

THE COMMODIFICATION OF CELEBRITY POPULARITY CONTENT IN THE DOCUMENTARY FILM “MISS AMERICANA”

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ABSTRACT

Celebrity popularity is an attractive commodity for filmmakers so that it becomes a creative idea that brings profits to the mass media industry. The popularity of celebrities becomes the consumption of people who unconsciously make them trapped in the imagination of pleasure. This study aims to uncover the commodification practices that appear in the documentary “Miss Americana”. The theory used in this research is commodification theory. However, in this study, researchers focus on the commodification of content in the documentary film “Miss Americana”. This study uses a qualitative approach and Roland Barthes’s semiotic analysis method with three elements of analysis, namely denotation, connotation, and myth. The researcher found that celebrity and popularity become attractions for mass media to find profit. But mass media several times become decoy to use celebrity and their popularity as a drama that will give profit. Mass media forget their majesty task to inform and educate but it is not just to entertain. Celebrity with their all life aspects and their popularity has become a bad access for society especially their fans.

Keywords: Commodification, Celebrity Popularity, Semiotics, Film

ABSTRAK

Popularitas selebriti merupakan komoditas yang menarik bagi pembuat film sehingga dijadikan ide kreatif yang mendatangkan keuntungan bagi industri media massa. Popularitas selebriti menjadi konsumsi hiburan bagi masyarakat yang secara tidak sadar membuat mereka terjebak dalam imajinasi kesenangan semata. Penelitian ini bertujuan untuk membongkar praktik-praktik komodifikasi yang muncul dalam film dokumenter “Miss Americana” mengenai popularitas selebriti. Teori yang digunakan dalam penelitian ini adalah Teori Komodifikasi. Namun dalam penelitian ini, peneliti fokus pada komodifikasi isi konten pada film dokumenter “Miss Americana”. Penelitian ini menggunakan pendekatan kualitatif dan metode analisis semiotika Roland Barthes dengan tiga elemen analisis yaitu denotasi, konotasi, dan mitos. Peneliti menemukan bahwa selebriti dan popularitas menjadi sebuah medan magnet bagi media massa untuk menciptakan keuntungan. Akan tetapi media massa justru seringkali terjebak dalam pemanfaatan selebriti dan popularitasnya sebagai drama yang dapat menghasilkan keuntungan. Media massa justru melupakan tugas dasarnya untuk memberikan informasi dan edukasi namun tidak hanya menghibur semata. Selebriti dengan segala aspek-aspek kehidupan dan popularitasnya tak jarang membawa ekspos yang buruk bagi masyarakat khususnya penggemarnya.

Kata Kunci: Komodifikasi, Popularitas Selebriti, Semiotika, Film

INTRODUCTION

For a celebrity, popularity is everything. But selling a celebrity's life of popularity can lead to big problems. Because celebrities don't always have a good influence. However, celebrities often present a lifestyle that can be imitated by fans incorrectly. That's because celebrity life is not always perfect. There is also a negative side to it.

Popular celebrities usually often appear in mass media such as television shows, films, radio, print media, even through technological developments, internet media can be a means for celebrities to expand their reach to be known globally. Turner asserts that the presence of the media becomes something important in the lives of celebrities to give meaning that is more than just ordinary people (a profession outside of celebrities) (Lubis, 2015: 5216). Therefore, the mass media and the dynamics of celebrity popularity are like two inseparable coins.

The mass media often use celebrity popularity as the object of creative business ideas that can generate profits. In the film industry, celebrity popularity has an important role for film production houses to attract market attention. Because by using celebrities who are already popular, especially those with a global level, not only will it automatically bring in millions of viewers, but more than that, the benefits obtained will be of fantastic value.

This creative idea was also used in the documentary "Miss Americana". This documentary, directed by Lana Wilson and has a duration of 1 hour 25 minutes, tells the ups and downs of Taylor Swift's career, who is a celebrity in the United States who has spent 15 years in the entertainment world as a singer and songwriter.

The filmmaker used Taylor Swift's popularity as part of a creative idea for the film "Miss Americana" to generate business profits for Netflix. According to Cashmore & Parker (2003: 217), celebrity is a commodification in human form where celebrity is transformed into a product of industry as a product that is consumed and worshiped. Therefore, the popularity of Taylor Swift in the film "Miss Americana" is part of commodification, where the media take advantage of all possibilities to be able to bring profit.

