

# The Celebrity Phenomenon In The Business Industry (Netnographic Study Of Celebrity Opportunities In The Job Market)

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## Abstrak

*Instagram is one of the most popular social media platforms and is favored by active users reaching 500 million with 22 million of them coming from Indonesia. Several new phenomena such as celebgrams emerged from Instagram users, where they did endorsement and paid promotion businesses by utilizing the number of followers. This study aims to find out how the celebgram phenomenon occurs in the city of Pontianak and whether the celebgram profession as an informal sector has opportunities in the job market. The research was conducted on several celebgrams in Pontianak City. This study uses a qualitative method with a descriptive approach and a netnographic study. Data collection techniques used in this study were participant observation, interviews, and documentation.*

*The results in this study indicate that the celebgram phenomenon in Pontianak City occurs because of trends on Instagram, celebgrams use followers to open service businesses in the form of endorsements and paid promotions. They do various ways and lead followers' opinions to get feedback. The celebgram profession as one of the jobs in the informal sector has good prospects and has the competence and opportunity to make celebgram a job.*

**Keywords**— *Celebrity Phenomenon, Endorsement, and Opportunity*

## INTRODUCTION

The problem of unemployment can determine the national socio-economic situation. Although unemployment is an employment problem, the facts show that the national economic situation affects the unemployment rate, in addition to population growth which can affect demographic conditions, and the increase in the number of educated graduates, in fact increases the supply of educated workers. Various efforts to resolve employment problems are carried out by formulating plans for solving problems in the labor sector, including: expansion and creation of employment opportunities, control of the workforce, and many more.

BPS data released in February 2019 stated that the productive population or working age was 196.46 million, an increase of 2 million from the previous year. The number of workers who are ready to enter the workforce is 136.18 million people, an increase of 2 million from 133 million in 2018. The workforce in Indonesia continues to experience an average growth of 2 million per year. In February 2019 the open unemployment rate was 5.01 percent or 6.82 million. The number is not fully divided, namely part-time workers 22.67%, and underemployed workers 7.37%. Thus, the total number of unemployed is 35.05%.

Rapid population growth and changing demographics create a gap between the labor force and the availability of jobs. In the current difficult condition of unemployment problems in the formal sector, the discourse on the informal sector is starting to be seen by experts in the

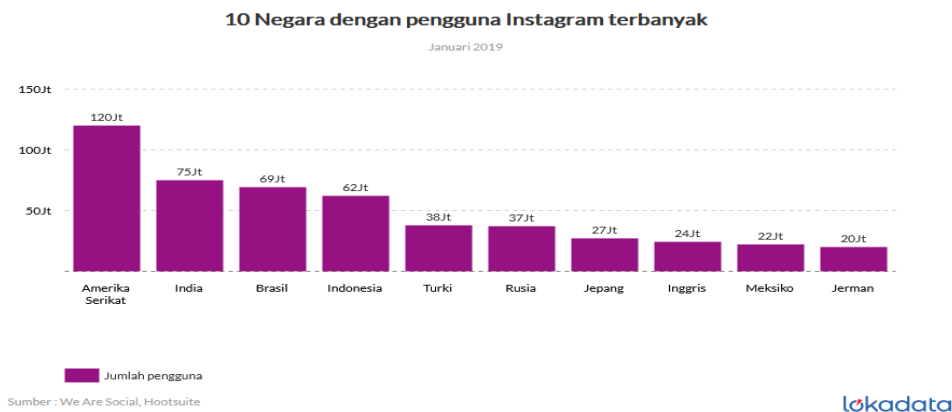
context of planning and the structure of work in the city. The term informal sector is used to denote a number of small-scale economic activities. The informal sector is considered as an embodiment of the situation of growth in employment opportunities in developing countries which aims to seek employment rather than profit.

