

Hiperrealitas simbol status melalui food simulacra: Studi pada kegiatan unggah foto makanan oleh foodographers di instagram = Hyperreality of status symbol through food simulacra: Study of food photos uploading by foodographers on instagram

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Abstrak

Penelitian ini mengkaji hiperrealitas simbol status yang dilakukan oleh foodographers melalui unggahan foto-foto makanan di Instagram. Foodographers merupakan mereka yang memiliki predikat pada aplikasi direktori restoran nomor 1 di Indonesia, yaitu Zomato. Fenomena unggah foto makanan di Instagram ini dijelaskan melalui pemikiran Jean Baudrillard yang dimulai dari masyarakat konsumeris hingga hiperrealitas. Pengumpulan data dilakukan dengan wawancara mendalam dan observasi terhadap empat orang foodographers pengunggah foto-foto makanan di Instagram sebagai informan penelitian. Hasil penelitian menunjukkan bahwa terjadi hiperrealitas simbol status yang dilakukan oleh foodographers melalui unggahan foto-foto makanan di Instagram untuk menaikkan simbol statusnya agar terlihat lebih berkelas. Foodographers sebagai pengunggah foto makanan di Instagram tidak hanya membeli makanan sebagai pemenuhan kebutuhan primer, melainkan juga membeli tanda dan mengondisikan tanda pada makanan agar terlihat berkelas ketika difoto. Lebih jauh lagi, penelitian ini menunjukkan bahwa konsumsi makanan dan unggahan foto makanan di Instagram dilakukan atas hasrat untuk menampilkan eksistensi dirinya pada virtual reality, yaitu media sosial Instagram.

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This study examines hyperreality of status symbols performed by foodographers for uploading photos of food to Instagram. Foodographers are those who have predicate on an application of the number one restaurant directory in Indonesia, Zomato. The phenomenon of photo uploading in Instagram is explained with Jean Baudrillard's thought, which started from consumer society to hyperreality. The data were collected through in-depth interviews and observations of four foodographers who constantly upload food pictures in Instagram. The results showed that hyperreality performed by foodographers for uploading photos of food in Instagram to raise their status symbol in order to look classier. Foodographers as food photo uploaders in Instagram not only buy food as their primary fulfillment, but also buy symbols by pointing them out in pictures of food to look classy when photographed. Furthermore, this study shows that the food consumption and food photos uploaded on Instagram as indications of people's desire to display its existence in virtual reality, that is Instagram.