INDONESIAN METROSEXUAL MEN'S EXPERIENCE OF ONLINE SHOPPING ON INSTAGRAM

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Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengalaman pria metroseksual Indonesia dalam berbelanja online di Instagram. Penelitian ini menggunakan pendekatan kualitatif dengan metode etnografi virtual yang berfokus pada teks digital yang difokuskan pada Instagram. Penelitian ini melibatkan enam informan dengan karakteristik informan yaitu 1) laki-laki, 2) berdomisili di Jakarta, Bandung dan Surabaya, 3) tertarik dengan produk perawatan kulit wajah. Dalam pencarian informan di Instagram, peneliti menggunakan kata kunci "Metroseksual" pada kolom pencarian. Selain itu juga diperhatikan beberapa informasi seperti lokasi tempat tinggal/domisili informan, serta postingan yang memuat produk perawatan kulit wajah. Penambangan data dalam penelitian ini diawali dengan observasi terhadap profil akun Instagram informan yang meliputi teks/foto/video/komentar. Kemudian dilanjutkan dengan wawancara untuk menggali pemahaman terkait konsumsi produk perawatan kulit wajah pria metroseksual di Instagram. Hasil penelitian ini menunjukkan bahwa pengalaman pria metroseksual Indonesia dalam berbelanja online lebih memberikan keuntungan seperti kemudahan dan tidak membutuhkan banyak biaya atau uang. Belanja online juga menawarkan keuntungan lain bagi pria metroseksual Indonesia yaitu gratis ongkos kirim dan promo. Selain efisien dalam hal waktu, melalui belanja online pria metroseksual lebih mudah mendapatkan produk.

Kata kunci: belanja online; Indonesia; pengalaman; pria metroseksual

Abstract

The purpose of this study is to find out the experiences of Indonesian metrosexual men in shopping online on Instagram. This research uses a qualitative approach with a virtual ethnography method that focuses on digital texts focused on Instagram. This research involved six informants with the characteristics of informants, namely 1) male, 2) domiciled in Jakarta, Bandung and Surabaya, 3) interested in facial skin care products. In searching for informants on Instagram, researchers used the keyword "Metrosexual" in the search field. In addition, some information such as the location of the informant's residence/domicile was also taken into consideration, as well as posts containing facial skin care products. Data mining in this study begins with observation of the informant's Instagram account profile, which includes text/photos/videos/comments. Then continued with interviews to explore understanding related to the consumption of metrosexual men's facial skin care products on Instagram. The results of this study show that the experience of Indonesian metrosexual men in shopping online provides more benefits such as convenience and does not require much cost or money. Online shopping also offers other benefits for Indonesian metrosexual men, namely free shipping and promos. In addition, it is efficient in terms of time, through online shopping it is easier for metrosexual men to get products.

Keywords: experience; metrosexual man; indonesia; online shopping.

INTRODUCTION

The advent of the digital era has changed many aspects of human life, one of which is related to the shift from traditional shopping to online shopping. To fulfil their needs for goods and services, both men and women can now shop online with various conveniences. Men are known to demand practicality when purchasing goods and services online, and the convenience provided plays a role in this. This research focuses on the online shopping activities of

metrosexual men who are considered to be more concerned about appearance. One such issue is represented by the cultural industry of facial skincare products, which utilises the power of the body to develop metrosexual masculine knowledge.

Online shopping has evolved into a new lifestyle. Online shopping has also evolved into a new option that supports the shopping behaviour patterns of modern people with the emergence of various e-commerce platforms. In fact, a number of studies in recent years have revealed that more and more people are using their mobile phones to shop online instead of making traditional purchases or dealing directly with manufacturers (Afrianto & Irwansyah, 2021). Online shopping is considered to have a different convenience because online shopping can be done anywhere and anytime. Shoppers can easily compare prices of goods by simply opening several online store applications at once. The instalment system that encourages the exchange of purchases is also the reason why online shopping is so prevalent. The advantages of e-commerce can be one of the points of view that get a lot of attention from business people today. The rapid development of e-commerce has caused many modern e-commerce-based companies to develop and continue to grow, this has led to an increase in trade, the e-commerce industry is competing fiercely (Jeyaprabha & Sundar, 2021).

Based on information regarding online shopping activities carried out by men, 68% of men aged 18 to 35 participate in online shopping activities compared to women (Yulistara, 2018). Men's interest in online shopping is seen in products that enhance physical appearance, where it also enhances men's metrosexual side (Lertwannawit & Gulid, 2010; Piayura, 2013; Kaur & Bawa, 2016). Where metrosexual men are characterised as men who pay more attention to appearance. With online shopping activities, metrosexual men can easily get products and services, one of which is facial skin care products that are often used by metrosexual men to beautify their appearance. The ease of obtaining goods and services inevitably creates a trend, creation, and becomes a lifestyle of the community.

