

Piggybacking Culture Behind the Popularity: The Case of Ida Dayak and Putri Ariani

Resti Nurfaidah¹

{sinenengresti1973@gmail.com}

BRIN, Jalan Gatot Subroto 10, Mampang, South Jakarta

Abstract. One's success is not the result of one's own efforts, but the result of one's hard work and the support of those around one. However, the success achieved by a person is unlikely to be enjoyed by the person himself but will be a magnet for the people around him to also enjoy the success. The phenomenon of the sudden appearance of successful people in Indonesia has also led to a culture of piggybacking for those concerned. A person's success, especially in the digital world, becomes a target for certain parties to enjoy the benefits of piggybacking in various ways, both with negative and positive goals. This research aims to explore the copycat culture in figures who gain popularity in digital media and the impact of this culture. This research is qualitative with a careful review approach to data in the form of impressions on TikTok Lite for the period 2023. The interim result of the observation is the tendency of certain parties or society and pa to react to someone's success in the form of positive or negative reactions. The impact of piggybacking shows that the piggybackers have certain motives, including support, blasphemy, profit, or new popularity.

Keywords: piggybacking, Ida Dayak, Putri Ariani, popularity, dan media studies.

1 Introduction

Indonesia, as a unique country with extraordinary cultural diversity, is also enriched with unique figures who, when they appear in the media, become the center of attention. Take Ahok (1), Jokowi (2), Megawati (3), Tri Rismaharini (4), Ridwan Kamil (5), Dewi Persik (6), Nikita Mirzani (6), the Red Magician (7), or Ponari (8). Unlike the other names, Dewi Persik and Nikita Mirzani seem to be celebrities with special characters and controversial behavior that are eternal. They are known for their controversial actions or words, including some who speak bluntly, as it is, some who look eccentric or often raise strange issues.

Lately, the media has been enlivened by the presence of a miraculous therapist named Ida Dayak, who looks like a Dayak tribal woman complete with her traditional attributes. Born in Pasir Belengkong, Paser Regency, East Kalimantan in 1972, she specializes in treating broken bones in a very simple way, but in a very quick matter of about 7 minutes. Initially, she offered

the treatment from one market to another without charging a treatment fee, except for offering Dayak oil which was priced at Rp50,000. One of the uniqueness of Ida Dayak shows is the unique dance she performs when she is doing the treatment. Some argue that the dance is performed if Ida Dayak has difficulties when dealing with severe cases of illness, while others say that the dance occurs as a traditional dance during the treatment. In the dance with simple movements, Ida Dayak shakes her body with simple movements, but shows certain facial expressions, sometimes with her mouth agape, sometimes spinning around. Ida Dayak does not dance alone, sometimes in her treatments she invites her recovered patients to dance with her, proving that the patients who on average have difficulty walking, at the end of the treatment become able to walk normally and dance following Ida Dayak's dance movements. Over time, Ida Dayak's popularity increased dramatically. Treatment videos in several markets became popular. The public's interest in receiving treatment from Ida Dayak became uncontrollable, see at the canceled event of Ida Dayak Treatment in [9]. The management then organized several mass treatment events. Some executives were even able to invite Ida Dayak to do their own treatment. Popular figures then competed to broadcast their success in inviting and meeting with Ida Dayak until finally, Ida Dayak decided to take a break. If traveling or conducting treatment in an area, it is done in a discreet manner.

Apart from Ida Dayak, Putri Ariani's presence has also shaken up the international entertainment world, not to mention the national one. Putri Ariani who in early June suddenly went viral for getting the Golden Buzzer from one of the famous American Got Talent judges, Simon Cowell, who is known to be very strict in choosing singers. Putri Ariani has actually appeared in various talent search events before, having won Indonesia Got Talent 2014 at 8. After that, Putri, who was destined to lose her eyesight since childhood, was then strictly placed by her parents to further improve her singing and music-playing skills. In one of her shows with renowned presenter Irfan Hakim, Putri showed her extraordinary talent. She is not only able to sing and play music but is able to create songs with excellent lyrical and rhythmic quality in a matter of minutes. Her performance was excellent with outstanding stage presence. Putri was able to bewitch the audience with her singing ability, selection of extraordinary vocal techniques, and depth of meaning in the songs she performed, both her own works and covers of other people's songs.