The commodification of a film is packaged in audio and visual which is a sign. The signs are used by filmmakers as a tool to articulate what is the intent and purpose. The meaning of the signs that appear in the contents of the Miss Americana

film has an exchange value, the researchers will try to unravel.

Semiotics of Roland Barthes, in this study will be an analytical method to examine the sign system compiled by Netflix in the film Miss Americana, especially the scene that describes the popularity of Taylor Swift. Not only that, the researcher wants to give advise to filmmakers that to produce a successful film, it is not enough to rely on famous celebrities.

RESEARCH METHODS

The paradigm used to underlie the way researchers think in seeing a phenomenon or problem is a critical paradigm. By using the critical paradigm, researchers can become activists as well as try to criticize and enlighten people's thinking so that they understand the hidden reality.

In the section above, the researcher reveals that using a critical paradigm, the most appropriate approach is a qualitative approach. Research with a qualitative approach, the data are mostly in the form of words or narratives because the results of in-depth exploration require detailed descriptions or interpretations.

In this study, the researcher used Roland Barthes' semiotic content analysis research method. Semiotics, or in Barthes's terms, semiology, basically wants to study how humanity interprets things (Sobur, 2017: 15). The focus of Roland Barthes' semiotics is on the significance of two stages, namely denotation, and connotation. So that a second sign appears which is called a myth.

In this study, the data were taken from several sources, so there are two types of data distribution based on the source, namely primary and secondary data. with primary data is a data source that directly provides data to data collectors. In this study, primary data came from a documentary film entitled "Miss Americana" with a duration of 1 hour 25 minutes which described the commodification of celebrity popularity taken as research material. While secondary data is a data source that does not directly provide data to data collectors. Secondary data sources are used to support information obtained from primary data sources, namely from literature reviews, journals, books, surveys, previous research, and electronic literature relevant to the research topic.

Data collection techniques were carried out in three stages, namely: observation, documentation, and literature study. Observation is an intensive observation activity, where researchers watch the documentary "Miss



"Americana" repeatedly. Researchers watched the film through an electronic device via the Netflix website. Documentation is supporting data obtained from data sources. Researchers do documentation by taking screenshots of scenes that show the commodification of celebrity popularity content in the film "Miss Americana" on the Netflix site. Finally, the researcher also conducted a literature study to complete and strengthen the data as well as a reference in the research. Researchers conducted a literature study using books, literature reviews, electronic literature, and articles relevant to the topic to be studied.

This research uses the commodification theory. The definition of commodification itself is the process of transforming goods and services that were originally valued for their use-value, into valuable commodities because they can bring benefits in the market (Ibrahim, 2014:17-19). In the process of commodification, something is produced not primarily based on use-value, but rather on exchange value. So the reason something is produced is not that it has a use for a wide audience, but because something can be exchanged by the market (Enga, 2016: 183). So, broadly speaking, commodification is related to the process of transforming goods and services into a commodity that can become an exchange value in the market.

In this study, the researcher wants to explore further the problem of commodification in the film "Miss Americana" to see how and how much value Taylor Swift's "popularity" as a celebrity packaged by the mass media in a documentary can show that the mass media often prioritizes profits over profits. achieve other media goals. In this study, the researcher uses a form of content commodification, which is when the message or content of the communication is treated as a commodity.

Researchers also try to uncover that celebrity popularity is used as a commodity, as a formula for the media that can provide benefits. Moviegoers who enjoy and are attracted to Taylor Swift can subconsciously affect their lives and more importantly, the media can profit from the subscription fees of subscribers to this streaming service.

RESULTS AND DISCUSSION

This study uses material from the documentary "Miss Americana" to conduct the analysis. Here are some scenes that show the popularity of celebrities in the documentary "Miss Americana"

Figure 1



Duration: 24.33 - 24.34

The denotation in Figure 1 is depicted with a woman walking towards the air vehicle in front of her. The woman has her hair tied back in one ponytail and flat bangs. The woman's face depicts an expression with closed eyes, raised cheeks, and a wide-open mouth accompanied by a voice that comes out of her mouth. The woman standing in the center of the screen was wearing a warm white long-sleeved dress. As seen in the picture above, the woman's background is where the air vehicle stops which looks very spacious. In front of the woman was seen the wing of an air vehicle which shiny silver in color was with white on the body and black stripes on the sides. On the back of the woman is also seen another air vehicle that has white on the body and black on the front. The atmosphere during this scene has a dark sky that affects the lighting source, but the objects in this scene are still clearly visible. Along with this scene, there is the natural sound of the engine of the air vehicle. This scene was shot with a medium-full shot technique.

