



Consumptive Ideology Hegemony As A Lifestyle in Rans Entertainment Youtube Content: Gramsci's Hegemony Study

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Abstract: The current of significant lifestyle changes have developed through the development of technological flows in social media. Social media has a strong influence in shaping knowledge and character, both from the upper-, middle-, and lower-class groups. Content packaging is represented as naturally as possible in instilling its influence so that hegemony practices occur. Contents that emphasize and highlight consumptive culture are used as a mainstay to attract viewers' attention through the Youtube channel to increase the number of viewers and earn profits. This practice is what makes consumptive hegemony approval. This study describes how the process of hegemony in forming a consumptive ideology uses a qualitative study with a literature approach to strengthen the explanation of Gramsci's hegemony. The object of the analysis of the Youtube Rans Entertainment channel that was taken was the content entitled "Wow!!! Raffi Nagita opens a nightly hangout in front of the house..." and "Nagita Try Online Items for Under 100K!!! The result makes you laugh!!!". Both contents are packaged in a relaxed atmosphere full of joy by fostering a fun effect in emphasizing consumptive ideology. Social media provides closeness between the audience and content owners so that the practice of hegemony is easily approved. In defending the consumptive ideology, the dominant group makes representations that allow for a good response. This hegemony makes the consumptive ideology develop into a lifestyle.

Keywords: Hegemony, Consumptive ideology, Youtube, Ranks, online goods.

I. Introduction

The development of the digital world has now led people to have digital consumptive behavior in their lives (Himawan et al., 2020). One of the uses of digital technology is that more and more people are using YouTube media to seek additional income. One of them we can see via the Rans YouTube channel.

The Rans Entertainment YouTube channel so far has 22.7 million subscribers and has uploaded 2,083 videos with various themes on this account. Rans Entertainment is YouTube owned by celebrities Raffi Ahmad and Nagita Slavina. Besides being celebrities, they are also known as a married couple who inspire many people through the YouTube channel Rans Entertainment. The Rans Entertainment YouTube account contains daily activities with a big theme, namely family.

The big family theme is presented creatively with a variety of interesting events, namely Jajarans, Ransfelling, PON Papua 2021, Rans Fashion, Lahirans, Masak Besar, Alley Time Si Aa, Ransmadan 2021, Ransmadan 2020, Rans Sport, Live Shoping, BRILLIANT MSMEs Check! Rans Podcast, Si Aa-Animated Series, Rans Gaming, Rans the World, Daily Vlog of Rans, etc. Rans Entertainment creates a lot of content that provides new concepts and styles of fun life.

Women, especially mothers, dominate Rans Entertainment's YouTube subscribers. The content that is dominantly watched tends to be related to the culture of hedonism, such as reviewing food, traveling, shopping, and showing luxury goods, such as property, cars, motorbikes, clothes, bags, shoes, etc.

The luxurious lifestyle shown in everyday life forms an ideal concept for a woman who is able to encourage people to follow her style. Through vlog videos, Rans Entertainment creates content by utilizing various property, wealth and people around him, with a relaxed, everyday and humorous packaging.

Consumptive ideology is instilled as naturally as possible so that the audience can see it as something close to them and it does not seem artificial, for example by showing it in the form of everyday life related to the life of the general public. Videos that are dominated by consumer patterns are very dominant in their uploads. Based on the description that has been submitted. This research will discuss the Hegemony of Consumptive Ideology, on YouTube, owned by Raffi Ahmad. Matters related to hegemony will be described in this research, so that this research can become a basis for the birth of new, relevant research.

The originator of the hegemony theory was Antonio Gramsci. Gramsci's concept of hegemony is that a class and its members exercise power over the classes below them by means of violence and persuasion. Hegemony is not a relationship of domination using power, but a relationship of approval using political and ideological leadership.

Gramsci defined hegemony as cultural leadership exercised by the ruling class. He contrasts hegemony with coercion "exercised by legislative or executive power, or expressed through police intervention." While economic Marxists tend to emphasize economics and the coercive aspects of state domination, Gramsci emphasizes "hegemony" and cultural leadership."

