

SELF-IDENTITY COMMUNICATION OF METROSEXUAL MEN IN MAKASSAR CITY (PHENOMENOLOGICAL STUDY)

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Abstrak

Tujuan penelitian ini adalah untuk mengetahui bagaimana penerapan komunikasi identitas terhadap diri Pria Metroseksual di kota Makassar, mengetahui bagaimana bentuk pemaknaan diri Pria Metroseksual terhadap lingkungannya dalam interaksi sosial di Kota Makassar, dan mengetahui konstruksi sosial diri pada Pria Metroseksual di Kota Makassar. Penelitian ini menggunakan studi fenomenologi, lebih sistematis, komprehensif, dan praktis sebagai sebuah pendekatan yang berguna untuk menangkap berbagai gejala (fenomena) dalam dunia sosial. Informan dalam penelitian ini adalah lima orang yang berasal dari berbagai profesi. Teknik pengumpulan data yang digunakan adalah observasi, wawancara, dan dokumentasi. Hasil penelitian ini menunjukkan bahwa (1) Pria Metroseksual mempraktikkan komunikasi identitas diri dengan berpenampilan yang (dendy), merawat diri, dan mengikuti lifestyle yang sedang berkembang sebagai cara untuk menunjukkan status sosial, mengkomunikasikan identitas informan terhadap orang lain. (2) Pria Metroseksual memaknai lingkungan sekitarnya dengan menunjukkan maksud dan tujuannya berpenampilan. Mereka hanya ingin diakui dan dihargai keberadaannya serta tidak diberi kesan negatif oleh masyarakat. (3) Praktik komunikasi sosial Pria Metroseksual dengan cara yang sangat memperhatikan etika dalam berkomunikasi. Pria Metroseksual di Kota Makassar menggunakan komunikasi verbalnya dengan bahasa yang tepat dalam berkomunikasi dengan lingkungan sosialnya, Pria Metroseksual juga menggunakan komunikasi nonverbalnya dengan tepat mulai dari bahasa tubuh, posisi tubuh, isyarat dan bau-bauan.

Kata kunci: Komunikasi Identitas, Pemaknaan Diri, Pria Metroseksual

Abstract

The purpose of this study was to find out how the application of identity communication to Metrosexual Men in Makassar city, find out how Metrosexual Men self-determination forms towards their environment in social interactions in Makassar City, and find out the social construction of self in Metrosexual Men in Makassar City. This study uses phenomenological

studies, which are more systematic, comprehensive, and practical as an approach that is useful for capturing various phenomena in the social world. The informants in this study were five people from various professions. Data collection techniques used are observation, interviews, and documentation. The results of this study indicate that (1) Metrosexual men practice self-identity communication by looking determined, taking care of themselves, and following a lifestyle that is developing as a way to show social status, communicate the informant's identity to others. (2) Metrosexuals interpret their surroundings by showing their intentions and goals in appearance. They just want to be recognized and appreciated for their existence and not be given a negative impression by society. (3) Social communication practices of Metrosexual Men in a way that pays close attention to ethics in communicating. Metrosexual men in Makassar City use their verbal communication with the right language in communicating with their social environment, Metrosexual men also use their nonverbal communication appropriately starting from body language, body position, gestures and smells. That way,

Keywords: Identity Communication, Self Meaning, Metrosexual Men

INTRODUCTION

Currently, the attitude of metrosexual men is not only carried out in big cities, but several small cities in Indonesia may have started to become an epidemic, including in the city of Makassar. Based on monitoring the habits of metrosexual men in the city of Makassar, a general description of the behavior of some established men in the city of Makassar was found to be included in the metrosexual men's lifestyle group. In short, the results of their research concluded that there has been a growing group of men who do what they want, buy what they want, enjoy what they want, regardless of whether some people may think this is deviating from what men often do. -men in general. Metrosexual men will try to fulfill their lifestyle so that they look trendy, fashionable and not out of date. There is a phenomenon that we can find as a form of metrosexual life identity. Phenomenology is a series of events and forms of circumstances that can be observed in social life. The initiative that metrosexual men have is so high that they are willing to spend huge amounts of money just to get a perfect appearance (Syamsu, Awaluddin., Muhajir, 2022). Metrosexual men's self-interpretation of their environment can be seen based on opinions, illustrations of events, and experiences within themselves including themselves as metrosexual men, the people around them, individuals they have just met, and fellow metrosexual men.

Based on the background discussed above, the author is interested in researching and discussing in depth how identity is communicated by metrosexual men in Makassar City, how metrosexual men interpret themselves towards their environment in social interactions in Makassar City, and how the social construction of self is carried out by metrosexual men in Makassar City.

METHOD

Based on the problem being studied, the research approach used is qualitative in nature which aims to produce descriptive data in the form of speech or writing from the behavior of the people being observed. The time used by the researcher for this research was carried out from the date the research permit was issued in a period of approximately 8 (eight) months, 7 months of data collection and 1 month of data processing which included presentation in the form of a thesis and

the guidance process took place. This research is located in Makassar City, South Sulawesi. In this research, the research subjects are students and private employees. The technique for obtaining subjects in this research is based on the principle of subjects who master the problem, have data, and are willing to provide complete and accurate information.