After doing the denotation in Figure 1, the connotation obtained is that the scene above was taken with a full shot medium shooting technique. In Arthur Asa Berger's interpretation, the medium shot describes the condition of almost the entire body (Berger, 2000: 33). In this scene, it can be interpreted that the filmmaker wants to portray the beauty of the life of famous celebrities who are often seen using private jets. In this scene, the size and shape of the plane do not look like a commercial plane but a private plane. Airplanes are the most luxurious and sophisticated means of transportation for most people. By using commercial planes from economy class to first class, it has depicted a certain symbol of social status. So that driving or owning a private plane shows a symbol of social status and type of work from the owner who has extraordinary financial ability and power over money (Suprpto, 2018: 9).



In this scene, Taylor shows that having celebrity status is described by owning a private jet. Finally, the lifestyle of celebrities who often travel by private jets encourages other celebrities to be able to do the same. Taking pictures with private jets has become a lifestyle and trend that has mushroomed in society. Many of them are willing to do anything to sell their bodies to be able to have a lifestyle like a world-class celebrity.

The white color appears on the fuselage of the jet and the long-sleeved sweater worn by the woman in the picture. According to Monica, white is associated with light, purity, marriage, cleanliness, virtue, honesty, and simplicity (Monica, 2011: 1092). In this scene, the white color can be interpreted as the figure of Taylor Swift who has a simple appearance, as if she wants to show a simple image behind the luxurious celebrity life.

Then in front of the woman, a shiny silver jet wing appears. According to Hariadi, silver is a symbol that has the meaning of luxury, exclusivity, and something that is durable (Hariadi, 2018: 20). Therefore, the color silver can be interpreted as a celebrity lifestyle that is full of luxury (glamor). A luxurious lifestyle is a hedonistic lifestyle, which is a pattern whose activities are to seek the pleasures of life and love to buy expensive things that they like (Purba, 2019: 56-57).

In the picture, there is a black color on the sky on the side of the jet plane and the bag being carried by the woman in the picture. Black is associated with strength, power, weight, luxury, elegance, formal, seriousness, prestige, silence, mystery (Monica, 2011: 1091). In this scene, the color black can be interpreted that the image of celebrity popularity is often depicted by the mass media with a life surrounded by luxury and establishment. This luxurious and glamorous life has become a lifestyle that everyone dreams of, so that people, especially fans, want to follow in the footsteps of these celebrities and make celebrities role models for life. For the media, the popularity of celebrities with their glamorous lives is used as a force to attract the attention of the audience.

The woman's face in the picture shows an expression with her eyes closed, her cheeks raised, her mouth wide open, and the sound of laughing that comes out of the woman's mouth. According to Sartika, feelings of happiness are expressed by the cheeks becoming higher, eye muscle movements occur, the tip of the lips lifting, or the

jaw opening accompanied by contraction of the upper jaw and neck muscles (Sartika, 2013: 34). In this scene, happy expressions and laughing sounds can be interpreted as the popularity of celebrities having an influence in determining the ideal lifestyle in society because they are happy.

Singers and teenage celebrities who are displayed are parts of their teenage dreams, such as the handsome and beautiful face, ideal body shape, and their fun-loving lifestyles (Putri, 2015: 463). In the scene above, the woman has her hair tied back in one ponytail. The appearance of a woman whose hair is tied in one back shows a simple appearance (Puspita, 2018: 165). In this scene, one back ponytail is interpreted as a celebrity's glamorous lifestyle packaged in a simple look.

In this scene, it can be concluded that celebrity popularity can be interpreted as a glamorous lifestyle. Celebrities with a glamorous lifestyle are packaged in a simple look. The glamorous lifestyle of celebrities can influence people's lifestyles to dream of having a luxurious life like a celebrity. Not only the public, many other celebrities feel pressured and are required to live a glamorous lifestyle, so they look for shortcuts by "selling their bodies" in order to look successful and popular.

