

Eksplorasi Diri Nano Beauty Influencer: Studi Kasus Komunitas Kecantikan Girls Support Girls = Self Exploitation of Nano Beauty Influencer: A Case Study of Girls Support Girls Beauty Community

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Abstrak

Penelitian ini mengkaji tentang eksploitasi diri di antara nano beauty influencer (influencer industri kecantikan dengan jumlah followers 1000 - 10.000) melalui kerja digital lewat produksi konten-konten kecantikan. Studi terdahulu melihat konten kecantikan beauty influencer meningkatkan pengetahuan dan konsumsi produk kecantikan pada target pasar brand kecantikan, namun tidak fokus pada kondisi kerja dari beauty influencer. Studi terdahulu juga membahas bahwa anggapan beauty influencer bekerja sesuka hati mengkondisikan pada kondisi menantang pada kerja di media sosial. Peneliti melihat masih belum banyak dibahas kondisi kerja nano beauty influencer terutama yang mengkondisikan eksploitasi diri. Hasil penelitian ini menunjukkan bahwa produksi konten kecantikan sebagai kerja digital mengkondisikan nano beauty influencer untuk mengeksploitasi diri karena mekanisme kontrol pasca disiplin dan berada pada kondisi kerja rentan lewat aspirational labour dan emotional labour. Eksploitasi diri pada aspirational labour ditunjukkan lewat risiko ketidakcocokan produk kecantikan, upah rendah, status pekerja sampingan, mengaburkan waktu luang dan waktu kerja, dan ancaman ketidakstabilan kerja. Eksploitasi diri pada emotional labour ditunjukkan lewat pemenuhan hasil kerja mengikuti brand dan audiens. Penelitian ini menggunakan pendekatan kualitatif dengan jenis studi kasus pada nano beauty influencer dalam komunitas kecantikan bernama Girls Support Girls. Pengumpulan data dalam penelitian ini menggunakan metode studi literatur, wawancara mendalam, dan observasi secara daring.

.....This research examines self-exploitation among nano beauty influencers (beauty industry influencers with 1,000 - 10,000 followers) through digital work through the production of beauty content. Previous studies looked at the beauty content of beauty influencers increasing knowledge and consumption of beauty products in the target market for beauty brands, but did not focus on the working conditions of beauty influencers. Previous studies also discussed that the assumption that beauty influencers work as they please conditioned them to the challenging conditions of working on social media. Researchers see that there is still not much discussion about the working conditions of nano beauty influencers, especially those that condition self-exploitation. The results of this study indicate that the production of beauty content as digital work conditions nano beauty influencers to exploit themselves due to post-discipline control mechanisms and being in vulnerable working conditions through aspirational labor and emotional labor. Self-exploitation in aspirational labor is shown through the risks of mismatching beauty products, low wages, the status of side workers, obscuring leisure and work time, and the threat of job instability. Self-exploitation of emotional labor is shown through the fulfillment of work results according to brands and audiences. This study uses a qualitative approach with a case study of nano beauty influencers in a beauty community called Girls Support Girls. Collecting data in this study used the method of literature study, in-depth interviews, and online observation.