

VAPEAS A NEW LIFESTYLE TO VAPERS IN YOGYAKARTA CITY

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ABSTRACT

Cigarette circulation in Indonesia has entered into worrying phase. It can be seen from the higher number of beginner smoker, under 15 age. The number of smokers in Indonesia increases over times and Indonesia now is on the 3rd rank with the largest number of active smokers in the world. In early 2014, Indonesian people began to know a new variant of cigarette, electrical cigarette (vape). Vape becomes new consumption product to Indonesian people, particularly urban people. Originally Vape is an alternative to reduce the number of clove cigarette smokers, and to reduce the circulation of clove cigarettes considered as dangerous to health. This study employed phenomenological qualitative method. Data collection was carried out by interviewing Vape consumers existing in Yogyakarta City, either ordinary consumers or consumers affiliated with Vape Yogyakarta community. The objective of research was to find out how the vape use phenomenon is in Yogyakarta City. The theory employed to analyze data was Jean Baudrillard's hyper reality theory. The result of research showed that the more widely Vape development within Yogyakarta community makes vape as if having special place among its lovers. Vapers has now made vape a new lifestyle to them. Vape as an alternative to clove smokers is applied if only they begin to consume vape, because in its progress many vapers still consume clove cigarettes now.

KEYWORDS: Vape, Lifestyle, Consumption

INTRODUCTION

Technology and information contributes to the progressing process of an area, particularly urban area. Then, the facilitation to access anything also makes urban people more open-minded compared with rural people. Urban people are more vulnerable to developing behavioral change than the rural people. It is, of course, affected by urban people's characteristic that is more opened to reform, including cigarette reform. Cigarette now becomes something very inherent to community; both adolescents and adult must know and some of them become cigarette lovers. Data recorded that the number of Indonesian populations is more than 260 million people, 365% of which are cigarette consumers (BPS, 2017). It indicates how familiar Indonesians are with one of those consumption products. The higher smoker number is in line with the high risk of hazard resulting. The state loses up to trillion rupiah due to cigarette circulation; that amount derives from burnt money, treatment cost, and opportunity loss because of sickness due to cigarette (Nurul, 2018). Therefore, the state issues a variety of policies to follow-up the problem. Many policies issued to warn stringently the cigarette consumers. The warning writes "smoking kills you" and includes terrible drawing in each cigarette packaging. In addition, the state has gotten fresh wind with the emergence of electric cigarette considered as capable of being an alternative to heavy smokers to get out of cigarette addiction.

The development of cigarette occurring today is marked with the presence of electric cigarette or called Vape. Vape is a new variant of cigarette development with a sufficiently long history in the world. Vape was created firstly by Hon Lik in China (Pradana, 2017). Hon Lik then revealed that his idea to create Vape started when he dreamed that he has died and was casted ashore in a beautiful island and he saw seawater releasing a very fragrant fume. Since then, Hon Lik then attempted to bring his dream into reality by creating new innovation from cigarette in order to be the solution to the tobacco cigarette-induced disease (V-Premiere, 2017). Viewed from its shape, Vape can be divided into three: Pen, Portable, and Desktop. Pen type has smaller size than other types do, thereby it can be carried more easily. Secondly, portable has larger shape but can still be carried (put into pocket). Thirdly, Desktop type has large shape and is intended not to be carried anywhere like pen and portable ones (Gunawan, 2018).

Vape is a set of battery-powered equipments providing inhaled nicotine dose that can exert the effect as same as the conventional smoking can (Damayanti, 2016). Vape started to enter into Indonesia in late 2013 and to develop since the middle of 2014 (Rusadi 2018). Vape developing continuously in turn seems to have special meaning among its lovers, particularly urban people. Vape originally becoming an alternative to clove cigarette smokers currently begins to shift to be a new lifestyle to its lovers, just like what vape users or so called Vapers experience in Yogyakarta City. That is why this research is conducted to see how Vapers in Yogyakarta interpret vape as a consumption product.

FRAMEWORK

1. Lifestyle

Lifestyle is an individual's life order expressed in daily life activities. Lifestyle becomes an individual's identity and then his self identity. Lifestyle is an individual's life order in the world expressed in the form of his activity, opinion, and interest (Kotler, 2002). Lifestyle becomes something important to everyone. It should be fulfilled in order to be his self-identity. There are many lifestyles known in daily life: healthy, religious, parsimonious, disciplined lifestyles and etc. However, lifestyle will be a problem if its fulfillment makes us doing something irrational, e.g. consumptive lifestyle. It means that consumptive lifestyle is an extravagance-oriented lifestyle, in which an individual will waste money to buy or to consume unnecessary products.

2. Hyperreality

Speaking of consumption is inseparable from the idea of a French philosopher, Jean Baudrillard. Baudrillard explains a phenomenon in modern society in detail, in relation to consumptive behavior or borrowing Baudrillard's word, hyperreality (Baudrillard, 1983). Hyperreality is a theory introduced by Jean Baudrillard. Hyperreality results in a condition in which there is a combination of imitation and originality, past and present and even reality and reengineering. It is this hyper reality condition that makes modern society consuming excessively something with no clear essence (Martha, 2015). People now do consumption activity not only for economic purpose but also due to

simulation models' influence that in turn change the people's lifestyle. They finally focus more on lifestyle than on economic value of the product.

