



**Unveiling the enigmatic world of female celebgrams in Bireuen, Aceh:
Motivations, impacts, and challenges**

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ABSTRACT

This article explores the lifestyle phenomenon of female celebgrams in Bireuen, Aceh, Indonesia. Celebgrams have risen to prominence on Instagram, captivated large audiences and influenced trends across various sectors. The study investigates the motivations driving individuals to become celebgrams, the effects of their increasing influence, and the challenges encountered in their digital journeys. Using qualitative research, interviews were conducted with notable female celebgrams from Bireuen, offering valuable insights into their experiences and career paths. The findings reveal that economic factors significantly motivate individuals to embark on this path. Initially, they seek popularity and recognition on the platform, employing creative content, strategic interactions, and hashtags to raise the number of followers. Subsequently, they take advantage of their success to enlarge their potential income. The research highlights both positive and negative consequences of being a female celebgram. On one hand, these women enjoy gaining popularity, raising the number of followers, and increasing their income. On the other hand, they struggle with challenges like loss of privacy, exposure to public spotlight, and the perpetual need for creativity to maintain their digital identity.

Keywords: Female celebgram; instagram; lifestyle; social media.

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ABSTRAK

Artikel ini membahas fenomena gaya hidup selebgram perempuan di Bireuen, Aceh, Indonesia. Selebgram telah menjadi figur terkemuka Instagram yang menarik perhatian masyarakat luas dan mempengaruhi tren di berbagai sektor. Studi ini menyelidiki motivasi yang mendorong perempuan menjadi selebgram serta dampak peningkatan pengaruh, dan tantangan yang mereka hadapi sewaktu menapaki karir digital mereka. Dengan menggunakan metodologi penelitian kualitatif, wawancara dilakukan dengan beberapa selebgram perempuan terkemuka dari Kota Bireuen untuk mendapatkan informasi mengenai pengalaman dan karier mereka. Temuan dalam studi ini menunjukkan bahwa faktor ekonomi secara signifikan mendorong para perempuan tersebut untuk memulai karir sebagai selebgram. Awalnya, mereka mencari popularitas dan pengakuan pada platform instagram dengan menciptakan konten kreatif, interaksi strategis, dan tagar cerdas untuk mengumpulkan pengikut yang banyak. Selanjutnya, para selebgram perempuan tersebut memanfaatkan kesuksesan mereka untuk meningkatkan potensi penghasilan. Studi ini mengungkapkan konsekuensi positif dan negatif menjadi selebgram perempuan. Di satu sisi, wanita-wanita ini menikmati popularitas yang tinggi, jumlah pengikut yang besar, dan peningkatan pendapatan. Di sisi lain, mereka menghadapi tantangan seperti hilangnya privasi, eksposur terhadap sorotan publik, dan kebutuhan konstan akan kreativitas untuk mempertahankan identitas digital mereka.

Kata Kunci: Selebgram perempuan; Instagram; gaya hidup; sosial media.

1. INTRODUCTION

Social media is not a new phenomenon in the daily lives of society, especially for those who are active and familiar with internet usage (Shah et al., 2019; Thompson et al., 2017). Rapid technological advancements and globalization have attempted to balance everything that is modern (Baym, 2015; Jeflea et al., 2022). This includes various social media platforms, which initially served as a means of communication between individuals connected through the internet, such as Facebook, Instagram, Twitter, and Tik Tok (Pittman & Reich, 2016).

Instagram has undeniably become one of the most widely used social media platforms, giving rise to its own unique phenomenon (Richter et al., 2022). In Bireuen, this phenomenon has manifested in the form of Instagram celebrities, known as "Celebgram". These individuals have gained fame and influenced through their captivating presence on the platform. Instagram's versatility allows users to harness its potential for a myriad of purposes, from establishing businesses to creating engaging content to securing lucrative endorsement deals (Wichmann et al., 2022). With such capabilities, it is no wonder that Instagram is perceived as a platform that provides comprehensive information and high-speed accessibility, catering to users' needs anytime and anywhere (Suh, 2020). This attribute has made it a preferred choice for various activities, especially for those who seek entertainment, engage in business ventures, gather information, or simply share their visual stories with the world (Caliandro & Graham, 2020).

