THE HIDDEN AGENDA OF THE THREAD PHENOMENON OF BEAUTY PRODUCT REVIEWS ON TWITTER

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ABSTRACT

This study is to analyze the hidden agenda of the phenomenon of beauty product thread reviews on Twitter. The large use of Twitter in Indonesia, makes it more than just a virtual communication space. Twitter is a space that is able to meet the needs for entertainment, information or knowledge, reference consumer goods, and others. Furthermore, the complexity of the functioning of Twitter makes the community dependent. So, it is interesting to study, what is the agenda hidden from the phenomenon of beauty product thread reviews on Twitter? Also, to analyze the visible agenda of the phenomenon. Literature studies and social media analysis are used as analytical tools, so that several findings are obtained, such as: First, profit is the main goal and is hidden from the phenomenon of beauty product review threads on Twitter. Secondly, lifestyle, trends, and identity are agendas shown to netizens.

KEYWORDS: Agenda, Lifestyle, Trends, Twitter

1. INTRODUCTION

In the 21st century, the development of social media is a form of socio-cultural change. Socio-cultural change is a change in the function of culture and human behavior in society that manifests in new habits (Sriyana, 2020). One of the new habits that has emerged as a result of socio-cultural changes is virtual interaction (Rachman, 2017). Virtual action is a condition of communication and activity between humans through virtual space, such as: Twitter, Facebook, Instagram, Line, etc (Azhar, 2018). The existence of virtual interaction makes social media not only a personal communication space, but also a group communication space. Some of the themes of communication in social media include: social, economic, political, cultural, and religious. So, virtual interaction through social media is becoming a new cultural model that is developing in today's society.

One of the social media that has become a virtual interaction space is Twitter. Twitter is a social media with the aim of providing space for netizens to write life stories and opinions. Developmentally, Twitter is not only used as a space for personal expression. Furthermore, the use of Twitter also involves economic activity, internalization of ideas, to cultural construction tools. Can be spread tweets from twitter quickly and easily, making twitter increasingly dominate the community space. The increasing number of netizens and low filters make Indonesian people more interested. The existence of the trending topic feature enhances Twitter as a social media that is able to provide the information needed by users quickly. Through Twitter that can record tweets in the world, netizens will indirectly increase their personal or company branding on users around the world.

The large use of twitter in Indonesia, makes twitter also a virtual communication space. Twitter is a space that is able to meet the needs for entertainment, information or knowledge, references to consumer goods, to self-actualization. The variety of Twitter functions in providing services for users makes Twitter one that is able to meet the needs (Soliha, 2015). The existence of dependence, makes people unable to stay away from Twitter and its existence is a dominant power. People's dependence on social media such as Twitter also creates new cultures, such as: excessive use of devices and social media (Hanika, 2015).

The shift in function from the use of twitter, makes netizens increasingly dependent. By referring to several online media, such as: kompasiana.com, idmetafora.com, and validnews.com, it can be seen that there is a shift in the function of using Twitter on netizens. At the beginning of its appearance, Twitter functioned as a medium of communication between individuals or groups because it displayed self-image (Rezeki, 2020). Now, Twitter is not only a communication medium, but a medium for selling products, finding references for lifestyle, to building self-identity (Puspitarini and Nuraeni, 2019). Some of these functions can be proven through the high demand for beauty product reviews by netizens. Some beauty product review requests, such as: review requests for out fit going to campus, perfumes that are trending, makeup used by artists, etc (Daily, 2022). The example of the review shows that netizens believe in the reality of the phenomenon of review requests on twitter. The trust of netizens because the review thread provides factual reviews of a product. In fact, some review threads contain certain motives, such as capitalism, lifestyle, to efforts to form the same cultural space.

The emergence of the phenomenon of requests for beauty product review threads on twitter shows netizens accept without questioning the truth of the review thread. Of course, it is a big question why netizens are part of the phenomenon of beauty product review threads on twitter. Generally, it arises because there is a change in awareness of netizens' views on the new world. Changes in the worldview can be seen through adoption, ways of thinking, to using the same perspective as the group adopted (Siswati, 2018). Netizens' acceptance of the truth of product review threads on twitter is a form of hegemony by buzzers to netizens. Hegemony does not mean accepting because of coercion, but

because of consent, peace, and consciousness. This means that netizens consciously accept the truth from the beauty product review thread on twitter. Seeing the huge demand for beauty product reviews on twitter, it is interesting to analyze the hidden agenda of the phenomenon.