Based on data from the Central Statistics Agency (BPS) the number of workers in the informal sector has increased from the level of 54% in 2014 to 57% in 2017. Employment growth in the informal sector is more prevalent in urban areas. This is evident between February 2018 and February 2019, the position of workers in the informal sector in urban areas increased from 40.85% to 42.32%. On the other hand, workers in the formal sector decreased from 59.15% to 57.68%. (Bisnis.com, 2019)

Companies use various social media platforms. If in the past producers promoted their products and services in a conventional way, many companies have now used social media for their marketing activities. One strategy that is considered quite effective when marketing products or services on social media is to use influencers. Promotion through influencers as a marketing solution allows marketers to find and advertise directly to their target audience. The development of internet technology today makes social media platforms such as Instagram, YouTube, Facebook and Twitter popular because the audience can freely choose the content they want. Using influencers for promotion allows marketers to advertise through people they know and trust. Then the audience will not be skeptical of social media advertising because consumers will believe that the influencer likes the product. (Questibilia, 2019)

Instagram is one of the most popular and popular social media platforms, currently the total active users reach more than 500 million with 22 million of them coming from Indonesia. Indonesia occupies the 4th (fourth) position as the most Instagram users out of a total of 10 countries. The United States is the country with the most Instagram users with 120 million monthly users, followed by India in second, Brazil in third, then Indonesia in fourth. (Rizaty, 2021).

**Chart 1.1**  
Data on 10 Countries with the Most Instagram Users



Source: <https://lokadata.beritagar.ids>

89% of Instagram service users are from the age group of 18-34 years who access Instagram at least once a week. Women are the users who dominate the use of Instagram with a share of 63%. The average Instagram user uploads 150 photos every month, with more than 80 million photos and videos being shared globally each day. Up to 3.5 billion likes per day. (Pertwi, 2019)

Instagram can make someone famous or what is often called Celebgram. As a micro-celebrity, celebgrams compete to gain large numbers of followers, gain recognition and fans. Celebgrams have the power to influence people, only by frequently uploading creative photos or videos, they will have fans. With hundreds, thousands, even millions of followers, companies

have begun to attract celebgrams to promote endorsements. In Pontianak City, there are also many celebgrams, some of which are Heri Putra Tarigas micro-celebrity with @putra\_tarigas instagram account with 60.7 thousand followers and RevAldo Yovinus with Aldo\_yovinus instagram account with 10.3 thousand followers.

Selebgram is a term for well-known Instagram account users on social networking sites that have thousands of followers to millions. The emergence of celebgram is an example of micro-celebrity, where micro-celebrity or internet celebrity refers to celebrities born from internet networks. Micro-celebrity is a series of activities where the audience is constructed as a fan base, popularity becomes something that is built through certain management and self-presentation becomes a general consumption product (Hutami, 2017).

Celebrities themselves can come from different backgrounds, not only top celebrities, but also ordinary people who like photography, make-up, traveling, culinary and so on. They have thousands and even millions of followers and the key to a celebgram is the content displayed on their Instagram. The more creative the content created, the greater the opportunity to become a celebrity.

The celebgram business is no joke, their income is quite fantastic, even the government will impose taxes on celebgrams because they reap large amounts of results. One example of a celebrity that is already familiar in Indonesia is Ria Ricis with 25.5 million followers. Ricis is said to be the richest celebgram in Indonesia because her income reaches Rp. 200 million per month. This can be seen from Ria Ricis's Instagram account which is full of various types of endorsements, ranging from food, drinks, clothing, slimming drugs to facial treatments.

According to the CEO of SocialBuzz, the phenomenon of the emergence of celebgrams occurs because Instagram is visual. Previously, twitter was a popular social media, but basically twitter is text. Then now people prefer to see visuals and Instagram is the place and more and more people are posting interesting content. (Kompas.com, 2017).

In fact, it is not uncommon for several celebrities to appear who are famous for controversial posts. Based on the author's observations, the proliferation of this business has caused young people who are now starting to aspire to become celebrities. This is evidenced by the number of young people who are actively posting creative and even controversial content for the sake of the number of views, likes and increasing their followers. The current celebgram profession is considered to have quite a promising business opportunity so that currently this business is quite in demand by everyone.