The interactive nature of Instagram sets it apart from traditional media, as it enables audiences to actively engage with content creators. This instant feedback loop fosters a sense of community and connection, allowing users to form meaningful relationships within the platform. As a result, Instagram has become an indispensable part of the daily lives of many Indonesians (Putri, 2021). As of January 2023, Instagram is a popular social media platform in Indonesia, with over 170 million users. As indicated in Table 1, female users make up 54.2% of the total user base, with an average age of 24 years old. The most popular activities for female users on Instagram include sharing photos and videos, following celebrities and influencers, shopping, learning about new products and services, and staying up-to-date on current events.

Table 1.
Instagram users in Indonesia.

Gender	Total Users	Percentage %
Female	170 millions	54.2
Male	139 millions	45.8

(We Are Social & Meltwater, 2023)

For those aspiring to become celebgrams, mastering technology is a prerequisite to fully harnessing the platform's potential (Iglesias-Sánchez et al., 2020). They strategically leverage the richness of Instagram's features and the various affordances it offers to curate and promote their personal branding. This dynamic persona becomes the foundation for building their careers within the realm of social media influence and celebrity status. These celebgrams set their own standards, which act as guiding principles in navigating the intricacies of their digital journey, further solidifying their position as influential figures in the online space (Feltman & Szymanski, 2018).

This article focuses on the dynamic Instagram user community in Bireuen, Aceh, particularly highlighting the emergence of celebgrams and their digital influence. While some research has explored these topics, much remains unexplored, especially the motivations that drive women to aspire to become celebgrams. This research gap has left significant areas untouched, including the enduring consequences of these influences, their sociological and cultural ramifications, the role of educational institutions, and the ethical considerations surrounding marketing collaborations with celebgrams. This article aims to address these knowledge gaps and contribute to a more comprehensive understanding of the phenomenon and its broader societal implications.

2. LITERATURE REVIEW

2.1. *The Instagram Phenomenon*

There is an abundance of literature about social media, especially Instagram. Hiram et al. (2016) revealed that behavioral and normative views partially impact Instagram preference and subjective norm. Attitude and subjective norm predicted usage intention significantly. The

older generation also relied more on significant others' Instagram opinions than the younger cohort.

Instagram's cultural and economic effects have also been studied. Mare (2021) covers the platform's cultural and economic aspects. Mare believes Instagram is a communication tool in the growing world of visual social media. Mare methodically illustrates how Instagram has grown as a mobile photography app with unique digital aesthetics and cultures that feed into existing communication ecologies and economics through theme-based chapters. The transformation of Instagram into a classic photography app is part of the bigger upheavals and disruptions in “information capitalism” and “surveillance capitalism.”

Kircaburun and Griffiths (2019) study gives information about problematic Instagram use. The study revealed that viewing live broadcasts, like and commenting on others' pictures, and feeling more present on Instagram were all linked to problematic usage. The study showed that escapism mediated the relationships between social and spatial presence and co-presence and problematic Instagram use.

The literature on Instagram use is growing rapidly. The above literature evaluations provide perspective on Instagram's cultural and economic effects across generations. This investigation also illuminated Instagram use issues. Although Instagram research is growing, numerous areas remain untapped. Instagram's cultural and economic effects on numerous cultures and communities need further study. This is important given the rise of female celebgrams celebrities. More research is needed to understand the underlying motivations that drive individuals to pursue a career as celebgrams.

2.2. Celebgrams Lifestyle on Instagram

The literature review provides understanding on Instagram celebrities and their effects on consumption, lifestyle, and commercial communication. Each of the research works helps explain how celebgrams affect and maintain social media trends and values.

Nabila's (2021) research illuminates the phenomenon of consumerism and the commodity of hijab propagated by influential individuals on Instagram known as celebgrams. Nabila uses phenomenology to examine how celebgrams' presentation of branded hijab choices and daily routines affects its followers' goals and consumerist norms. According to the study, Instagram has created a consumerist culture where people are more likely to buy hijabs endorsed by celebgrams. Creating a personal brand also influences customer purchasing. However, this study does not adequately address the long-term effects of these influences on impacted persons' mental health and financial decisions.

