiry. *Qualitative Inquiry*. <https://doi.org/10.1177/1077800416681864>
- Donais, L., Simonsen, B., & Simonsen, N. (2018). Gender-based violence prevention workshops: An experimental evaluation of efficacy. *International Journal of Public Administration*.
- 14 Edelman, M. (2018). *The future of sexual harassment policies at US colleges: From repeal of the 2011 DOE-OCR Guidelines to launch of the #MeToo Movement on social media*.
- Frith, H., & Gleeson, K. (2004). Clothing and Embodiment: Men Managing Body Image and Appearance. *Psychology of Men and Masculinity*. <https://doi.org/10.1037/1524-9220.5.1.40>
- 24 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>
- 36 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.
- 39 Hine, C. (2012). Virtual Ethnography. In *Virtual Ethnography*. <https://doi.org/10.4135/9780857020277>
- 32 Ika, N., Fitriyah, Z., & Dewi, N. C. (2020). Impulse buying di e-commerce shopee. *Dinamika Administrasi: Jurnal Ilmu Administrasi Dan Manajemen*, 3(1).
- 22 Kamaluddin, & Muhajirin. (2018). Pengaruh gaya hidup terhadap minat beli konsumen dalam berbelanja online (studi kasus pada Mahasiswa STIE BIMA). *Jurnal Akrab Juara*, 3(3), 113–122.
- 20 Kusnandar, D., & Kurniawan, D. (2018). Literasi Keuangan Dan Gaya Hidup Ibu Rumah Tangga Dalam Membentuk Perilaku Keuangan Keluarga Di Kota Tasikmalaya. *Sustainable Competitive Advantage (SCA)*, 8(1).
- 7 Li, X., Zhao, X., & Pu, W. (2020). Measuring ease of use of mobile applications in e-commerce retailing from the perspective of consumer online shopping behaviour patterns. *Journal of Retailing and Consumer Services*, 55, 102093.
- McNair, K., Fantasia, H., & Harris, A. (2018). Sexual misconduct policies at institutes of higher education: An integrative review. *Journal of Forensic Nursing*, 14(4), 238–247.
- 23 Mulyana, S. (2021). Pengaruh harga dan ulasan produk terhadap keputusan pembelian produk fashion secara online pada shopee di Pekanbaru. *Jurnal Daya Saing*, 7(2), 185–195.
- Mumtaz, Z., & Saino, S. (2021). Pengaruh penggunaan aplikasi tik tok sebagai media promosi dan trend glow up terhadap minat beli produk kecantikan. *Jurnal Manajemen*, 13(2), 282–291.

10

Nabila, L. (2020). Pengaruh dompet digital dan promosi penjualan terhadap keputusan pembelian pada bisnis franchise minuman (Studi Pada Konsumen Minuman Chatime di Lippo Plaza Sidoarjo). *Jurnal Pendidikan Tata Niaga (JPTN)*, 8(3), 1034–1040.

35

Nawawi, H. (1993). *Metode penelitian bidang sosial*. Gadjah Mada University Press.

Park, J.-Y., Lee, M.-S., Park, J.-Y., & Lee, M.-S. (2019). Influence of beauty care on well-being-oriented behaviors and well-aging behaviors in adult men. *Asian Journal of Beauty and Cosmetology*, 17(1), 93–106. <https://doi.org/10.20402/ajbc.2018.0268>

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. (2022a). 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. (2022b). *Pendisiplinan Tubuh Laki-Laki Dalam Kontes Kebugaran Laki-Laki Internasional. Professional: Jurnal Komunikasi Dan Administrasi Publik*, 9(2 SE-Articles). <https://doi.org/10.37676/professional.v9i2.3051>

Putranto, T., Susilo, D., Suyanto, B., & Ariadi, S. (2022). Indonesian millennials: Building metrosexual capitalist industry through Instagram# cowokmilennial. *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. <https://doi.org/10.25139/jsk.v6i1.4346>

8

Ricciardelli, L., Nackerud, L., Quinn, A. E., Sewell, M., & Casiano, B. (2020). Social media use, attitudes, and knowledge among social work students: Ethical implications for the social work profession. *Social Sciences & Humanities Open*, 2(1), 100008. 16

Risnawati, Mintarti, S., & Wardoyo, C. (2018). Pengaruh Pendidikan Ekonomi Keluarga, Gaya Hidup, Modernitas Individu, dan Literasi Ekonomi terhadap Perilaku Konsumtif Siswa. *Jurnal Pendidikan: Teori, Penelitian, Dan Pengembangan*, 3(4), 430–436.