The popularity of Ida Dayak and Putri Ariani is like a hunk of honey that attracts swarms of bees. According to [10], a person's popularity is shaped by the people around them. Ida Dayak was equipped with knowledge from her ancestors and the nature around her in the East Kalimantan region, while Putri Ariani was strictly forged by her parents and a series of qualified teachers. The success of Ida Dayak and Putri Ariani has now been noticed by many parties. In addition to a growing number of fans, videos themed on the activities of Ida Dayak and Putri Ariani also have high likes. Unfortunately, the popularity of the two figures is now an easy meal, in addition to netizens, media crews, as well as several parties who have an interest in their names. This research is limited to the things that appear in the Tik-Tok Lite show for the period January-June 2023 related to the appearance of Ida Dayak and Putri Ariani. This research focuses on the impact of the popularity of the two women. Research on popularity has been conducted by [10] who highlighted the artist's self-image when facing the media. In the study, [10] said that an artist fully understands the meaning of popularity for himself. The self-image displayed by the artist, if framed positively by journalists in the news in the mass media, of course, will also give a positive impression to the public. Conversely, if the message and image are negative, the public will reject it. News in the mass media can have a big impact on artists. Artists need popularity to survive in the world they live in. It will also have an impact on the

benefits he will get, both material and immaterial. A harmonious relationship between artists and the media is an important point in the entertainment world. [11] dan [12] say that celebrities often become icons and build certain images, especially in the world of advertising. Sometimes, in Collison, celebrities use false consensus by recruiting certain people to show that they are worth following. [13] found that celebrities have invisible elements, such as reputation, status, and legitimacy, which are very valuable in management and economic concepts. Celebrities deserve to be used as the spearhead in the persuasive world. [14] say that celebrities have expertise, admirability, likeability, trustworthiness, and attractiveness.

On the other hand, [15] say that negative information related to celebrities used as icons in advertisements has no effect, especially on advertisements for an established product, such as products that use O.J. Simpsons related to the murder of his ex-wife and friend; or Pepsi that carries Michael Jackson with child sexual abuse cases and Mike Tyson who is associated with rape. [1] examines popularity in the glamorous lives of celebrities by discussing the lives of the characters in "Noël Coward and the Sitwells: Enmity, Celebrity, Popularity", a revue, or multi-act musical drama that combines music, dance, and sketches, commonly performed on Broadway. Hammill's discussion is very different from Coward's outlining of the content of Coward's works, reflecting the endless rivalry between him and another revue writer, Edith Sitwell, which can be discerned on the level of literary style, influences, and parodic strategies, and parodic strategies. [16] conveys the conclusion he emphasizes in the first paragraph of the article that

[...] The Sitwells and Coward were placed — and explicitly placed themselves — on opposite sides of a series of binaries: modernist/popular; aristocratic/middle-class; eccentric/mainstream; difficult/accessible. Yet certain adjectives, including “witty” and “brittle,” were often applied to both Coward and the Sitwells, provoking conflicts of definition while also suggesting a possible appeal to a shared audience. Indeed, the interconnectedness of Coward and Edith Sitwell, in particular, can be productively explored on the level of literary style, influences, and parodic strategies.

Hammill said that popularity can lead to a long rivalry between two camps with a series of works that are actually considered interrelated. Besides, there is [17] whose through her Fairclough's discourse analysis theory by stressing the three dimensions of discourse: 1) microstructural dimension; 2) mesostructural dimensions; and 3) macrostructural dimension. The popular figure could have constructed her negative image through the language style of such headlines news. The Negative image is formed because of the news using vulgar, tendentious, and transparent language to reflect press freedom that must be upheld, even though in composing news, sometimes using sarcastic language and making comparisons in it to attract readers' interest. The latest of Syartanti is simply closest to this article. But, in contrast to these eight studies, this article will discuss the piggybacking culture in popularity shown by netizens' comments on TikTok Lite videos during the first six months of 2023, as two phenomenal names, Ibu Ida Dayak and Putri Ariani, came to the fore. These studies suggest that popularity can result in an increase in other segments, for example, advertising and product sales, the durability of popularity even though the icon may be involved in criminality, the feasibility of an icon carrying popularity, and so on.

2 Method

This research is a qualitative approach with a critical review approach to data in the form of TikTok Lite impressions for the January--July 2023 period with the theme of traditional medicine in the style of Ida Dayak and Putri Ariani's achievements in the world of international music. The research was carried out through several stages, namely the stages of determining data, processing data, and producing research results. The data determination stage is carried out by selecting and determining impressions in the form of videos that are themed on the activities of the two women, having a large number of likes, namely > 100, and comments > 100. The video selection was done randomly by selecting the last 25 videos. Next, from the existing comments, the first 100 comments were determined and categorized into three categories, namely basic views, questions, and reactions. The basic view consisted of the general content of the comments categorized into the following four categories: prayer, hope, praise, and blasphemy. In the question segment, there are five categories, namely news, location, schedule, availability (the appearance of Ida Dayak), and availability (her magic Dayak oil). Meanwhile, there are positive, negative, and confused reactions in the reaction segments. While Putri has not had products, except her songs and her covers. But other segments are the same. The next stage is data processing. The broadcast data was re-observed and reviewed. Then the important findings are determined. The results of the processing were then put into a scientific article that was presented in a seminar.

