

Live Thrifting on Instagram on Full-Time Working Fathers

ABSTRACT

Aims: This research aims to explore the reasons why full-time working fathers consume live thrifting on Instagram.

Study design: The study employed a constructivist approach, utilizing the Uses and Gratification Theory to examine the fulfillment of needs and desires of full-time working fathers in consuming live thrifting on Instagram.

Place and Duration of Study: The study was conducted in Tangerang, Indonesia, from January to May 2024.

Methodology: Phenomenology was employed in this study. Interviews were conducted with four informants who are full-time working fathers in Tangerang. The informants were characterized by working outside the home for 8-12 hours per day and regularly consuming live thrifting on Instagram for at least 2 hours per day.

Results: As part of technological advancement, live thrifting on Instagram serves as a space for full-time working fathers to momentarily escape from the exhaustion experienced at work. They find entertainment and enjoyment in live thrifting to the extent that many of them lose track of time. This aligns with the Uses and Gratification Theory, which posits that media usage is driven by the needs and goals determined by individuals themselves.

Conclusion: Live thrifting on Instagram emerges as a means for full-time working fathers to maintain their sanity amidst the exhaustion and pressures of life. They do not perceive live thrifting as a negative aspect but rather as a means to entertain and satisfy themselves.

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

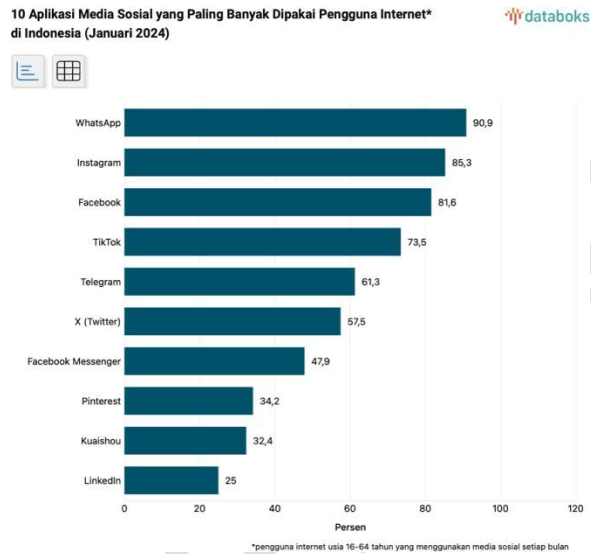
31

Keywords: Live Thrifting, Uses and Gratification Theory, Working Fathers, Social Media

1. INTRODUCTION

Livestreaming has become one of the popular activities conducted after the Covid-19 pandemic. One of the noticeable changes is the advancement in the use of digital platforms across various aspects of life such as education, retail, food & beverages, among others. The success of livestreaming platforms is also supported by various multimedia features, such as streamers being able to broadcast themselves live. During livestreaming, streamers typically engage with their audience by directly addressing them. In this regard, viewers can send questions through the chatbox, which will be verbally responded to by the streamer. Viewers can also interact with the streamer and other viewers in real-time without being hindered by distance. It is not surprising that livestreaming succeeds because streaming platforms effectively cater to the audience's needs for information, engagement, and interaction (Ma, 2021).

32 Furthermore, with the presence of media convergence, individuals can now engage with
 33 media anywhere, anytime, and through any gadget. Ultimately, technological advancements
 34 have revolutionized human existence by offering a plethora of resources accessible through
 35 the internet. It is evident that technology has seamlessly integrated into everyday life, thus
 36 resulting in what is termed as "social transformation." The ease and convenience provided by
 37 technological advancements subtly influences societal behavior (Herlambang & Rewindinar,
 38 2023).



Source: (Annur, 2022)

Fig 1. Media convergence

63 According to data from We Are Social, WhatsApp emerged as the most favored social media
 64 application in Indonesia in January 2024. The majority of internet users in Indonesia, aged 16
 65 to 64 years old, approximately 90.9%, use this application. This is followed by Instagram with
 66 a user rate of 85.3%, Facebook 81.6%, and TikTok 73.5%. In total, We Are Social notes that
 67 there are 139 million social media user identities in Indonesia as of January 2024, equivalent
 68 to 49.9% of the total national population. From this data (Annur, 2022), it can be concluded
 69 that Instagram is one of the preferred social media platforms among the Indonesian
 70 population. Several researchers explain the reasons individuals use social media for various
 71 purposes such as entertainment, social interaction, information seeking, leisure, relaxation,
 72 communication, comfort, self-expression, information sharing, and observing or gaining
 73 knowledge about others (Zahrah & Hussin, 2022).