Figure 2



Duration: 1.10.17 – 1.11.30

The woman's face in the picture shows an expression with her eyes closed, her cheeks raised, her mouth wide open, and the sound of laughing that comes out of the woman's mouth. According to Sartika, feelings of happiness are expressed by the cheeks becoming higher, eye muscle movements occur, the tip of the lips lifting, or the jaw opening accompanied by contraction of the upper jaw and neck muscles (Sartika, 2013: 34). In this scene, happy expressions and laughing sounds can be interpreted as the popularity of celebrities having an influence in determining the ideal lifestyle in society because they are happy.



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Therefore, the connotation found is that this scene was taken with extreme long shot shooting techniques. According to Sulisyawati, an extreme long shot is a shooting technique where an object is taken from a very far distance. This shooting technique is usually used to describe a motorcycle taxi that is very far away or a wide panorama (Sulisyawati, 2016: 91). In this scene, the filmmaker uses the extreme long shot technique to depict a concert stadium room filled with people. For music concert performances to appear more attractive and maximal, they must be equipped with stage artistic completeness, lighting, and sound systems (Pramudya, 2019: 21).

Shuker describes the concert as a complex cultural phenomenon because it involves a mix of music and economics, ritual and pleasure, for both performers and audiences. In addition, concerts have an important role in exposing their music players to potential fans and buyers, as well as building an image and creating a following (Shuker, 2008: 57-59). So that concerts become a very important part of a musician's career because it can show that his work is appreciated and enjoyed by many people. Someone who can hold a successful concert usually has a lot of work. Taylor Swift shows that she is not just an ordinary celebrity but has a myriad of works that have an influence in the music world.

This scene was also shot from a bird view angle. According to Baksin, taking pictures with bird eye view is done to give the impression of such a wide environment with other objects that appear below so small and scattered about without

meaning (Baksin, 2009: 104). In this context, taking pictures with bird eye view is intended to give the impression of being in a room that is quite large and crowded with thousands of people in the room (Ibrahim, 2016: 47-48).

In the picture above, there is a lot of blue light in the darkness. The use of blue light in the room has an attractive and not monotonous impression (Indraswara, 2007: 31). According to Tanisha, a person's motivation to watch a concert is to socialize, relax, show solidarity, and entertainment. As a fan, watching her idol's concert is a must-do. Attending a music concert is influenced by one's motivation to fulfill the desired needs (Tanisha, 2018: 115-116). Thus, the use of blue light in the dark can be interpreted that the film "Miss Americana" is an interesting film and can entertain the audience because it presents popular celebrities. For fans, watching films about admired celebrities is a form of support and solidarity and a mandatory need.

At the bottom right of the screen, there are 13 spotlights that emit white light downwards. The number 13 is considered a symbol of bad luck or does not bring luck (Hariyanto, 2013: 4). Meanwhile, spotlights are most often used at concerts, musicals, and large-scale presentations to highlight a specific, moving, and individual object (Noveramadya, 2015: 2021). The white color of the lamp creates a clear and cold impression (Pertiwi, 2016: 139). In this scene, 13 spotlights that emit white light can be interpreted as the popularity of celebrities who are often considered as good luck for filmmakers to highlight the name of the film so that it is better known and watched by the public. But not infrequently, some films have used popular celebrities but still fail.

At the bottom of the spotlight, there is a long stage that serves as a foothold for six people, one person standing at the front end of the stage raising his left hand. While the other five people who were a little further behind were moving with different styles. The stage is the main element of the building, where a stage is a place for performances (Islam, 2015: 4). The stage for music events must be designed as attractive as possible and according to the concept, so that it becomes an added value and selling point for the music displayed (Anshari, 2017: 70). The person standing in the front is the center of attention, while the person standing behind is the complement of the show to make it look livelier. Therefore, the stage where the show is held can be interpreted that celebrity popularity is the main element in the film and becomes the selling point of the film being



shown. However, the film must also be designed as attractive as possible so that it becomes an added value. So that celebrity popularity is not just a formula but a privilege that must be balanced with the quality of the filmmaker.

At the bottom of the stage, you can see a crowd of people. The crowd creates a show (Cantini, 2018: 5). According to Setiyowati, concerts or festivals require large crowds, because basically this business “sells the crowd” (Setiyowati, 2021: 223). Music performances rely on a direct crowd of spectators as a space for interaction and distribution of commodities (Hasuti, 2020: 222). In this scene, the crowd below the stage can be interpreted that celebrity popularity requires a very large number of masses to acknowledge one's celebrity status. With many masses, celebrity popularity becomes a commodity for filmmakers to create mass media products.

