

Flash sale: How young people practice dromology in digital consumption

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Abstract

This study analyzes chronological practices in flash sale activities by digital natives in the Shopee Market Place. Flash Sale is a program that offers price promotions with limited stock and time. Flash sale activities provide a lot of ease of access, especially among young people to meet their needs, but this also has the consequence of media dependence, even to the point where consumers are trapped in simulacra that makes them lose their ability to distinguish between wants and needs. This study uses the nethnography method to collect data related to 3:3 and 4:4 flash sale activities on Shopee in March and April 2024, where the subjects in this study were active Shopee users aged 19-26 years who were involved in the 3:3 and 4:4 flash sale program transactions. The results of the study show that chronological practices carried out by young people in flash sale activities include physical boundaries, mediated reality, totally involuntary war, and end colonization. Research data analysis shows that young people in flash sale activities are in the digital youth category, with dystopian, futurist, and techno-realist types. Flash sale is a dromology or acceleration phenomenon that can control consumer anxiety and give rise to a desire to compete. This group is very vulnerable to being targeted by digital capitalists in creating a space of enjoyment, which is unknowingly fake.

Keywords: Dromology; Space of Enjoyment; Flash Sale; Shopee; Digital native

Introduction

The increasing demand for daily necessities has encouraged various online shopping sites to offer various product promotions (Pratama & Nugroho, 2023). One of these promotions is often carried out with the flash sale method, where the buying and selling process is carried out with limited time and stock. In several studies, flash sales that have been held have shown a significant influence on increasing the impulse buying phenomenon, especially among young people (digital native) aged 19-24 years (Pratama & Nugroho, 2023; Rohman et al., 2023; Saebah & Layaman, 2020). The digital native is a group born in the digital era. This generation is a group that is very familiar with the development of technology and information and often spends its time interacting in online spaces (Istiqoma & Effendi, 2019). Referring to BPS data on the composition of the population in 2020 on the bps.go.id page, the digital native group consists of generations Y (millennials) and Z. In this case, generation Z is the dominant population in Indonesia with a percentage of 27.94%, compared to the number of millennials (X) which is 21.88%. Furthermore, generation Z is the largest population in the world with a number reaching 2.5 billion in 2020. As the dominant population, generation Z who are aged 15-24 years are often the target market for the marketplace (Badan Pusat Statistik, 2020). Based on Snapchat research data reported in Acn Media, Shopee is the most popular marketplace among digital natives, especially Generation Z aged 19-24 years, to meet daily needs and needs ahead of the Ramadhan event (Acn Media, 2020). This is one of the reasons why young Gen Z is the subject of this study.

Currently, digital natives are the dominant consumers who are prone to impulse buying. As reported in Depari's report (2022) on the jeo.kompas.com page, the digital native group, especially Generation Z, often uses their free time to open the marketplace every day. This activity is accompanied by consumptive behavior, to the point of causing a large gap between the amount of shopping expenditure on e-commerce and supermarkets (Kompas.com, 2022) As reported in Ahdiat's report on the databooks. metadata.co.id page, Shopee is the marketplace with the highest number of visits throughout 2023 (Ahdiat, 2024). Shopee offers competitive prices and various

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attractive products accompanied by daily flash sale promos. The concept of flash sales originated from a French company called Vente-privee.com, which started selling end-of-season inventory on the Internet for a limited time. The primary goal of the flash sale was to clear out the company's inventory while also attracting consumers and staying competitive. Flash sales are believed to have emerged in the 2000s (Shi & Chen, 2015) and have since been widely adopted by e-commerce platforms worldwide. In Indonesia, almost all marketplaces hold flash sales. In general, flash sales last for 2-4 hours and consist of several sessions each day. Each session provides different goods, referring to consumer preferences. This strategy is carried out to capture types of consumers without prior purchase planning (Martaleni et al., 2022). Consumers without purchase planning (unplanned buying) are referred to as impulsive buyers who tend to buy products with quick and spontaneous decision-making (Sosianika & Juliani, 2017). In this context, flash sales emerge as a promotional model that creates an urgent situation to create word-of-mouth information to attract consumer purchasing interest (Rosario et al., 2016).