Rokonuzzaman, M., Harun, A., Al-Emran, M., & Prybutok, V. (2020). An investigation into the link between consumer's product involvement and store loyalty: The roles of shopping value goals and information search as the mediating factors. *Journal of Retailing and Consumer Services*, 52, 101933.

Safira, C. (2019). *Pemaknaan Khalayak terhadap Resistensi Maskulinitas Boyband Korea dalam Reality Show "Wanna One Go in Jeju."* Master Program in

37 Communication Science.

Setiadi, N. (2019). *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen Edisi Ketiga* (Vol. 3). Prenada Media.

12 Shahrudin, M., Ismail, A., Mansor, S., Elias, S., Jalil, M., & Omar, M. (2011). Innovative Food and Its Effects Toward Consumers' Purchase Intention of Fast Food Product. *Journal Canadian Social Science*, 7(1), 110–118.

4 Sin, L., & Omar, B. (2020). The impact of Korean wave on Malaysian metrosexual grooming attitude and behaviour: the moderating role of visual media consumption. *Media Watch*, 11(2), 263–280. <https://doi.org/10.15655/mw/2020/v11i2/195647>

Siswoyo, F., & Asrita, S. (2021). Representasi maskulinitas dalam iklan televisi (Analisa semiotika iklan nivea men “berubah extra cerah” versi adipati dolken). *Jurnal Jurnalisa*, 7(1), 116–126. <https://doi.org/10.24252/jurnalisa.v7i1.20515>

6 Strubel, J., & Petrie, T. (2016). The clothes make the man: The relation of sociocultural factors and sexual orientation to appearance and product involvement. *Journal of Retailing and Consumer Services*. <https://doi.org/10.1016/j.jretconser.2016.07.015>

2 Strubel, J., & Petrie, T. (2018). Perfect bodies: The relation of gay men's body image to their appearance enhancement product consumption behaviors. *Journal of Fashion Marketing and Management: An International Journal*, 22(1), 114–128. <https://doi.org/10.1108/JFMM-05-2017-0040>

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. <https://doi.org/10.24198/prh.v7i1.38428>

13 Suyanto, B., Subiakto, H., & Srimulyo, K. (2019). Data of the patterns of youth local brand product consumption through online shopping. *Data in Brief*. <https://doi.org/10.1016/j.dib.2019.103723>

9 Walsh, G., Schaarschmidt, M., & Ivens, S. (2017). Effects of customer-based corporate reputation on perceived risk and relational outcomes: empirical evidence from gender moderation in fashion retailing. *Journal of Product & Brand Management*, 26(3).

Yin, B., Yu, Y., & Xu, X. (2021). Recent Advances in Consumer Behavior Theory: Shocks from the COVID-19 Pandemic. *Behavioral Sciences*, 11(12), 171.

The Reality of Indonesian Metrosexual Men's Online Skincare Shopping and the Power of Cultural Industry

ORIGINALITY REPORT

18%

SIMILARITY INDEX

16%

INTERNET SOURCES

11%

PUBLICATIONS

12%

STUDENT PAPERS

PRIMARY SOURCES

1	ejournal.up45.ac.id Internet Source	1%
2	Manuel Cuadrado-García, Juan D. Montoro-Pons. "LGB´ s Arts Affinity: An Empirical Study of Theater Audiences Based on Motivations", <i>Journal of Homosexuality</i> , 2021 Publication	1%
3	Submitted to Palm Beach State College Student Paper	1%
4	www.ssoar.info Internet Source	1%
5	npo.kubg.edu.ua Internet Source	1%
6	www.scirp.org Internet Source	1%
7	repository.uph.edu Internet Source	1%
8	www.thescipub.com Internet Source	1%