Along with this scene, there is a VO voice of a woman who says: “A lot has to be processed because we are in a society where women in the entertainment world are dumped somewhere when they are 35 years old”. Celebrities, especially women who are not young, experience an injustice. Where women must look physically beautiful and stay young if they want to be successful (Bungin, 2003: 101). This is related to the “idealization of women by the media”, which creates feelings of hatred for the body and fear of aging (Rogers, 2003: 185). There is a term known as Ageism, namely the provision of negative stereotypes and discrimination against individuals or groups based on their age (Langdon, 2018: 28). Quoted from Kompas.com, the world of entertainment glorifies physical appearance and young age. So, for a celebrity whose age continues to grow, they feel marginalized and finally no longer get a job. Several celebrities tried to voice the discrimination felt on the entertainment stage, not only about race and gender inequality but also age. Quoted from Kompas.com, it turns out that it is not only up to the age issue, there is a double standard in men of mature age compared to women when they are heading for aging (2019, accessed 8 September 2021). So, the voice of VO in this scene can be interpreted that a celebrity's success being hindered by age. Celebrity popularity is like a toy that is only fun when it's new and gets thrown away when it's outdated.

Then, there were also people's cheers. The cheers of the audience are a sign of appreciation (Saputra, 2020: 32). According to Nuriarta, the cheers of the audience are expressions of joy and convey support (Nuriarta, 2019: 368). In this scene,

the cheers of the audience show that Taylor Swift is a celebrity figure who still gets appreciation for her works. Without achievement and consistency in work, Taylor Swift may not be where she is today.

Then, there is background music with a slow tempo that accompanies this scene. According to Septiani, the slow tempo is used to give the impression of a song, serene, and romantic (Septiani, 2021: 103). Meanwhile, according to Fikri, sad songs are usually sung using a slow tempo (Fikri, 2019: 370). The slow tempo in accompanying the female VO voice can be interpreted as celebrity sadness, which is used to attract people's empathy, so they don't leave them.

In this scene, it can be concluded that celebrities are not just ordinary people with various talents. The popularity of celebrities can give influence and color to the world of work they do. In this case, Taylor Swift can influence the world of music whose work inspires young musicians around the world. On the same occasion, Taylor Swift wants to get sympathy from the audience so as not to leave her because of her increasing age. Many female celebrities fear being dumped as they get older. This is related to their lives which have always been the center of attention. So, in this scene, celebrity popularity is interpreted as having a big influence compared to ordinary people because they have popularity that makes them better known by the public.

After completing the denotation and connotation stages in Roland Barthes' Semiotics analysis, a second sign emerges, namely myth. According to Barthes, myth is a type of claim that can be formed from various things with provisions that are conveyed as discourse. Myth is not determined by the object of the message but by how the message is expressed, such as in writing, photography, films, performances, advertisements, paintings, and whatever is conveyed in the form of discourse (Barthes, 2012: 108). Myth is a product of social class that already has dominance (Sobur, 2015: 128). Barthes (quoted in Vera, 2014: 29) said that if the connotation is solid, then it becomes a myth, while a myth that is established will become an ideology. In his research, Altobeli Lobodally said that “Myth is how the culture explains or understand some aspect of reality or natural phenomena” (Lobodally, 2015: 179).

So that in this study, the analysis that appears in the second-order which is referred to as a myth in Roland Barthes' Semiotics, the researcher finds that:



1. Celebrity popularity is defined as a dominant figure. This is found in the scene during Taylor Swift's concert with the album "Fearless".
2. The popularity of celebrities can be interpreted as the center of attention. This is found in the scene when Taylor Swift is doing an interview.
3. The popularity of celebrities can be interpreted as a multitasking figure. This is found in the scene when Taylor Swift plays the piano.
4. The popularity of celebrities can be interpreted as people who have important positions. This is found in the scene of Taylor Swift talking with Jimmy Kimmel.
5. Celebrity popularity can be interpreted as a struggle. This is found in the scene of Taylor Swift talking with Jimmy Kimmel.
6. The popularity of celebrities can be interpreted as a glamorous lifestyle. This is found in the scene of Taylor Swift in front of the jet.
7. Celebrity popularity is defined as a loss of privacy. This is found in the scene where Taylor Swift covers herself with an umbrella.
8. The popularity of celebrities can be interpreted as a form of perfection that is appreciated and recognized by society. This is found in the scene when Taylor Swift poses on the red carpet at the Video Music Awards.
9. Celebrity popularity can be interpreted as sensation and controversy. This is found in the scene that shows footage of the ABC News show.
10. Celebrity popularity can be interpreted as competition. This is found in the scene that shows footage of the ABC News show.
11. The popularity of celebrities is interpreted as an attraction. This is found in the scene that shows the twitter comment field.
12. Celebrity popularity is defined as having a big influence. This is found in the scene when the Taylor Swift concert "1989".
13. The popularity of celebrities is interpreted as worship. This is found in the scene when Taylor Swift takes a selfie with a fan.