2. RESULT AND DISCUSSION
2.1 Self-Identity and Shared Identity as A Hidden Agenda

The wave of information and technology entering Indonesia became the beginning of the development of the social media era. The emergence of social media has given many offers to netizens, especially on various types of viewing options. The variety of viewing types gives netizens the freedom to choose channels, and interesting accounts to follow. Social media also has a lower filter than electronic and print media. The low filter is related to the internalization of ideology to netizens. Ideologies that are hidden with various motives become topics that are spread, accepted, and used as guidelines for netizens. Society, without questioning the facts of ideology, directly accepts and considers it to be real. One spectacle that is considered truth is the product review thread on twitter. The existence of various kinds of spectacle, such as review threads and real product sales, makes netizens homogeneous. Netizens will be hegemonized in their mindset to follow ideologies internalized by messages in the media. It can be seen most easily in beauty product review threads that always narrate bright skin, light skin, large anti-porire skin, ombre lipstick, minimalist makeup, earth color clothes, etc. The homogeneity of beauty product review threads that always infiltrate the above values, makes netizens forced to follow the hegemonized value standards. The narrative forms presented in beauty product review threads on twitter are certainly part of the ideological motives of messages that have been hidden by interested agents, namely: buzzers, product manufacturers, and the capitalist system.

The manifestation of the success of internalizing the ideal beauty ideology is the large number of requests for beauty product review threads on twitter by netizens. Korean-style identity is considered by netizens as her identity and is recognized as a representation of her personal beauty. School-age people, from formal to university levels are a big part of commenting on Twitter beauty product review threads. In fact, the school-age group is not a group of workers who have personal income. The following is an excerpt related to the high demand for beauty products as a result of beauty product review threads:

> *"Ngapa dah Vaseline Vaseline Gluta hya udah kek minyak goreng langka...baru mau nyoba Vaseline Vaseline Gluta hya nih, susah bgt dapetnya sold out mulu dah...Harap2 stok untuk diri sendiri"* (Why is the vaselline brand hard to get? In every store it is always sold)".

The number of unemployed, but also looking for the use of beauty products is an interesting phenomenon. Beauty treatments using reviewed products have in fact become popular culture in people of all age groups. The goal is to get Korean-style beauty standards and self-identity. For example, by using Korean-style beauty products, netizens will feel that their beauty identity is the same as Korean society. Furthermore, the use of beauty products related to self-identity is not an increasingly

visible need, when Indonesian people with bright and bright skin participate in using Korean women-style beauty products.

The success of Korean-style beauty standards, due to the influence of social media. In fact, social media is able to change the mindset and psychology of netizens. The popularity of social media, especially Twitter, can be seen from the large number of users in Indonesia. Furthermore, in modern times it is rare for people who do not use social media. It is impossible for today's society to be completely free from the influence of social media, so it is not wrong if the internalization of beauty products through review threads on twitter is able to touch the psychological space and hegemonize society. Interestingly, the concept of Korean women's beauty, which is recognized as a personal identity, is in fact a product of the hegemony of communication through messages.

The Korean-style ideal beauty strategy hidden by the buzzer has actually been successfully accepted by netizens as self-identity. If you look deeply, then every netizen always feels that what is used as his identity. In fact, the agenda discussed by the buzzers is the ownership of a common identity. Netizens are directed to have a common identity, which is a Korean-style beauty standard. Shared identity can also be seen through the phenomenon of cewek bumi, cewek kue, and cewek mamba. This phenomenon refers to the colors of clothes that are often used by Korean artists. The majority of outfit review thread requests on twitter by netizens on earth colors. This is evidence of the successful internalization of the Korean-style beauty agenda as a shared identity.