Technology has increased social media participation. Instagram's enticing qualities that allow information sharing have made it popular among students, according to Adila (2022). However, Instagram lifestyles might influence some students to compete with their own lives to impress others. This might lead to academic neglect or dangerous activity to maintain an image. The survey found that most students use Instagram for 6-7 hours a day, losing sight of time. Students must comprehend Instagram's risks and use it responsibly (Adila, 2022). The

study did not examine Instagram's benefits. Instagram allows people to connect with friends, learn about new topics, and express themselves creatively.

Instagram marketing is growing in Indonesia, including celebrity endorsements, according to Hadmandho (2022). Impulsive purchase is popular in Indonesia, but little is known about how celebrity endorsements affect it. In Rokan Hulu Regency, Riau Province, Hadmandho examines how celebrity endorsements affect impulsive purchase by students. A questionnaire was utilized to collect data from 100 pupils. She finds that celebrity endorsements significantly impact impulsive purchase. Businesses may learn from the research about using celebrity endorsements to boost impulsive purchase. Due to research design constraints, the findings should be considered cautiously.

The research that has been evaluated provides significant insights into the impact of Instagram celebrities on consumer behavior, lifestyle preferences, and marketing tactics. Nevertheless, there exist some knowledge gaps pertaining to the enduring consequences of these influences, the sociological and cultural ramifications they entail, the involvement of educational institutions, and the ethical considerations surrounding marketing cooperation with celebgrams.

3. METHOD

The present study utilizes a qualitative research methodology, a widely adopted approach in the fields of social and educational sciences (Okoko et al., 2023). This research methodology involves observing individuals in their natural settings and engaging in interactions with them to gain insights into their experiences and perspectives. The objective is to obtain a more comprehensive understanding of the lifestyle and social relationships of celebgrams living in Bireuen.

The research was conducted in the Bireuen Regency of Indonesia between January and May 2023. The researchers conducted interviews with individuals who have a substantial following on social media platforms, often referred to as celebgrams. The selection of celebgrams as respondents was based on our observations of their fame and large number of followers on the Instagram platform. Additionally, one of the researchers, Raudhatul Ula Salsabila, watched closely the interactions of these individuals with others and she gathered significant data pertaining to their various activities. The researchers proceeded to perform thematic analysis on the data as a whole in order to identify the fundamental motivations that prompt individuals to pursue fame on Instagram as well as the subsequent changes that occur in their lives after achieving popularity within this specific context. Thematic analysis as suggested by Baun and Clarke entails a methodical procedure of recognizing, categorizing, and examining reoccurring themes present in the gathered data, facilitating a full comprehension of the phenomena under investigation (Majumdar, 2019).

4. FINDINGS AND DISCUSSION

4.1. *Factors Influencing the Transformation of Social Media Enthusiasts into Celebgrams in Bireuen*

Social media followers are described in this discourse as multi-platform users who engage with various features that these platforms offer. These platforms facilitate user interactions through a range of features, allowing people to connect and engage with one another by sharing information in the form of text, photographs, and videos. The availability of internet connectivity around the clock has fueled the rapid growth of social media platforms, enabling users to converse and exchange information at any time. Lewis (2010) defines social media as a platform that enables people to connect, interact, produce, and share content, while Brogan (2010) adds that social media encourages innovative forms of communication. Kerpen (2019) defines social media as a digital platform for sharing images, videos, and text, facilitating interactive relationships between individuals and organizations.

In the context of this study, individuals actively participating and interacting on social media platforms, particularly Instagram, can be categorized as social media enthusiasts. Initially, those inclined toward social media primarily used Instagram to share visual content like images, videos, and Insta-stories. However, further analysis revealed that Instagram, with its diverse features and widespread availability, also served as a lucrative source of income.

This study highlights the profound impact of social media platforms, particularly Instagram, as powerful tools for communication and connection among individuals. It specifically focuses on the celebgrams in Bireuen, a group with distinct characteristics that set them apart from regular social media users, elevating them to the status of Instagram celebrities. These celebgrams actively engage in fostering interactive communication through Instagram, using it to solicit feedback, comments, and concerns from their audience. They regularly conduct question-and-answer sessions on their Instagram Stories, promptly responding to inquiries to strengthen their connection with followers. Additionally, these popular celebgrams prioritize maintaining a consistent brand identity and cultivating a positive public image, demonstrating a high level of conscientiousness in effectively conveying information aligned with their brand and values. Moreover, they understand the importance of creativity in their work, producing unique content, securing endorsements, and offering services to attract followers and generate public interest, thus contributing to their prominence and influence on the platform.