However, researchers also searched and found literature on celebrity popularity. Based on Ovina's research entitled "Representation of Depression in the Lyrics of Song 'Runaway' - Bobby". Celebrities in South Korea are used to slave contracts, where artists are forced to work long hours for little pay without receiving royalties. They even have little to no freedom over their personal lives. Plus Korean celebrities are required

to display the perfect image so that fans are more interested (Ovina, 2019: 5-8).

Based on the research of Donna Rockwell and David C. Giles entitled "*Being a Celebrity: A Phenomenology of Fame*". The study found that in relation to self, being famous leads to loss of privacy, entitization, demanding expectations, gratification of ego needs, and symbolic immortality. Celebrity experience is the object of much public fascination and fantasy ideation (Rockwell, 2009: 178-179, 206).

Based on the research of Chikezie Emmanuel Uzuegbunam entitled "*Between Media Celebrities and The Youth: Exploring The Impact Of Emerging Celebrity Culture On The Lifestyle Of Young Nigerians*". Humans often appear captivated by those they see as glamorous. In the contemporary world, this phenomenon is being facilitated by the media. Celebrity lifestyles affect their confidence and determination to be successful in life, the way they dress, talk, and handle issues about relationship, marriage and sex. Celebrities have assumed a god-like status in society. They are objects of fascination and wonder. They are idolised and looked up to by society. Human beings have an instinct to look to someone for reflection, affirmation and authority; whether as a hero, mentor, protector or higher power. We build them up as modern gods, and tear them down when they show us, they are all too human. They make an easy object of obsession, as celebrities are ubiquitous. In the end, these images are likely to have some impact on us as media users. They could become our idols, icons, role models and heroes (Uzuegbunam, 2017: 130-132).

Based on the research of Marwan M. Kraidy entitled "*The Politics of Revolutionary Celebrity in the Contemporary Arab World*". This essay grapples with Arab celebrities as an overtly political, inherently transnational phenomenon and explores how revolutionary celebrity may expand our understanding of celebrity writ large. Considering celebrity at nexus of revolution, transnationalism, and the media, the essay finds that celebrities dominates the media battle and concludes that celebrity is a political practice in which the internet and satellite television play mutually reinforcing roles. Celebrity assumed a larger role in the pan-Arab sphere (Kraidy, 2015: 161-163).

Based on the research of Mercè Olivia entitled "*Celebrity, Class and Gender in Spain: An Analysis of Belén Esteban's Image*". In Spain,



there some celebrity that cannot be linked to traditional definitions of talent and work. Because, they often talked about with contempt, used as a synonym of 'trash TV' in Spain. it can be argued that also in Spain the celebrity can be constructed as a form of disciplinary regime rather than individual greatness. The celebrity is used to reinforce social and cultural norms and boundaries, as well as to stigmatize working-class women, represented as undeserving celebrities or as an ignorant, senseless crowd (Olivia, 2014: 1, 25).

Based on the research of John Langer and James Haft entitled "Celebrity in Thailand: meaning identity, popular culture". The word celebrity is not as widely used in Thai parlance as it is in English speaking context. Sometimes shortened to 'celeb', this word can refer to individuals who come from well-connected (hi-so) families with 'good last names' and who can garner considerable media attention by appearing at public events. Over past few years, 'celebrity' had become a word with more circulation, applied as a generic term to refer to anyone who became 'famous' and derived 'public attention'. (Langer, 2012:166-167).

Based on Wahyuni Choiriyati's research entitled "Manifestations of Political Education Pragmatism (Reception Analysis on Commodification of Politician Celebrity News)". In Indonesia, there is a phenomenon where many celebrities who enter the world of politics use their popularity to boost public support. The phenomenon of the election of female celebrities to the political stage, both in Indonesia and in other democratic countries, shows the power of celebrities who can attract the attention of the masses which are used to gain support for political parties. Celebrities are used as political products, as candidates to be offered to the voter market through political marketing strategies (Choiriyati, 2017: 42).