This triggers buying interest among digital natives, especially Generation Z (Wulandari et al., 2021). According to research conducted by UMN Consulting in 2022, the majority of Generation Z individuals prefer shopping online on e-commerce platforms, with 66.09% favoring this method over traditional supermarkets (16.94%) and minimarkets (13.64%). This data indicates a growing reliance on digital media among young consumers, particularly e-commerce platforms (Umnconsulting.id., 2021). This particular group is more susceptible to media influence due to their increasing dependency, which makes them feel increasingly isolated and disregards their own needs. Flash sales enable consumers to make quick and up-to-date purchasing decisions. In other words, this activity does not allow individuals to take their time (Ardiyansyah et al., 2019).

Free shipping and flash sales are variables that influence increasing impulse buying among digital natives (Saebah & Layaman, 2020). Flash sales have emerged as a potent marketing strategy, particularly in the realm of marketplace, playing a critical role in stimulating impulse buying behaviors among young consumers. Impulse buying is an effect that often arises due to massive consumer behavior, where this makes individuals lose the ability to distinguish between wants and needs (Maghfiroh & Prihandono, 2019). The element of time scarcity is significant. Flash sales typically impose limited timeframes, prompting consumers to make hasty purchasing decisions. This urgency can trigger heightened emotional responses, which in turn foster an environment conducive to impulse buying. Martaleni et al. note that the time restrictions associated with flash sales evoke strong emotions that can lead to impulsive purchases, as consumers feel compelled to act quickly to take advantage of the perceived opportunities (Martaleni et al., 2022). Nguyen-Van et al. highlight that such promotions not only provide immediate economic benefits but also enhance both arousal and pleasure among consumers, particularly in the context of e-commerce platforms targeting Gen Z (Nguyen-Van et al., 2024). Likewise, Andriyana et al. assert that significant price reductions during flash sales positively influence purchasing decisions (Andriyana et al., 2023). Such financial incentives not only lower barriers to purchase but also leverage the psychological satisfaction derived from acquiring products at reduced prices.

In today's world, digital natives, who are active participants in flash sales, not only rely heavily on media, especially e-commerce, but also feel pressured to conform to the behaviors and trends dictated by the media. The rapid pace of technological advancement is closely intertwined with the prevalence of flash sale activities among digital natives. This rapid advancement not only meets their needs and desires for instant gratification but also leads to a diminished capacity for critical thinking and an inclination to follow media-driven trends. According to Virilio, this trend may result in the emergence of a "rest society" - a society that becomes passive and complacent due to over-reliance on technological speed and sophistication, rendering them incapable of independent action (Nugroho, 2020). Dromology, the study of speed and its effects on consumer behavior, has significant relevance in understanding impulse buying among young consumers, especially in the context of rapid changes in retail environments, technological advancements, and marketing strategies. Dromology in young consumers reflects a complex interplay of accelerated technological access, effective marketing strategies, and environmental factors that collectively foster impulse buying. These components illustrate why young consumers are particularly susceptible to flash sale purchases in a fast-paced retail context. The digital sector has experienced rapid acceleration, as

described by Virilio in his concept of dromology. This acceleration is closely tied to Internet access, shaping consumption habits in the young digital community. However, the increased consumption among young digital natives is not always accompanied by sufficient knowledge of marketplaces and e-commerce. Research by Putra (2021) indicates that digital literacy positively influences the consumer behavior of young people, particularly students during the pandemic. Conversely, economic literacy has a negative impact on consumer behavior (Putra, 2021). This suggests that digital literacy can drive consumer behavior among young people, while financial literacy may reduce it. In their 2019 research, Ardiyansyah et al. delve into the concept of flash sales within the framework of dromology theory. Their findings shed light on Shopee's strategic utilization of reality, knowledge, power, and movement power in its flash sale program to effectively commodify the human body. This study presents compelling evidence of how rapid technological advancements in flash sales have reshaped human behavior and transformed the human body into a commodity (Ardiyansyah et al., 2019). On the other hand, the research of Ardiyansyah et al. has not explored in detail the role and how the dromology practices of actors (Shopee users) involved in flash sale transactions. The findings focus more on the analysis of Shopee content without conducting in-depth interviews with users. This limitation is the background to this research, to explore in detail how dromology practices are carried out by users. Furthermore, this study also categorizes the character of flash sale consumers based on the character of the digital community group that is formed as part of the dromology product. Continuing from previous research, the flash sale phenomenon as a consumption culture has been studied several times in research (Crombez, 2015; Paharizal, 2024; Sundjaja et al., 2020; Syamsuri et al., 2022). However, the flash sale consumption culture in the critical discussion of the post-modern framework does not appear much in the realm of Communication Science studies. So this research was conducted as an effort to complement these limitations.