2.2 Profit as The Main Agenda of Capitalism

The reason for the success of internalization is because the beauty product review thread is narrated like a review of experiences from users and labeled lifestyle, trends, and self-identity. The reality displayed makes netizens indirectly help capitalism in making a profit. Society will enter the culture of consumerism and capitalism will benefit from the development of consumerism culture in Indonesia. Beauty product review threads on Twitter actually make people, especially netizens, enter an unscientific mindset. Netizens understand that what is done will make him fall into a consumptive lifestyle and benefit producers. The awareness experienced by netizens will in fact only be covered by pragmatic thoughts, for example wanting to have Korean-style beauty and eliminating the culture of critical thinking (Muslimin, 2015).

Society becomes a new individual who just stays silent without reflecting that his habits are wrong. The symbols of capitalism are enjoyed by the public and the high demand for beauty product review threads has become common for the society. Furthermore, beauty products are commodities that people are looking for. The phenomenon is actually an attempt by capitalism to marginalize society into a consumptive society. If Descrates said, that without consciousness man will not find his existence, then in this phenomenon society is in a conscious state so that society knows its existence if it enters the culture of consumerism. The existence of communication hegemony, makes people

unable to resist the culture of consumerism so that capitalism still benefits from the phenomenon of beauty product review threads on twitter.

From the narration of the lotion product review thread "Aku pake Nivea Cerahan..Ampe Temen Aku Bilang,,ih..putih tau (I used Nivea to be bright, even my friend said my skin was white). The narration above shows an invitation to use Nivea lotion products. By using Nivea, it makes the user's skin brighter. The Nivea product review thread only provides a consumption narrative for netizens to participate in using the product. The affirmation if Nivea products are able to make skin brighter is also reviewed by fellow users. This affirmation narrative aims to make netizens more confident in Nivea products and buy immediately. At the end of the narration of Nivea products it is explained that "Nivea lagi promo gaes 3cuma 49rb (Nivea again promo 3only 49k)', of course this is even more strengthening to buy Nivea products. From the overall advertisement, it is clear that there is an invitation to enter the culture of consumerism, symbols make skin bright and promos become a medium to make netizens follow. Of course, from the Nivea product review thread, there is no educational content, trends, lifestyle, and identity as the main goal, but maximum profit is the ultimate goal of the Nivea product review thread.

It can be taken as a simple example that profit becomes a hidden goal of a beauty product review thread. For example, when someone becomes a buzzer, then each review thread is priced at the lowest 2000 rupiah. If in one day one account is able to create 10 product review threads, then the manufacturer's expenses for one account are 20,000 rupiah. In one review thread, there are an average of 100 comments, ranging from asking where to buy, product prices, product advantages, how to use products, to the amount of discounts. If from 100 netizen comments there are 50 netizens who buy Nivea products at a price of 17,000 rupiah per product, then the sales results obtained are around 850,000 rupiah. So, from one buzzer account, producers only need to pay 20,000 rupiah as advertising media, to get 850,000 rupiah as income.

Of course, the benefits will be greater if the buzzer account used is a large account with a large number of followers. Profits will also be maximized if one buzzer account is able to review products more than once. The more intensive the thread review process with a narrative that shows the symbols of ideal standards according to the community, it will also be related to public interest in buying beauty products reviewed. For example, by discourse on symbols of trends, lifestyle, and self-identity in each beauty product reviewed, it is actually also related to the increasing demand to buy beauty products. Finally, that Indonesian society has actually become part of the consumptive society created by global capitalism. Capitalism enters through social media channels that have integrated with people's daily lives and made homogeneity of people's mindsets. People who have lost the power to think critically, then help maximize the profits of capitalists.

2.3 Lifestyle and Trends as Hidden Agendas

It is known that beauty products when analyzed messages produce a variety of messages that dominate the mindset, motives, and actions of society at that time. Beauty products in today's era, according to message analysis, must certainly be ideal beauty products desired by the society. Power cannot dominate beauty products, if it is not manifested in topics in society resulting from open communication. Some of the topics that dominated society at that time were Korean beauty. The existence of this topic makes people's mindset and desire to actualize Korean-style beauty. The emergence of the topic of Korean female beauty is due to the entry of the Korean Wave. Korean Wave enters through public spaces, such as: movies, songs, Korean dramas and manifests through the ideology of Korean Looks. Furthermore, this is a challenge for beauty products if they want to get a place in society. Of course, to gain or win space in a society that wants Korean beauty, beauty products must be able to see the discourse that develops in society and make negotiations.