2.1 Discussion

Based on observations of each 25 TikTok Lite shows about Ida Dayak and Putri Ariani, a picture of the mass reaction and the tendency of piggybacking on popularity was obtained.

2.1.1 Ida Dayak

Ida Dayak's appearance attracted quite a bit of attention because of the style of treatment and the appearance she carried while treating her patients. Ida Dayak's appearance is quite unique. She performs and offers treatment from market to market and does not ask for payment, except for selling a special massage oil called Dayak oil. The oil is suspected to be a miracle oil because it is made from a ritual by inviting the energy of one particular star in the sky that appears on a certain date each month. The treatment only takes about 7 minutes. Ida Dayak performs the treatment with a focus on broken or twisted bones due to a certain disease or accident. In the advanced digital world, the treatment then went viral. Ms. Ida Dayak's customers are getting out of control. Certain parties, involving the military and other security forces, held various mass treatment events. In one moment, Ida Dayak had to treat dozens of patients. But sometimes the treatment event did not run smoothly, so one day Ida Dayak canceled the event and left the location in a hurry. As a result, many patients were not treated and felt very disappointed. In addition, there were also patients who felt disappointed because their illnesses could not be cured, for example, a patient whose arm bone happened to be crooked. When conditions were deemed not conducive, Ms. Ida decided to take a break and not conduct mass treatment for a while. However, at certain moments, Ms. Ida Dayak still receives private treatment calls, for example when she visits patients in East Java. However, Ida Dayak's arrival did not go unnoticed until the residents kept chasing her. Ms. Ida Dayak's main activities are now directed

toward the sale of star oil, which is carried out in Surabaya and managed by an official agent appointed by Ms. Ida Dayak.

Ida Dayak's presence is very attention-grabbing, amidst the hustle and bustle of the digital world, especially in Indonesia, and the world at large. This can be seen from the many comments on Ida Dayak's treatment methods on TikTok Lite. The comment section is multilingual, including Thailand, Myanmar, Cambodia, Vietnam, Philippines, Europe, Latin America, and the US. Most expressed their admiration for Ms. Ida's medical skills. Prayers, praises, hopes, and positive reactions were overwhelming. Requests to have star oil or Dayak oil were also quite high. The highest numbers were in the positive reaction and prayer segments. People really expect an instant treatment system, without complicated bureaucracy, and a high level of disappointment. Behind the positive reactions received by Ida Dayak, one of which was from Dr. Richard Lee who stated that Ida Dayak's fracture treatment was a form of local wisdom, there were also negative reactions received. Doubts arose when netizens repeatedly asked about how to purchase Dayak oil or Star oil or asked about doubts about Ida Dayak's abilities.

In addition, Ida Dayak's popularity also became a magnet for some interested parties to stick around. Some officials attended the medical event. There were also those who attached in a radical way, namely making hoax video shows with the theme, among others, that Ms. Ida Dayak's death was caused by fatigue; as well as the involvement of a series of big world names to exaggerate Ms. Ida Dayak's popularity, for example, the provision of a luxury car from President Jokowi, or Ms. Ida Dayak's success in treating an Arab prince who had been in a coma for 17 years. In addition to making hoax videos, in addition, there are also parties who hijacked the popularity of Dayak oil or star oil, by acting as resellers of the oil in various marketplace accounts so that Ida Dayak had to clarify the actual purchase of Dayak oil in a TikTok show. Other forms of criminality that have emerged as complements to the popularity of Ida Dayak are treatment fraud on behalf of Ida Dayak, as well as setting prices both per person and per group for patient participation in Ida Dayak's treatment events which are quite high.

Table 1 The 25 Videos of Ida Dayak

No.	Account Name	Title	Like	Comments	Description	Date
1.	@ORANG PINGGIRAN.com (18)	Ida Dayak	11.7 k	171	Private treatment of an elderly person	04-27
2.	z store id (19)	Pengobatan Tulang Patah Suku Dayak (Treatment of Broken Bones of the Dayak Tribe)	20.4 k	426	General treatment performed by Ida Dayak	03-14