73 With the various features offered by Instagram, users now not only use this application to
 74 share photos or videos but also utilize the live video feature as a sales medium. One of the
 75 findings is live thrifting, where individuals sell second-hand items through live Instagram videos.
 76 As the term "live" implies, sellers can directly offer their goods to buyers without distance or
 77 location constraints. Anyone can make purchases without being bound by differences in time
 78 and distance. This is the most prominent characteristic of social media.

80 Herbert Blumer and Elihu Katz in 1974 in the book "The Uses of Mass Communications:
 81 Current Perspectives on Gratifications Research" assessed that individuals orient themselves
 82 toward specific goals when using media. Simply put, individuals have autonomy and authority
 83 in handling media because society has various reasons for using media. Additionally, society
 84 also has the freedom to decide how they use media (through which media) and how media

85 will impact them (Ruliana & Lestari, 2019). The driving mechanism of media usage in the Uses
86 and Gratification theory is the need for satisfaction, while understanding needs helps explain
87 the reasons and impacts of media usage itself.

88
89 The Uses and Gratification theory discusses when and how society, as media consumers,
90 becomes more or less active in using media and the consequences of media usage. From the
91 perspective of the Uses and Gratification theory, society is considered active participants in
92 the communication process, although the level of activity of each audience is not the same.
93 Media usage is driven by the needs and goals determined by society itself; the Uses and
94 Gratification theory explains when and how the audience as media consumers becomes more
95 or less active in using media and the consequences of media usage (Morissan, 2013).

96
97 According to Blumer and Katz (Ruliana & Lestari, 2019), there are five assumptions related
98 to the Uses and Gratification theory, namely:

- 99 1. Society uses media for their own specific purposes. This first assumption is a
100 fundamental assumption by Katz. Here, society is viewed as individuals who are
101 active and not passive recipients of whatever the media broadcasts. Society can
102 choose and use the content of mass media.
- 103 2. Individuals strive to satisfy their needs. Satisfaction is the basis for individuals to use
104 media. Ultimately, the key to understanding media lies in which needs an individual
105 fulfills when choosing media messages.
- 106 3. Media complements the attention and time individuals have. Mass media must
107 compete with other sources to satisfy their needs. The needs that motivate media
108 consumption must be examined in an effort to understand why individuals make the
109 choices they do.
- 110 4. Media affects individuals differently. Society consists of individuals who are different.
111 These differences determine the results and satisfaction received by consumers.
- 112 5. Individuals can accurately describe their media usage and motivations. There needs
113 to be questions to understand why an individual uses media. The controversial aspect
114 that arises from this measurement strategy is whether an individual can truly
115 differentiate the reasons for their media consumption.

116
117 By using the Uses and Gratification theory, this research aims to explore the reasons why full-
118 time working fathers consume live thrifting on Instagram.

119
120

121 **2. METHODOLOGY**

122

123 This research employs a constructivist approach, which examines the uses of media content
124 to fulfill individuals' needs and interests. In this context, the behavior of full-time working
125 fathers are largely explained through various needs and interests.

126

127 Interviews were conducted with four full-time working fathers who work 8-12 hours a day.
128 These individuals are characterized as fathers with high levels of busyness due to spending a
129 significant portion of their lives working outside the home. However, they still find time to watch
130 live thrifting. The informants in this study were obtained through referrals from one informant
131 to another, suggesting that they share similar interests and behaviors in watching live thrifting.

132

133 In the digital era, social media users like Instagram have wide access to various types of
134 content that can fulfill different needs and desires. By utilizing the Uses and Gratifications
135 theory as a dissecting tool, researchers can understand the reasons full-time working fathers
136 consume live thrifting on Instagram.