Celebrity in this case is included in one of the informal jobs created by the encouragement of advances in information technology. The government encourages every businessman, both MSMEs and others to digitize where MSMEs are encouraged to take advantage of digital platforms optimally. In this case, Instagram is a social media that has very many users, with hundreds of influencers in it who are ready to promote products. Businesses and SMEs in optimizing the use of digital platforms can use influencers to promote products. (Haikal, 2019)

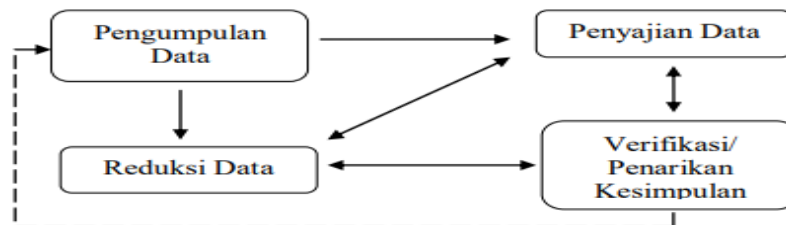
Based on the explanation of the rapidly growing celebgram phenomenon and the development of the labor market described above, it can be seen that the number of workers in the informal sector is increasing. Then the emergence of influencers such as celebgrams can support optimizing the use of digital platforms so that they can support the sustainability of their business. Researchers are interested in doing this research because they want to know the celebgram phenomenon in the business industry, how the celebgram phenomenon occurs in the business industry today and whether celebgram has opportunities in the labor market, especially in the city of Pontianak. Based on the problems that arise above, this research takes the title as follows: **"The Celebrity Phenomenon in the Business Industry (Netnographic Study of Celebrity Opportunities in the Job Market)"**

### RESEARCH METHODS

This type of research is descriptive qualitative research, which is a study that utilizes qualitative data and is described descriptively. (Indonesia, 2019) The research method used in this study is netnography. Kozinet in his research mentions that it is focused on the study of social media. The researcher begins by identifying the subjects who will become participants in the study so that they are able to reveal the data needed in the research. Based on the predetermined criteria, five micro-celebrities were selected who had the criteria and had sufficient existence on Instagram social media, especially in Pontianak City. Data collection in netnography includes three different types of data, namely archival data, elicitation data, and field note data. (Bakry, 2017) Based on the data mentioned earlier, the analysis process of this research was carried out starting from reading, studying, also analyzing the data using the steps according to Miles and Huberman, including the following: (Afandi, 2018)

**Figure 3.1**

#### Data Analysis Technique



Source: Nur Afandi 2018, Data Analysis Technique

#### Celebrity Phenomenon

Selebgram is an acronym for celebrity and Instagram. Celebrities are those who are famous through Instagram social media. Celebrities are no different from celebrities who have many fans or fans. However, on social media Instagram fans of the celebgrams are those who follow (followers) the account of the celebgram. (Diandra, 2016)

#### Endorse

Endorse, is support for well-known people such as celebrities to introduce a certain product which is then uploaded to their social media accounts. Endorsment is support or specifically giving free some products to a celebgram for later review. (Fahmi, 2018) In simple terms, endorsement is a promotion in the form of a positive review or review of a product, service, or service, given by a public figure on their Instagram account.

#### Opportunity

According to Suhartini (2011), opportunity is a business opportunity that a person has to do what he wants or hopes for. . Opportunities offer themselves to people that are commensurate with their abilities, their desire to act, their power from their vision, experience and knowledge of business. (Sianturi, 2021) An opportunity will be a prospective opportunity if it contains the following elements: Being needed by the market, solve difficulties or problems that are currently being faced by the market, perfect the previous ones, are different and have added value, are original findings, provide real benefits, have elements that buyers/consumers are proud of, can be realized (implemented).

