



## Beauty Vloggers Hegemonize Student Behavior as the Beauty Vlog Viewers and Cosmetic Consumers

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### **Abstract**

*Beauty vloggers and viewers become interesting business when cosmetic industry grows rapidly in Indonesia. Digital media are the most significant reason for the global cosmetic production, marketing and consumption reaching global society, especially female students. With limited funds, they should not always watch beauty vlog and buy cosmetics staffs. In facts, they are not aware of being consumers than being owners on beauty and cosmetic products businesses. The objective is to analyze the processes and impacts of the hegemony of beauty vlogger on students consuming cosmetics at Sebelas Maret University, Surakarta. We used Antonio Gramsci's hegemony theory. With qualitative approach, we collected data with interview students' knowledges on cosmetic products and preferable vloggers or actors, observed students watching vlog, and documented membership, consumable beauty products discussion selected by 30 students as viewer/users. The validity of data used triangulation of sources and methods and then analyzed with Miles & Huberman technique. The results showed that the beauty vloggers hegemonize students' viewers in several strategies: (1) increasing knowledge on cosmetics products and usages, (2) building trust to gain viewer's sympathy, (3) intensifying communication with viewers, (4) creating local representatives for make-up and beauty, (5) regularly updating cosmetics data, inspiratory beauty creativity, and sale self-confidence. More students become beauty vlog viewers and users than beauty and cosmetic entrepreneurship owners.*

**Keywords:** hegemony, vlogger, beauty, vlog-viewer, gramsci

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## INTRODUCTION

Both beauty vloggers and viewers become interesting social phenomena when cosmetic industry grows in Indonesia. Digital media are the most significant factor for the global cosmetic marketing and consumption reaching global society, especially female students. As part of the creative economies, beauty and cosmetic productions in Indonesia is booming together with expanding globalization. Recent data from the Ministry of Industry of the Republic of Indonesia reported that national cosmetic industry shared 20% or fourfold from national economic growth in 2017. This large deposit pushed by huge demand from the domestic and export markets as trending online businesses in society started with body treatment products as the main needs.

The massive campaign of vloggers on beauty and cosmetics have created new market demands targeting more females in needs to use make-up. Regarding "Utilization Of Make-Up As Identity," Elianti and Pinasti (2017) asserted that beauty vlog and cosmetic uses become basic needs among professionals in urban community. We believe that the enormous consumption of make-up right now has reached a broader spectrum of people, including female university students. Beauty vlog is a vlog that talks about beauty delivered by a beauty vlogger. According to Widodo and Mawardi (Sinaga and Kusumawati 2018) beauty vloggers are video makers who creates and posts video as regards beauty both make-up and tools of face treatment that show how to use cosmetic, skincare routine and give testimony of products.

The collaboration between cosmetic industry and information technology has become socio-techno-political economic power today. The vlog actors, designers, producers, and market creators have provided free access for females to get information related beauty and cosmetic world. With digital mass communication, McQuail (1994) said that male-female students have enjoy learning a variety of information and communication technology to learn beauty services and consumable cosmetics goods on social media including vlog, YouTube, Instagram and other platforms. They have many optional ways to learn new power of knowledges, motivation, inspiration, participation, and additional skills for living with the beauty and cosmetic consumption in daily life.

Vloggers and viewers establish mutual agreement and acceptance (Juditha 2018). Authority does not belong to country but also the way of people managing

themselves and others by producing knowledge. Authority essentially deals with insight rapidly. Foucault's statement in the theory of power and knowledge said that the authority cannot be separated from the knowledge. Knowledge can result in authority by replacing society as a subject. The subject can be managed by knowledge (Ritzer 2012).

Most beauty vloggers are always recognized as the role models to follow by the students' viewers. Their beauty vlog contents become powerful best practices and popular lessons learnt on beauty and cosmetic knowledge to shape students' behaviors through repeatedly watching vlog and buying and using cosmetic products because they want to be beautiful female students at campus. In other words, vlog could give a positive influence on beauty vloggers. It is positive effects that beauty vloggers get earnings from their beauty vlogs. Mariezka, Hafar, and Yustika (2018) in their research findings entitled "The Sense Of Beauty Vlogger's Profession Through Communication Experience" provided that beauty vloggers are professional jobs as self-actualization effort to establish new career with role model in the beauty and cosmetic businesses.

