

## Meaning of Online Shopping for Indie Model

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**Abstract:** The purpose of this study is to discover and explain the motive, meaning and communication experiences of indie models in online shopping through Instagram in building their self-identity. This study used a qualitative approach with the phenomenology method and constructivism paradigm. Data collection was done by means of in-depth interviews, participatory observation and literature. The result of this study shows that the motive of indie model in doing online shopping due to transactions that can be done practically, not limited by space and time, a lot of choice of model and in order that he becomes a person considered different from the others. Indie models in this study interpret that online shopping is the activity of shopping transaction made through the internet media network based on trust between seller and buyer as well as a means of information about up to date fashion. The research findings show that the consumers of online shopping have positive and negative experiences. Honesty and trust is the main value in performing online shopping via instagram.

**Key Words:** Meaning, online shopping, indie model, instagram, phenomenology

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### INTRODUCTION

Online shopping in Indonesia showed significant and quite rapid progress. Any sites that sell mobile phone, guitar, boutique, bookstore, food, and even the electronic device are encroached by an online shopping service. Online shopping is the process whereby consumers directly buy goods, services and other articles from a seller interactively and in real-time without internet intermediary media. Through internet shopping a buyer can see goods and services in advance that he wants to buy through the web promoted by the seller. Online shopping activity is a form of communication that does not require direct face to face communication and can be done separately whole the world through by means of notebook, computer, or mobile phone connected to the Internet access service. Online shopping is a form of electronic commerce utilized for trading transaction between one seller and the other seller or one seller and a consumer. Online shopping was firstly performed in England in 1979 by Michael Aldrich from Redifon Computers (Mujiyana and Elissa, 2013)

According to the research of Online Shopping Outlook 2015 issued by BMI research, it was revealed that the online market growth opportunity is still very big due to the increasing number of Internet users in Indonesia. In 2014, online shopping users reached 24% of the number of internet users in Indonesia. The research was conducted in 10 major cities in Indonesia to 1,213 people between the

ages of 18-45 years old through a phone survey method. National Development Planning Agency (Bappenas) had predicted the population growth in Indonesia in 2015 reached 255.4617 million people, while the growth of Internet users according to the finding of Intenet Service Provider Association of Indonesia (APJII) is around 139 million users. It also refers to the target of the Ministry of Communications and Information in 2015 estimating the number of internet users, about 150 million people. Online shopping market in Indonesia will grow by 57% in 2015, or increase about two-fold compared to 2014; the magnitude of the potential growth of online shopping market industry in Indonesia is in line with the target of 150 million announced by the Ministry of Communications and Information. Based on the research finding, BMI stated the reason for someone not to make online shopping is that 22% of users feel the items on display are not in accordance with the goods received by the customer. The long time of delivery also accounts for about 4% for someone not make online shopping, in addition to the connection problem which is still the problem of some people not to make online shopping, meanwhile 5% of respondents are still reluctant to conduct online transactions due to fear of fraud (Apkomindo, 2016).

The phenomenon of online shopping described above makes the researcher interested in examining the meaning of online shopping which leads to the emergence of booming online shopping called indie model. In

Indonesia, the community of Indie are known to be the social class community who like freedom, Indie is an abbreviation for independent, and most followers of indie model are university students, who in this study are students of Garut University, considering online shopping a means to facilitate and complement the needs to support their carrier or merely to find existence in the world of social media as a fashion style different from the others, and to gain more understanding of the motives and thoughts why choosing online shopping.

Based on the description of the study context, the researcher focused on communication studies about 'how is the meaning of online shopping for indie models through Instagram of the students of Garut University?'. The research questions are elaborated into several parts, namely how the motive, meaning and communication experience in the indie models make online shopping through Instagram of the students of Garut University, Indonesia.