The concept of hegemony not only helps us understand the domination that exists in capitalism, but it also helps orient Gramsci's thoughts towards revolution. Through revolution, it is not enough to gain control over the economy and the state apparatus; cultural leadership over the rest of society also needs to be gained. That is where Gramsci saw a key role for communist intellectuals and the communist party. Hegemony rules with conceptual moral and intellectual leadership. There are six keys to Gramsci's Hegemony Theory, namely 1) culture, 2) hegemony, 3) ideology, general beliefs, 4) intellectuals, 5) state.

YouTube media plays a significantly shapes, especially for women (Paramita, 2019). Women will be easily influenced because they easily accept something new through social media. Therefore, this article aims to describe the hegemony carried out by the Rans Entertainment YouTube channel in forming consumer ideology as a lifestyle through video analysis.

Research on relevant hegemonic ideology that had been carried out earlier, so that it could provide a reference point in conducting research, was carried out by (Indainanto, 2020) with his research entitled Consumptive Ideological Hegemony as a Teenage Lifestyle. In relation to research on the hegemony of consumerist ideology, the similarities between the research conducted by Indainanto, Yofiendi Indah and the research carried out in this study are that they both analyze the hegemony of consumerist ideology. The difference is that in Indainanto's research, Yofiendi Indah analyzed the hegemony of consumerist ideology as a teenage lifestyle. Meanwhile, this research analyzes consumerist ideology as a lifestyle in Rans Entertainment's YouTube content.

Next, relevant and earlier research was conducted by (Falah, 2018) with his research entitled Ideological Hegemony in the Novel When Love Bertasbih by Habiburrahman el Shirazy (Gramsci Hegemony Study). Falah studies Ideological Hegemony in Novels, this research examines Hegemony in Raffi Ahmad's YouTube. Overall, the theoretical framework in this section will be used to analyse research data, so that the data provided in the research can be considered appropriate.

II. Research Methods

The method used in this research is qualitative descriptive. Qualitative descriptives are used to explain hegemonic representations in the text. The analytical framework in this research only focuses on the text displayed in the Rans Entertainment YouTube channel video in the Jajarans event with the content title "Wow!!! Raffi Nagita opens evening hangout in front of the house..." and "Nagita Try Online Items Under 100 Thousand!!! The results make you laugh!!!". Gramsci's theory of hegemony is used to dismantle the texts displayed in forming consumer ideology which is carried out through the approval process.

III. Results and Discussion

3.1 The Nature of Gramsci's Hegemony

Hegemony comes from the Greek word eugemonia, which means to lead. Roger Simon stated that "Hegemony is a consensus. Hegemony is not a relationship of domination using power, but a relationship of approval using political and ideological leadership" (Simon, 1999: 19-20). So, the term hegemony means leading, leadership, or power that exceeds other powers. Hegemony is the idea of an Italian philosopher named Antonio Gramsci. Gramsci's theory of hegemony analyzes various kinds of relationships between power and oppression in society. It doesn't always mean physical oppression but it could be an oppression of thought patterns. From a hegemony perspective, it will be seen that mass media is a tool of control used by those in power to control and instill thought patterns in society.

The concept of hegemony became popular after being used as a reference to Gramsci's thought which was understood as an idea that supports the power of certain social groups. Gramsci's theory of hegemony is a dominant view of life and way of thinking, in which there is a concept of reality that is disseminated in society, both institutionally and individually; ideology dictates all tastes, moral habits, religious and political principles, as well as all social relations, especially in the intellectual and moral sense.

Gramsci explained that hegemony is a process of domination by the dominant class over the lower class, and the lower class also actively supports the ideas of the dominant class. Here, control is carried out not through violence, but through forms of consent from the people being controlled.

Forms of community approval of dominant community values are carried out by mastering the community's thought bases, critical abilities, and affective abilities through consensus that brings people's awareness of social problems into a framework pattern determined through bureaucracy (dominant society). Here we see an attempt to naturalize the form and meaning of the ruling group.

Thus, the dominant class society's mechanism for exercising control over the lower classes uses ideology. Dominant class society manipulates the consciousness of lower class society so that without realizing it, they are willing to support the dominant class's power.