No.	Account Name	Title	Like	Comments	Description	Date
3.	Petualang Ibu Dayak (20)	Informasi Terbaru (New information)	13.8 k	460	Announcement from Ida for consumers interested in Dayak oil in Surabaya	05-02
4.	Zulkaidah (21)	Viral Ida Dayak Sembuhkan Pangeran Arab yang Sudah 17 Tahun Koma (Viral Ida Dayak heals an Arab prince who has been in a coma for 17 years)	219.2 k	7.0 K	The news of Ida's successful treatment of the Arabian prince	04-06
5.	Vidiadekorasi_lampung (22)	Masyaa Allaah.. Kuasa Allah Kaki Tangan Bengkok dari Baby Bisa Lurus Diobati Ibu Ida (Masyaa Allaah.. The Power of Allah The Crooked Arms of the Baby Can Be Straight Treated by Mother Ida)	9.3 k	272	Ida's handling of a child's crooked bone	04-03
6.	IbuDayakIdaOfficial (23)	Untitled	59.6 k	1.6 k	Mass medical treatment	03-27
7.	idadayak (24)	Tuhan Langkahkan	588.5k	12.6k	Treatment for a young	03-01

No.	Account Name	Title	Like	Comments	Description	Date
		Pemuda Inike Bu Ida Dayak (God Take This Young Man to Mrs. Ida Dayak)			man's crooked hand	
8.	svsbungs (25)	Ida Dayak Mengobati warga di Pasar (Ida Dayak Treating residents at the Market)	20.6k	217	The treatment practiced by Ida Dayak at the Market	04-11
9.	Mujib (26)	Keponakan Ida Dayak (Ida Dayak's nephew)	45.6k	1.1k	Video footage of a beautiful girl said to be Ida Dayak's niece	04-17
10.	Minyak Dayak Ibu Ida (27)	Untitled	238.0k	3.1k	Mrs Ida Dayak's medical treatment	04-01
11.	PETUALANG IDA DAYAK (28)	Sembuh Tanpa Merasakan Kesakitan (Heal Without Pain)	91.4k	1.6k	Medical treatment for a child with the crooked hand	04-15
12.	Vidiadekorasi_1ampung (29)	Ida Dayak Sang Penolong (Ibu Peri) Pengobatan "Gratis"	305.5k	6.3k	Medical treatment for a child with the crooked hand	03:21
13.	vivi.dona (30)	Untitled	53.1k	591	Ida Dayak's limits as an ordinary human being. Ida	04-28

No.	Account Name	Title	Like	Comments	Description	Date
14.	svsbungs (31)	Ida Dayak Ahli Tulang Bangkok (Ida Dayak Crooked Bone Specialist)	430.7k	9.0k	Dayak is exhausted Ida Dayak medical treatment for the crooked hand	03-19
15.	Heriyanto (32)	Momen Ida Dayak Mengobati Guruh Soekarnopoe tra (Moments of Ida Dayak Treating Guruh Soekarnopoe tra)	11.9k	144	Ida Dayak doing medical treatment for Guruh Soekarno-poetra	04-07
16.	R (33)	Untitled	46.9k	986	Treatment of a mother who had foot pain until she recovered and could walk and dance	04-09
17.	IDA DAYAK fans (34)	Ida Dayak Berhati Mulia (Ida Dayak Has Noble Heart)	44.2k	945	Ida Dayak's Dance of Healing	05-09
18.	Irwan.072 (35)	Penjelasan tentang Ida Dayak (Explanation of Ida Dayak)	28.8k	138	The mystical secret behind Ida Dayak's treatment	04-12
19.	IPUNG (36)	Ida Dayak Kewalahan? (Ida Dayak	5.9k	299	Ida Dayak cancels the medical event in	04-05

No.	Account Name	Title	Like	Comments	Description	Date
20.	Irwan.072 (9)	Overwhelmed?) Penipuan yang mengatas-namakan Ida Dayak (Fraud in the name of Ida Dayak)	7.8k	280	Madura Sumenep Fraud on behalf of Ida Dayak	06-06
21.	Admaja Viral (37)	Ingin Menjatuhkan Ida Dayak (Want to Drop Ida Dayak)	38.8k	520	Arab Prince Treatment Hoax	04-06
22.	Dr. Richard Lee. MARS (38)	Tanggapan dr. Richard: Pengobatan Ida Dayak (Dr.'s response Richard: Treatment of Ida Dayak)	32.8k	3.4k	Dr. Richard's view on Ida Dayak's way of treating	04-12
23.	PESONA BORNEO (39)	Untitled	14.2k	273	The Disappearance of Ida Dayak	04-28
24.	Ida dayak (20)	Informasi Terbaru (New Information)	14.5 k	499	The latest news of Ida Dayak Activities	05:02
25.	Sripoku (40)	Fakta Ida Dayak Sembuhkan Pangeran Arab Koma 17 Tahun (Ida Dayak Facts Healed a 17-Year-Old Coma Arab Prince)	420.0 k	2.6 k	The confusing rumors about Ibu Ida Dayak's treatment for the Arab prince who was in a	04-05

