

Konstruksi Identitas Melalui Konsumsi Luxury Fashion Goods dalam Unggahan Self-Reward di Media Sosial = Construction of Identity Through the Consumption of Luxury Fashion Goods in Self-Reward Uploads on Social Media

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Abstrak

Penelitian ini bertujuan untuk menjelaskan konstruksi identitas individu melalui presentasi diri dalam unggahan tren self-reward menggunakan luxury fashion goods di media sosial, serta mengungkap pemaknaan dari self-reward tersebut. Studi-studi terdahulu mengenai fenomena ini terbagi menjadi dua, yaitu presentasi diri melalui praktik self-reward, dan konstruksi identitas melalui konsumsi luxury fashion goods. Namun, hingga kini belum banyak studi yang melihat perpaduan antara kedua aspek ini, yaitu pemaknaan terhadap self-reward dan kaitannya dengan konstruksi identitas melalui praktik self-reward menggunakan luxury fashion goods, khususnya dalam konteks di media sosial. Peneliti berargumen bahwa presentasi diri yang ditampilkan dalam unggahan self-reward menggunakan luxury fashion goods di media sosial merupakan perilaku konsumsi mencolok yang berpengaruh terhadap konstruksi identitas individu. Dengan menggunakan teori presentasi diri yang disampaikan oleh Erving Goffman dan konsep conspicuous consumption oleh Veblen sebagai alat analisis, hasil temuan penelitian ini menyatakan bahwa self-reward menggunakan luxury fashion goods merupakan justifikasi gaya hidup hedonic yang berkontribusi pada pembentukan identitas individu. Kegemaran mengkonsumsi produk tersier seperti luxury fashion, membuat setiap pembeliannya dimaknai sebagai wujud apresiasi dan mencintai diri sendiri. Dengan mengunggah hadiah yang memiliki keterbatasan jumlah, harga yang tinggi, dan nilai materialisme seperti luxury fashion, mampu membentuk identitas diri pada pengguna, seperti elegan, pekerja keras, mampu, independen, hingga stand-out. Namun, keterbatasan atribut komunikasi secara digital dapat pula membentuk identitas yang tidak diharapkan, seperti sombong dan pamer. Penelitian ini menggunakan metode kualitatif dengan teknik wawancara mendalam dan observasi digital pada individu yang mengunggah self-reward menggunakan luxury fashion goods di Instagram dan TikTok.

.....This study aims to explain the construction of individual identity through selfpresentation in uploading self-reward trends using luxury fashion goods on social media, as well as uncovering the meaning of self-reward. Previous studies on this phenomenon are divided into two, namely self-presentation through self-reward practices, and identity construction through the consumption of luxury fashion goods. However, until now not many studies have looked at the combination of these two aspects, namely the meaning of self-reward and its relation to identity construction through self-reward practices using luxury fashion goods, especially in the context of social media. Researchers argue that self-presentation shown in self-reward uploads using luxury fashion goods on social media is conspicuous consumption behavior that influences the construction of individual identities. By using the self-presentation theory presented by Erving Goffman and the concept of conspicuous consumption by Veblen as analytical tools, the findings of this study suggest that self-reward using luxury fashion goods is a justification for a hedonic lifestyle that contributes to the formation of individual identity. The penchant for consuming tertiary products, such as luxury fashion, interprets every purchase as a form of appreciation and self-love. Uploading gifts that have limited

quantities, high prices, and materialistic values, such as luxury fashion, can form self-identities in users, such as elegant, hardworking, capable, and independent, to stand out. However, with limited digital communication can also form unexpected identities, such as being arrogant and showing off. This study uses a qualitative method with in-depth interview techniques and digital observation of individuals who upload self-rewards using luxury fashion goods on Instagram and TikTok.