Method

This research combines online and offline observation and interview data using the netnography method. Netnography categorizes data into three types: archival data, elicited data, and field notes. Archival data comprises information gathered directly by researchers to enrich their understanding of cultural contexts. Elicited data is produced through the documentation of events and interactions occurring within online communities. Field notes represent the researcher's informal sketches and observations during the research process (Sari, 2022). In this study, data collection was conducted on the Shopee marketplace platform and involved direct online interviews with informants via social media platforms, including WhatsApp and Instagram. This study employs interview instruments as a means of collecting research data. The subjects for this research were intentionally selected from digital natives who actively engage in flash sale activities within the Shopee marketplace. The study focuses on individuals aged 19-26 who participate in buying and selling transactions during 3:3 and 4:4 flash sales on the Shopee marketplace. The data collected from observations and interviews is complemented by screenshots captured from cellphones, illustrating the flash sale activities on Shopee. These screenshots are taken to visually document the activities. Thus, cell phones serve not only as a means of communication but also as a storage for activities that can be repurposed for new communication contexts (Møller, 2023).

Results and Discussion

Digital Native Orientation in Flash Sale Activities

Shopee is one of the popular marketplaces that implements a promotional model through flash sales. The Shopee Flash Sale program has been implemented since 2012 and was first held at the celebration of National Online Shopping Day (HARBOLNAS). Flash sales are an exclusive feature on Shopee that is displayed on the main page to get more opportunities to be seen by consumers. This program also allows sellers to nominate their products in the upcoming Flash Sale promo (Evelina & Pebrianti, 2021). The flash sale program before Eid al-Fitr is highly anticipated by many consumers. This study specifically focuses on the 3:3 and 4:4 flash sale programs on Shopee, given the current increase in sales. According to a report by CNBC in 2024, Shopee transactions during the flash sale event before Ramadan increased by 44 times compared to normal days. Many purchases are made by consumers during sahur, with consumers often using Shopee's

interactive features on live streaming or video to obtain additional discount vouchers (CNBC Indonesia, 2024). Shopee has long employed interactive features that enable consumers to communicate directly with sellers via live streaming. This is in high demand among consumers and serves as a rapid means to penetrate marketing strategies.

Digital natives are a crucial segment for flash sales due to their propensity for making impulse purchases (Sosianika & Juliani, 2017). Their habit of purchasing goods online exposes them to flash sale advertisements more frequently. This study interviewed digital natives, particularly Generation Z individuals aged 19-26 years. The interviews revealed that their approach to purchasing flash sale goods was based on:

Product Image

Product image is an element that is the orientation of Generation Z to be involved in flash sale buying and selling activities on Shopee. Online stores often display products with attractive images using professional photography features and techniques. This is what makes consumers interested in visiting the product displays provided in the store window. According to one informant who gave a response:

“In my opinion, the most influencing factor in choosing a product is the photo, because the photo can make visitors interested in looking. However, sometimes it does not guarantee that the item purchased is the same as the photo displayed on the storefront.” (Ag, 23 years old).

The product image should not only rely on reliable photography techniques but also have a clear and understandable character that can build consumer trust in the goods being offered during the flash sale event.

Interpersonal Influence

Interpersonal influence involves recommendations from people close to you and reviews from other consumers, which can be found in the product review section. This practice is often carried out to verify and research a product before purchasing it, by observing and gathering information from others who have bought the same product (Alfisyahr & Devita, 2019).