137

138 Theresearchdesignedinthisstudyisphenomenology,whichfocusesonindividuals'
139 subjectiveexperiences,namelytounderstandthereasonsfull-timeworkingfathersconsume
140 livethriftingonInstagram(Creswell,2017).Literaturereviewalsoservesasasourcefor
141 researcherstoanalyzethisstudy.

142

143 **3.RESULTSANDDISCUSSION**

144

145 **3.1RelaxationfromWorkStress**

146

147 Asindividualsworldwideadapttodailyinteractionrestrictionsthroughsocialdistancing
148 practicesandCOVID-19-relatedpreventivemeasures,socialmedia,facilitatingintegration
149 andconnectionwithothers,becomesincreasinglycrucialindailylife.Amongtheseplatforms,
150 FacebookandInstagramareconsideredtwoofthemostpopularsocialnetworkingsites(SNS)
151 today(Sheldonetal.,2021).Accordingtoresearchconductedby(Asiati&Septadiyanto
152 (2019),therearenodifferencesinthecharacteristicsofsocialmediausersbasedongender
153 andreligion.Thisalsoappliesto full-timeworkingfatherswhospendtheir daysworking
154 outsidethehometofulfilltheir obligations.

155

156 Forfull-timeworkingfathers, watchinglivethriftingis somethingtheydotorelaxtheir minds.
157 F2expressed, "*Yeah,afterworkingalldayoutside,rarelyholdingmyphone,tiredof thinking*
158 *aboutworktargets...watchinglivethriftingmakesmymindfeelfresher.*"F3'sstatementaligns
159 withF2's,ashewatcheslivethriftingasabreakafterwork: "*Usually,whenwatchinglive*
160 *thrifting,it'safterwork.It'slike,afteratiringdayatwork,doingsomethingyoulikecanliftyour*
161 *moodagain.*"

162

163 IntheconceptofUsesandGratificationtheory,itisexplainedthatindividualsusemedia
164 becausetheyaredrivenbyneedsandgoalsdeterminedbythemselves.StatementsfromF2
165 andF3provideinsightintohowfull-timeworkingfathersutilizelivethriftingconsumptionto
166 copewithstressandpressurefromtheirworkenvironment.Theyuselivethriftingasameans
167 toseekrelaxationandreducestressafteradayofworkingoutsidethehome.Thisconsistent
168 withtheUsesandGratificationtheory,whichemphasizesthatindividualsusemediatofulfill
169 theirpsychologicalneeds,includingtheneedforentertainmentandrelaxation.

170

171 Throughconsuminglivethrifting,full-timeworkingfathers experiencesatisfactionin refreshing
172 theirmindsandrestoringagoodmoodafteradayofactivitiesoutsidethehome.Thisactivity
173 providesthemwithenjoyableandrefreshingresttimeafterfacingworkpressure.The
174 consumptionoflivethriftingcanalsobeseenasaformofrecoveryandregeneration.After
175 enduringexhaustingworkroutines, theytakethetimetodosomethingenjoyableanduplifting,
176 sotheycanreturntoworkwithafreshmindandbettermood.Psychologically,theuseof
177 socialmediacanbringhappinesstoitsusersduetoitseaseofuseandcomfort(Alimuddin&
178 Latepo,2021).

179

180 InthecontextoftheUsesandGratificationtheory,livethriftingonInstagramfunctionsasa
181 mediathatfacilitatesthefulfillmentofthisrelaxationneed.Throughthisplatform,full-time
182 workingfatherscaneasilyaccessinterestingandentertainingcontentandmanagetheir own
183 timetowatchaccordingtotheiravailabilityafterwork.StatementsfromF2andF3provide
184 insightintothe roleofmediainhelpingindividualscopewithstressandmaintainabalance
185 between theirworkandpersonallives.

186

187 **3.2Self-Satisfaction**

188

189 F1,inhisinterview,expressedsatisfactionwhenhecouldwatchlivethriftinguntiltheend.
190 Withadurationofabout2-3hoursperlivesession,thismakesfull-timeworkingfathers

191 engrossed and unconcerned about time. "Sometimes, I lose track of time when watching.
192 Suddenly, I look at the clock and it's already 1 am. But I continue until it ends because I'm
193 afraid of missing out on good items," he said. F2 also experienced the same satisfaction as
194 he could watch live thrifting until the end. "The concept of live thrifting is first come, first
195 served. 'So, if I watch until the end and can get some items I like, it feels like a joy. It's
196 satisfying, like, it's not in vain to resist sleepiness," he stated.