9	Submitted to Chester College of Higher Education Student Paper	<1 %
10	ejournal.unesa.ac.id Internet Source	<1 %
11	Submitted to Bridgepoint Education Student Paper	<1 %
12	Submitted to Monash University Student Paper	<1 %
13	Submitted to Edith Cowan University Student Paper	<1 %
14	Submitted to MAHSA University Student Paper	<1 %
15	Ryan Tantri Andi, Mochammad Mukti Ali. "Analysis of the Influence of Lifestyle on Purchasing Decision for Samsung Smartphone Products in Jakarta", European Journal of Business and Management Research, 2019 Publication	<1 %
16	journal.um.ac.id Internet Source	<1 %
17	repository.unja.ac.id Internet Source	<1 %
18	Submitted to Curtin University of Technology Student Paper	<1 %

19	Submitted to Drexel University Student Paper	<1 %
20	repository.upnvj.ac.id Internet Source	<1 %
21	www.researchgate.net Internet Source	<1 %
22	123dok.com Internet Source	<1 %
23	journal.unj.ac.id Internet Source	<1 %
24	www.duo.uio.no Internet Source	<1 %
25	www.jonedu.org Internet Source	<1 %
26	journal3.uin-alauddin.ac.id Internet Source	<1 %
27	www.plarideljournal.org Internet Source	<1 %
28	Submitted to King's College Student Paper	<1 %
29	aksiologi.org Internet Source	<1 %
30	journal.uinsgd.ac.id Internet Source	<1 %
31	devianceincubator.wordpress.com Internet Source	<1 %

32	jurnalnasional.ump.ac.id Internet Source	<1 %
33	resmilitaris.net Internet Source	<1 %
34	Vasileios Magklaras, Alexandros Kapoulas, Natyra Xharavina, George Miaoulis. "Insights on Metrosexuality and Consumption for Marketers in South-East Europe", International Journal of Market Research, 2023 Publication	<1 %
35	media.neliti.com Internet Source	<1 %
36	repository.unsri.ac.id Internet Source	<1 %
37	Submitted to Universitas Sultan Ageng Tirtayasa Student Paper	<1 %
38	eprints.undip.ac.id Internet Source	<1 %
39	Submitted to Erasmus University of Rotterdam Student Paper	<1 %
40	Irhammudin Irhammudin, M. Ruhly Kesuma Dinata. "Public Service Model on Bureaucracy Reform in Lampung Utara", Constitutionale, 2022 Publication	<1 %

41	Submitted to Universitas Mataram Student Paper	<1 %
42	ijpsat.ijshj-journals.org Internet Source	<1 %
43	journal.ascarya.or.id Internet Source	<1 %
44	jssidoi.org Internet Source	<1 %
45	repository.radenintan.ac.id Internet Source	<1 %
46	www.sciencegate.app Internet Source	<1 %
47	Laela Rohma Puji Lestari, Sopiah Sopiah, Hendri Hermawan Adinugraha. "INTEGRATION OF ISLAMIC EDUCATION VALUES TOWARDS THE "YATIMAN" TRADITION IN THE MONTH OF SURO IN PEKALONGAN", Zawiyah: Jurnal Pemikiran Islam, 2021 Publication	<1 %
48	docobook.com Internet Source	<1 %
49	lup.lub.lu.se Internet Source	<1 %
50	www.koreascience.or.kr Internet Source	<1 %

Submitted to Wilkes University

51

Student Paper

<1 %

52

pt.scribd.com

Internet Source

<1 %

53

www.citethisforme.com

Internet Source

<1 %

54

www.ebay.co.uk

Internet Source

<1 %

55

www.ijssrm.in

Internet Source

<1 %

56

Mahima Shukla, Vranda Jain, Richa Misra. "Factors influencing smartphone based online shopping: an empirical study of young Women shoppers", Asia Pacific Journal of Marketing and Logistics, 2021

Publication

<1 %

57

Nancy C. Dawes. "Chapter 107 Marketing and Product Design of Antiaging Skin Care Products", Springer Science and Business Media LLC, 2017

Publication

<1 %

Exclude quotes Off

Exclude matches Off

Exclude bibliography Off

The Reality of Indonesian Metrosexual Men's Online Skincare Shopping and the Power of Cultural Industry

GRADEMARK REPORT

FINAL GRADE

/0

GENERAL COMMENTS

Instructor

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11

PAGE 12

PAGE 13

PAGE 14

PAGE 15

PAGE 16