3.2 Level of Thinking Awareness

The hegemony of values from the authorities to society is always related to the level of awareness of thinking in that society. Paulo Freire, an educational figure from Brazil who was heavily influenced by the thoughts of Antonio Gramsci, emphasized the importance of conscious thinking among the oppressed. In his book Pedagogy of The Oppressed, Paulo Freire divides educational paradigms into conservative educational paradigms, liberal educational paradigms, and critical educational paradigms which Freire calls "bank style education" (Freire, 2000: 9).

Paolo Freire (Freire, 2014: 67) in Pedagogy of Hope: Reliving Pedagogy of The Oppressed states that "There is neither is, or nor has ever been, and educational practice in zero space time is neutral in the sense of being committed only to preponderantly abstract, intangible ideas".

There is never a truly neutral education, education will always carry the values given by the ruling system in society, just like Gramsci's thoughts which included educational institutions as a tool for hegemony in society. In the banking style education above, there has been a process of dehumanization because it suppresses students' rights to think critically and speak.

The conservative paradigm will produce a society that has a magical level of consciousness which assumes that the existence of caste and class inequality in society is a natural necessity, impossible to change because it is God's destiny and provision. Social change for them is not something that must be fought for, only God can change it. This awareness gives rise to a fatalistic attitude, resigned to accepting any condition without trying to change the condition for the better.

The liberal paradigm will give birth to a naive level of consciousness. Liberals know and admit that there are indeed social problems in society. However, for them education must be completely sterile from economic and political problems in society. The task of education is simply to prepare students to enter the existing system. The system is likened to a human body that is always harmonious and orderly, even if an error occurs, it is the individual who is part of the system that is corrected and not the system itself. Education from a liberal perspective becomes a means of socializing and reproducing the values espoused by the ruling system so that it is stable and functions well in society.

The critical paradigm will give birth to a critical level of consciousness. Education for the critical paradigm is a means for political struggle and social change. If the conservative paradigm aims to preserve the status quo, the liberal paradigm is also pro-status quo, then the critical paradigm requires fundamental structural changes in the social order of society. In this perspective, education must be able to open the insight and thinking horizons of both educators and students, creating space for students to identify and analyze freely and critically their social structure in the context of transformation in a better direction.

3.3 Mindset Construction through Social Media

Technological advances have brought humans to mechanization in every aspect of life. Technological developments also cause changes in the human communication process. Currently, communication can rarely be separated from the media. Humans consciously use technology as a tool, but without realizing it, humans have been used by their own products. Currently, technology is the authority that controls society's social system, including in the form of controlling people's mindsets.

There are many social phenomena regarding changes in society that occur rapidly as a result of the use of technology in almost all aspects of life. The impact of the use of this technology is especially on the concept of human relations and institutional life which then has very broad implications in human life. This includes the relationship between the power of one group over another group.

Technology is actually something that is value free. This means that technology can be used for anything, technology depends on who uses it, whether it will be used to benefit or harm society. Ideally, it is the ideology of a society that influences technology, it is ideology that provides the interpretation of technology and its use. However, what is happening now is that technology is influencing the ideology of a society, people's mindsets are controlled by technology, especially those related to mass media.

Currently, thought pattern control is carried out using social media and its technological developments. The mass media also has a very big role in hegemonizing this hegemonic practice. ISA (Ideological State Apparatus) is a detailed construction of the concept of Civil Society initiated by Gramsci. Civil Society is a space and place for the dominant class through state instruments to carry out its hegemony subtly through religious organizations, education systems, culture and other institutions.

Gramsci's hegemony forms a consensus as to what is desired, certain classes usually use institutional media as transmission. The media is one of these institutional mechanisms, which according to Gramsci acts as the "hands" of the ruling group to determine the dominant ideology which leads to hegemony over other groups in society (Patria, 2015: 127). Every individual connected to the ISA will voluntarily surrender all the fate of their lives into the hands of this ideological apparatus as proof of their loyalty to the ruling ideology, an attitude that is not excessive when considering that the process of hegemony in the social structure takes place through the use of languages and jargon, which is very persuasive and the ruling ideology has infiltrated the cognitive realm of society.