197
198 Based on the statements from F1 and F2, it is revealed that they feel satisfied when they can
199 watch live thrifting until the end because it fulfills several of their needs. For example, the need
200 to obtain desired items at affordable prices, the need for entertainment, and the need to feel
201 superior in acquiring rare or unique items through live thrifting. Consuming live thrifting also
202 provides an opportunity for full-time working fathers to feel in control of their shopping
203 experience. They feel they can control their time and actions, although there is a risk of missing
204 out on desired items if they do not continue to participate in the live thrifting.

205
206 Furthermore, participation in live thrifting can also fulfill the need for social interaction.
207 Although this interaction occurs through a digital platform, there is a sense of interaction with
208 the seller and other viewers that can enhance self-satisfaction and experience as a sense of
209 camaraderie. Certainly, consuming live thrifting provides a different experience from
210 conventional shopping in stores or online. F1 and F2 feel satisfied when they successfully
211 obtain the items they want through competitive and exciting processes like live thrifting. This
212 increases their self-satisfaction because they feel successful in facing these challenges.
213 Therefore, it can be concluded that live thrifting through the Instagram platform provides
214 satisfaction for full-time working fathers through the fulfillment of needs, self-control, social
215 interaction, and unique experiences that enhance their self-satisfaction.

216

217 **3.3 Conversation with Friends**

218

219 F1, F2, and F4 are office buddies who share a common interest in watching live thrifting. They
220 often arrange to meet during live thrifting sessions when they have arrived home. F4
221 mentioned, "Yeah, we usually agree on which live thrifting session to watch and plan to meet.
222 Usually, when I get home, I eat while watching, like killing two birds with one stone."
223 Interestingly, F1 stated that the next day at the office, they would discuss what caught their
224 eye during the live thrifting session. "At the office, we usually take breaks together. Then we
225 talk about what good items we saw yesterday, how long we watched, or anything else.
226 Sometimes, we even search for the next live thrifting session that might have good and rare
227 items. Because not all live thrifting sessions have good items. So, we usually check their
228 Instagram posts first." On the other hand, F2 feels that since they started regularly watching
229 live thrifting, there's always a topic to discuss, and other friends often join in and become
230 curious. "What's funny is that since we started watching live thrifting, there's always something
231 to talk about. Sometimes, when other friends are hanging out with us and they overhear, they
232 become curious too."

233

234 Clearly, from the statements of F1, F2, and F4, we see how social media consumption, such
235 as live thrifting, not only fulfills individual needs but also provides opportunities for social
236 interaction and community formation with similar interests. F1, F2, and F4 use live thrifting
237 consumption as a means to seek entertainment and escape from work routines. They enjoy
238 live thrifting sessions as a time to relax, even while engaging in post-work activities like dinner.
239 This illustrates how social media can be an effective source of entertainment for full-time
240 working fathers to unwind after a day of work.

241

242 Consuming live thrifting also provides an opportunity for F1, F2, and F4 to engage in social
243 interactions with their fellow office buddies who share the same interest. They regularly meet

244 to watch together through their gadgets and discuss their experiences and the items they see
245 during the live thrifting session. This strengthens their social bonds and creates a space for
246 sharing experiences and interests. Additionally, watching live thrifting allows them to explore
247 various items offered and share information about rare or unique items. F1 even mentions that
248 they often search for the next potential live thrifting session that might have good and rare
249 items. Discussions about the items they are eyeing become conversation material at the office,
250 attracting the interest of other participating friends.

251
252 In conclusion, the consumption of live thrifting by F1, F2, and F4 fulfills various social needs
253 and provides an opportunity to interact and share experiences with other friends who have
254 similar habits. As conversation material, social media consumption such as live thrifting
255 creates space for discussion, exploration, and community formation. This aligns with the
256 concept of Uses and Gratification Theory, which emphasizes that individuals use social media
257 to fulfill their own needs and purposes.

