

Konsumsi nilai tanda wedding photography melalui internet spectatorship followers perempuan akun instagram @thebridestory = sign values consumption on wedding photography through @thebridestory instagram account female followers' internet spectatorship.

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Abstrak

Pesta Pernikahan bukan sekadar selebrasi atas bersatunya dua insan, namun juga sebagai ajang eksibisi kekayaan dan posisi sosial seseorang. Sebagai akibatnya, tidak jarang calon pengantin perempuan rela mengambil tindakan konsumsi di luar kemampuan seperti berhutang demi mewujudkan 'pesta pernikahan impian'. Melalui foto yang diunggah pada media sosial Instagram, pebisnis industri pesta pernikahan seperti Bridestory dinilai secara aktif mendorong konsumsi tanda dalam benak followers perempuan. Penelitian konstruktivis-kritis ini menggunakan metode wawancara yang dilakukan pada tiga orang informan perempuan follower akun instagram @TheBridestory dengan gaya hidup, perilaku finansial, lingkaran sosial, dan konsumsi media yang berbeda-beda. Menggunakan konsep consumer society dan internet spectatorship, hasil penelitian memperlihatkan bahwa internet engagement dan status pernikahan memiliki hubungan dengan motivasi konsumsi individu sebagai klasifikasi dan diferensiasi sosial. Prestise, popularitas, dan estetika adalah nilai tanda yang umum ditemukan dalam konsumsi followers perempuan dalam wedding photography di akun @TheBridestory. Penelitian juga berhasil menemukan hiperrealitas pada wedding photography yang terjadi melalui desire dan narrative yang dibangun oleh fotografer melalui negosiasi apparatus dan negosiasi khalayak.

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Wedding is not merely a celebration of the union of two people, but also as an exhibition of one's wealth and social position. As a result, it is not uncommon for brides-to-be to take consumption measures beyond their means such as going into debt for the sake of realizing a "dream wedding". Through photos uploaded on Instagram social media, wedding party vendors like Bridestory are considered to be actively encouraging consumption of signs in the minds of its female followers. This constructivist-critical research interviewed three female @TheBridestory instagram followers of different lifestyles, financial behavior, social circles, and media consumption. Using the concept of consumer society and internet spectatorship, the results show that internet engagement and marital status links to individual consumption as an instrument for social classification and social differentiation. Prestige, popularity, and aesthetics are common sign values consumed by female followers in wedding photos at @TheBridestory instagram account. The research also succeeded in finding hyperreality in wedding photography that occurs through desire and narrative built by the photographer through apparatus negotiations and audience negotiations.