## **MATERIALS AND METHODS**

This study uses a phenomenological method that elaborates the meaning of online shopping for indie models, especially for students of Garut University. In this case, the researcher used a purposive sampling technique, this means that determining the analysis unit considers certain criteria that have been made to the object in accordance with the purpose of research (Sugiyono, 2010). This strategy requires selected informants based on the researcher's consideration with a specific purpose. This study takes ten informants to be indie models from Garut University students as subjects of data source in purposive sampling. The majority of informants in this study are indie models originated from the University of Garut who claim that by online shopping all their needs can be met without going to visit the outlets of the market, and the criteria of informants are women or men from Garut University students of the semester 1 to semester 4; indie models have a hobby of online shopping, have Instagram account and are active in the account, have more than 500 followers; have interesting posts in their instagram. In the studied phenomenology there is world life as human naturally experience, without thinking process, without concept, theory, and category (Neuman, 2009). In line with (Garna, 2009) phenomenological theory bases itself on experience, meaning and consciousness.

## **RESULTS AND DISCUSSION**

In this era, there are many shopaholic consumers, coincided with the rise of the online shopping, as it is given

the opportunity to make easier shopping without having to leave home. In this case, there is the so-called shopaholic, somebody who can not control his wish to go shopping frequently to spend so much time and money for shopping even though he does not always need the goods he buys (Anugrahati, 2014). Lifestyle affects a person's behavior that finally determine a person's consumption choices. Lifestyle develops in accordance with the progress of times and is supported by the available facilities, which is then followed by consumer behavior as a conscious act without being followed by purchase planning, and without the consideration of urgency or fundamental purchases as mere wish fulfillment driven by the individuals' social interaction (Aprilia & Hartoyo, 2013).

It is no room for doubt consumers live in a "shopaholic" society. Consumers live based on the wealth they have and a lot of consumers have much debt. Many people, regardless of income, suppose shopping as a hobby. They spend weekend for shopping, spend money for goods that they do not have, and they often regret after then. At the development time, internet world is very important and a great opportunity, many models in Indonesia also started their carrier by uploading pictures on social media so that people saw their posting and have interest to make them model. Even from one's hobby of selfie, traders make it an object to sell or introduce product which is so-called endorse.

It is inevitable that with the power of social media everyone can be famous, including instagram that may involve a follower or people who are interested to see instagram account. Becoming famous is no longer an exclusive right of the artists on television or magazines, but an ordinary person who is nothing and does not have the talent in the field of acting or presenting and even models can be popular because of social media. The power of social media is very big in modern era today, so that many ordinary people are well known because of social media account who are commonly called selebgram. Being selebgram it is not easy thing, at least someone has to have an attractive appearance, beautiful or handsome face, has different character and characteristics from the other Instagram account, has something worth admired by others, uploads photos and nice videos like a real celebrity or artist, and regularly upload photos to Instagram too.

In discussing the phenomenon of indie models online shopping meaning, Berger and Luckmann (Basrowi and Sukidin, 2002) state that a person lives his life by developing a repetitive behavior, which they call as habit. This custom allows someone to overcome a situation automatically in the online media environment, which will then be studied by researchers through a discussion of the

Table 1: Explanation on motive of *because* and motive of *in order to*

Motive Explanation	Motive category
Practical motive. In this motive, the informant feels that indie model online shopping via Instagram facilitate the transaction so that it can be done without limitation of time and place.	<i>because</i>
Interest motive. In this motive, there is interest in the advertising or spam on Instagram using contemporary language and the goods sold is more interesting, has a lot of choices (model), up to date trend.	<i>because</i>
Saving time motive. Online shopping via Instagram for indie model is more effective, can be done at any time, and there is more time to see the goods	<i>because</i>
Need motive. Online shopping via Instagram is also adjusted by the type of needs to be used, the informant, in this case, can meet his all needs.	<i>in order to</i>
Purpose motive. Online shopping via Instagram is perceived to be necessary, and meet all the needs of appearance.	<i>in order to</i>
Improving social status motive. Online shopping online via Instagram is indirectly affected by lifestyle in building a self-identity.	<i>in order to</i>

indie model’s motives, meaning and communication experience in making online shopping.