Women's participation in entrepreneurship is rising significantly, shattering clichés and stereotypes. They are taking a leading role in the economy, ensuring their voices and perspectives are heard, and building communities to empower other women (Adisti & Hasbi, 2022). The observed celebgrams in Bireuen showed significant levels of responsiveness and flexibility in response to the dynamic and growing trends and changes in the domain of social media. They skillfully navigate the contemporary sociocultural terrain, demonstrating sagacity and optimism in their use of the social media site, Instagram. Furthermore, apart from their involvement in generating viral content, these individuals actively contribute to the regional

economy by offering assistance to micro, small, and medium-sized enterprises (MSMEs) in the Bireuen area, as well as aiding online retailers in marketing their products.

This study delves into the unique attributes of celebgrams in Bireuen, with a particular focus on their interactive communication, brand awareness, creativity, and ability to adapt within the Instagram platform. These aforementioned variables play a significant role in establishing their prominent reputation as Instagram celebrities, exerting a profound influence not only on their followers but also on the local economy. Women who aspire to become celebgrams have a wide range of backgrounds, each driven by distinct motivations and variables that contribute to their attainment of popularity on the Instagram platform. They construct distinctive and exceptional personal branding strategies in order to augment their excellence as celebgrams.

During an interview with a prominent celebgram known as PR, who is concurrently pursuing a college education at a private university in Bireuen, it was revealed that her daily schedule is filled with numerous commitments within the campus premises. Additionally, PR is the founder of an e-commerce enterprise specializing in culinary products. At the age of 22, PR has amassed a considerable following of 127,000 individuals on the popular social media platform, Instagram. PR elucidated her rationale for pursuing a career as a social media influencer, citing her initial aspiration to attain fame and recognition on digital platforms, driven by her enjoyment of receiving validation from a wide audience. She acknowledged the potential advantages associated with gaining recognition and subsequently made the decision to embark on a social media venture with the objective of generating income

Undoubtedly, the possession of a remarkable notion proved to be indispensable, as economic considerations hold significant importance in one's existence. The pursuit of recognition and financial gain emerged as a compelling impetus propelling her relentless endeavor for further advancement. Selebgram PR explains,

“During the initial phase of my endeavor, I encountered challenges in establishing myself as a celebgram. However, I persevered by consistently sharing high-quality photographs and videos accompanied by mentions and hashtags. These posts showcased my daily makeup routine, presented my outfit of the day, promoted various products, engaged in endorsements, and conducted live sessions on Instagram. Over time, a growing number of individuals developed an interest in my approach and methodology of product presentation. Consequently, my followers expanded, leading to an influx of endorsement opportunities from various companies seeking to promote their merchandise”.

This story exemplifies the predominant influence of economic factors on an individual's behavior. They expressed an initial aspiration to get recognition on the Instagram platform and establish a prominent presence as a celebgram. They derived pleasure from receiving recognition from a multitude of individuals on various social media platforms. At the outset, the individual mostly engaged in sharing updates pertaining to their routine activities, including references to individuals or online retail accounts, and employing hashtags that garnered a substantial number of followers to their social media profile. As their status as a social media

influencer grew, they recognized the potential to monetize their achievements through a substantial follower base.

The celebgrams provided their services by engaging in endorsement agreements on the Instagram platform. These agreements encompassed activities such as sharing visual content, such as images or videos, featuring various brands, as well as conducting live streaming sessions to promote these products. These activities afforded individuals the opportunity to generate diverse levels of revenue contingent upon the level of demand and satisfaction exhibited by the proprietors of the respective products. Consequently, the individuals enhanced their skill set and advanced towards establishing themselves as professional celebgrams, using their distinctive attributes.