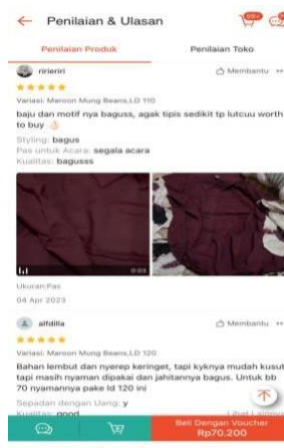


Figure 1. Product Review
Source: Researchers, 2024

The image above shows an example of recommendations and buyer reviews given by the product. Consumers can benefit from accessing reviews from other people in the review column, which boosts their confidence while shopping. However, it's important to note that consumer trust is based on anonymous sources, and their credibility is unknown. This represents a new social practice in the digital realm, where individuals use a reference group to make decisions about digital consumption (Widiaputri, 2018).

Conformity

Conformity is an action formed by the results of adaptation or adjustment to the environment in which it is located. Flash sale buying and selling activities carried out by Generation Z are inseparable from the closest people and groups in daily interactions. Several informants admitted that the orientation of purchasing goods in flash sales is often done because they follow the lifestyle and behavior of their social group, in this case, their family and closest friends. The following is an excerpt from an interview with the informant:

“I frequently purchase items during flash sales because I'm accustomed to it, and so is my friend. My mother also takes advantage of flash sales because she finds the prices to be much cheaper compared to offline stores. Occasionally, when I see my friends buying great items, I feel compelled to make similar purchases. As a result, I often buy items during flash sales without hesitation because I believe it's a worthwhile deal.” (By, 21 years old).

The interview results indicate that the closest relationships, including friendships, are the primary factors influencing young people's consumption behavior during flash sale events. This behavior reflects their attempt to adapt to the lifestyle preferences of those around them, particularly those in their inner circle. In this context, flash sales serve not only as opportunities to shape lifestyle choices and consumer behavior but also as venues for young people to express their hedonism. Consumption culture closely aligns with the lifestyles of modern society, especially among urban populations dominated by digital natives. In this scenario, mass media plays a significant role in shaping these behaviors. Flash sales transcend mere marketing strategies; they serve as media instruments that generate capital by capturing attention and pacifying the masses. Borrowing from Debord's concept, flash sales represent a new kind of spectacle within a spectacle society. Such spectacles are easily accessible on cellphone screens and can draw our attention through browser pop-ups. This spectacle reduces reality to an endless stream of commodifiable fragments while encouraging a focus on appearances (Morgan & August, 2016). Furthermore, this spectacle is controlled by media and consumerism, which substitute authentic human experiences with representations in the form of images (Deboard, 2021).

Flash Sale as Dromospheric Space

A flash sale is a phenomenon of acceleration, or what Virilio refers to as dromology. According to Heru's writing (Nugroho, 2020), speed is a major concern for Virilio as it can change and mold the social space of society. In this context, the Shopee flash sale program becomes not only a social space but also a space of speed that is designed to influence human communication, especially in terms of how transactions are carried out in the realm of consumption. Operating as a space of acceleration or atmospheric space, the flash sale provides various features and enticing promotions for the digital youth, with Generation Z being the dominant consumers of Shopee. As a space of acceleration, the flash sale plays a role in shaping the discourse on consumption among its consumers. Consumption is often presented in an appealing visual format, complemented by advertising and limited promotional captions.

Flash sales were originally designed to spark consumer interest and prompt purchases through limited-time offers. They create a sense of urgency as if consumers do not have the luxury of waiting until tomorrow to make a purchase. In the digital era, flash sales represent the merging of space and time, resulting in fleeting images that are easily missed. This fleeting image is a marketing strategy aimed at convincing consumers that shopping opportunities are unique and not to be missed. Promotional advertisements drive consumer curiosity for upcoming offers, as Shopee typically changes product promotions every 10-15 minutes during the early hours. This indicates that Shopee fully controls the timing of the sales as the organizer of the flash sale.