No.	Account Name	Title	Like	Comments	Description	Date
coma for 17 years						

Table 2 Netizen's comment to Ida Dayak

NO.	ACCOUNT NAME	PRAY	HOPE	PRAISE	BLASPHEMY	QUESTION					REACTION		
						GREETING	LOCATION	SCHEDULE	HER AVAILABILITY	OIL AVAILABILITY	POSITIVE	NEGATIVE	CONFUSE
1.	@ORANG PINGGIRAN.com	18	10	13			1	1	2	1	52	1	1
2.	zstom il	18	14	10		3	14	2	1	9	24		5
3.	Petualang Ibu Dayak	30	30	3		3	5	3		7	19		
4.	Zukairah	31	4	6							52		7
5.	Vihadekorasi Lampung	31	17	8			3	1			37		3
6.	IbuDayakIda Official	33	25	20		1	1		3	2	10		5
7.	iladayak	14	14	10			5			19	36		2
8.	svsbungs	24	7	10		1	1	1	2		51		3
9.	Mujib	10	10	3		2	1	4			69		1
10.	Mnyak Dayak Ibu Ida	22	31	10		2	4	5		6	15		5
11.	PETUALAN G IDA DAYAK	20	7	19			2		1		43	3	5
12.	Vihadekorasi Lampung	40	4	11			2		2		40		1
13.	vni.dona	49	22	3			5	3	1		14		3
14.	svsbungs	46	21	8		1	5				16		3
15.	Hexiyanto	40	6	5		1			1	1	45		1
16.	R	40	12	8			3	2	6	1	27		1
17.	IDA DAYAK fans	22	5	25		2	2				42	1	1
18.	Iwan072	13		2						2	80	2	1
19.	Iwan072	6	3	2				2			63		24
20.	Iwan072	29	4	2		2	1	1	2	36	23		
21.	Admaja Viral	14	9	15					1		44		17
22.	ELFIGASHO PP	2		90							8		
23.	PESONA BORNEO	50	16	1		1	1	5	2		20	2	2
24.	Ida dayak	24	13	4		5	3	34	1	6	10		
25.	Sripoku	23	11	2		1	2	3	1		48		9
		649	295	290	0	25	61	67	26	90	888	9	100
		25.96%	11.8%	11.6%		1%	2.44%	2.68%	1.04%	3.6%	35.52%	0.36%	4%

An important point that can be drawn from the popularity of Ida Dayak, based on the percentages in Table 2, is the desire for easy public access to health. The high cost of medical treatment, the complexity of treatment procedures and medical bureaucracy, and the limited health facilities are the reasons why people are easily tempted by various types of alternative medicine. Especially the treatment carried out by Ida Dayak, which is emphasized by the concept of free. The existence of hijacking and the emergence of hoax videos on the popularity

of Ida Dayak also shows the high level of selfishness of one party by utilizing someone's popularity.

2.1.2 Putri Ariani

Putri Ariani's arrival in early June 2023 caught the world's attention. Putri's success in winning the Golden Buzzer from Simon Cowell, one of the judges of American Got Talent who is known as a stingy and very strict judge. Putri's outstanding voice quality, music technique, communication, and stage mastery allowed Cowell to make it easy for Putri to go straight to the main round.

Putri's popularity, similar to the popularity of Ida Dayak, then became a magnet for various parties to appear and attach to this popularity. Various podcasts owned by celebrities competed to feature Putri as a guest star. State officials, including President Jokowi, were busy providing support and facilities to Putri, especially for her and her family's facilitation during the next America's Got Talent. Famous artists and celebrities are busy inviting Putri as a guest star in various video shows, and digital entertainment programs. In the future, it is possible that product owners will compete to offer endorsements to Putri. In one of the data, Rudi Salim, as a luxury car reseller in Indonesia, lent one of his luxury cars to Putri.

Table 3 The 25 Video of Putri Ariani

No.	Account Name	Title	Like	Comments	Descriptions	Upload
1.	cerita seleb_01 (41)	Putri Ariani membuat Bapak Presiden Terpukau dengan Nyanyiannya (Putri Ariani amazed the President with her singing)	12.3k	6.4k	Putri was invited by President Jokowi to sing	06-14
2.	Linkin.art (42)	Lagu Termahal Tahun Ini yang di beli Simon Seharga 7 Triliun (The Most Expensive Song of the Year Simon bought for 7 Trillion)	477.3k	5.9k	The performance of Putri in AGT 2023	06-11
3.	zigstory (43)	Happy Family, Putri lucu Banget Godain Papanya☺☺☺ (Happy Family, The cute daughter really teases her daddy)	40.4k	657	The intimate relationship between Putri and her papa	06-09
4.	sostaytune (44)	Untitled	2.4 M	22.7K	The duet of Putri Ariani and Ros	06-10