In this context, it is not an exaggeration to say that the media's work process in hegemonizing society is a subconscious work process. Something we are not explicitly aware of. Hall (via Griffin, 2003: 369) explains that media hegemony is not a conscious storyline, it is not too oppressive, coercive and its influences are not total. According to Hall, the media presents a variety of ideas and then they tend to support the status quo. The media is one of the ISAs of the ruling class to voice its ideology and hegemonize it to society.

3.4 The Importance of Studying Using Gramsci's Hegemony Perspective

A form of hegemony towards an object can be revealed through various kinds of research, for example research on literary works. Literary works are reflections, depictions or reflections of people's lives. Through literary works, authors try to express the joys and sorrows of people's lives that they feel or experience. Literary works are a series of feelings and social realities that cover all aspects of human life in the form of concrete objects that are well structured and beautiful. Jabrohim (2001: 61) reveals that the author as an individual object tries to produce his worldview (*vision du monde*) for his collective object. The significance that individual subjects elaborate on the social reality around them shows that a literary work is rooted in a particular culture and a particular society. The existence of such literature means that it can be positioned as a socio-cultural document.

The problem of hegemony towards an object in a literary work is one of the studies that connects literary works and society. Examining and discussing the practice of hegemony

towards literary works, we will know and be able to understand the practice of hegemony by relating it to real life in society. This can happen because one of the causes of social problems in a society is the practice of hegemony.

Hegemony must be achieved through political, cultural and intellectual efforts in order to be able to create a shared world view for the entire community. Thus, the group that holds hegemonic control must be able to universalize the intended values and worldview for the sake of its interests and the hegemonist's interests. Hegemony must be obtained through struggle with steps, such as continuous compromise and consolidation, so social, political and other situations can be controlled. If a social and political crisis occurs, hegemonic power must be maintained so other groups do not usurp control of that hegemony.

The rapid flow of technological change has opened our eyes to how social media greatly influences society. Everything displayed on social media is the truth, which requires every individual to move with the flow created by content creators.

3.5 Media Function in Building Hegemony

Rans Entertainment presents content that is very close to everyday life. Rans Entertainment does this by presenting their daily lives as naturally as possible. Raffi and Nagita can express themselves and their consumer lifestyle creatively by highlighting feelings of joy and happiness in carrying out every activity.

The image of ordering all the food menus without thinking and shopping for things online to try them out is very easy to do. This results in hegemony that a consumer lifestyle can bring joy, pleasure and happiness.

The basic nature of consumption is that goods and needs will sometimes be different and continue to change. Rans Entertainment always changes the form of consumption through content. This method is used to strengthen ideas about power, which can motivate people to think and produce ideas from different points of view. It is this power that is used as a symbol for those who are hegemonic.

Rans Entertainment's video content can reach the high, middle and lower class audience market. These three classes are unconsciously hegemonized. They are hegemonized to know, recognize and experience the ideal lifestyle or represent the upper class identified with maturity.

Consuming products like the upper class does is a way of forming a middle class lifestyle to feel like they are upper class. The reactions generated by the audience from Rans Entertainment's content have succeeded in instilling hegemony that consumption activities are a lifestyle or a way of life, something that is "natural" and that is the way it is. Hegemony control through the creation of a general awareness that forces the subject to be dominated, but also creates conditions where the subject volunteers himself to be dominated, thereby making the hegemonic party continue to be dominant.

Therefore, it is very natural that Jajarans content and online shopping for goods become attractive and widely watched. When content is widely liked, some groups receive benefits in the hegemonic process and are disadvantaged through a process of consent rather than coercion. This means that the dominant group will be in power, to continue producing similar content.

Social Media Maintains Consumerist Ideology Social media is an effective means of maintaining consumerist ideology in this digital era. Of course, this is challenging because the audience has a reference knowledge of constantly changing reality. Therefore, social media must continue to develop creativity to present new content to maintain ideology.