#### Previous Research

Arif Budi (2019), researched Youth Negotiations in Job Market Flexibility: a Netnographic study of micro-celebrities in the Special Region of Yogyakarta. From the results of this study, it

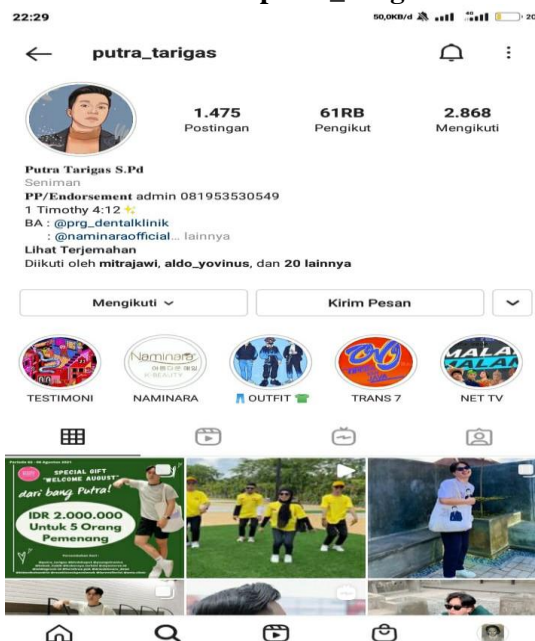
can be explained that the micro-celebrity profession cannot be separated from opposition from both oneself and others. conflicts and dilemmas that arise from parents. Where faced with this dilemma, micro-celebrities negotiate to minimize risks including micro-celebrity work which is a hobby as their main job, they must have another job (entrepreneurship) or continue to work in the formal sector. Then on the other hand, research conducted by Nurul Isfari Hidayati (2019), regarding the analysis of the role of the digital media industry in making influencers as entrepreneurs in an Islamic economic perspective, states that the role of digital media that makes influencers as entrepreneurs influences the millennial generation to utilize social media optimally and economic value, supports a lifestyle and has a direct impact on the welfare of the community. The presence of social media such as Facebook, Instagram, Twitter, YouTube, is a great opportunity for influencers to provide opinions that are very influential on public opinion and can become jobs. It was also mentioned that influencer work is an alternative profession to create wealth and open new opportunities for innovative businesses and can provide employment for human resources that are not accommodated by the formal sector. From the two studies, although they provide different conclusions, it can be seen that work by utilizing social media can have the opportunity to be used as work.

## RESULTS AND DISCUSSION

The subjects of this research are 5 (five) people, namely the Selegrams who carry out endorse and paid promote activities.

1. Heri Putra Tarigas the owner of the account @putra\_tarigas

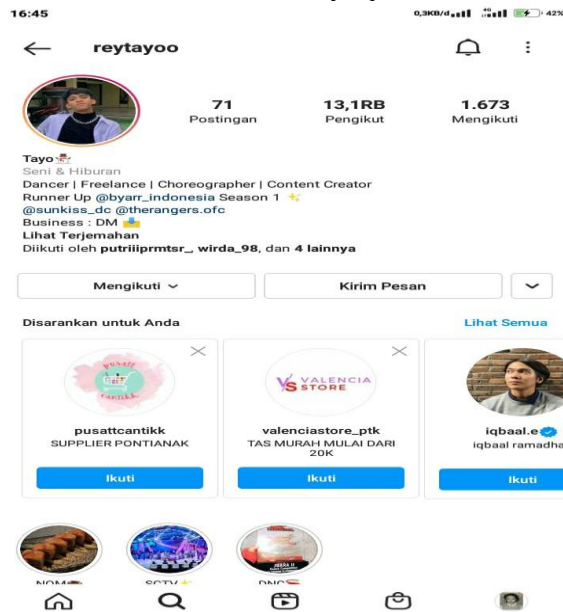
**Figure 4.1**  
**Account @putra\_tarigas**