No.	Account Name	Title	Like	Comments	Descriptions	Upload
5.	putriariani (45)	Untitled	2.7M	21.6K	Vocal practice	04-17
6.	DINOIKI (46)	Untitled	92.2 K	565	The Golden Buzzer Advantage on AGT	06-09
7.	putriariani (47)	Untitled	16.4K	253	Putri with Maia and Titik Puspa	07-05
8.	RaenzyAcc (48)	Untitled	9.4 K	272	Putri at The Voice audition	06-09
9.	Lensa Indonesia RTV (49)	Putri Ariani Tunjukkan "Golden Buzzer" ke Presiden (Princess Ariani Shows the "Golden Buzzer" to the President)	455.7K	1.2K	Putri shows Golden Buzzer to President Jokowi	06-15
10.	mimiciarahmi (50)	Raja Salman Mengangkat Putri Ariani sebagai Anak Angkatnya (King Salman Adopted Princess Ariani as His Adopted Child)	30.7K	1.6K	Putri as the king's adopted daughter	06-21
11.	putriariani (51)	Untitled	48.1K	1.6K	Putri's photo with filters	06-25
12.	Dewinta 227 (52)	Untitled	90.1K	1.3K	Putri at the Dangdut Academy 6	06-10
13.	KK OPHAZ (53)	"Loneliness" Putri Ariani	30.4K	823	„Loneliness“ as the soundtrack of Cinderella	06-11
14.	FIFI TV (54)	Untitled	563.9K	11.9K	The second song for Simon Cowell	06-09
15.	I'm Richie (55)	Putri Naik Mobil Mewah (Putri Ride Luxury Car)	108.3K	1.9K	The experience of enjoying the supercar	06-20
16.	Tessa Mariska SE (56)	Parodi (Parody)	1.1M	35.0K	Putri's songs parody	06-20
17.	Official RCTI (57)	SILET AWARDS 2023	35.5K	671	Putri's performance at the prestigious event	06-30
18.	Mamas17_4 (58)	Dulu Tak Dipandang Kini Mereka Berebut Mengulurkan Tangan, Ada Apa? (Previously Unnoticed Now)	1.6K	2.3K	Mass reaction to Putri	06-12

No.	Account Name	Title	Like	Comments	Descriptions	Upload
19.	zigstory (59)	They are Fighting to Extend Hands, What's Up?) Rudi Salim Ditodong Mobil Sama Putri Ariani (Rudi Salim was mugged a car by Putri Ariani's)	28.3K	693	Podcast Putri Ariani and Rudi Salim	06-16
20.	Muhfatfams (60)	Dalam Semenit Putri Ariani captain Lagu u/ Irfan Hakim (In a minute Princess Ariani captains Lagu for Irfan Hakim)	1.2K	18.8K	Putri's ability to compose a song	06-08
21.	DPC TENAYAN (61)	Untitled	80.5K	18.8K	Putri's appearance at PKS event	06-08
22.	putriariani (62)	Untitled	9.9K	264	Putri wishes for USA Independence Day	06-23
23.	putriariani (63)	Untitled	50.4K	540	Putri and the seniors	07-05
24.	choki wong (64)	Suara Putri Ariani (Putri Ariani's voice)	30.1K	3.3 K	Putri wishes for USA Independence Day	06-17
25.	Dhika Telangkas 01 (65)	PUTRI ARIANI SALAH APA!?! (Putri Ariani ... What's Wrong!?)	49.7K	2.3K	Dewi Persik's satire	06-23