People are not necessarily independent in understanding their essential needs (clothing, food, and shelter), but they also need to fulfil their less essential needs. This need is triggered by the rise of media that provides pleasure wrapped in data innovation. At that time the community was coordinated by the media to become an immoderate community (Baudrillard, 2016; Leiss et al., 2018). Industrialisation and the commodification of culture are often promoted through the use of media that convey symbols and values. the tendency of the media to emphasise market share over the usefulness of information. Both the media and investors think that what is reported in the media can or will be incorporated into a particular commodity. The aim is to change the audience's preference for a particular culture or style so that it can be widely consumed and have new market opportunities. At the same time, reality can be created by the media. Publications in the mass media are considered capable of shaping the norms of cultural production. This appears as an establishment where capitalists control the will of the masses through the industrialisation of culture. As a result, consumers are unwittingly tricked and restrained into needing and trying to emulate a comparable society (Adorno & Horkheimer, 2020), One of them is to show additional needs as primary needs that must be fulfilled such as the skincare business.

Skincare endeavours also transform masculinity into metrosexuality, and blur gender bias (Putranto et al., 2022) as well as creating attractiveness and building fantasies for metrosexual men (Susilo et al., 2022). Everyone thinks that they can achieve certain goals by acting in certain ways. People will endeavour to make their face and other body parts happier, and one way is to take good care of their skin and face. Based on the above perspectives, 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 the appearance of the skin (Maruto et al., 2015; Maulidhya et al., 2021), so in recent years men have started to take an interest in skincare. Men are more interested in products than fashion. For men, especially metrosexual men, the need for appearance and even good looks enhancement through the use of skincare is a must.

Men who pay a lot of attention to their appearance are called metrosexuals (Janowska, 2008; Lau et al., 2017; Sin & Omar, 2020). According to a different definition, metrosexual men living in urban areas exhibit different grooming and dressing habits than the average man (Coad, 2016; Bailey & Graves, 2016; Bullough et al., 2022). The idea of a metrosexual man relates to the idea of self-opinion and evaluation, which includes matters related to one's physical appearance, personal life, social status, and moral principles. The self-concept emerges when the self has developed to the level of thought, where everyone has one. The self-concept of metrosexual men consists of outward appearance, goals and aspirations, language and body language, insight and knowledge, interpersonal skills, ability to manage emotions, and pursuing work (Nasution, 2018; Siswoyo & Asrita, 2021).

Social media is considered a very appropriate place that can fulfil the desires of metrosexual men. One of the characters that only needs to be displayed on social media is through things related to appearance. One of the items worn can reflect one's self-representation. Fashion is not an original thing, but it can be communicated through clothing. Fashion is also one of the usual ways of communicating to describe one's appearance (Waluyo, 2014; Hanifah et al., 2021). In addition, Instagram as a platform that is part of social media is used in this discussion. From several considerations used, there are still few discussions that discuss metrosexual men who shop online through social media, one of which is Instagram.

Instagram is the fastest growing social media in the world. Alluding to narcissism or excessive self-love in using Instagram to make Instagram users look cool (Sheldon & Bryant, 2016). Instagram is also known as a world-renowned platform for sharing photos, so people who tend to post photos will update their profile photos more often, as well as spend some of their time on Instagram (Moon et al., 2016; Lee et al., 2019; Lengkong & Dewi, 2021). Instagram also makes its users feel better physically through posting photos on Instagram so that they can show their character.

In understanding the body image of metrosexual men, there are several studies that have emerged. In previous research, masculine roles shape male drive (De Jesus et al., 2015), men centred on shopping design (Banytė et al., 2015), interpersonal intelligence and narcissism (Sheldon & Bryant, 2016), metrosexual characteristics in advertising (Arnie et al., 2017), the definition of the ideal human body (Engelhardt, 2018), the impact of advanced Western masculinity values (Daulay, 2018), the portrayal of metrosexuals through appearance (Pranata, 2020), the male body image with muscular arms and healthy skin is dominated by the consumption of body nutrition products (Putranto, 2022a), capitalist industry constructs the meaning of metrosexual men among Indonesian millennials through skincare products (Putranto et al., 2022), the male body as a target of capitalist exploitation rivalling the female body (Putranto, 2022b). This research focuses on metrosexual men with certain characteristics who live in big cities in Indonesia. Selected metrosexual men are those who do online shopping in the form of facial skin care products and then these products are posted by selected metrosexual men on Instagram. Based on this background, the purpose of this study was to find out the experience of Indonesian metrosexual men in shopping online.

