

## Imaji kebutuhan konsumsi melalui akun media sosial: studi semiotika foto endorser di Instagram = Artificial consumption needs through social media account: semiotic study in the endorser's photos on Instagram

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### Abstrak

[Penelitian ini dilatarbelakangi oleh persaingan kompetitif antar produsen yang mendorong produsen untuk menyusun strategi pemasaran demi terserapnya kelimpahruahan produksi. Produsen berupaya menciptakan imaji kebutuhan melalui sistem tanda pada media sosial dengan konsep endorsement. Penelitian ini bertujuan untuk membongkar pemanfaatan sistem tanda pada media sosial yang dilakukan produsen untuk membangkitkan konsumsi. Berbasis teori Masyarakat Konsumsi dari Jean Baudrillard, penelitian ini menggunakan paradigma kritis dan metode analisis semiotika Roland Barthes. Hasil penelitian menunjukkan bahwa produsen menyelipkan aktivitas pemasaran melalui sistem tanda pada foto endorser di Instagram. Temuan lain dalam penelitian ini adalah terdapat relasi saling memasarkan antara produsen dan endorser.

.....This study's motivated by competitive rivalry among producers which encourage them to develop a marketing strategy for the sake of absorption abundance of production. The producer created artificial need through system of signs on social media. This study aimed to dismantle the use of system of signs on social media that carried producers to raise consumption. According to Consumer Society Theory by Jean Baudrillard, this study used critical paradigm with Semiotic Analysis Method of Roland Barthes. The result showed that the producer slipped marketing activities through system of signs in endorser's photos on Instagram. Other finding in this study's there's a mutual relationship between producer and endorser. This study's motivated by competitive rivalry among producers which encourage them to develop a marketing strategy for the sake of absorption abundance of production. The producer created artificial need through system of signs on social media. This study aimed to dismantle the use of system of signs on social media that carried producers to raise consumption. According to Consumer Society Theory by Jean Baudrillard, this study used critical paradigm with Semiotic Analysis Method of Roland Barthes. The result showed that the producer slipped marketing activities through system of signs in endorser's photos on Instagram. Other finding in this study's there's a mutual relationship between producer and endorser., This study's motivated by competitive rivalry among producers which encourage them to develop a marketing strategy for the sake of absorption abundance of production. The producer created artificial need through system of signs on social media. This study aimed to dismantle the use of system of signs on social media that carried producers to raise consumption. According to Consumer Society Theory by Jean Baudrillard, this study used critical paradigm with Semiotic Analysis Method of Roland Barthes. The result showed that the producer slipped marketing activities through system of signs in endorser's photos on Instagram. Other finding in this study's there's a mutual relationship between

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