In line with this, cultural hegemony emphasizes rationalized consent to one's domination. In this case, ideology is not enough, rationalized justification functions to correct the contradictions inherent in society with unequal social relations so that it requires tools to make this hegemony dominant. One of them is the use of language. Language reflects reality and builds reality, shaping meaning, identity, objects and subjects. Through everyday language that creates a relaxed atmosphere full of joy and happiness, this consumerist ideology continues to be given attention. Rans Entertainment's content tries to maintain consumerist ideology by showing joy, pleasure or happiness which is considered a form of lifestyle to shape knowledge and action.

The use of language is strengthened by everyday language that is simple and easy for the audience to understand. Efforts to create an ideological production are carried out naturally so that the audience will easily accept it. Rankings content and online shopping are used as tools to build a consumption ideology that is continuously repeated with various content packages. Repetition forms a social concept that is based on increasing consumption as a lifestyle. This concept continues to be built by representing the phenomenon as closely as possible. The concept of snacks (culinary) is very close to the daily activities carried out by everyone, as well as shopping for online goods is also close to people's daily lives in this digital era. Rans Entertainment takes advantage of this phenomenon which is represented in its daily life. The representations that appear in Rankings content and online shopping include hegemonic representations, liberated representations, and polemical representations.

In Rankings content and online shopping, hegemonic representations are shared across groups and rooted in culture, in collective memory and widely held beliefs. In this case, Rans Entertainment continues to maintain the concept of Jajarans and online shopping as a channel identity that shapes cultural attention and concepts in social life.

The concept of Rankings and online shopping for goods is presented as a representation with a certain level of autonomy with respect to the interacting segments of society. Interaction in the YouTube comments column allows content production to be more creative, varied and effective in providing influence so that it can be seen as a form of liberated representation that is actualized in the content. When the media is as close as possible to building interactions and does not provide distance, power can minimize conflict.

The concept of Rankings and online shopping is presented as a polemic representation. Polemic representations are generated during social conflicts, social controversies, and society as a whole. Polemic representation is involved in social change and innovation. Rans Entertainment faces a situation of polemical representation when the content it relies on does not get a good response and will be replaced and vice versa. This means that if the concept of Rankings and online shopping can attract more audience attention, then similar content will emerge with the same theme.

The emergence of similar themes seeks to maintain ideology with various forms of representation that will influence social action. Expressing the ideology of support for content is possible with digital media, such as YouTube.

Gramsci's hegemony is "spontaneous consent" given by society to the general direction imposed on social life by the dominant group. The coercion here takes a subtle form without any element of coercion in a short time, while consent is caused by prestige or recognition of trust in the dominant group because of its existence, position and function in production.

Media representation does not reflect reality as it is, so it is possible to package it for commercial purposes and experience rejection. This means that content with similar themes develops greatly influenced by the audience watching. In reality, capitalism creates a false consciousness, even though many consumers are fully aware and critical of the various inequalities and injustices associated with consumerist ideology.

IV. Conclusion

The Rans Entertainment YouTube channel dominates the audience by packaging content close to everyday life with a humorous approach and a relaxed atmosphere full of joy and happiness to blur the influence of power in instilling consumer ideology.

The Rans Entertainment YouTube channel relies on Jajarans content and online shopping to attract viewers to engage in content that will impact personal gain. Rans Entertainment with the concept of hegemony which leads to a culture of pleasure is able to make people interested and accept consumerist ideology, this can be seen from the audience's response which responds well to this content.

The presence of content with the theme Jajarans (culinary) and online shopping has greatly influenced the audience, most of whom are women. In building closeness to reality, Rans Entertainment's video content is built on everyday concepts supported by an environment dominated by the happiness of successful young families. This will motivate the audience to want to be like Raffi Ahmad, Nagita Slavina, Rafathar Malik Ahmad, and the people around them. Besides that, video content with the theme Jajarans (culinary) and online shopping builds an ideal fantasy about upper-class life. This lifestyle represents a consumer lifestyle that is presented subtly so that people do not realize it is being hegemonized. Therefore, the consumptive lifestyle that is hegemonized by Rans Entertainment with its video content theme Jajarans (culinary) and online shopping for goods can make people hegemonic without any element of coercion or without realizing it.

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