Moreover, Mariezka, Hafar, and Yustika (2018) said that vloggers' commentaries can influence the students' viewer behavior for using cosmetics. Today vloggers have undeniably become new professional career committed by the development of information technology and social media. They are considered as an expert in beauty and cosmetic services. They provided consultation, commentaries and tutorials on the video related the updated beauty products.

Beauty vloggers received earnings Youtubers. They got other earnings from advertisement or google AdSense. This is a system monetized of video from YouTube. The Several subscribers and viewers paid attention on financial benefits when watching beauty vlog. Subscribers determine the early stage to monetize the video by YouTube. The money will accumulate slowly through monetizing videos by YouTube. the number of viewers watching vlogs are taken into account for their earning. For the vloggers, therefore, the more viewers, the more money they will get.

The potential of economic advantage from vlog encourages beauty vloggers to ensure that all students' viewer paid attention on joining vloggers group. Besides Google AdSense, beauty vloggers who have many followers will

get another advantage from the collaboration and partnership demanded by the owners of cosmetic product brands. They have a huge influence on audiences. At least, the cooperation is similar to an endorsement or product placement. Beauty vlogger can give influence to viewers by reviewing certain cosmetic products. It is almost the same with television advertisements. The difference is what beauty vlogger does more invisible like an advertisement. The appearance of vlog beauty vlogger is like a common video talking merely pleasure by sharing experience.

The effect of beauty vloggers on viewers is high enough. It makes beauty vlogger contribute to building viewer's behavior of using cosmetics. One of the effects of beauty vlogger content is to foment consumptive behavior. It is caused by many cosmetic products presented by beauty vloggers and enough variety making viewers think that consume it one of normal behavior for now. Also, it makes easier to get product information and we can buy it practically.

Many earlier research findings show that beauty vlogger has a large role in the viewer's behavior in using cosmetics, including a case study by Dhea Dhestantya (2018) entitled *The Effect of Suhay Salim's Beauty Blogger To Decision For Buying Wardah*. It describes that Suhay Salim's beauty vlogger influences significantly the decision of buying wardah products. Similar findings were provided by Rizka Agustiar, Maria Okatini, and Aam Amaningsih Juhur (2019) in article *The Review Effect Of Beauty Vlogger On Consumer Interest At Cosmetic Product*. They clarified that beauty vlogger has influence significantly to viewers mainly in determining consumer interest. Meanwhile, Yohanna Arista Simatupang (2018) in her article *The Effect Of Beauty Tutorials On YouTube To The Consumptive Behavior of Cosmetics at Women (The Study of Public Relations Bureau Civil Servant and Lampung Province Protocol)* has the same conclusion. Moreover, Palinoan (2017) described that “vlog has created hedonistic life style.”

The previous research findings and discussions demand further analysis how beauty vloggers hegemonize students' behavior to watch beauty vlog dan to use cosmetic products. Hegemony is conceptually defined as a way to master one's ideology to be one hegemony with something itself (Tilaar 2009). Here, vloggers influence the mind-set of student's viewers as the potential beauty vlog and become members of the vlog groups and even they will become consumptive beauty users.

The process creates a way of thinking to be done by a group that dominates through intellectual leadership and morality. Hegemony, according to Gramsci, emphasizes a victory chain acquired by consensus than repression to other social classes. Hegemony can be a way to overwhelm a certain group ideology and be a doctrine that makes someone to be willingly doing specific frameworks (Patria and Arief 2009).

Gramsci's hegemony appears upon the insufficiency of physical power in social control and it is built over the premise of idea importance. In social control, the importance of idea has meaning for being ridden to obey authority and intern both authority's values and norms. Accordingly, hegemony can be interpreted as dominating with intellectual and moral leadership. This hegemony theory clearly describes that vloggers have significant moral leadership roles for the students' viewers in understanding beauty and cosmetic products.

Hegemony approach given by Gramsci suggested that beauty vloggers will hold more power than vlog viewers in any society. Indainanto, Mariam, and Harilama (2020) asserted that hegemony inherently tries to drive opinion so that one values and sees social problems with a predetermined framework. It appears upon the active commitment of social class relationship between vloggers as the bourgeoisie and vlog viewers as the poor. Exchange values happened in a productive relationship. With vague social consensus, beauty and cosmetic businesses showed how vloggers having upper class position hegemonize students' viewers' behavior. Therefore, hegemony concept initiated by Gramsci work well to describe growing social phenomenon of beauty vlog which influences the viewers without using both physical power and compulsory movements. Students are not aware that beauty vlogger is described the upper group holding power while students' viewers are the lower victimized group.