By using message analysis, you can see the meanings of messages that are trying to be conveyed to netizens such as Korean beauty. The symbols that appear in Korean-style beauty are bright, light skin, well-groomed skin, earth or earth color outfits, ombre model lipstick, etc. The symbols that manifest in this topic will later construct beauty products in shaping themselves. Furthermore, beauty products if you want to get public space must form a self-concept as desired by the community. Actualization of the desire of Korean-style beauty to get public space is by doing a beauty product review thread. Beauty product review threads on twitter are hidden in agendas like: ideology, lifestyle, and trends. This argument can be seen that the emergence of beauty product review threads on Twitter as a discourse at that time was the result of a beauty product buzzer that was able to see the wishes of the community, so it was used as a medium for disseminating its products. This is evident, according to online media that facial care using skincare is a new lifestyle to get Korean-style beauty (CNN, 2019). The news from the online media above confirms the success of the buzzer seeing the dominating discourse by placing a beauty product review thread which is an effort to seek profit vis a vis vis with lifestyle and trends. Furthermore, the success of Buzzer Capitalism seeing the discourse and emergence of Korean-style beauty products as a lifestyle and trend of society made it win the struggle for public space in society. The development of Korean-style beauty product review threads in Indonesia because beauty and appearance products undergo a transformation of social functions. Beauty products that manifest in the form of appearance, makeup, etc. are not only related to complementary beauty, but also symbolism of lifestyle and trends (Lindawati, 2019). This is what makes beauty product review threads in great demand by netizens.

The high Korean Wave as evidenced through Korean films, dramas, and songs in electronic and online media, is related to the high demand for beauty product review threads on twitter. Through the beauty product review thread, it shows that people need beauty products not only as a complement to daily life. At least there is a shift in people's mindsets and needs, from beauty products as a complement to daily activities to lifestyles and trends for all groups of people, especially netizens (Haerunnisa, Intizar Yusuf and Yusuf Intizar, 2019). The buzzers who aim to make a profit, certainly feel successful. The

successful emergence of the discourse on the use of beauty products as a lifestyle and trend makes beauty products not only function to complement daily activities. Furthermore, one of them is psychological fulfillment, because by using beauty products as reviewed by the buzzers, netizens seem to have ideal Korean-style beauty standards.

Changes in the function of beauty products from complementing people's daily activities to lifestyle are also followed by a variety of Korean-style beauty products used by the people of Indonesia. It can be seen from the beauty product brands that were originally brands, such as: Sariayu, Mustika Ratu, Viva, Wardah, changed to Korean brands, such as: Centella, Cosrx, Amore Pacific, Nature Republic, etc. The emergence of hidden agendas as lifestyles and trends also makes local products by adopting Korean-style beauty symbols, such as: Somethink, Vaseline Gluta hya, Marina etc. The high dependence on Korean-style beauty products can be seen from several review threads or review requests by netizens.

The emergence of local beauty product brands that adopt Korean women-style beauty symbols because of the high cost of original Korean beauty products. The existence of hidden agendas as lifestyles and trends makes people dependent and use Korean-style beauty products regularly. Middle and lower social class groups, which are generally the public at large, use local brands and show them through social media. School-age women to college students are the largest group of users and those who request Korean-style beauty product review threads. For groups from the upper social class, of course, use authentic Korean brands and also do beauty treatments directly to Korea. The high number of Korean-style beauty product users from middle and lower social groups is also shown by the symbols of "low prices, and discounts, which appear in the narratives of beauty product review threads. Several symbols and the large demand for beauty product review threads increasingly show that beauty is not only a complement to daily activities, but trends and lifestyles for netizens and society in general.