Nevertheless, these celebgrams did not cease their activities at that point. Following the attainment of earnings and the recoupment of their initial investments, these individuals proceeded to embark upon entrepreneurial endeavors that are congruent with their individual interests as social media influencers. Throughout this research in the field and observation of the everyday activities of PR, we identified a distinctive characteristic in which she employs her own traits to project a vibrant demeanor and vocal inflection. This observation demonstrates her proficiency in establishing a welcoming and captivating ambiance, so rendering her content alluring rather than tedious.

During the course of our field inquiry, we have discovered a fascinating declaration and assertion made by the community of Bireuen regarding the phenomenon of celebgram PR. She has gained significant recognition as the preeminent figure in the realm of endorsements, often referred to as "The Power Queen of Endorsement." The community places significant trust in the efficacy of celebgram PR in terms of product evaluation and endorsement, mostly due to her consistent commitment to transparency and ethical conduct in expressing her viewpoints. The residents of Bireuen are aware of the intentions of this celebgram to introduce and provide products of exceptional quality, so establishing her credibility and reliability.



Figure 1. Selebgram P.R, the Power Queen of Endorsement from Bireuen, during an endorsement and announcing the next Endorsement opening. (Source: Instagram)

The celebgrams in Bireuen effectively brand themselves by truly expressing themselves, maintaining a consistent image, and transparently promoting themselves. Selebgrams' personal branding relies on sincerity, straightforward product presentation, and attention to perfection, which are highly regarded by the Instagram community and in everyday life. This explains the rise in social mobility of celebgrams. Popular social media users. They have higher wages, upward social mobility, and a better quality of life due to social mobility. This suggests that Bireuen Selebgrams have better professional opportunities and a more positive outlook due to their rising social status.

During a subsequent day of the research, an interview was held with a Selebgram identified as C.B. This individual has gained significant recognition in Bireuen and Aceh, establishing a notable presence as a celebgram. C.B. engages in multiple professional roles in her daily routine, encompassing the domains of dancing, bridal makeup artistry, and ownership of a Photo Studio located in Bireuen. C.B., aged 24, possesses a following of 66.2 thousand followers on the Instagram. In the present context, C.B. disclosed:

“The prioritization of lifestyle has grown ubiquitous, and individuals who possess a fervent interest in fashion find it advantageous in their day-to-day existence. I have made a deliberate decision to prioritize the cultivation and utilization of my personal passions and skills in my daily activities, with the explicit aim of demonstrating my abilities as a method of generating income. I am steadfast in my dedication to this pursuit. I actively and deliberately improve the caliber of my content by uploading visually appealing photographs of high resolution, producing fashionable films, and hosting Instagram live sessions on a regular basis, typically occurring 2-3 times per week, with the aim of promoting products”.

The findings derived from this interview indicate that celebgram in Bireuen saw their skills as a means to pursue financial prosperity, exhibiting a proactive approach towards seizing possibilities in their lives. In order to attain an improved and environmentally viable lifestyle, it is imperative for celebgrams who possess a significant followers on social media platforms, to use their innovative abilities to constantly produce daily money. Within the same professional trajectory, the Selebgrams of Bireuen engage in collaborative efforts and provide mutual support in order to achieve collective success.

The collaboration of celebgrams increases their popularity and the perceived worth of the products they advocate. Selebgrams can successfully communicate the benefits of the products they advocate. This persuasive message is generally warmly received by followers, boosting the brand. Selebgrams and other social media influencers can help a firm raise awareness and emphasize its benefits. This is especially true when the celebgram's personality matches the product being advertised. Selebgrams are expected to produce relevant information, such as product reviews, unboxing videos, and unique content, to engage a target population in cooperation.

In Bireuen, celebgrams engage in collaborative efforts to enhance brand promotion, establishing a sense of trust and credibility through the dissemination of their expertise and

product-related knowledge. Consequently, the celebgrams in Bireuen district augment the value of their merchandise, amplify their market attractiveness, and effectively engage their intended audience on the Instagram platform.