## **METHOD**

This location of qualitative approach is located in Sebelas Maret University involving 30 female students' vlog viewers used to watch and uses beauty and cosmetic products. The data were collected with three methods: interview to collect data on vlogs, beauty, and cosmetic knowledges; observation to informants when watching vlogs, product discussion and beauty sale

transactions, and documentation on YouTube and Instagram. Triangulation by source and method used to ensure the validity of the data. Qualitative data is analyzed with four steps from Miles and Huberman: data collection, data reduction, data display, and conclusion.

## **RESULTS AND DISCUSSION**

### **Increasing knowledge on Vlog, Make-Up, and cosmetics products.**

Female students have got new knowledge through watching vlogs on beauty and cosmetic products. Findings from a series of interview, most informants knew cosmetic and beauty vlog from friends, family, and social media. Gradually, they enjoy watching vlogs. They are interested in cosmetics. They naturally believe that beauty is very important in their daily life. They are interested in knowing both natural make-up and thick make-up. Few regarded that make-up is a part of their life. All 30 female students stated that "... they need updated data and information about beauty and cosmetics." More than 70% informants asserted that "beauty vlogs are the most favorite choice to add beauty data and cosmetic products information. They believed that "beauty vloggers are more accessible coaching models in reviewing cosmetics and beauty businesses."

Students, as a cosmetic consumer, followed beauty vloggers to search for cosmetic reference and watch beauty vlog at plenty of their time. The average of informants watched beauty vlog in medium intensity, namely 3-4 days in a week and others almost watched every day. They usually watched beauty vlogs from some Instagram story and YouTube channel. Beauty vlog contents watched by informants in this research are not only from one beauty vlogger but some beauty vloggers. At least, they have minimal more than one favorite beauty vlogger. From the interview, they have even three favorite beauty vloggers.

Findings show that after watching vlogs most students' viewers can improve their knowledges on beauty and cosmetics with vlogs. Students are not only watching but also use the make-up, skin cares, lipstick, and powder.

"It is just the same as clothing, beauty staffs and cosmetic products are my daily needs. I would lose my self-confidence to go anywhere without make-up for my face." (Arnes)

"make-up is important. I love make up make up. I am interested in buying and using make up. No make-up. Go nowhere." (Siska)

“It is just for social life. I am not make-up maniac. But, I always use make-up. At least, lipstick, skincare and powder.” (Dirsta)

Female Students’ viewers have different preference on the beauty vloggers. Firstly, they select vloggers who have similar skin color. Findings show that they select vloggers who can explain the video contents clearly, communicative, enjoyable, and truthful public figures. Students tend to watch, buy and use beauty and cosmetic products offered by Tasya, Farasya, Suhay Salim, Rachel Goddard, and Livni Sanders's beauty vlogs. More findings are provided as follows

“I usually watch vlog as part of YouTube. I select Suhay Salim, Livni Sanders, Fatya Biya, Hanum Mega.” (Shintya)

“I prefer to watch Tasya Farasya, Suhay Salim, and more vloggers.” (Shafina)

“I watch different vloggers, including Rachel Goddard, terus Tasya Farasya, terus Suhay Salim, Livjunkie. No fanaticism for only one *beauty vlogger*. *It depends on what I need to buy.*” (Angga)

Female students’ viewers have a variety of expectation on vlogs and beauty products. They want simple language when explaining the beauty and cosmetic contents. To get more knowledge regarding new products and services, Vloggers hegemonize female viewers with simple words and popularity of the vloggers

“I usually watch Suhay Salim, Tasya Farasya, Livjunkie, Abel Cantika, Rachel Goddard. They use simple words and easy to understand. The data are currently valid and reliable. I trust Suhay Salim and Livjunkie. They unsure tha *skin tone* is the same *skin type*. I got it.” (Rahil)

“So far beauty vloggers I watch as popular ones are Shallow Stuff, Adhelia Fa, Divia Sari, Rachel Godard, Livjunkie, and Ririeprams. They have similar skin color with me. The share the contents and ways to use it.” (Gesya)

