



e-ISSN: 3026-7277

Enigma in Cultural

Journal website: <https://enigma.or.id/index.php/cultural>



Study of Pop Culture Representation in Social Media

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ARTICLE INFO

Keywords:

Pop culture
Representation
Social media
Study

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The author has reviewed and approved the final version of the manuscript.

<https://doi.org/10.61996/cultural.v1i2.43>

1. Introduction

Pop culture has become an inseparable part of modern society. Pop culture is a form of culture that is mass-produced and enjoyed by the wider community. Pop culture can include music, films, television, fashion, and lifestyle. Social media, as one of the main platforms for pop culture, has become an effective means for distributing and consuming pop culture. Social media allows users to interact with each other and share information about the pop culture they like. The representation of pop culture in social media can have a significant impact on society. Pop culture representations can shape society's values, norms, and social identity.^{1,2}

In the Indonesian context, the representation of pop culture on social media is often dominated by Western pop culture. This can be seen from the large amount of social media content that discusses Western pop culture, such as music, film, and

ABSTRACT

Pop culture has become an inseparable part of modern society's life. Social media, as one of the main platforms for pop culture, has become an effective means for distributing and consuming pop culture. However, the representation of pop culture on social media also often causes problems, such as discrimination, bias and hegemony. This study discusses the representation of pop culture on social media, especially in Indonesia. This study uses a cultural studies approach to analyze the representation of pop culture on social media. The results of the analysis show that the representation of pop culture on social media in Indonesia is still dominated by Western pop culture, and often causes problems, such as discrimination against local culture.

television. The dominance of Western pop culture on social media can cause problems, such as discrimination against local culture. This can be seen from the large amount of social media content that denigrates or mocks local culture. Therefore, it is important to analyze the representation of pop culture on social media, especially in Indonesia. This analysis can help to understand how pop culture is represented on social media and how this can impact society.³

2. Methods

This study uses qualitative research methods. Qualitative methods are research methods that use an inductive approach to understand social phenomena. This method focuses on understanding the meaning and interpretation of social phenomena. The research subjects in this study were 1,000 social media users who accessed the internet through a legal process. Data was collected through content analysis of various

social media platforms in Indonesia. Content analysis is a research method used to analyze the content of media, such as text, images, and videos. In this research, content analysis was carried out using a cultural study approach. The cultural study approach is an approach that studies the relationship between culture and society. This approach focuses on how culture is produced, distributed, and consumed. A cultural study approach can be used to analyze pop culture representations on social media in the following ways: Identifying pop culture elements represented on social media, analyzing how these pop culture elements are represented, and interpreting the meaning of these pop culture representations.

The following are the steps for content analysis using a cultural study approach: Identify pop culture elements represented in social media. In this step, researchers will identify pop culture elements represented in social media. These pop culture elements can be music, film, television, fashion, and lifestyle. Analyze how these pop culture elements are represented: In this step, researchers analyze how these pop culture elements are represented on social media. This analysis includes an analysis of the form, content, and context of these pop culture representations. Interpret the meaning of the pop culture representation: In this step, the researcher will interpret the meaning of the pop culture representation. This interpretation can be done using cultural study theories, such as hegemony theory, identity theory, and representation theory. Data collected from content analysis was analyzed descriptively and interpretively. Descriptive analysis is used to describe the representation of pop culture on social media. Interpretative analysis is used to interpret the meaning of these pop culture representations.

3. Results and Discussion

Pop culture elements represented on social media can be divided into several categories, namely music, which is one of the most popular pop culture elements on social media. Social media allows users to listen to music, watch music videos, and share their favorite songs. Some examples of pop culture representations

in social media related to music are music videos shared on social media platforms, such as YouTube, TikTok, and Instagram; content discussing popular music artists, such as news, interviews, and music criticism; and music-related contests and giveaways. Movies: an element of pop culture that is also popular on social media. Social media allows users to watch movie trailers, read movie reviews, and share their opinions about the movies they watch. Some examples of pop culture representation in social media related to films are Film trailers shared on social media platforms, such as YouTube, Twitter, and Instagram; Content discussing popular films, such as news, interviews, and film criticism; Movie-related contests and giveaways. Television: an element of pop culture that is also popular on social media. Social media allows users to watch television show trailers, read television show reviews, and share their opinions about the television shows they watch.⁴

Some examples of pop culture representation in social media related to television are Footage of television shows shared on social media platforms, such as YouTube, Twitter, and Instagram. Content that discusses popular television shows, such as news, interviews, and criticism of television shows. Contests and giveaways related to television shows. Fashion is an element of pop culture that is also popular on social media. Social media allows users to share photos and videos of their dressing style, follow fashion influencers, and keep up with the latest fashion trends.⁵

Some examples of pop culture representations related to fashion on social media are photos and videos about clothing styles shared on social media platforms such as Instagram, TikTok, and Pinterest. Content that discusses the latest fashion trends, such as blogs, online magazines, and YouTube videos. Fashion-related contests and giveaways. Lifestyle: elements of pop culture that are also popular on social media. Social media allows users to share their hobbies, interests, and experiences.⁶

Some examples of pop culture representations related to lifestyle on social media are photos and videos about daily activities shared on social media platforms, such as Instagram, TikTok, and YouTube.

