

ABSTRAK

Industri jasa sewa pacar berkembang melalui media sosial Instagram dan dinamika ini terjadi dalam ruang ekonomi politik. Keintiman turut menjadi hal profan yang dikomodifikasi oleh akun jasa sewa pacar dengan selanjutnya ditransaksikan melalui bingkai relasi romantis profesional. Penelitian ini membedah proses komodifikasi keintiman yang terjadi dalam beberapa akun Instagram jasa sewa pacar yaitu @rentmate.id, @sewapacaronline.id, dan @rntl.pacar_id. Peneliti menggunakan metode *multiple case study* dengan menggunakan konsep komodifikasi Mosco, *liquid love* Bauman, hingga keintiman Jamieson maupun Register dan Henley. Melalui proses penelitian dari wawancara, observasi, dan dokumentasi ditemukan hasil penelitian yang memperlihatkan bahwa keintiman senantiasa dikomodifikasi melalui relasi kuasa dalam beragam tataran: 1) *Commodification of content* berlangsung melalui kehadiran konten di akun, konten eksklusif sesuai *request*, dan konten *private* oleh *talent* kepada *customer*; 2) *Commodification of audience* terlihat dengan eksploitasi atas kesepian, stigmatisasi *single*, aspek umur, hingga domisili para *followers* maupun *non-followers* akun; 3) *Commodification of labor* menunjukkan bahwa *talent* dikontrol melalui fleksibilitas jam kerja dan kontrak, hak TIP, orientasi “*have fun*”, hingga tuntutan *multi-tasking* dalam dakuan kebebasan; 4) *Eksternalizing commodification* nampak pada diadakannya diversitas *service* maupun produk di luar jasa sewa pacar; 5) *Immanent commodification* ditandai dengan pemanfaatan data audiens oleh platform Instagram, ditambah dengan sinergitas beberapa komoditas dalam membentuk produk baru. Bahwa keintiman ditransaksikan pada konteks *online* dan *offline* melalui diversitas bentuk berupa *non-verbal communication*, *presence*, *time*, *boundary*, maupun *body*. Keintiman yang dikomodifikasi berbasis pada ruang maya yang mengarah pada relasi sementara yang erat, perasaan “yang spesial”, hingga aktivitas konsumsi demi pemenuhan hasrat romantis secara instan.

Kata Kunci: Ekonomi Politik; Komodifikasi; Keintiman; Jasa Sewa Pacar; Instagram

ABSTRACT

The virtual lover rental services industry proliferates through social media Instagram and takes place in space of political economy. Intimacy becomes commodified profane thing that's transacted through professional romantic relationships. This research dissects process of commodification of intimacy that occurs in Instagram accounts of virtual lover rental services such as @sewapacaronline.id, @rentmate.id, and @rntl.pacar_id. Researcher uses multiple case study method by using Mosco's commodification, Bauman's liquid love and Jamieson's also Register and Henley's intimacy concept. Through research process of interviews, observation, and documentation, results show that intimacy commodified through power relations at various levels: 1) Commodification of content through content on account, exclusive content according to requests, and private content by talents to customers; 2) Commodification of audience is seen with exploitation of loneliness, single stigmatization, age aspects, domicile; 3) Commodification of labor shows that talents are controlled through flexibility of working hours and contracts, TIP, "have fun" orientation, multi-tasking demands in the name of freedom; 4) Externalization of commodification appears in presence of diversity services and products; 5) Immanent commodification is marked by the utilization of audience data by Instagram platform, also the synergy of commodities in forming new products. It's hoped, this research can contribute to development of political economy studies of communication and intimacy. Intimacy is transacted in online and offline contexts through diversity forms such as non-verbal communication, presence, time, boundary, and body. Commodified intimacy is based on social media that leads to temporary relationships, feelings of "specialness", and consumption romantic activities instantly.

Keywords: Political Economy; Commodification; Intimacy; Virtual Lover Rental Services; Instagram