This discussion is the researcher’s interpretation of the study result analysis related to the theories and concepts that have been studied. A behavior certainly has its reasons that lie behind it; the reasons may be said as the motive. Humans consciously or not, have a motive behind every action and in every interaction. Phenomenological approach of Schutz (Kuswarno, 2009) is a looking at human from their subjective experience. Through this approach, the research elaborates any matters of the indie model motive in making online shopping through Instagram in building his identity. Based on the results of conducted interviews, the researcher found mixed results regarding the motives of online shopping.

**Motives of indie model in doing online shopping through instagram in building self identity:** Based on the results of the study, the researchers get mixed results on the motives of indiet models in doing online shopping via Instagram. The resulted motives are divided into two motif categories namely the motives of *because* and the motive of *in order to*. The result of the motive of *because* consists of a practical motive, interest motive, time-saving motive, while the motive of *in order to* consisits of need motive, purpose motive, improving social status motive. The explanation of the motive of *because* and the motive of *in order to* motive can be seen in Table 1.

In the phenomenological context, the informant as indie models is an actor who does online shopping in the online shop which is available on instagram social media. According to Schutz thinking (Sobur, 2009), the informants have one or both of the two types of motives, namely the motive of “for” (*in order to* motive) and “because” (*Because* motive). The motive included in the type of motive “*in order to*” be: needs motive, purposes motive, improving social status motive. Needs motive is one of the reasons for the informant named Sinta to meet her needs, especially in the fashion world. This motive is

included in the category “*in order to*” because when she was in need of something good then he will soon meet these needs in order to achieve her desire, thus meeting the needs of those belonging to the type of motive “*in order to*” because it appears as a result of interest in the future period of time or in this case there is no purpose to meet her needs. Purposes motive is the reason of some informants that by spending online they can fulfill their needs in the form of clothing, food, housing which can be purchased online and needs can easily be searched in online without having to leave home. Further motive to improve the social status in which the informant aims to be someone considered different from the others. Social status in today’s world is considered as one considerable factor in high class environment, by with informant frequently make online shopping and (show on social media in the form of a tag or hashtag (#)) where he shops and especially purchased branded items where people will feel shy and think that he is a classy man.

The motive of *because* arises because the indie models look “behind” or experience and knowledge of doing online shopping causes. As one of them said that online shopping is more effective, and he did it because of interest, because it can save time, it is the awareness experienced by the indie model, so he can give such a statement on his motives for online shopping in establishing his self-identity.

Practical motive is the opinion of one informant who considered online shopping as an practical experience to be done, online shopping transaction can be done anywhere and anytime in unlimited place and time. Practical here means being oriented to experience of online shopping and because of the reasons that made him do the online shopping. Being interested in items that are sold in online shop, because of a lot of options and models, as well as existing updated models and following the trends are some motives of the informants Adhitira, Resha and Rezky. So, they shopped online on the basis of interest in something that they will be purchase in the online shop is

Table 2: Explanation on meaning of online shopping through instagram

Meaning category	Meaning Explanation
Shopping is more practical and easier (using a gadget)	Online shopping via Instagram gives its own meaning for each informant, thus it provides convenience and is considered practical by using mobile facility.
Activity of shopping transaction via internet media (social media)	The activity of online shopping (social media) today is considered to be more trended and increase the high social status rather than the conventional shopping.
Shopping strategy in social media	One thing to meet the informat's needs is by using shopping strategy in social media, so that all needs can be met, the gained information can make life so prestigious.
Shopping via Internet without having to meet	Via online shopping is easier and more practical, but the obstacles are not directly dealing with the manufacturer.
Trust-based shopping between buyer and seller	Trust built between the two sides is essentially intended to build an effective and healthy transactional communication.
Shopping innovation without having to leave home	Online shopping is a new innovation in shopping, so as to facilitate and accelerate the necessary desire without having to leave home.
Shopping online as self-identity	Online shopping can raise self-identity as a different person from others in terms of appearance, communication and interaction.
Information facility on up to date fashion	Online shopping can add one's information and extensive knowledge, especially when he has the spirit of business and entrepreneurship.
Looking for the needs and necessity not available in stores	Online shopping via Instagram is essentially intended to meet all the needs of online shopping actors in accordance with the needs and purposes considered important based on finding store that can meet their needs.