258 **3.4 Family Communication**

259
260
261 Livethrifting, conducted live, often consumes the time of full-time working fathers, diverting
262 their full attention. They perceive that the thrifting concept, emphasizing "first come, first
263 served," would cause them to miss the opportunity to acquire desired items. This often leads
264 them to neglect their surroundings, including their families, while watching live thrifting.

265
266 F3 mentioned that consuming live thrifting after returning from work sometimes creates
267 conflicts within the family. Their partners, wanting attention, feel ignored because the
268 husbands are focused on watching live thrifting. *"Yeah, sometimes my wife gets upset and
269 sulks. She says 'I'm too busy with my phone, to the point of ignoring her.'"* *"Sometimes when
270 she sulks like that, she goes straight up stairs to the bedroom."* Similarly, F2 explained how
271 live thrifting often makes their partners feel neglected. *"Yes, she gets mad. Especially when I
272 come home and the kids are still not asleep. That's when she gets really upset."* However,
273 despite opposition from the partners of F3 and F2, they continue to watch live thrifting because
274 they see it as self-reward and a rare opportunity, especially if there are good items in the live
275 thrifting session. *"It's like live thrifting is all about luck. Not every live thrifting session has good
276 items. Sometimes, even after staring at it for hours, there's nothing good for me. So, it's okay
277 to watch live thrifting. With my wife, we meet every morning and every evening."*

278
279 In contrast, F1's partner never has a problem with his habit of watching live thrifting because
280 it's seen as a reward for the hard work he does at the office. *"Fortunately, my wife is not like
281 that at all. She's always okay with me watching. Usually, when the kids aren't asleep yet, she
282 asks for a kiss or a hug first. Maybe because I usually watch in the bedroom, so she joins in
283 and watches too. Now she knows what rare men's clothing brands are and why they're
284 expensive."*

285
286 Full-time working fathers use live thrifting consumption as a source of entertainment and an
287 opportunity to acquire desired items. The "first come, first served" concept in thrifting creates
288 anxiety about not missing the chance to get rare items. However, this also impacts their focus
289 and attention to their surroundings, including their families. Live thrifting consumption can lead
290 to conflicts in communication with family members, especially partners. When times spent
291 watching live thrifting reduces interaction and attention to the family, it can cause tension and
292 feelings of being neglected. Partners may feel unappreciated or lacking attention, triggering
293 conflicts in the relationship.

294
295 Certainly, family responses to live thrifting consumption can vary. Some partners may feel
296 uncomfortable or lonely because they feel ignored, while others may understand and support

297 this habit as a form of reward for the husband's hard work. This reflects differences in
298 perception and adjustment to individual habits within the family context. Live thrifting
299 consumption by full-time working fathers clearly meets their entertainment and achievement
300 needs but can also cause conflicts in communication with their families.

301

302 4. CONCLUSION

303

304 Research indicates that live thrifting consumption through the Instagram platform provides
305 diverse experiences for full-time working fathers, both in terms of relaxation from work-related
306 issues, self-satisfaction, and social interaction. This media consumption serves as a means
307 for them to escape work pressures, alleviate stress, and experience satisfaction when
308 successfully acquiring desired items. Moreover, live thrifting also serves as an engaging topic
309 of conversation among colleagues with similar interests, creating space for sharing
310 experiences and building communities with similar interests. However, live thrifting
311 consumption also has negative impacts on family communication, particularly in terms of lack
312 of attention to partners and conflicts arising from such neglect.

313

314 Academically, the findings of this study contribute to understanding how social media,
315 specifically live thrifting on Instagram, can fulfill various individual needs in the context of daily
316 life. By employing the Uses and Gratification Theory approach, this research highlights the
317 importance of understanding how individuals use social media to obtain psychological
318 satisfaction, cope with stress, and maintain a balance between work and personal life. These
319 findings also indicate that social media consumption not only affects individuals on an
320 individual level but can also influence social interactions and family dynamics. Therefore, it is
321 crucial to continue developing understanding of the role of social media in shaping behavioral
322 patterns and communication in various life contexts.