FINDINGS AND DISCUSSION

Metrosexual Men Practice Self-Identity Communication

Based on the results of direct interviews conducted by researchers with informants, researchers found that for informants, appearance (dendy), taking care of themselves, following a currently developing lifestyle is a way to show social status, communicate the informant's identity and personality to other people. The identity communication built by Metrosexual Men is related to symbolic interaction theory because both focus on how Metrosexual Men convey and form identity through social interaction. Symbolic interaction theory focuses on concepts such as social interpretation, and symbolic meaning in social interaction. Individual identity is understood as a product of social interaction, in which symbols are given meaning and exchanged between individuals. The communication of identity that Metrosexual Men represent involves the use of language, symbols, and communicative actions to convey and shape individual identity to others.

Through identity communication, individuals convey aspects of their identity, such as group affiliation, values, and beliefs. Identity communication also involves a process of symbolic interpretation. Individuals use symbols in their communication, be they body movements, or other signs, to express and gain understanding of their identity. Identity communication plays an important role in building and strengthening individual identity construction. In conclusion, symbolic interaction theory and identity communication support each other. Symbolic interaction theory provides a theoretical basis for understanding the role of symbols in social interaction, while identity communication is a practice that involves the use of these symbols to convey and shape individual identity.

Metrosexual Men Make Sense of Their Environment in Social Interactions

Metrosexual men want to show their true identity. They want their social environment to accept their existence well. Metrosexual men also don't want to be considered excessive by other people for their lifestyle, because according to them what they do is an important need for them. Metrosexual men in appearance also try to show their self-confidence through trendy appearances and the luxury items they wear. Because of this, they feel able to attract the attention of others and get positive responses. Metrosexual men are the type who really like being praised and appreciated by their surroundings. The Metrosexual man who is synonymous with his neat, trendy, clean and fashionable appearance is an identity for him. Assessment from other people is very important for Metrosexual Men, because the positive assessment and appreciation given is the hope for them to grow their self-confidence. The theory of identity construction and self-meaning in Metrosexual Men is closely related because both are related to the way they form an understanding of themselves. Identity construction theory emphasizes that individual identity is not innate or fixed, but is the result of a social construction process that occurs through social interactions and environmental influences.

This theory highlights that individual identity is formed through social interpretation and understanding of the roles, values and norms that exist in society. Identity construction theory emphasizes that individual identities can vary in various social contexts, and individuals have an active role in constructing their own identities. Individual identity is not something fixed, but rather develops and changes over time and life experiences. Self-meaning in Metrosexual Men involves an internal process in which they give meaning and interpretation to their experiences, identities and roles in life. Self-meaning involves reflection, introspection, and understanding of one's own feelings, thoughts, and needs. It involves a process of self-knowledge that involves recognition and subjective interpretation of oneself. Self-meaning can also be influenced by external factors such as social interactions, cultural norms, and environmental influences. Metrosexual men create stories or narratives about themselves to build an understanding of who they are, what is important to them, and their life goals and values. In conclusion, the theory of identity construction and self-meaning in Metrosexual Men are interrelated in understanding how individuals form and interpret their identity. Identity construction theory provides a social framework in the identity construction process, while self-meaning involves the individual's internal process of giving meaning and interpretation to their own experiences and identity.

Metrosexual Men in the Social Construction of Self

Metrosexual men practice verbal social communication no differently from other people who are not metrosexual, but Metrosexual men are more expressive in their delivery, so they attract quite a lot of attention. Likewise with non-verbal communication, Metrosexual Men use signs to communicate non-verbally with their social environment. Through their appearance, they signal an appearance that does not forget the masculine side of a man. In his social environment, both at work and with his friends. Overall it can be said that Metrosexual Men practice communication by using verbal and non-verbal communication by paying attention to ethics in communication so that the message conveyed by the communicator can be received by the communicator. So, the theory of social construction of the self and Metrosexual Men have a relationship in the context of understanding gender identity and roles.

The social construction theory of the self provides an understanding that individual identity is formed through social interpretation and environmental influences. In the context of Metrosexual Men, the social construction of their identity is related to gender norms and the role expected of a man in society. They interpret and construct their identities in ways that reflect their interests and concerns about appearance and self-care that may be considered more traditional for women. Metrosexual men reflect a shift in the social construction of gender identity that is more inclusive and flexible. They show that gender identities and roles are not rigidly tied to traditional stereotypes and expectations. The social construction of Metrosexual Male identity shows that there are wider variations and possibilities in the way individuals interpret and interpret their gender identity. In conclusion, social construction theory of the self helps us understand that individual identity is formed through social interpretation and environmental influences. In the context of metrosexual men, the social construction of their identity involves their understanding and interpretation of gender norms and the roles expected of a man. Metrosexual men reflect a shift in the construction of gender identity that is more inclusive and flexible.

CONCLUSION

1. Metrosexual Men's identity communication involves the use of language, symbols, and communicative actions to convey and represent their identity to others. Metrosexual men use their appearance as a means of communicating identity, such as wearing clothes that (dandy) follow the latest fashion trends, and taking good care of their hair, skin and body.
2. Metrosexual men interpret their surroundings by showing their intentions and goals for their appearance. To fulfill this goal, they constantly improve their appearance. They just want to be recognized and appreciated for their existence and not be given a negative impression by society. Metrosexual men know themselves very well, even though their appearance is exaggerated and different from other people, Metrosexual men believe that they are able to give a good impression to the people around them.
3. Metrosexual Men's social construction of themselves in their environment is very important for Metrosexual Men. people whose main goal is to get attention, then the way they interact determines whether they deserve to be in society or not. Based on research results, Metrosexual Men speak very politely but intimately, creating a relaxed atmosphere when interacting with them. Meanwhile, their non-verbal communication such as body language, the way they walk, the signs and symbols they use tend to be more graceful like informants RR and FR.

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