included in the type of motive because based on the reason why they chose to shop online. Retno and Bella's experience describes the motive because, the reason is that online shopping they can choose goods in more than one store without coming in and out of stores and just by looking at your online shop account one by one and it has more efficient time

**Meaning of online shopping through Instagram.**

Meaning arises from one's mind when seeing a phenomenon. As the matter of fact, discussing about meaning will have different results from each other, although there is a little similarity, differences of the two words will raise from every person. Based on interviews with informants, the results related to the meaning of online shopping via Instagram are obtained. Detailed explanation can be seen in Tabel 2.

In general, according to the results of conducted interviews that the informants' understanding on online shopping via instagram social media is that shopping through gadget is easy and practical. Shopping transaction activity via Internet does not need face to face meeting because almost everyone has a gadget with internet connection to facilitate consumers in all respects, one of which is online shopping. Trust-based shopping between buyer and seller where they had never met before but trust between the both sides lead to the transaction process; however but there is a system of online shopping which is called COD or *cash on delivery*, this means that the payment is done when the goods is received and the seller usually meets the buyer to give the ordered goods or they usually make an appointment in advance to meet somewhere. The another meaning of online shopping is a means of information about up to date fashion. While the

other advantages of online shopping, consumers will be more likely to open an online shop account concerning the newest items or in other words it looks like addiction. Shopping innovation without having to leave home as well as online shopping as building self-identity or social status where the online shopping drive a person to leave home and directly gather with the public, while in online shopping, consumers will only know the seller through social media. In another side, when shopping in store, consumers will be more familiar with and know the seller more without any pretending, and it can change the social status because other people would think that someone who likes online shopping is the rich and classy.

**Communication experience of indie model when making online shopping through Instagram.**

The analyzed communication experience is an experience on how each indie model chooses instagram social media as media that he uses in online shopping online. Every consumer or online buyer certainly has a variety of communications experience when he makes online shopping via Instagram.

After knowing the motives and meanings of online shopping through Instagram, the experience of the indie model in building self-identity arises. An experience is basically gained through a process in which external stimuli such as light for the eyes, sound for the ears, and smell for the nose through the instrumentality of the senses forwarded to certain centers in the brain, which then interprets observation. Human observe something because they have attention interest that make selection among all the stimuli available in the environment which are then observed or interpreted, unless interest and concern are applied to interpret everything. Interest attention is determined by the structure needs or motive within a person. So, the real motives of people (consumers),

Table 3: Explanation of online shopping positive experiences via Instagram

Experience category	Experience explanation
More flexible by using Instagram	Online shopping facilitate customers in buying clothing line brands (more flexible).
Instagram scope is very broad	Scope is not limited by place and time. Whenever and wherever it can appear to meet needs.
There are many Instagram account users for online shop	Openness and trust are built squarely so that the customers of online shopping increase.
Easy access of Instagram in supporting online shopping	Advances in technology and information provide effective impact for certain classes of society who can use the gadget to support online shopping.
Online shop publication via Instagram is effective.	More readily available, practical, being able to communicate openly, so that Instagram publication is seen to be more effective.
There is space and time restriction accessing Instagram	Advances in technology provide flexibility for users of online shopping, so it does have certain restriction.
Upholding trust in online shopping	High trust, by itself will give a good impact on the customers of online shopping.
Effective communication in online shopping	Effective communication can give meaning and lead the two sides in realizing the mutual understanding, upholding the values of openness.
Patience and careful in selecting the goods of online shopping	Whatever is done in social media can not be separated from not responsible people, communication and trust building can frame the people in selecting the goods through online shopping.
There are many choices of online shopping	Online shopping is seen to have uniqueness and interest and any model or any form have a lot of choices.