Content that discusses hobbies and interests, such as blogs, online magazines, and YouTube videos. Lifestyle-related contests and giveaways. Apart from these elements, there are many other pop culture elements that can be represented on social media. These pop culture elements can be represented in various forms, such as text, images, and videos.^{7,8}

Pop culture elements represented in social media can be analyzed from various aspects, such as form, content, and context. Pop culture representation on social media can take the form of text, images, or videos. Text can be used to represent various elements of pop culture, such as music, film, television, fashion, and lifestyle. Texts can be news, reviews, criticism, or opinions. Images can be used to represent various elements of pop culture, such as music, film, television, fashion, and lifestyle. Images can be photos, illustrations, or memes. Videos can be used to represent various elements of pop culture, such as music, film, television, fashion, and lifestyle. Videos can be music videos, movie trailers, television show trailers, or fashion content.^{6,7}

The content of pop culture representations on social media can be information, entertainment, or propaganda. The information may be used to provide information about elements of pop culture, such as biographies of music artists, film synopsis, or television show schedules. Entertainment can be used to entertain social media users, such as music videos, movie trailers, or comedy content. Propaganda can be used to spread certain ideas or messages, such as product advertisements, political campaigns, or content that promotes certain lifestyles.⁹

The context of pop culture representation in social media can be social media platforms, target audiences, and local culture. Social media platforms can influence how pop culture elements are represented. For example, music videos shared on YouTube will have a different format and duration than music videos shared on TikTok. The target audience can also influence how pop culture elements are represented. For example, pop culture content targeted at teenagers will be different from pop culture content targeted at adults.^{7,8}

Local culture can also influence how pop culture elements are represented. For example, pop culture content produced in Indonesia will be different from pop culture content produced in other countries. Representations of pop culture on social media can have a significant influence on society. Pop culture representations can shape society's values, norms, and social identity. Dominant pop culture representations can form cultural hegemony. Cultural hegemony is a condition where the values and norms of a particular culture become dominant in society.^{7,8}

Discriminatory pop culture representations can give rise to social problems, such as discrimination against minority groups. Creative and innovative representations of pop culture can encourage creativity and innovation in society. The following are some examples of the influence of pop culture representations on social media: The dominant representation of Western pop culture on Indonesian social media can cause discrimination against local culture. Positive pop culture representations of women can encourage women to be more confident and brave. Creative pop culture representations of local culture can increase public awareness of local culture.^{6,7}

The meaning of pop culture representations in social media can be interpreted using various theories, such as hegemony theory, identity theory, and representation theory. Hegemony theory can be used to interpret how pop culture representations can form cultural hegemony. Cultural hegemony is a condition where the values and norms of a particular culture become dominant in society. For example, the dominant representation of Western pop culture in Indonesian social media can form Western cultural hegemony. This can cause Indonesian society to adopt Western values and norms and ignore local values and norms.⁹

Identity theory can be used to interpret how pop culture representations can shape people's social identities. Social identity is a person's perception of himself as a member of a particular group. For example, positive pop culture representations of women can help women to form positive social identities. This can encourage women to be more confident and brave.^{8,9}

Representation theory can be used to interpret how pop culture representations can form meaning. Representation is the process of creating meaning about something. For example, pop culture representations of love can shape the meaning of romantic love. This can influence the way society views love.¹⁰

The following are several examples of interpretations of the meaning of pop culture representations on social media: The dominant representation of Western pop culture on Indonesian social media can be interpreted as a form of Western cultural hegemony. Positive pop culture representations of women can be interpreted as efforts to promote gender equality. Creative pop culture representations of local culture can be interpreted as an effort to increase public awareness of local culture.¹¹

4. Conclusion

The representation of pop culture on social media in Indonesia is still dominated by Western pop culture. This can be seen from the large amount of social media content that discusses Western pop culture, such as music, film, and television. Apart from that, it was also found that the representation of pop culture on social media often causes problems, such as discrimination against local culture. This can be seen from the large amount of social media content that denigrates or mocks local culture.

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