Table 4 Netizens' Comments to Putri Ariani

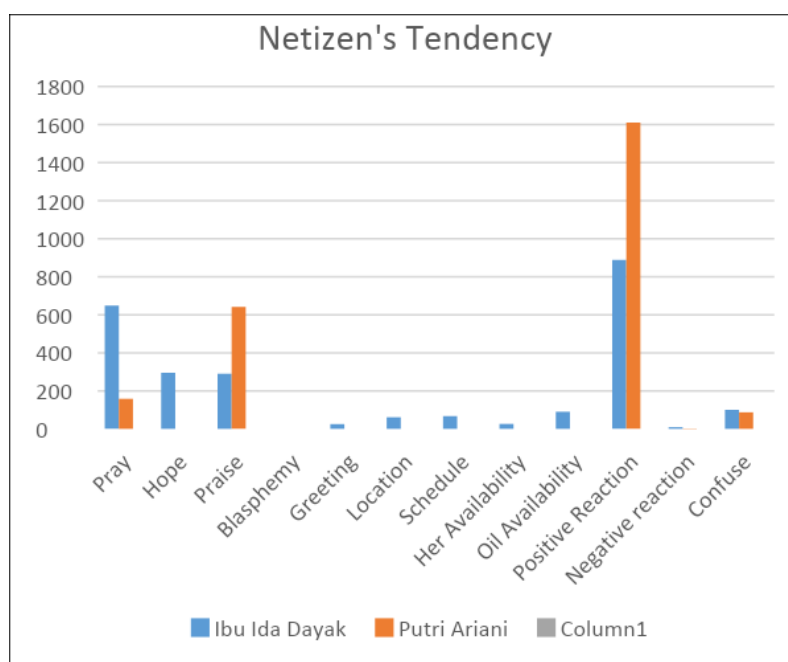
NO.	ACCOUNT NAME	PRAY	HOPE	PRAISE	BLASPHEMY	REACTION			QUESTION
						POSITIVE	NEGATIVE	CONFUSE	SCHEDULE
1	cente_Seleb_01	15		35		45			5
2	Linkin_art			30		58			12
3	zigstory	2		48		48			2
4	sostaytured	4		31		64			1
5	putriariani	4		32		64			
6	DINGIKI	5		22		65			8
7	putriariani	25		31		44			
8	RaenzyAcc			30		68			2
9	Lintas Indonesia RTV	3		18		58	1		20
10	minicierahmi	3		7		85	1		4
11	putriariani	1		10		85			4
12	devinta227	4		61		34			1
13	KK OPHAZ			5		90			5
14	FIFI TV	2		15		82			1
15	I'm Richie	10		8		81			1
16	Tessa Mariska SE			1		92			7
17	OfficialRCTI	5		70		25			
18	Mamas17_4	7		7		86			
19	zigstory	8		31		61			
20	Mahfathams			20		80			
21	DFC TENAYAN	2		19		74			5
22	putriariani	46		26		28			
23	putriariani	7		45		45			3
24	choki wong	2		25		70			3
25	Dhika Telangkes	3		15		79			3
		158	0	642	0	1611	2		87
		6.32%		25.68%		64.44%	0.08%		3.48%

Table 4 shows the overwhelming support for Putri from netizens in the form of praise and positive reactions. Behind her shortcomings, Putri has one other advantage, besides being able to sing with almost perfect mastery of technique, she is able to lift up anyone who connects with her, including, obviously, her parents, Denny Soemargo (66), Deddy Corbuzier (67), President Jokowi, and even Dewi Persik. Dewi Persik (65), who is known as a high-tempered artist with controversial issues always attached to her, received support from netizens when she criticized the follow-the-follow culture in our country. Putri Ariani's name has suddenly found a place in everyone's heart, including the country's top officials who are competing to provide facilities for Putri's success, both in the main round of America's Got Talents later, as well as the fulfillment of Putri's dream to attend a famous music school, Juilliard School of Music, New York. Putri juga pernah diundang pada perhelatan pertemuan akbar PKS. Everyone now seems to want to hold her hand. Wherever she is, she will open new doors of popularity, commerciality

or potentiality. For example, Putri has raised the status of her parents. Putri's father is now known as his daughter's manager. Her mother is now a fashion stylist for Putri. Her father, Ismawan Kurnianto, is now a household name. It was a sacrifice to give up his job as a businessman in the culinary field. Now he is fully a manager for his daughter. Netizens' praise is not only directed at Putri, but also at her parents, even to people who are connected to Putri, such as President Jokowi. Praise was directed at Jokowi's attitude of paying close attention to Putri, the Golden Buzzer brought by Putri, and the provision of financial assistance for Putri. Cowell's ease of giving the Golden Buzzer to Putri also opened the eyes of netizens that Cowell has the breadth and tenderness of heart that goes along with the qualities possessed by Putri. Putri's tribute to Uncle Sam was also conveyed by congratulating the country's independence day in a short video.