From this explanation, it can be seen that there is a change in the function of using beauty products. Changes in function from complementing daily activities to trends and lifestyles. There is a change due to the shift of values from the media into public consciousness. Values force people's consciousness to keep up with the times. In simple terms, Baudrillard said that the public has been attracted by the image of the media (Lubis, 2016). The enthusiasm of netizens on the beauty product review thread is actually a form of public awareness that has been attracted by the image of the media. Media imagery forces public awareness to believe in the social identity formed when using Korean-style beauty products. The identity of a classy, glamorous, special, and not outdated lifestyle becomes an identity image if you use beauty products that contain Korean-style beauty symbols. This image, which masks the original function of beauty products as part of complementary daily activities, is an indicator of people's lifestyle.

The results of the message analysis show a hidden agenda of the beauty product review thread. One hidden agenda is for lifestyle and growing trends. So that people experience fear of cultural aristocracy.

This means that there is cultural discrimination related to beauty products, for example: when you do not follow the lifestyle and trend of using Korean-style beauty products, it is considered outdated, local beauty products and do not show Korean-style beauty symbols are considered cheap and belong to the lower social class. The fear of missing out on culture is considered common because lifestyle is one indicator of modernity. Lifestyle is a patterned action of the community in utilizing certain goods, so that lifestyle is the way people find their identity. A person in finding his identity can simulate emerging trends, such as the use of Korean-style beauty products.

The existence of cultural aristocracy triggers people to use Korean-style beauty products and can be products with local brands that have Korean-style beauty symbols. The phenomenon occurs because of the high cost of Korean-style beauty treatments or original Korean-made beauty products. As a result, many local brands appeared, such as: Somethink, Wardah, Marina, Vaseline Gluta hya which are similar to original beauty products from Korea. The demands of using beauty products as a result of lifestyle and trends create an identity (sign, code, image) that is shared by netizens who use the product. Netizens enjoy this created lifestyle, even though in the reality space there is a bias between the real and the fake. This means feeling as if you have used a lifestyle and trends that are developing even though only products that are cheaper than the original product.

In the context of lifestyle and trends as a hidden agenda of the beauty product review thread, the desire to follow the lifestyle is actually in each netizen who asks for a review thread. When netizens use Korean-style beauty products, netizens feel that modern lifestyles and trends are represented in their identities. The identity of Korean-style beauty product users is not determined by him, but there are changes in values, codes, signs, images, and symbols in beauty product users. Furthermore, if at the beginning the identity is determined by himself by using beauty products because as a complement to daily activities, then when the lifestyle becomes the spirit of beauty products, then the identity of using Korean-style beauty products is a classy, cool, modern lifestyle, what determines is the codes built by netizens.

Implicitly, lifestyle as a hidden agenda, beauty product review threads carry the message of social class conveyors. For people who do not use Korean-style beauty products, it is considered traditional. Beauty product brand, product price, product authenticity level, etc. are indicators of social class. People who use original beauty products from Korea or do treatments directly to Korea are certainly from the upper social class. Netizens who use local products that carry Korean-style beauty symbols are certainly from the middle and lower social classes. People who reject the trend of using beauty products as a lifestyle can actually see the difference in social class, but for netizens who use local beauty products with Korean beauty symbols and codes, signs, which become a lifestyle, must feel comfortable and think that all beauty products that have the function of brightening the skin, making skin like Korean beauty-style skin must think it is the same.

3. CONCLUSION

The realities in beauty product reviews on twitter are trends, lifestyles, and shared identities. The advantages of selling products as a hidden reality and are the main goal of beauty product reviews. The realities received by netizens are made into daily routines. It can be seen how the selling of skincare, lotions, perfumes, and clothes is a clear example of the success of internalizing ideology in beauty product reviews. Netizens are competing to find good and cheap clothes to follow the growing trend. Various types of skincare products used sequentially in order to get maximum Korean-style beauty results are examples of lifestyles that are being lived. The phenomenon of netizens' interest in beauty products as a result of the large number of product reviews in fact hides the true reality that profit is the main goal or the hidden reality of the phenomenon of beauty product reviews on twitter. The more netizens talk about beauty product reviews on twitter, the correlation with the number of retweets of beauty product reviews. If there are more and more retweets, then make trending topics related to product reviews on twitter. The implication of the number of product review tweets on Twitter is trending topics. If it becomes a trending topic, it makes it easier for netizens to quickly see the advantages of the product being reviewed. Simplify and speed up also in the process of internalizing ideology, so that profits are faster and easier to obtain.

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