### **Building Trust to Gain Students’ Viewer’s Sympathy**

It is a famous jargon in business – No Trust. No Business. Vlogs is accessible, efficient, and effective learning media for education perspectives and support the beauty vlogger to bulid social trust from students’ viewers. Findings

found that “beauty vloggers have also done trial at several skincare products.” Explanation given by beauty vloggers on the vlogs was built from the result of the trial. Viewers used these trialing data as consideration for further interaction between vloggers and viewers. If viewers agree with the trailing data, viewers will accept beauty vlogger. Then, vloggers can gain viewers' trust. Trust will help beauty vlogger for getting agreement from viewers upon their information.

### **Intensifying Communication to Get Close Interaction with Viewers**

Beauty vloggers also build close social interaction with viewers. they makes the content looks natural in keeping with viewers' daily activity. This is relevant to hegemonic assumption argue that dominant community tries to naturalize a form and sense of dominant community based on morality and agreement by implanting ideology and knowledge that can be accepted without rejection. Close social interaction felt by viewers has formed through beauty vlogger delivery using colloquial. The use of colloquial gives common sense as friendship. Consequently, social interaction can be felt like happening directly and makes viewers happy to follow beauty vlogger's content.

Besides the use of language, viewers can feel closeness because beauty vlogger in vlog often invites to communicate by asking the viewer's experience in using a certain cosmetic product. From that, it can be felt as if they are sharing experience about the use of a certain cosmetic product. Furthermore, viewers can give their opinion by giving comments on the vlog.

Close relationship between vloggers and viewers created by beauty vloggers can ease to get agreement and make power to dominate the viewers. Intensive communication can give opium effect to viewers so that follow vlog content from beauty vlogger. This opium effect appears from the comfort of the beauty vlogger's vlog.

The effort of domination also was done by beauty vlogger with interviews to give information on what an important face treatment and use of make-up are. It aims to dominate other people by creating the same feeling each other. They constructed a discourse namely, the face is one of the worthy assets in our body and we must keep it by caring for our faces. We must give more our attention to our face because it is very important for us when we are interacting with others.



Based on the interview, informants have the same statement with beauty vloggers that we must care for our faces.

Representation was made by impressing that we should use make-up and care to our face because it is one of the efforts to love ourselves. Many beauty vloggers implanted self-love with changing assumptions of beauty more flexible. They embedded the contention that beauty standard is relative nowadays. Beauty does not belong to white skin. However, black skin can be beautiful. Through self-love, viewers can be happier and more confident without comparing with others. The following statement from the informant,

"After watching, I felt more educated with skincare and make-up world that I did not know previous even some beauty vloggers can evoke our confidence to accept and love ourselves." (Gesya)

"I felt that I could love myself because I think to be beautiful with my way. Therefore, I am more concerned with my face or body condition." (Brela)

Self-love can bring out more confidence so that they can be funnier. What beauty vlogger offering, it can represent the viewers' soul. The impact, beauty vlogger is more audible this very minute. Even, beauty vlogger is enacted as a role model in the beauty world by education on the vlog. The assumption makes beauty vlogger get noticed by the beauty industry because their review and product tutorial can encourage them to buy make-up and skincare.

The persuasive effort on beauty vlogger's vlog is not separate from the inclination to gain financial income. Aside from endorsement offerings, beauty vloggers will be able to get financial income from their channel YouTube. A vlogger will have the potential to result in money when doing monetizing options from their video on YouTube. By switching monetize on, Youtube or Google can put advertisements on uploading videos by vloggers.

Hegemony by beauty vlogger is done to get a good response from viewers. The response is acquired by giving intellectual leadership and morality to viewers. It aims to encourage viewers liking and the following content. When beauty vloggers have many subscribers and viewers, beauty vlogger has loyal viewers of watching their video. Many viewers can interest sponsor from YouTube or other sides.

Beauty vlogger does not only run to support capitalism but also they have a big role to educate the consumer about a beauty product. The hegemony of beauty vlogger operates slowly with presenting, building, and implanting a point of view in the message, picture, and video to the public. Domination occurs not merely because the dominant community tries to depend on authority. Domination will happen continuously because of agreement from a dominated community (Juditha, 2018).