METHOD

This research uses a qualitative approach that seeks to explore and understand the meaning to interpret various phenomena that occur with various methods (Denzin, 2016). This type of research is descriptive qualitative, where this type is a problem-solving procedure by describing the state of the object of research based on the appearance of facts (Ulfatin, 2022). Virtual ethnography was chosen as the method in this research, where virtual ethnography itself focuses on digital texts and needs to be intertextualised because this research starts from digital texts focused on the Instagram of metrosexual men. Digital texts on Instagram need to be intertextualised so confirmation through in-depth interviews is needed.

In application, the virtual ethnography method is not much different from other studies that usually use an ethnographic approach. It all depends on the needs and problems that interest the researcher, from the data collection techniques to the analyses used, but there are differences in several ways, including (Hine, 2012):
1. The interview technique was conducted in two stages. The first stage was conducted online through discussions on the research issues. The second stage was conducted offline to deepen the online interview process, or to clarify and confirm the interview results.
2. Techniques for observation. Participant evaluation in virtual ethnography has two forms, in other words, online and offline. Online, the virtual ethnographer is required to join the virtual group, and play an active role in the dynamics of the virtual group. There are objectives that can be communicated to online observation participants, namely first, directly observing the development of the community or group being researched online, including dynamics or problems, and discussion of themes. Second, to study and analyse both verbal and nonverbal language used during online discussions. It is very rare in a virtual community, which has character and expresses virtual contact symbols if not recognised by other people or groups.

Regarding the research informants, the researcher has determined six informants from Instagram through a search with the keyword "Metrosexual" in the Instagram search column. Researchers chose informants who are domiciled or live in one of the cities that have been determined including Jakarta, Bandung and Surabaya. After obtaining informants who fulfilled the research criteria, the researcher continued to search for informants using snowball. The selection of informants was specifically determined by the researcher with the criteria of 1) Male, 2) Domiciled in Jakarta, Bandung and Surabaya, 3) Interested in facial skin care products obtained through online shopping (repetition buying) and seen from posts on Instagram accounts.

Table 1.
Biodata of Informants

Informant	Name	Residence
1	AF	Bandung
2	AM	Bandung
3	AT	Jakarta
4	HA	Jakarta
5	AS	Surabaya
6	HH	Surabaya

Source: (Research Processed Data, 2022)

This analysis is carried out when data from digital texts through Instagram posts of metrosexual men are connected with the results of interviews with informants. The final analysis of the

research through data description with data triangulation includes 1) Data Reduction, 2) Data Presentation, and 3) Conclusion.

RESULT AND DISCUSSION

Based on the data obtained by researchers, researchers try to describe one by one the reality of online shopping driven by the power of the cultural industry for metrosexual men on Instagram. Informant 1, who is an informant from Bandung, stated that when shopping online. Informant 1 believes that online shopping has the following advantages:

> *"Online shopping is simpler. We don't always spend ehm... energy in terms of eh... energy to go out. If we buy offline, we don't have petrol, it costs petrol, then eh... energy too. It's hot during the day, cold at night. Online shopping is easier, more practical too. Just checkout, pay, top up, pay, done. It's that simple, and sometimes we benefit from online shopping, free shipping for me. And online shopping has more promos."*

The statement from Informant 1 states that online shopping provides more benefits such as convenience, does not require a lot of money, does not require a lot of energy. In addition, Informant 1 also added that online shopping offers other benefits, namely free shipping and promos, so that these advantages make Informant 1 interested in doing online shopping. The consequence of goods not arriving on the same day does not discourage Informant 1 from shopping online rather than offline.

> *"For me, there are two types. Between those who really need and don't need. In the sense that I really need it, for example, what I'm using is running out, it's really like there's only a little bit left, and then I don't really need it like eee... just a quarter or half of it, that's usually what I do if there is a flash sale, for example, my hand sanitizer is running out, what's left is usually I have more stock of this. So, before this runs out, I've bought more for future stock, like that. Because of what, like I said earlier, there are discounts that are also more attractive. Outside of flash sales, the price is normal. For example, I need it today, ehm. but if I wait for the flash sale, it's really long. So, if you really need it, buy it on the same day and wait about three days for it to arrive. If it's a flash sale, we also have to wait for a week. It can also happen if there are a lot of orders."*

Informant 1 again explained that when shopping online, Informant 1 has two criteria before doing online shopping, namely whether Informant 1 needs the item once or does not really need the item before making a purchase. For the budget prepared by Informant 1 in doing online shopping, Informant 1 prepares a budget of between seven hundred to eight hundred thousand.