So, the researchers found a shift as well as strengthening the myth about celebrity popularity. The confirmation that the researcher found regarding the myth of celebrity popularity that appeared in society and the documentary "Miss Americana" was dominant, the center of attention, multitasking, has an important position, glamorous lifestyle, loss of privacy, a form of perfection, attractiveness, has great influence, and worship.

But the researchers also found a shift in the myth of celebrity popularity. In the documentary "Miss Americana", researchers find

celebrity popularity is described as struggle and competition. While the myths about the popularity of celebrities in society, the researchers found that they are the satisfaction of ego needs, symbolic immortality, fantasy, ideals, obsession objects, icons, heroes, insults, disciplinary regimes, stars, and political products.

In the theory of commodification, there are three forms of commodification, including the commodification of content, commodification of audiences, and commodification of labor. In the documentary "Miss Americana", the personal lives and dramas of celebrities are the contents of the content presented by the filmmakers to fulfill the wants and needs of the market to know the lives of celebrities they admire. Then there is a shift in the use of celebrity popularity content into a profit value for the benefit of Netflix and its shareholders themselves.

Celebrity popularity is considered a commodity in the Netflix Original film, Miss Americana. This is proven by the achievement of benefits both financially and in the form of awards and reviews. This film won awards both as a winner and a nominee, namely, at the Critics' Choice Documentary Award as "Most Compelling Living Subject of a Documentary" in 2020, winner in the NBR Awards (National Board of Review Award) as "Top Five Documentaries" in 2021. The documentary also received good reviews and criticism on the rotten tomatoes website. With an audience score of 91%, it shows that the audience likes this film or has a positive view of the documentary Miss Americana (2021, accessed 15 September 2021). Meanwhile, on the imbd site, the documentary Miss Americana received a score of 7.4/10 (out of 17,618 votes) (2021, accessed August 20, 2021).

Netflix spent USD 11.8 billion in 2020 on its content globally with a profit of USD 25 billion based on data from statista.com (2021, accessed September 15, 2021). In the United States, the cost of producing a documentary film is estimated at 750 - 1250 US Dollars per minute of the duration of the film. As for documentaries with large costs, they can reach 2 million US dollars, quoted from newbiefilmschool.com (2021, accessed 15 September 2021).

Netflix subscriber growth during Q4 (4th quartile) 2019 to Q1 (1st quartile, namely January, February, and March) 2020, the number of Netflix users jumped dramatically by 15.8 million, almost double compared to Q1 2019 which jumped by 9



million subscribers. So, Netflix has a total of 182,856,000 paid subscribers worldwide. According to Kompas.com (2020, accessed 17 September 2021), the growth in the number of Netflix subscribers which has almost doubled from the previous year in the first quarter (Q1) in 2020 is due to the effects of the Covid-19 pandemic which limits people from leaving their homes and going to cinemas. closed.

Along with the documentary "Miss Americana", in the first quarter of 2020, there were other Netflix Original films and series that also received a high number of viewers, including Ozark season 3 with an audience of around 29 million subscribers, the reality show Love is Blind with a total audience of 29. about 30 million viewers, the docu-series Tiger King with 63 million viewers, and Money Heist with around 65 million subscribers. If viewed from the number of viewers of the same type of film, namely the Tiger King series which is converted to a Netflix subscription fee in Indonesia, the estimated gross profit obtained from the film "Miss Americana" is $64,000,000 \times \text{Rp } 54,000 = \text{Rp } 3,456,000,000,000$ or around USD 242 million. Seeing the rapid growth in the number of Netflix subscribers with very high estimated earnings, it can be concluded that the documentary "Miss Americana" is one of the Netflix Original films that contribute to the company's profits.

In addition, Netflix also reported total revenue in Q1 2020 of USD 5.77 billion compared to Q1 2019 of USD 4.52 billion. Meanwhile, the documentary Miss Americana was released on January 31, 2020, and is reported as the highest-rated Netflix original biographical documentary by a recording artist as quoted from dailymail.co.uk (2021, accessed September 15, 2021).

