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EXPERIENCE OF COMMUNICATION AND SELF-CONCEPT IN FOODSTAGRAMMER IN BANDAR LAMPUNG CITY IN PHENOMENOLOGY PERSPECTIVE

ANDY CORRY WARDHANI, ANNISA WIDYA PUTRI

ABSTRACT

Rapid development of social media creates a new phenomenon which is photo-based social media known as foodstagram phenomenon. Those who are active in this field are foodstagrammer. This study aims to reveal communication experience and self-concept of a foodstagrammer in Bandar Lampung City viewed from the context of physical, psychological, and social characteristics. Study approach used is qualitative and the study of phenomenology. Subject of study in Bandar Lampung is selective purposively. Data collecting is obtained through deep interview, observation, and literature study.

The result of study reveals that communication experience is pleasant because they are able to get good response. They also receive good support, encouragement, and motivation from their family and social environment. Self-concept in a foodstagrammer is positive self-concept because all informants are open and feel comfortable of themselves as well as the activities they do as foodstagrammers. In physical aspect, all informants have positive and negative self-concept. Positive physical self-concept is that they show the strength they have. In psychological aspect, all informants have positive self-concept including mind, feeling, and attitude they have. Then, in social aspect, positive self-concept is obtained because their environment and social fully support their activities.

Key words: foodstagrammer, communication experience, self-concept

INTRODUCTION

Photo-based social media creates many new phenomena; among others is the phenomenon of foodstagram. People who usually do activity of posting food photos on Instagram are called foodstagrammers. The appearance of foodstagrammer phenomenon is because many culinary lovers intentionally take photo of food then posts it on Instagram. The love on food that they express in the form of review that is informative and inspiring for public in social media. Moreover, foodstagrammers are also expected to have ability or skill in the field of photography so that the feature of the food can make anybody who sees it tempted to the outcome picture.

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Many postings on foodstagramming activity done by foodstagrammers such as in searching are proven that with the number of photo postings of food on Instagram that use Hastag or #foodstagram reached 33,729,336 public posts worldwide for postings from around the world., Hastag or #indonesiafood reached 235,437 public posts especially in Indonesia, and Hastag or #lampungfoodies reached 24,643 which is the highest in Lampung: (<http://instagram.com/> accessed on 02 February 2018, at 17.17 WIB).

Foodstagram activity done by foodstagrammers is interesting to be studied because the phenomenon of foodstagram is spreading widely in the world. The appearance phenomenon of foodstagrammers has created various attitudes and actions of pro and cons in society on the reason of someone to take food photo which food should be eaten first not to be photographed. This behaviour can be known through communication experience and self-concept of foodstagrammer.

LITERATURE REVIEW

Communication Experience

Moustakas stated that experience is something that is experienced by each individual. Through experience, an individual has knowledge. It is in accordance with the statement that "All objects of knowledge must conform to experience" (Moustakas, 1994: 44). Meanwhile, knowledge underlies consciousness that forms meaning. Consciousness and meaning are the ones that push individual to conduct certain action or behaviour by referring to the statement that behaviour is an experience of consciousness that bestows meaning through spontaneous activity (Schutz, 1972: 56). Therefore, it can be said that experience is the foundation for individual in conducting an action.

Each event experienced by each person will be a special experience for her/him. Experience obtained contains of information or certain message. This information will be processed into knowledge. Thus, various experienced events can add individual's knowledge. An event containing the element of communication will be special communication experience for the individual, and the communication experience that is considered important will be the most memorable experience and has special effect on the individual (Hafiar, 2012: 308-309).

Experience that becomes the foundation for individual to conduct action is experience that is attached to a phenomenon. It is emphasized by the statement saying that "People is retrieving a memory of a prior experience of phenomena" (Radford, 2005: 151), and is strengthened by other statement which is "Experience is connected to phenomena" (Moustakas, 1994: 44).