3. The Tendency

Table 5. The Tendency



If you look at the diagram, for Ida Dayak, netizens are more likely to say prayers for safety and longevity, along with their high desire, both for themselves and for their sick family members to meet and be treated by Ida Dayak. This shows that there is a public interest in getting fast and not disappointing health services. (68) says that the presence of Ida Dayak is no different from the controversy of Ponari as a little shaman with his miracle lightning stone phenomenon. The magic of Ponari's stone in an instant was able to seize the attention of the public, including the patients of several doctors in various surrounding cities (8). Patients' reactions to Ponari's treatment were divided into three groups: those who felt a real change, those who did not feel the impact of the treatment, and those who doubted the treatment. This was also the case with Ida Dayak's treatment. Videos of Ida Dayak's successful treatment of broken bones and crooked

bones are widely shared on various digital platforms. The number exceeds hundreds. The presence of Ida Dayak, which is coveted by the community, is even able to dismiss the protests of some patients who experience disappointment with the treatment, namely in the video shown in the (69) about Ida Dayak's request for responsibility because her hand can only be straightened for a while, after that, her hand returns to its original position, becoming crooked. The patient demanded Ida Dayak's responsibility, while Ida Dayak herself has clarified, through a video broadcast with the account (70), that the treatment she does is not necessarily able to cure all patients, and the oil she sells is not necessarily able to have a good effect on every patient who uses it. If observed, Ida Dayak always emphasizes to every patient that only Allah or God determines. In the praise segment, see Table 5, people or netizens have placed Ida Dayak as an angel, messenger of God, or prophet. Netizens' comments on Ida Dayak are multilingual, with responses from Latin America, the United States, several European countries, Africa, Eastern Europe, the Middle East, and Southeast Asia, among others. They expect Ida Dayak to treat their netizens or family members with bone disorders.

As for Putri Ariani, netizens tend to give praise and positive reactions. Netizens praise Putri Ariani's parents' hard work and her ability to sing, play music, and compose songs. Putri's name after winning the talent show at the age of 14 did not really resonate. However, after earning the Golden Buzzer, Putri quickly became popular around the world. Putri now lives with a very busy schedule and gets responses from the country's officials, as well as the world community. The positive reaction to Putri is also multilingual, but not as much as the variety of languages addressed by netizens to Ida Dayak. The positive reaction is more emphasized by admiration for the abilities possessed by Putri. However, the confused attitude is more aimed at the disbelief of netizens over the viral song "Loneliness" which was written and arranged by Putri herself.

If you look at the comments addressed to Ida Dayak and Putri Ariani, there is a complimentary attitude addressed by the netizens themselves. Netizens are the first to hijack the success of Ida Dayak and Putri Ariani. Netizens are the main drivers of success. In the case of Ida Dayak and Putri Ariani, the higher-ups also showed their complacency after the overflow of netizen comments. With various motives, building self-image, and other persuasive reasons, the co-conspirators aggressively broadcast it on various digital platforms. The reactions of netizens as the main conspirators to other conspirators are very diverse, some are negative and some are positive. However, unlike Ida Dayak, Putri Ariani has one advantage: to make a complainer get a positive reaction, including for the temperamental artist, Dewi Persik. If examined carefully, for both Ida Dayak and Putri Ariani, popularity will bring in complainants and create new popularity. From that popularity will also come commerciality and other potentialities.

3. Conclusion

The presence of Ida Dayak and Putri Ariani has its own magnetism in the entertainment world. Ida Dayak's uniqueness in treating patients with crooked or broken bones and the excellent quality possessed by Putri Ariani, seemed to open the door to commerciality, popularity, and potentiality not only for herself but also for those who helped support them. High-ranking officials, celebrities, and top businessmen seemed to be competing to attach themselves to the popularity of the two women. For Ida Dayak, netizens were very enthusiastic in expressing positive reactions and prayers. Ida Dayak's abilities and limitless breadth of heart invited netizens to equate Dayak with an angel, a messenger of God, or a prophet. The people of Indonesia and the world yearn for a sincere helper to overcome their illnesses. However, not all of these wishes can be fulfilled when the situation is no longer conducive for Ida Dayak. Ida Dayak chose to withdraw from the mass treatment activities. At least, only certain requests are

now being fulfilled. Meanwhile, unlike Ida Dayak, Putri Ariani shocked the world with her performance on stage. The excellent quality she showed when singing was able to open the world's eyes to the meaning of strengths behind weaknesses. Putri has magical power over the people she connects with. The praise from netizens was not directed to the person in question but to people outside of her.

Ida Dayak and Putri Ariani received many prayers and praises from netizens. However, for Ida Dayak, she has the voice of hope from netizens as well as the willingness of Ida Dayak and dayak oil or star oil which became phenomenal this year. Positive reactions to the presence of Ida Dayak and Putri Ariani were also quite numerous, although Putri Ariani dominated. Netizens are quick to attack every show that appears on digital platforms. It cannot be denied that netizens themselves are the main piggybacking in every popularity. Their actions then go viral and invite the presence of other piggybackers who then invite new popularity, new commerciality, and new potentiality. Netizens as the main piggybackers behave the same way, reacting very quickly as soon as a new show appears. Piggybacking on one's popularity is inevitable. One-sided interests pop up to piggyback on someone's fame.

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