### **Creating Local Representatives for Make-Up and Beauty**

Gramsci's hegemony refers to moral awareness to make awareness first and tend positive things. Hegemony committed by beauty vlogger has a positive influence, although it can bring us to consumptive behavior undeniably. Moral and intellectual leadership can give a positive influence on viewers. The positive influence is to give more knowledge to viewers about the beauty world so that they can update and be selective in choosing the cosmetic product. Besides that, viewers can be more confident because they respect and love themselves more.

“Review findings from beauty vlogs are accurate and viewers give more trust to the vloggers” (Devina)

“Vloggers provided product sample to ensure the products are good or bad before recommending product sale transaction. They told us the plus and minus of the products. I buy the products with care.” (Rina)

“Vloggers with long experiences working on beauty and cosmetic product usually assign viewer as local representative. (Heffi)

Vloggers analyze the capacity of students' viewers. They offer local representatives for viewers having creativity in managing make-up and interested in getting financial income. Finding describe that “creative viewers should get best practices and lesson learnt from Arnes Johan, Riza Putri, and Rina Amalia.” They are not only watching vlogs and using cosmetic products, but they can use a variety of digital platforms, including Instagram, to promote their business on beauty and cosmetic products. As local representative, Rina Amalia create new jobs and she joined Emina Gang Brand Ambassador batch 4. Rina said that

“Beauty vlog content is very helpful to conceive the make-up business. It opens new make-up center and distribution. Rina does not only get experience but also other advantages. The advantages are salary and product bonuses every month freely. Rina can get a financial income after following all of the local Emina Gang Brand Ambassador make-up activities and complete some targets.”

### **Updating Cosmetics Data and Sale Self-Confidence**

The intellectual leadership of beauty vloggers can be observed from how to educate viewers through product review and make-up or skincare tutorial. Furthermore, moral leadership of beauty vloggers can be noted from how to give cosmetic product examples and represent ourselves with make-up and beauty flexibly. On another side, Tasya Farsya on her vlog invites viewers to be selective in noticing ingredients product so that being spared from prohibited ingredients. Moreover, some beauty vloggers (Suhay Salim, Rachel Goddard, Livni Sanders, etc.) invite us love ourselves and make our beauty standard so that we can raise our confidence.

Meanwhile, the beauty vlogger influence female student behavior to spend more money and time in updating cosmetic data and keeping their own confidence. For example, Rahil and Dirsta said that

"I buy new products upon recommendation from beauty vloggers. Their products are most updated, good and promising reviews. I believe it. I buy it again whereas still having it. Like flowing, I like buying everything although I still have." (Rahil)

"Wasting time, when I watched beauty vlog. I want new products. I became interested in watching other beauty vlogs. I forget my time. Wasting more money, when I buy things that I don't need it." (Dirsta)

Watching beauty vlog with high intensity tends to raise more consumptive on beauty world. Most female students feel that it is common activities without loosening the spirit of learning. Many viewers them can control themselves well. Hegemony involves complex mental condition. There is blend reality between agreement and apathy, resistance and secession. The curiosity of certain products because of watching beauty vlog and tasting good delivery makes viewers dilemma when they face a choice to determine needs or desires. Many are getting difficult to control it.

## CONCLUSION

Beauty vloggers hegemonize the behavior of female students as vlog viewers. The results showed that the beauty vloggers hegemonize students' viewers in several strategies: (1) increasing knowledge on cosmetics products and usages, (2) building trust to gain viewer's sympathy, (3) intensifying communication with viewers, (4) creating local representatives for make-up and beauty, (5) regularly updating cosmetics data, inspiratory beauty creativity, and sale self-confidence. More students become beauty vlog viewers and users than beauty and cosmetic entrepreneurship owners.

When viewers become consumptive, it is hoped that viewers will be more selective and have better self-control so that they do not fall into consumptive habit and other negative things that can harm them. In addition, the viewers can also take advantage of their hobby of dressing to generate financial benefits by starting to become an MUA (makeup artist) or becoming a beauty influencer. Doing this can be done by joining existing beauty vlogger communities such as the Indo Beauty Vlogger (IBV) and participating in training held by a certain cosmetic brand or in other ways. As for the beauty vlogger, it is hoped that they can be more careful in conveying information for their vlog content because it has indirectly become a role model and has a big influence on the viewers.

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