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## Media and The Shaping of Consumer Society in Jakarta

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### Abstract

Media is an extension of global capitalism to create the popular culture. Media, in this case novel is able to be 'magic' of global capitalism advertising. Flagged globalization, modernization of the creation of the 'single market' is a dream of global capitalism run smoothly penetrated every aspect of the world, including Indonesia. Researchers examine the novel "Miss Jinjing" by Amelia Masniari using the theory consumer Society of Jean Baudrillard. Baudrillard criticism is crucial to uncover the manipulation of consumer awareness is stuck on the symbolic and prestige aspect. This research sees the truth of Baudrillard concept on Jakarta society. Branded maniac and shopaholic possessed middle upper class society in Jakarta.

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### 1. Introduction

Book is a form of mass media which characteristic is usually used as capitalism ideology to populatised mass culture, pop culture that are now trending in middle class society. This capitalism ideology can also flowing along globalization and categorized in certain group if the local culture or economical level is weaker, thus the particular society can easily adopt the culture.

In this research, consumptive culture phenomenon is drawn in Amelia Masniari's book that Indonesian women can go crazy over items or goods can they believe can improve their self confidence and acceptable in certain social class that they aim. They can, for instance, buy 15 pairs of Louboutin, Lanvin, Guiseppe Zanotti and Gucci, as well as other

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branded items like Prada, Hermes, Zara, Dior and many more that can only be found Jakarta's biggest shopping malls, just to prove that they belong in a particular social class (Masniari, 2010).

Miss Jinjing book is a personal note taken by Amelia Masniari's blog, which is now having more than 50,000 visitors. This book indirectly plants a perspective that this world is about materialism and hedonism. Pierre Bourdieu (1984) in Featherstone (2008) claimed that books, consumer culture magazine, newspaper, television and radio are cultural channels that connect between new culture to new knowledge regarding its consuming activities.

Global capitalism through global media creates consumptive society all over the world. In this sense, media isn't only acting as the information disseminator but also as ideology channel. In consumer society, media become learning adoption towards consuming activity and lifestyle. Media tend to gain as much profit as possible from the information they spread (Hertz, 2011). Seen from this situation, the first thought that came up is how capitalism ideology can be accepted well in a society where life level is not yet equal.

Indonesia society today is focused on them who make medium income because this class has grown rapidly within the last decade. Middle class society grows around 8-9 millions people per year and has been a potential market; the higher the income, the more shifting their consumption pattern. These people of society buy and consume advanced service and product like gadgets, LCD television, fridges, cars and other investment products, as well as travelling overseas (Yuswohady, 2012).

Related to current society condition, consumption of goods and services does not only depend on the need, but more because of the lifestyle, social status, image and pride. Blackberry trend, for instance, was one case in which people are using it as prestigious statement instead of their actual need. Someone, in this sense, will represent himself by wearing or using many attributes of products and service to be seen as a part of certain level in society.

Baudrillard (1994) argued that consumption is no longer seen by the function, but from the symbolic meaning in social status, prestige, lifestyle, glamour and respect. As that research background, this research discusses further role of media in shaping culture and society consumption in Jakarta that has been drawn by Amelia Masniari in her book *Miss Jining Belanja Sampai Mati*.

## 2. Methodology

This research utilise qualitative method by collecting desk research through text analysis towards "Miss Jinjing Belanja Sampai Mati" about consumption attitude. In order to gain in depth understanding, interview will also be done with informants to be able to deepen the material in answering the research objective: the author of the book itself and two others from middle to upper class society. This research also utilise critical text analysis through Fairclough perspective.

## 3. Data Analysis

### 3.1. Consumer Society in "Miss Jinjing Belanja Sampai Mati"

This book illustrates a woman figure, which would die to shop from the store opening time until the closing, even when it has to hurt her feet at the end of her activity. This example shows that a shopaholic can actually enjoy her shopping appetite as she feels it is fulfilling to her need, although sometimes the items they are looking for are not necessary to them.

This book also represents consumer society as a group of people who spare their last breath to shop until they die. The identity that the author wants to describe is female figures, who love to shop and willing to increase their social acceptance by their branded items. It is also drawn that a woman is a true shopper who worships shopping and carries around shopping bags as their main pleasing activity. MarkPlus Insight research result reported that in 2010, 1.301 female respondents claimed that their favourite activity during hangout time with their girlfriends is to shop in mall (Kartajaya & Winasis, 2010).

There is also a representation of consumer society by a saying that Indonesian women don't hesitate to spend billion rupiah for shopping and to collect fashion item, especially bags. The author of this book, Ami, wanted to reiterate that in this case, bags that counted as good quality and pride-making is made out of Indonesia. In this context, capitalism is clearly drawn to be taking over Indonesians. According to cultural framework set by Prof Geert Hofstede, inequality

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