Figure 1. Informant 1's post
Source: (Research Processed Data, 2022)

The caption written by Informant 1 in the post emphasises that men need Clorismen (facial skincare products) if they want clean skin, free from acne, so that they can look their best. Items purchased through online shopping are skincare and clothing, as well as room supplies but not often. These two products are the most frequently purchased products by Informant 1 through online shopping. In his interview, Informant 1 still routinely does online shopping by buying skincare online with a span of one to two months and depending on the supplies he has.

Figure 2. Informant 2's post
Source: (Research Processed Data, 2022)

Informant 2 considers that the reason for shopping online is based on the practicality provided in shopping online. The time required by Informant 2 is on average between one hour. Regarding the budget provided by Informant 2 for online shopping, Informant 2 prepares a budget of around five hundred thousand rupiahs.

Informant 3 believes that online shopping has the following advantages:

"Firstly, I am more time efficient, meaning that at times like this especially, I usually tend to be more efficient and more active. So I don't have to leave the house, the goods come, done. Even if I have to wait. That's it. If it's an offline store, we buy the goods directly, if it comes two or three days later, it's like that."

Furthermore, Informant 2, who is also an informant from Bandung, stated that when doing online shopping, the items purchased are clothing, skincare, and DIY (Do-It-Yourself) tools but are not purchased too often through online shopping. These two products are products that informant 2 often buys through online shopping. Informant 2 confirmed that purchases through online shopping are not made every week, but quite often.

A statement from Informant 3 stated that online shopping is more time efficient, there is no need to leave the house, so online shopping can be done only from home. Informant 3 again explained that when doing online shopping, Informant 3 is typical if he really wants to buy then Informant 3 will look around first including the reviews too. For skincare, it can be one day or two days at least. If there is a new skincare, then Informant 3 looks for reviews first. However, if the product is routinely used, go directly to the official store. For the budget prepared by Informant 3 in doing online shopping, Informant 3 did not specifically prepare a budget. What is certain is that the majority of Informant 3's needs are obtained through online shopping.

Informant 4 believes that online shopping has the following advantages:

"All items are available"

Figure 3. Informant 3's post
Source: (Research Processed Data, 2022)

Informant 3, who is from Jakarta, stated that when shopping online, the items purchased are skincare, decoration, such as room needs or content needs. The caption written by Informant 3 on his post emphasises that appearance is important for men. A dull, oily face, as well as black spots and acne scars are problems that can make men feel insecure. In his interview, Informant 3 still regularly buys skincare online with a span of one to two months and depending on the supplies he has. It can be said that in one month there are two or three times online shopping. For items that are usually used every day, and indeed used every day, usually bought per month. But for skincare, it is usually bought until the product runs out. If there is usually a skincare that you want to try, you can buy it. For fashion, some are bought online by Informant 3, but Informant 3 rarely buys clothes online because they usually do not match the size so Informant 3 prefers to buy clothes in stores. The statement from Informant 4 states that through online shopping anyone can get the items they want.

Figure 4. Informant 4's post
Source: (Research Processed Data, 2022)

Informant 4, who is from Jakarta, stated that when shopping online, the items purchased are skincare, props for photos, and clothes. The captions written by Informant 4 on his posts show an effort to introduce JillIndonesia products. In the interview, Informant 4 does online shopping quite often. Informant 4 does online shopping with a duration of one hour with a budget of around three to four million per month. Informant 5 believes that online shopping has the following advantages:

> *"One thing for sure is that it's difficult to get the product, and at the moment it's because of social restrictions (PPKM) too. Last but not least, stores usually have limited items, so I prefer to shop online."*

The statement from Informant 5 states that through online shopping it is easier to get products that are difficult to obtain through conventional stores due to the limitations of some products.