Experience on phenomena meant in this study is experience on communication phenomena. Communication can be defined as "A systemic process in which individual interacts with and through symbols to create and interpret meanings" (Wood, 2004: 17). It means that communication refers to a systemic process between individual that interact to certain symbols in order to produce and interpret meanings. Through the reference, it can be explained that

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communication experience in this study is something that is experienced by individual and is related to communication aspects including symbols or meanings produced, as well as the encouragement to action. Therefore, communication experience of foodstagrammer which is the focus of this study can be described as communication experiences that also influence self-concept and consciousness in each individual. Communication experience owned by foodstagrammer will be categorized into certain experience, for example pleasant communication experience and unpleasant communication experience.

Self-Concept

Self-concept is a viewpoint and feeling about self. Thinking about self is human activity that cannot be avoided. Literally, people will focus on themselves. Thus, self is the center of social world in each person. Meanwhile, as we have known, genetic factor plays a role toward self-identity or self-concept that is mostly based on the interaction with others that is learned starting from closest family member, then, into their interaction with those outside the family by observing self, that eventually to the self-image and evaluation, this is self-concept.

Self-concept is from interaction between self and others (social environment). Therefore, self-concept is as one's perspective about self to understand self's existence and to understand others.

Self-concept Aspects

According to Jalaludin Rakhmat (2005:100), the aspects of self-concept are divided into three, which are:

a. *Physical Aspect*

Is an aspect including self-evaluation toward all the things owned by self, such as body, clothing, and things that she/he has?

b. *Psychological Aspect*

Psychological aspect includes mind, feeling, and attitude owned by someone toward them self.

c. *Social Aspect*

Social aspect includes how someone play role in their social role and someone's evaluation toward the role.

Phenomenology

Phenomenology is a way used by human to understand the world through direct experience. Therefore, phenomenology makes real experience as basic data of a reality. As a school of philosophy, phenomenology object is not limited to data of a study. Its purpose is to search intrinsic understanding so that it needs comprehensive discussion. The term phenomenology, if it is view further, it is from two words which are: phenomenon which means visible reality, and logos which means science. Thus, phenomenology can be defined as science that is oriented to get explanation from visible reality.

Moreover, Kuswarno (2009: 2) stated that phenomenology tries to search understanding on how human constructs meaning and important concept in intersubjectivity framework (our understanding about the world is formed by our relation with others).

METHOD

This study uses descriptive qualitative approach. Meanwhile, this type of study using qualitative approach with phenomenology is a study strategy that identifies the essence of human experience on certain phenomena. Phenomenology aims to investigate the world and the viewpoint of a person who experienced it directly or related to the nature characteristics of human experience and the meaning in themselves (Creswell, 1998:20).

RESULT AND DISCUSSION

Communication Experience

Experience that is the foundation for individual for to do action is experience attached to a phenomenon. It is emphasized by the statement stating that: People are retrieving a memory of a prior experience of phenomena (Radford, 2005: 151), and is strengthened by the statement: experience is connected to phenomena (Moustakas, 1994: 44). The experience on phenomena meant in this study is the experience on communication phenomena.

Experience will be categorized by individual through the characteristics of experience based on the meaning obtained where the experience refers to something experienced and phenomenon experienced will be classified into certain experience. Ihde (1997) stated that: every experiencing has its reference of direction toward what is experienced, every experienced phenomenon refers to or reflects a mode of experiencing to which it is present (Moustakas, 1994: 78).

The statements above give illustration that every experience has different characteristics, including texture and structure in each experience. The texture and experience describe what and how the experience distinguishes a certain experience from other experience. In this study, communication experience owned by foodstagrammer will be categorized into certain experience, for example pleasant communication experience and unpleasant communication experience.

The explanation on pleasant and unpleasant communication experiences can be initiated by the statement: communication has content dimension and relation dimension (Mulyana, 2002: 99). The character of healthy relation can be addressed through pleasant experience (positive) that is obtained with the presence of nature of acceptance, warmth of attitude, and attention of one to another. Meanwhile, unpleasant communication experience (negative) means otherwise.

In this study, the four informants have pleasant experience. Communication event that is pleasant is obtained through the interaction result of foodstagrammers and their family or close family (significant other). Thefour informants have good communication with their family and close people where their family members know their activity as foodstagrammer, and each family or close people gives motivation and support to the informant. Family form each informant feels that they gained information more from the informant, where they are able to know new culinary, to participate in tasting the food they get, and to give advice to keep healthy because often consume food from many places.

