

CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter is divided into two parts: conclusion and recommendation. The conclusion wraps up the discussion on loyalty formation of Apple's iPhone in Universitas Jenderal Soedirman under the hegemony's work. Meanwhile, the recommendations part suggests further research.

5.1 Conclusion

The subjects of this research are Apple's iPhone users in Universitas Jenderal Soedirman. The focus of the research is to show the loyalty formation of Apple's iPhone users in Universitas Jenderal Soedirman. This research provides some evidence from individual and in-depth interviews with eight respondents involved that are then classified into: Stable loyals, Passionate loyals, Functional loyals, and Vulnerable. The researcher found that these eight respondents showed their loyalty in hegemonic ways. Respondents who are classified as Stable loyals, Passionate loyals, and Functional loyals are considered to have a high level of loyalty. During the consumption process, the respondents acknowledged that they are influenced by YouTube contents of reviewing the iPhone, and also are influenced by their friends and family when making decisions. The youtubers' reviews explanations and what their friends and family say hegemonize them in the highest level of consensus that make them voluntarily accept what they say. In addition, the researcher found that identity and brand value issues are

also important in keeping respondents loyal to their iPhone. Respondents with a high level of loyalty are unwilling to switch to another brand because they believe that the iPhone is the only brand that can convey their identity and values. It makes those respondents very attached to the iPhone in order to meet their identity standards. Since a new iPhone can cost lots of rupiah at the official store, some of them who could not afford to buy a new one opted to buy a second-hand iPhone. It shows that though they belong to loyal consumers, they negotiate the way they get the iPhone. Beside those three kinds of loyalties, there are Vulnerable loyals considered as lower level of loyalty that their consumptions are also formed under the work of hegemony. They do not consume other brands because they used to live in an environment where iPhones are the largest group of users and only iPhone can meet their needs. Hegemony is acquired through their belief that only the iPhone can meet their daily needs. However, their willing to switch to another brand if there is a better one that shows their loyalty is also negotiable.

According to their responses, the researcher discovered that all forms of loyalty existed among the respondents in consuming the Apple's iPhone brand were under the work of hegemony with no resistance performed among the users. The iPhone users in Universitas Jenderal Soedirman are hegemonized by the belief that iPhone is a high-class product that are interpellated by youtubers, friends, and family; they have the capital and have the capacity to influence the market, which it shows capitalism works in terms of power relations. Hegemony is defined as submission and dominance in the context of power relations (Hall, 1985 as cited in Lull, 2011). Capitalism works as a 'power' in hegemonizing consumers and

forming their loyalties through advertisements, YouTube reviews contents, and several influencers that contribute to the process of making them believe that the iPhone is the only brand that requires their need.

5.2 Recommendation

The results of the study give rise to two recommendations. The first recommendation is about other theories that can be applied to Apple's iPhone users in Universitas Jenderal Soedirman. The second recommendation is to apply the theory of brand loyalty and hegemony to other cultural products. These recommendations are presented in the possibility that they will be useful to any cultural researcher.

The first recommendation relates to another theory that can be used in Apple's iPhone users in Universitas Jenderal Soedirman. For instance, the issue of gender preference in consumption patterns may have an impact on whether or not loyalty is created. The study of gender, which is also part of literary studies, can be applied to these issues whose loyalties remain. The psychological aspects of one gender differ from another; this may be one of the issues that encourage the emergence of loyalty. However, before conducting research, the researcher must consider a number of factors. The selection of informants is also an important factor to consider in order to make it easier for the researcher to analyze the issues raised. The second recommendation is regarding the application of brand loyalty and hegemony in other cultural products in society. There are many works of cultural

products that can be analyzed by using the theories of brand loyalty and hegemony, such as fashion brands, beverages, or vehicles brand.