Figure 5. Informant 5's post
Source: (Research Processed Data, 2022)

Informant 5, who is from Surabaya, stated that when shopping online, the items he often buys are skincare (most often), clothes, and room equipment. The caption written by Informant 5 in his post emphasises that if men want smooth, supple and radiant skin, they can get it by using Advance Snail 96 Mucin Power Essence. In the interview, Informant 5 does online shopping once a month or more. Informant 5 does online shopping with a duration of about twenty minutes. For the budget prepared by Informant 5 in doing online shopping, Informant 5 prepares a budget of between five hundred thousand to around two million in general. It depends on the promo so that Informant 5 feels more efficient when shopping online. Informant 6 believes that online shopping has the following advantages:

> "*It's practical, it's helpful, you don't have to go out and pick and choose anymore. If you buy it online, you just need to lie down and can choose the items according to your wishes.*"

Informant 6 stated that online shopping is more practical and helpful because there is no need to leave the house, so it can be done only from home. In addition, Informant 6 also added that the consequences of online shopping such as goods that do not arrive immediately are not a problem because he understands these consequences.

Figure 6. Informant 6's post
Source: (Research Processed Data, 2022)

Informant 6, who is from Surabaya, stated that when shopping online, the items purchased are skincare (MS Glow & Acnol) and clothing. These two products are the most frequently purchased products by Informant 6 through online shopping. The caption written by Informant

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6 in his post emphasises that men need MS Glow for Men (facial skincare products) if they want glowing skin, because men also need to take care of themselves because then their appearance can be maintained and men's confidence will increase. In his interview, Informant 6 does online shopping once a month without giving a definite schedule. However, with consideration if the product will run out, then they will do online shopping.

Regarding the time needed by Informant 6 to do online shopping is ten minutes if he already knows the item to be purchased and twenty minutes if he is not in a hurry. Regarding the budget or money to be spent by Informant 6 for online shopping, there is no budget, rather according to needs.

Cultural Industry & Online Shopping

Commodification is described as capitalism's way of achieving goals or realising value through the transformation of use value into exchange value. The commodification of online shopping built for metrosexual men on Instagram provides more benefits such as practical reasons, does not require a lot of costs and gets free shipping and promos. The labour required is also less, more time efficient because there is no need to leave the house, so online shopping can be done only from home. In addition, commoditisation is presented with the ease of getting the desired item, but the product is difficult to obtain through conventional stores due to the limitations of some products.

Standardisation is defined as adjusting (size, quality, and so on) to predetermined guidelines (standards). The standardisation of online shopping built for metrosexual men on Instagram by setting a time span for online shopping between one to two months depending on the inventory owned. The duration needed to do online shopping is around one hour. Massification is defined as bringing something to the general public. The online shopping massification built by metrosexual men on Instagram is by purchasing items such as skincare, clothing, and decorations.

It is related to the informants' historical background of being metrosexual men that the metrosexual men have knowledge and use skincare products, and eventually participate in promoting them. This is important because the informants' knowledge of the promoted products gives them the power to influence their followers. Informant 1 believes that the beginning of becoming a metrosexual man occurred at the beginning of the Covid-19 pandemic. The thing that triggered it was the condition of his face due to the many pimples and breakouts. Then Informant 1 found a cream like a potion. Because of the desire to heal, Informant 1 underwent the use of the cream. Informant 2 wanted to have an attractive appearance by having good facial skin (clean from acne and excess oil). Because Informant 2 believes that if it is free from oil, acne does not appear often and makes his facial skin condition pleasing to the eye. Informant 3 started to become a metrosexual man because he wanted to fulfil the needs and demands of his job. Informant 3 is required to have a good physical appearance and Informant 3 feels that he wants to respect himself by taking care of himself. Because for him, having a good appearance can increase self-confidence.

Informant 4 has a reason for becoming a metrosexual man because he wants attractive facial skin. Expected skin conditions such as having healthy, youthful, bright, and radiant skin. Informant 5 has a motive to love himself, so if he has a clean face, Informant 5 feels more confident with his appearance. Whereas Informant 6 is more concerned with work reasons that

require him to look attractive through his physical appearance, so that these demands make the reason for the Informant to become a metrosexual man.

CONCLUSION

Online shopping provides more benefits for metrosexual men, such as convenience, not requiring much money or cost. Online shopping also offers other benefits, such as free shipping and promos. In addition, it is related to time efficiency where through online shopping metrosexual men find it easier to get products. Then the products that are often purchased through online shopping by Indonesian metrosexual men, namely buying skincare products online. This is driven by the strong cultural industry for metrosexual men which is commodification built with expectations of clean and healthy facial conditions. Standardisation is built by determining the time required for the process of selecting facial skincare products. The duration can be used to find reviews and compare facial skincare products on several e-commerce sites. Meanwhile, the budget needed to buy facial skin care products ranges from five hundred to two million rupiah for one purchase. Massification is built by using a series of facial skincare products and applying them according to the sequence.

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