During an interview conducted with a notable social media influencer based in Bireuen, identified by H.T., who also operates a highly popular skincare business, she provided insights on her personal trajectory. H.T, a 23-year-old individual who is recognized as a social media influencer and is currently pursuing further education at a privately-owned university in Bireuen, is presently married and has a substantial following of over 203 thousand individuals. H.T. elucidated that,

"Since my initial enrollment in high school, I have been actively engaged in numerous endeavors within the Bireuen community. During that period, I emerged as the victor in a competition known as Kontes Agam Inong Bireuen. This achievement garnered me acknowledgement and captured the interest of a well-established Bridal Make-Up artist in Bireuen. As a result of this exposure, I received requests to engage in the evaluation of food goods and the endorsement of a variety of items. Upon undertaking an extensive exploration of product evaluations, I have acquired substantial financial gains. The accumulation of earnings prompted contemplation regarding the initiation of a commercial venture. I engaged several Bireuen celebgram individuals to facilitate the promotion of the Skincare establishment. The store experienced a significant surge in popularity, attracting widespread notice and subsequently leading to a notable increase in sales. As a result, I currently possess ownership of the viral and alone Skincare store in Bireuen".

In the realm of reality, the acts undertaken by an individual possess the capacity to exert a substantial influence on their prospective attainment of success. The interview with celebgram H.T provides valuable insights that underscore the significance of active engagement across several domains in order to attain numerous advantages and chances over an extended period of time. H.T underscored the importance of self-existence in the realm of personal development and placed emphasis on the necessity of fully capitalizing on every chance, utilizing each condition as a means for advancement and expansion.

In the context of Bireuen, H.T's trajectory as a celebgram yielded several benefits, notably when she assumed the role of a model for a renowned Bridal Make-Up company. Nevertheless, H.T's pursuits extended beyond that point as she delved into the realm of entrepreneurship, successfully establishing her own skincare enterprise. This endeavor was facilitated by her widespread recognition as a prominent model and influential figure. By engaging in partnerships with other influential social media personalities known as Selebgrams, the entrepreneur's skincare enterprise rapidly garnered attention and received favorable responses from the online community.

In a subsequent interview with G.L, a 19-year-old celebgram with a substantial following of 75.6 thousand individuals on the popular platform Instagram, it became evident that her immediate environment is heavily influenced by other prominent social media

personalities such as P.R, C.B, and H.T. Initially, G.L did not have any expectations of becoming a celebgram. However, her interactions and friendships with other influencers gradually led to her gaining attention and recognition, resulting in modeling offers and endorsements for a variety of items. By capitalizing on these prospects, G.L experienced a significant increase in popularity and achieved success as a celebgram.

Both H.T and G.L underscored the benefits associated with being a celebgram, which encompass flexible working hours, several revenue streams, and the facilitation of launching further entrepreneurial ventures, all while garnering acknowledgement and fame within the Instagram community. The interviews highlight the significant impact of the atmosphere and connections with fellow celebgrams in initiating their careers as influencers and navigating the extensive range of prospects within the realm of social media.

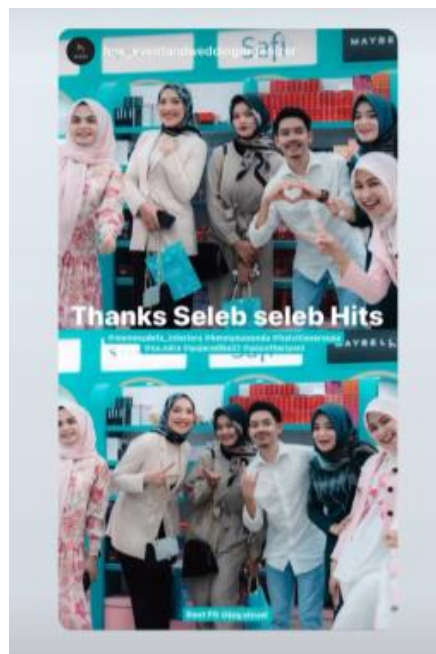


Figure 2. The inauguration of a new skincare business in Bireun facilitated the establishment of novel social connections and a meeting of influential social media personalities, known as "celebgrams". (Source: Instagram)

Our research findings underscore the significant influence of both economic and social factors in attaining celebgram status. Specifically, celebgrams predominantly utilize Instagram as a platform driven by economic motivations. Previous research has also highlighted the remarkable resilience of women in bolstering the economy, particularly in challenging circumstances. These studies have shown that, even when faced with limited income, women consistently strive to contribute to their financial well-being, even during a pandemic (Inayatillah & Mellyan, 2022).