323

324 As a suggestion for further research, exploring the long-term effects of social media
325 consumption, including live thrifting, on individual relationships could be beneficial. Thus, this
326 research could make a significant contribution to the development of communication science
327 and understanding the role of social media in modern life.

328

329 REFERENCES

330

331 Alimuddin, N., & Latepo, I. (2021). A Study of University Students' Communication Behavior
332 in Social Media from Theory of Uses and Gratification. *Journal of Humanities and*
333 *Social Sciences Studies*, 3(11), 122–132. <https://doi.org/10.32996/jhsss.2021.1.4.11>

334 Annur, C. M. (2022). *Ada 204, 7 Juta Pengguna Internet di Indonesia Awal 2022*. Databoks.
335 [https://databoks.katadata.co.id/datapublish/2022/03/23/ada-2047-juta-pengguna-](https://databoks.katadata.co.id/datapublish/2022/03/23/ada-2047-juta-pengguna-internet-di-indonesia-awal-2022)
336 [internet-di-indonesia-awal-2022](https://databoks.katadata.co.id/datapublish/2022/03/23/ada-2047-juta-pengguna-internet-di-indonesia-awal-2022)

337 Asiati, D. I., & Septadiyanto, S. (2019). Karakteristik Pengguna Media Sosial. *Mbia*, 17(3),
338 25–36. <https://doi.org/10.33557/10.33557/mbia.v17i3.158>

339 Creswell, J. W. (2017). *Qualitative Inquiry and Research Design Choosing Among Five*
340 *Approaches*. SAGE Publications, Inc.

341 Herlambang, C. A., & Rewindinar. (2023). Korean Dramas and Construction of Career
342 Woman Symbols in Post Modern Era. *Asian Journal of Education and Social Studies*,
343 47(4), 18–27. <https://doi.org/10.9734/ajess/2023/v47i41030>

344 Ma, Y. (2021). To shop or not: Understanding Chinese consumers' live-stream shopping
345 intentions from the perspectives of uses and gratifications, perceived network size,
346 perceptions of digital celebrities, and shopping orientations. *Telematics and*
347 *Informatics*, 59(June 2020), 101562. <https://doi.org/10.1016/j.tele.2021.101562>

348 Morissan. (2013). *Teori Komunikasi Individu Hingga Massa*. Kencana.

349 <https://openlibrary.telkomuniversity.ac.id/pustaka/17261/teori-komunikasi-individu->

350 hingga-massa.html
351 Ruliana,P.,&Lestari,P.(2019).TeoriKomunikasi. *SalembaHumanika*,286.
352 Sheldon,P.,Antony,M.G.,&Ware,L.J.(2021).BabyBoomers'useofFacebookand
353 Instagram:usesandgratificationtheoryandcontextualageindicators. *Heliyon*,7(4),
354 e06670.<https://doi.org/10.1016/j.heliyon.2021.e06670>
355 Zahrah,I.,&Hussin,M.(2022).MotivesonYouTubeUsageAmongUndergraduate
356 StudentsforSelf-Satisfaction. *JournalofMediaandInformationWarfare*,15(1),99–
357 110.[https://jmiw.uitm.edu.my/images/Journal/Vol15No1/8-Motives-on-YouTube-](https://jmiw.uitm.edu.my/images/Journal/Vol15No1/8-Motives-on-YouTube-Usage-Among-Undergraduate-Students-for-Self-Satisfaction.pdf)
358 [Usage-Among-Undergraduate-Students-for-Self-Satisfaction.pdf](https://jmiw.uitm.edu.my/images/Journal/Vol15No1/8-Motives-on-YouTube-Usage-Among-Undergraduate-Students-for-Self-Satisfaction.pdf)
 Milanesi L, Biraghi S, Gambetti RC. An Analysis of Consumers' Thrifting Practices as
 an Act of Eudaimonia. In *The Palgrave Handbook of Fulfillment, Wellness, and
 Personal Growth at Work 2023 Sep 1* (pp. 79-95). Cham: Springer International
 Publishing.
 Palarisan NJ, Domag CM. The Socio-emotional Classroom Management and Student
 Engagement of Tertiary Teachers in Davao City. *Asian Journal of Education and Social
 Studies*. 2023 Aug 8;48(2):26-38.

359
360
361