



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

Teguh Dwi Putranto¹ |

¹Magister Ilmu Komunikasi,
Fakultas Ilmu Komunikasi,
Universitas Multimedia
Nusantara
Tangerang, Indonesia

Correspondence:
Teguh Dwi Putranto

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

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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. Besides that, the reality that has been built is that caring for facial skin is a form of self-respect and added value for everyone.*

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. Selain itu realita yang terbangun bahwa merawat kulit wajah merupakan bentuk penghargaan diri dan nilai tambah bagi setiap orang.

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), 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). Lifestyle is also related to the body and self-discipline (Clay & Brickell, 2022), mind, body, and soul (Rajasegaram & Muniandy, 2022). A person's lifestyle implies more than just their socioeconomic status or personality (Mulyana, 2021), as does a lifestyle in shopping.

Body discipline is also related to adherence to physical appearance which is achieved through shopping (Murlianti & Samsudiani, 2022; Flores-Zamora, 2023; Dilmaghani, 2023; Vall-Roqué et al., 2023). 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 (Ika et al., 2020; Brilianaza & Sudrajat, 2022). 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; Setiyaningsih et al., 2020).

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). 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; Rokonzaman et al., 2020; Widyawati et al., 2021). 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 novelty of this research related to appearance is based on the nature and character of metrosexual men who want to have an attractive appearance but don't want to be complicated. This is what makes the cultural industry try to lead metrosexual men to do online shopping activities (facial skin care products). After metrosexual men were driven by the cultural industry, the researcher tried to find out the reality of online shopping for Indonesian metrosexual men's skin care which was driven by the power of the cultural industry.

2 | METHODS

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. 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.

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. Reality in shopping online for informants 1 is done through (practice) considerations that have bought 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.



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

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. 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.

Reality in shopping online for informants 2 is done through (practice) considerations that skincare products that are routinely purchased online. 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.



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

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 (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.

Reality in shopping online for informants 3 is done through (practice) considerations that the 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 (Data processed by researchers, 2022)

Reality in shopping online for informants 4 is done through (practice) considerations that 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 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 luminous first and jill skincare.

Informant 5 stated that the majority of skincare used is purchased through online shopping. Reality in shopping online for informants 5 is done through (practice) considerations 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 (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. Reality in shopping online for informants 6 is done through (practice) considerations 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 (Data processed by researchers, 2022)

Informant 6 said that the skincare products he regularly uses are facial wash or sunscreen from the MS Glow brand. Informant 6 does facial care so that the skin becomes healthy and can support self-confidence. 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.

Disciplinary Power Mechanism

The disciplining of the body, which according to Foucault is part of the control over knowledge. Where knowledge is related to power, one of which is disciplinary power. Regarding the mechanism of disciplinary power, there are three mechanisms that need to be discussed, namely 1) Hierarchical supervision, 2) Normalization, 3) Examination. Three mechanisms are carried out by facial skin care products in applying disciplinary power. First, 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. Second, the mechanism of normalising metrosexual men by making metrosexual men use facial skin care products according to their individual needs. Third, 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 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. First, Endorsed metrosexual men still carry out their obligations as brand partners by uploading photos of facial skin care products. This shows a disloyal attitude in terms of consumption towards the facial skin care product brand that collaborates with endorsed metrosexual men. Second, 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. Third, 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.

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