*Sumber:* Screenshot from Instagram account Heri Putra Tariga

2. Rey Andany Account owner @Reytayoo

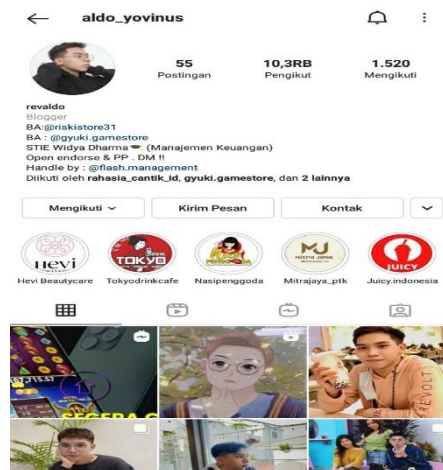
Figure 4.3  
Account @Reytayoo



Source: Screenshot from Rey Andany's Instagram account

3. Yovinus RevAldo account owner @Aldo\_yovinus

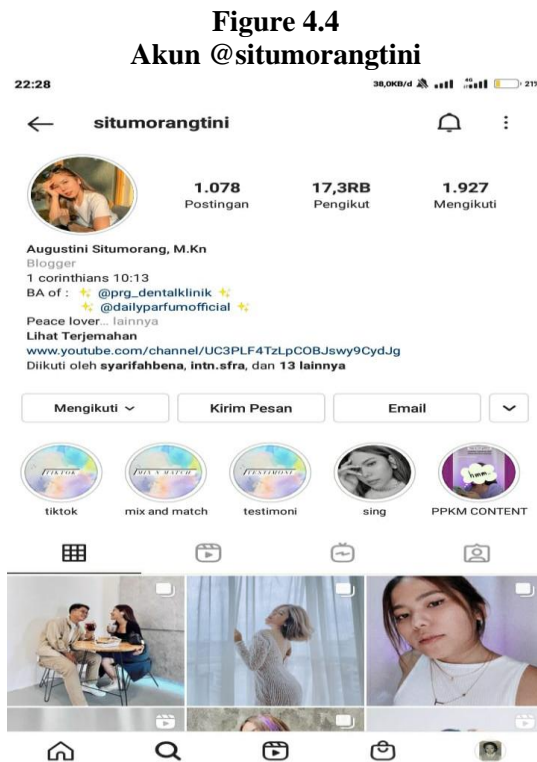
Figure 4.1  
Account @Aldo\_yovinus



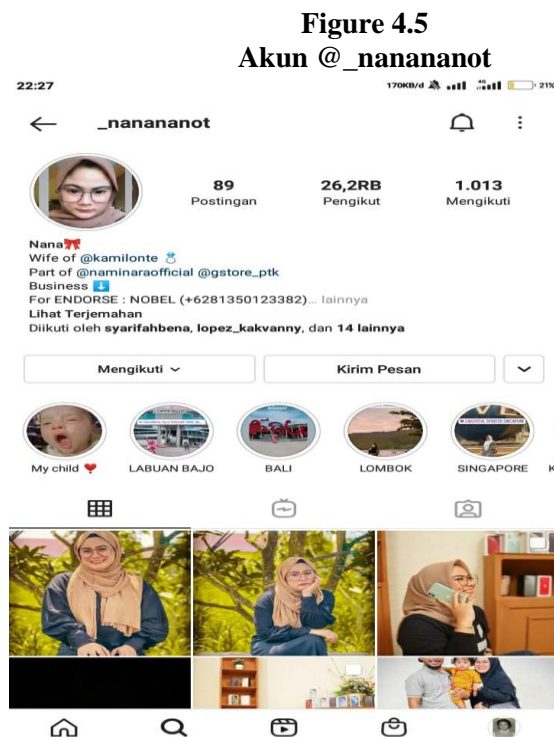
Source: Screenshot from Yovinus RevAldo's Instagram account