However, beyond economic incentives, several other motivating factors drive individuals toward celebgram status. These include personal interests, a genuine passion for the world of fashion, an inherent fascination with creating fresh and engaging social media content, and a strong, intrinsic desire for recognition and fame.

4.2. The Transformative Effects of Selebgrams in Bireuen Following Their Emergence as Influential Figures on Instagram

The potential for financial profitability as a celebgram is evident in Bireuen, owing to its extensive appeal and significant presence on Instagram among women. In the contemporary era characterized by technological advancements and rapid communication, celebgrams have emerged as indispensable advertising instruments that effectively enhance both the caliber and quantity of products. The findings from our field research in Bireuen suggest that collaborative efforts between involved parties are driven by the mutual desire to derive benefits and obtain public input. Selebgrams provides a diverse range of services aimed at enhancing public confidence on social media platforms. This activity facilitates the development of public confidence by individuals through the expression and celebration of their distinct identities and characteristics. In conclusion, the female celebgrams in Bireuen exhibit this particular inclination.

Achieving success as a social media influencer often demands individuals to make sacrifices and undergo personal changes. This journey can be long and challenging, with the impact on one's personal life and well-being varying based on individual circumstances (Zahrai et al., 2022). Based on our observations, transformations become apparent when a social media user attains a significant level of influence as a female celebgram on the Instagram platform.

It has been discovered that certain celebgrams engage in modifying their physical attributes, particularly facial characteristics like as the nose, lips, and chin. These adjustments are frequently achieved through the utilization of dermatological treatments and the administration of skin lightening injections, with the intention of augmenting their prominence and appeal on the Instagram platform. Attitude alterations can also be noted among certain celebgrams who experience a surge in popularity, exhibiting heightened self-confidence and a subtle sense of detachment, but with variations found among different individuals. These modifications have the potential to enhance their social standing, as seen by increased financial prosperity, options in transportation, preferences for luxury apparel, and the expansion of their social circles. The primary concern for celebgrams is to preserve their popularity, prompting them to implement several tactics in order to sustain relevance and prevent being eclipsed by emerging competitors. The individuals' designation as celebgrams not only impacts their visibility on the Instagram platform, but also holds significance inside the Bireuen community, where their ideas are highly regarded and trusted, rendering them influential promoters.

The acquisition of influence as a celebgram on Instagram is a multifaceted and diverse undertaking, with the repercussions for an individual's personal life dependent on their capacity to adeptly navigate and adapt to the ever-changing circumstances. Nevertheless, those who operate as celebgrams must navigate a delicate balance between projecting authenticity and strategically engaging with their followers in order to sustain their attractiveness to marketers (Van Driel & Dumitrica, 2021).

5. CONCLUSION

The outcomes of the study provide insight into the substantial impact of economic issues on the career motivation of female celebgrams in Bireuen, Aceh. The process by which these ladies originally launched upon their endeavor to augment their visibility on Instagram, ultimately culminating in their emergence as important personalities within the realm of social media, is a subject of great fascination. This study offers significant insights into the motives and outcomes associated with the digital lifestyle. It sheds light on both the favorable elements, such as heightened recognition and financial benefits, as well as the obstacles, such as compromised privacy and the perpetual need for authenticity.

A drawback of the study is the temporal limitation, which potentially restricted the accessibility of more extensive data. Furthermore, the study provides a thorough examination of the celebgram phenomena, with a predominant emphasis on the motives and repercussions associated with economic concerns. Additional investigation might encompass alternative determinants that compel individuals to adopt the role of celebgrams, including societal or personal incentives. Furthermore, doing a comprehensive examination of the strategies utilized by celebgrams to uphold their genuineness and uniqueness in the online domain might yield significant scholarly perspectives.

It is recommended that future researchers delve into the non-economic motivations, the strategies utilized by celebgrams to uphold authenticity and originality, longitudinal studies that track their career paths over a prolonged duration, and comparative analyses of celebgram experiences across diverse regional and cultural settings. It is expected that the groundwork established by this study will provide a more profound understanding of the lifestyle phenomena demonstrated by celebgrams across many situations.

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