In the documentary Miss Americana, which is shown on Netflix as a multinational company, celebrity popularity is used as a creative idea that is used to achieve or create mass media products that can make a profit. Celebrity popularity is a strategy that is proven by the profits and awards in the film industry earned by the documentary film Miss Americana. Until now, the mass media justifies any means by selling personal lives, hedonistic lifestyles, celebrity fights to create drama for the benefit of the company. In this case, the media prioritizes profit over the main function of the media to provide information and educate the audience. The show, which was dominated by entertainment, managed to hypnotize the audience so that they were not aware of the shifting values in themselves. The audience, who is often trapped

in their imagination and obsession with celebrities, is used as an opportunity for the capital elite through multinational companies to easily embed ideology in mass media products.

CONCLUSION

The title of this research is "Commodification of Celebrity Popularity Content in Miss Americana Documentary". This study aims to uncover the popularity of celebrities as a commodity in the documentary "Miss Americana". The researcher took the topic of this research because he saw that celebrity popularity is often used as a profit formula for the film industry that is used not only to attract public attention but as a benchmark for success that the film can generate profits.

To see the commodification practices in the documentary "Miss Americana", the researcher uses Roland Barthes' semiotic analysis. So that researchers can find that the popularity of celebrities in this documentary has shifted and strengthened the view of celebrity popularity in society. This can be seen in the findings of denotation and connotation in this documentary, which later obtained the myth of celebrity popularity in the community.

In the "Miss Americana" documentary, the popularity of celebrities as a dominant figure and becomes the center of attention so that they can be traded. Celebrity popularity is also described as a multitasking figure, having an important position, struggles, and a glamorous lifestyle. In addition, celebrity popularity is also interpreted as a loss of privacy as well as a form of perfection. Meanwhile, the researchers found that celebrity popularity is the result of the hype and controversy that has become a celebrity's lifestyle today. Celebrity popularity in this documentary is also described as competition, attraction, and influence. Then there is also a picture of the popularity of celebrities as cults.

Based on the denotation and connotation analysis described above, the researcher found that there was a consolidation and a shift in the myth of celebrity popularity in society. In stabilization, society often portrays celebrity popularity as having no freedom over their personal life and having to present a perfect image. In addition, celebrity popularity is considered a "glorified" condition and an object of attraction for the wider community. Furthermore, celebrity popularity is synonymous with sensational and glamorous



lifestyles that make them the center of attention. On the other hand, celebrity popularity is celebrated for talent and achievements. The popularity of celebrities is also assumed to have an important and large role in society because it dominates the mass media. So, the popularity of celebrities has a big influence on society. These things can also be seen in the Miss Americana documentary in its content.

Meanwhile, the researchers also uncovered a shift in the myth of celebrity popularity in society. It was found, that the popularity of celebrities is a satisfaction of needs and symbolic of immortality. It is also stated that celebrity popularity has become a fantasy and aspirations to become rich and famous have been instilled in society. Popularity has become an object of obsession because of the fun life that celebrities have. So not infrequently, the popularity of celebrities becomes icons and heroes in people's lives. The popularity of celebrities can be assumed as a form of a regime of discipline and humiliation because they are considered unworthy and stupid. Not infrequently too, celebrity popularity is said to be a star because it has high visibility. In some countries, celebrity popularity is even used as a political product to boost public support. Therefore, the documentary Miss Americana has shifted the meaning of celebrity popularity in the public's view.

The strengthening and shifting of the myths contained in the Miss Americana documentary did not just happen without the intervention of the filmmakers. So that celebrity popularity has been commodified into a profit format for filmmakers as well as players of the ruling elite who sit in the multinational company Netflix as well as the filmmakers who produce this film. Then package it in various forms of mass communication products in this digital era. The popularity of celebrities who were originally judged on their usefulness has now been transformed into the documentary Miss Americana. This is an effort to gain profit, which is manifested in the form of awards on the film stage as well as an attraction for viewers who subscribe to the Netflix streaming service, as well as boosting the company's financial benefits.

Celebrities and popularity become a magnetic field for the mass media to create profits. However, the mass media are often trapped in the use of celebrities and their popularity as dramas that can generate profits. The mass media forget their basic duty to provide information and education, but not just to entertain. Celebrities with all aspects of life and their popularity often bring

bad excesses to society, especially their fans. Such as showing a glamorous lifestyle, creating a sensation of fighting with other celebrities, and certain body standards owned by a celebrity.

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