4. Agustini Situmorang account owner @situmorangtini



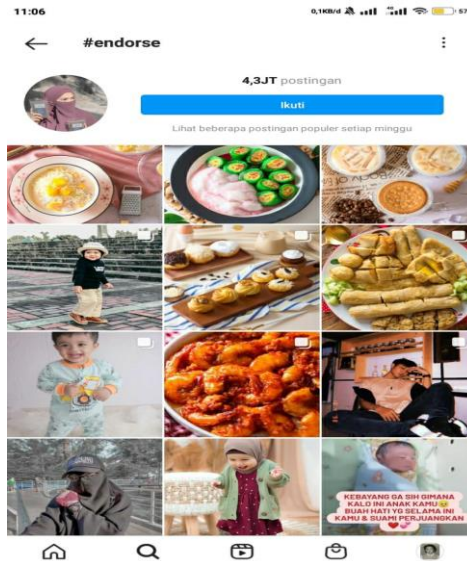
5. Emi Maulina account owner @\_nanananot



**The Celebrity Phenomenon in the Business Industry**

The celebgram phenomenon is a popular trend. The celebgram phenomenon in the business industry can be seen from the proliferation of businesses in the form of endorsements and paid promotions, namely the work done by celebgrams by utilizing their followers as targets to market or promote a product. As shown by the screencapture taken by searching for the hashtag #endorse.

**Figure 4.6**  
*Posts With The Hashtag Endorsement*



Source: Screenshoot looking for #endorse

In this study, each resource person was asked to describe their reasons for deciding to become a celebgram that endorses and is paid to promote. To get in-depth reasons from each resource person, the researchers also asked several things about the reasons for using Instagram compared to other applications, and the reasons they decided to do endorse and paid promote businesses individually. Here are the results:

**Table 4.1**  
*Celebgram Reasons To Endorse And Paid Promote*

Informant	Reasons to Use Instagram	Reasons to <i>Endorse and Paid Promote</i>
Putra	Many Features	<i>Fee</i> , and help others
Aldo	Easy to use features	<i>Fee</i>
Rey	Many Features	<i>Fee</i> , and help others
Tini	Full Features	<i>Fee</i>
Emi	Complete features, Easy to use	<i>Fee</i>



From the interview results, it can be seen that the subjects have several strong reasons to start entering the service industry in this endorse and paid promote business. They are happy to create content and maintain their existence by uploading photos and videos in the form of content that can be seen by their followers. The more they exist, the more followers who like them.

Thus it can be seen that from the activity of this program, the research subjects want to show a positive impression in order to lead the opinions of followers. When followers are easy to lead their opinions, then every time they endorse or get paid promote, the paid promote they get will be maximized.

### **Celebrity Professional Opportunities as the Informal Sector**

Celebrity as an informal profession is a job that is quite popular among Instagram users. A celebgram usually has a great influence on those around him, so they are usually called influencers. An influencer must understand how to promote a service, service or product and lead public opinion to use or buy the product being promoted. (Nasih et al., 2020)

The subjects revealed that there were several reasons they decided to make celebgram a profession by doing endorsements and paid promotions. Emi revealed that one of the reasons she decided to do this business was because the fee was quite large. Emi also revealed that his income when doing endorsements and paid promotions 1-3 times per week is Rp. 300,000 - Rp. 800,000. In addition, the subjects also admitted that they did not have other jobs, so it can be seen that being a celebrity is their main job.

From the description above, according to researchers, endorse and paid promote businesses carried out by celebgrams can be the right choice of work for the community, whether they are highly educated or not as long as they have enthusiasm and creativity. For celebgrams such as research subjects, the opportunity that arises is to make innovations and be creative using Instagram media with all the available features so that they can attract the attention of followers.

### **CONCLUSION**

Based on the results and discussion above, it can be concluded that the celebgram phenomenon in the Business Industry in Pontianak City occurs because of a trend on Instagram, where those who are said to be celebgrams are Instagram account owners who have followers of more than ten thousand followers. Even though they have different reasons for starting this business, they show a positive impression so they can lead followers' opinions. When it's easy for followers to lead their opinions, every time they endorse or get paid promote the feedback they get will be maximized. The celebrity profession can be said to have opportunities in the job market if it has elements needed by the market, solves the difficulties faced by the market, perfects the previous one, is different and has added value, is original, provides real benefits, and has elements that consumers are proud of. Thus, the celebgram profession as one of the jobs in the informal sector has good prospects and has the competence and opportunity to make celebgram a job.

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