Table 4: Explanation on negative experience of online shopping via Instagram

Experience category	Experience explanation
Deception in the name of counterfeit accounts is very interesting	Negative experience of every online shopping customer is definitely available, because some people still do not have a sense of responsibility in providing counterfeit account
It is difficult at the beginning of shopping to look for truly relevant online shop information	The dream of online shopping customer is certainly becoming subscriber of the relevant shop, so it will rise the long trust.
There is a big amount of spam in Instagram time line	Every customer of online shopping should be aware of spam in Instagram time line, so that the customers of online shopping have smartness in choosing the right shop available.
There is irresponsible online shop admin	Irresponsible admin shop will harm customer, just for temporal time, not intended to buil good relations with customers.
Online shop is booming, so it is difficult to distinguish shops which sell good products and bad products	Online shop widely available in social media, with various form and way to attract online shopping customers. The smartness of online shopping customers determines satisfaction in choosing the online shop
Many people are tempted by online shop spam	Online shop spam, for a beginner, can tempt online shopping customers without any intelligence in shopping

through the interest and attention of consumers, have a major role in determining what is seen, heard and observed in the environment (Gerungan, 2010). (Table 3)

Interesting, pleased and even bad experience will certainly always be experienced by someone, in this case, an indie model of sharing experiences ranging from pleasant and unpleasant experience. According to the result of the field research, a pleasant experience is revealed freely in using instagram social media in online shopping due to several factors such as more ordered uploaded pictures orders, detail of items more clearly, a lot of up dated goods, and with instagram the market reaches broad areas of each region and even other countries. Another impormant gives his experience in online shopping because the online shopping via instagram is more easily accessible, more effective, beyond time and space restriction when accessing online shopping, only by trust when doing online shopping the seller and the buyer have not been met and patience is the most important point in doing online shopping.

There are positive experiences and negative experiences due to a big number of deception in the name of widespread counterfeit accounts so that it is difficult for the beginner customer to do shopping online to select the

relevant, true accounts with the guaranteed quality of goods, the seller honesty when questioned about the details of goods. And the other negative experiences are the arising number of spam in the instagram account time line so that consumers are tempted to continuesly make online shopping. The explanation that has been described, corresponding the theory of phenomenology namely Key insight of phenomenology through understanding and explanation of a reality resulted from the reality symptoms itself (Aminuddin, 1990).

Trust is a social factor at the foundations of human action (Giustiniano & Bolici, 2012). The research reveals the importance of mutual trust value and the need for a code of conduct in performing the online selling business via Instagram.

## CONCLUSION

The phenomenon of online shopping via Instagram for indie models has the motive because and the motive in order to. The motive because consists of practical motive, interest motive, and time-saving motive, while the motive in order to consists of need motive, purpose, motives, and improving social status motives. The summary of both

motives is that the core motif of online shopping through Instagram for indie models is the easiness of online shopping that can be done anywhere and at anytime so as to save the time and do other jobs. In addition, by the online shopping the sold goods have more models to choose, even up to date and trended goods. This is why online shopping is done by indie models because they want to be different from the others.

Meaning of online shopping through Instagram is the ease of shopping that makes shopping innovation that was once the conventional shopping to the stores, but with the modern advances shopping can be done at home using the Internet network without having to meet the seller as well as by building the trust between two sides.

Online shopping experience through Instagram of indie models is that online shopping has more choices of wished goods, while sellers can choose goods (fashion equipments such as shoes, shirts, pants, bags, accessories that support every day need) and the appropriate price by comparing an online shop to the other online shops; consumers, however, should be careful in choosing the online shop because not all online shops provide good quality goods.

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