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For foodstagrammers, the presence of acceptance attitude and motivation from family or environment, they are able to boost confidence with the potency they have. The four informants have good communication relation with their social environment, they also admitted that they have personality that can accept input and take positive thought when they receive comments or stigma from others that become the reference in order to be better in the future.

Relating to this study, communication experience owned by foodstagrammer in Bandar Lampung City is in category of positive communication experience in the form of acceptance, motivation, and support that they get. Therefore, various experienced events can add individual's knowledge. An event containing communication element that is considered important will be the most memorable experience and has special effect for the individual (Hafiar, 2012: 308).

Self-Concept of Foodstagrammer

Informants are very well aware about themselves, feel comfortable with themselves and their activity as foodstagrammers, so they have positive self-concept. They have special message from the photo they post, which is posting food on Instagram. As in the question, "What encourages you to be foodstagrammer?", they have similar answer to this question. They feel that the encouragement is from them.

The first informant (Chyntia) said that the encouragement is in her because her hobby is cooking; the food she made is then photographed and posted on Instagram. The second informant (Balqis) said that the encouragement is in her. The third informant (Rio) said that the one who encouraged him is himself because he likes taking photo of food, and eating is his hobby. The fourth informant (Roni) said that the one that encouraged him to be foodstagrammer is because he likes eating and taking photo. He feels having special challenge when he must take photo the food in order to get the result he wants.

Individual's self-concept is stated through self-attitude that is the actualization of self when individual has encouragement to develop that eventually causes the individual aware of his/her existence. In internal factor, there is motivation which is the encouragement to do action as the effort to fulfill the needs. Understanding motivation of individual is not easy because this condition is a personal situation. As expressed by the fourth informant, their encouragement to be foodstagrammer is from themselves.

Then, in self-concept, there are aspects of self-concept including physical aspect, psychological aspect, and social aspect. Physical aspect is how individual sees and gives evaluation toward what he/she has such as body, clothing, and different belongings. In this aspect, informants stated about themselves. They feel confident, comfortable with themselves and the activity they do. As in the question that researcher asked, it is "How do you think about yourself?". All informants stated the strengths and weaknesses they have.

The first informant (Chyntia) stated that she wears hijab, has a rather fat body, cooking is her hobby, and does not like selfie photo. The second informant (Balqis) stated that she is tall, not fat,

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wears hijab, and likes food. The third informant (Rio) stated that he is fat, and the fourth informant stated that he is a photographer, thin, and not too tall.

It can be seen that in physical aspect, the description owned by individual of their appearance and also how individual evaluates toward their belongings. Physical self-concept of each informant shows positive and negative course. The positive course is when the informants feel to have strengths inside them, while the negative course is when the informants feel their weaknesses in themselves. They are aware of their strengths and weaknesses, but it is not a big problem and does not damage informant's self-concept. It can be seen from how the informants socialize with their social environment.

In psychological aspect, it includes mind, feeling, and attitude owned by an individual toward herself/himself. Individual's evaluation toward her/his psychological condition, such as about his/her ability and inability will affect his/her confidence and pride. The four informants have positive tendency in this aspect, they are aware on how themselves, their mind, attitude, and feeling.

In social aspect, it involves how individual plays role in social environment and individual's evaluation toward the role. How the social role played by the individual includes the relation between the individual and family and individual and the environment.

CONCLUSION

1. Self-concept of foodstagrammer is positive self-concept because all informants are opened and feel comfortable with themselves and the activity they do as foodstagrammers.
2. Positive event by gaining pleasant communication experience is also owned by foodstagrammers because they get good response. They also receive support, encouragement, and good motivation from their family and their social environment.
3. Anfoodstagrammer posts food photo on Instagram that they take by themselves because there is a positive self-concept.
4. Informants have three important aspect which are physical, psychological, and social aspects. Positive physical self-concept is that they show the strengths they have, while in negative self-concept, they said the weaknesses they have. In psychological aspect, all informants have positive self-concept including mind, feeling, and attitude they have. Then, in social aspect, the self-concept obtained is positive where their environment and social fully support their activity.

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