The meaning of reality then shifts into what is likely reproduced equivalently. Illusion no longer becomes dream or fantasy but it becomes imitation or reality hallucination with the reality itself. Information media such as television, fantasy world, and etc, becomes a model constructing value, self-image, and meaning in social life. Similarly, it occurs in consumptive society in which basic need can no longer be distinguished from the non-basic one. What is consumed no longer originates from the real object need of certain commodity, but it has shifted into the object system enclosing the commodity (Demartoto, 2009). Consumption is conducted not only over the value inherent to a product but also over the symbol or code of the product. Hyperreality then will result in hyperreality, seeming to be more real than the actual reality.

METHOD

The method employed in this study was qualitative with phenomenological approach. The method of collecting data employed was in-depth interview by means of conducting direct and face-to-face debriefing with informant. The research took place in Yogyakarta City. Data collection was carried out by interviewing the Vapers in Yogyakarta City. Technique of selecting informants used was purposive sampling, in which informants were selected purposively based on specified criteria corresponding to the objective of research (Denzin and Lincoln 1997). Purposive Sampling was carried out with Snow Ball technique, in which the author asked the first informant recommendation about who would be the next informants considered as knowledgeable in relation to the problem studied. In this research, the author has conducted interview with some informants having knowledge on vape, and becoming the consumers of vape. Interview was conducted using interview guide prepared before. The data collected was then analyzed, by transcribing the result of interview first and then coding them. It was intended to enable the author to sort data considered as necessary to write the report.

RESULT AND DISCUSSION

Currently, Vape has been a new phenomenon in Indonesia. It can be seen from the fact that vape still shows off its existence within society since 2014 until today. Originally the emergence of vape in Indonesia is expected to be a medium for clove-cigarette addicts to get out of their addiction. It should be done recalling the significant negative effect of clove cigarette. However, in its progress, the development of vape as if deviates from its existence's objective. Currently many vape users or called vapers make vape their new identity (Gunawan, 2018). Finally, vapers make vape a lifestyle that should be fulfilled in daily life. Even some vapers do not think repeatedly of spending much money to buy certain vape/device. Excessive lifestyle actually has created a community tending to enjoy lifestyle irrationally. Lifestyle has also been one of consumptions that can no longer be abandoned. Postmodernism views that everyone likes to consume symbol or code of a product more

than the value of product. This process of reproducing object is called simulation in postmodernist community later.

Simulation in postmodernist community is the third series of the three-phase simulation development in history. This third-phase simulation defines that there is the falsification of meaning over code and likewise object (Lecthe, 2001). It means that currently the consumption made over a product is no longer limited to the value of product, but also its symbol or code later considered as important as its value. This fact can be seen in electric cigarette consumers or vapers in Yogyakarta, in which they justify that currently vape is a consumption product designating their quality of life before their friends. It, of course, has changed from the essence of vape itself actually constituting an ordinary consumption product originally intended to be an alternative to cigarette clove addicts to get out of their clove-cigarette addiction. Vapers in Yogyakarta city interprets electric cigarette not only as consumptive product but also as the symbol of it. The circulation of vape spreading in all classes of urban people, has affected its users' mindset that electric cigarette (vape) can be said as a means of showing off their self identity before other users. The intended identity is that a vaper using expensive device will be considered as a true vaper and coming from upper-middle class (Gunawan, 2018).

Consumption is basically defined as an activity to reduce or to use a value of product up. However, in its development, there is a newest definition of term 'consumption', i.e. destroying and wasting (Featherstone, 2008). It means that consumption is defined as an excessive irrelevant action. It is this definition of consumption that develops within society. Baudrillard as a postmodern figure also said that consumption is not related to what we perceive commonly as "reality". Meanwhile, consumption is related to systematic ownership and not limited to consumption object sign (Ritzer, 2010). It means that consumption cannot be done over the reality. However, what occurs today is that people as if enjoy the reality created into consumption "product "by the people themselves.

Something having no relation or relevance is constructed in such a way that has relevance. For example, cigarette symbolizes masculinity, distro clothing is more impressive than the market one, and etc. Similarly, vape begins to be connected to lifestyle today. It is this construction that finally creates new realities in society life, or called hyperreality. In hyperreality, when an individual consumes a product, he no longer consumes the value of product, but he consumes the symbol or the sign inherent to the product, and then defines him. From this he then finds and puts him onto certain order within society (Ritzer, 2010). Vape is produced actually to be the solution to the one with clove-cigarette addiction. However, in its progress we find many vape users coming not only clove-cigarette smokers but also from non-smokers who then consume vape (Putro, 2018). It is because vape has now been considered as a lifestyle by some people, particularly urban people. Nevertheless, some people trying to consume vape finally cease it because they do not find enjoyment from vape. Vape is a new phenomenon within postmodern society today, particularly urban society. In discussion about consumption within postmodern society, Baudrillard explains what is called sign,

signifier, and signified (Ritzer, 2020). Consumption made over vape is related not only to the usefulness of vape, but also to the sign or code inherent to vape. Consumption over the sign existing in vape product is expected to result in product in the form of image (Demartoto, 2009). For example, it can result an image that consuming certain type of vape, a vaper can be called an impressive one or the one with upper-middle economic condition. The result of imaging is eventually called signified, in which there is a meaning appearing as the final product of consumption over sign or symbol inherent to vape. Image given to vaper will, in turn, remove the actual reality, that he actually should save money for months or at least take a side more money to buy device costing millions rupiah.

CONCLUSION

Originally the emergence of vape in Indonesia is expected to be a medium for clove-cigarette addicts to get out of their addiction. However, in its progress we find many vape users coming not only clove-cigarette smokers but also from non-smokers who then consume vape. It is because vape has now been considered as a lifestyle to vape lovers in Yogyakarta. To them, vape is a part of lifestyle to be fulfilled unreasonably in daily life. Lifestyle is considered as necessary to show off their existence within urban society life.

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