Figure 2. Flash Sale Activity at Shopee 3:3
Source: Researchers, 2024



Figure 3. Flash Sale Activity at Shopee 4:4
Source: Researchers, 2024

The image above shows how fleeting images are displayed in the 3:3 and 4:4 flash sale programs ahead of Ramadan on Shopee. The fleeting images that appear in this flash sale program are dominated by fashion products and Eid necessities that are branded in the Big Ramadan Sale narrative. Based on the report by [Mariana and Mulyawan \(2024\)](#) on [kompas.com](#), the flash sale program ahead of Eid is a favorite of Shopee users. In addition to increasing sales, there are at least 68 million hours spent by Shopee users watching live streaming in this Big Sale Ramadan program. The product on sale this Ramadan is often featured in various content, advertisements, and live streams at fluctuating prices every hour, but only for a limited time ([Mariana & Mulyawan, 2024](#)). As a result, the product can only be purchased during specific alternating time slots. Each promotional image is displayed briefly within a limited time frame, showcasing the fleeting nature of the deal. This fleeting display is a result of the shift from visible signs to invisible ones, which can easily be missed in a matter of moments. This situation tends to lead to confusion, an intellectual crisis, and a crisis of human consciousness.

How do youth engage in dromological practices in flash sale activities?

Flash sale activities carried out by digital natives produce practices of information technology speed. Dromology practices mark consumption behavior with different dynamics. Flash sales can display advertisements from two sides, where the first side shows a reflection of society or a mirror of society ([Widiaputri, 2018](#)). The second is a reflection of consumers or society itself. As a mirror of society, advertising shows that the promotions and products displayed can represent what is needed by society. Advertising in this case seems to be the answer and solution in overcoming the unlimited needs of society. Meanwhile, in society, itself, advertising becomes the face of the consumer, where advertising tries to position itself as a consumer who does not have much time to choose, so it is necessary to look for information and references according to the products and stores that he often looks for. Data analysis shows several dromology practices (Table 1) found in flash sale activities carried out by young people.

Table 1. Dromology practice

No	Practices	Explanation
1	Physical boundaries	Allows everyone, regardless of their location or time, to enjoy all the products featured in the Shopee flash sale.
2	Mediated reality	the mediated reality is the tendency of the Shopee platform through its flash sale program before Eid to mediate the reality around us
3	Totally involuntary war	An unintentional war situation carried out by individuals in the digital space.

No	Practices	Explanation
4	Endocolonization	Process of technology taking control over the human body. Actor in endocolonization include: <ol style="list-style-type: none"> 1. Dystopian 2. Neo futurist 3. Techno-realist

Source: Researcher, 2024

Physical boundaries

Virilio argues that the speed of communication has erased the physical and spatial barriers, connecting everyone to a global internet network. This phenomenon is evident in the way young digital natives access flash sales. They can make anonymous transactions, share product reviews, and even file complaints about goods.

Mediated Reality

Still quoted in Nugroho's writing (2020), the practice of speed in virtual space can mediate between us and things around us, even beyond our reach (Nugroho, 2020). In this case, consumers do not need to see the condition of the product directly because it is represented by the image displayed. In a flash sale that is displayed via live streaming, for example, consumers only need to see the product image according to what is described by the streamer without being able to touch it directly. Some informants sometimes find out the specific material of the product by doing additional searches related to it on various other platforms. This mediated reality will ultimately result in the phenomenon of more passive telespectators or passive remote viewers, who base their judgments on the image that has been displayed and formed by the media.

Totally Involuntary War

Involuntary War is not carried out physically but in front of a monitor screen or gadget. Our activities in the digital space may seem productive, but it will be different when faced with something or information that is limited and profitable. The flash sale phenomenon makes everyone compete to obtain limited information and benefits without caring about others as if they were fighting to save themselves. This situation causes everyone to feel that they must always be up to date on the promos offered every hour, so as not to be left behind in getting limited benefits.



Figure 4. Flash Sale Activity at Shopee
 (Source: Researchers, 2024)

The image above illustrates the 3:3 Shopee flash sale notification scheduled to take place on Shopee. According to the image, the flash sale will occur at specific times, with the peak

promotional period running from 00:00 WIB to 01:30 WIB, lasting for 1.5 hours. During this flash sale, various cellphone price promotions will be offered every 15 minutes. This moment tends to create a competitive atmosphere, encouraging consumers to race against each other to secure products with limited-time offers. While it may seem accessible to everyone, only those with fast internet speeds are likely to succeed. Those without a strong connection may find themselves unable to participate effectively in this competitive environment. Consumers often view these flash sales as mere opportunities, overlooking the intense competition they entail. Unbeknownst to them, they are engaging in what resembles a battleground, where flash sales can act like a panopticon—an arena that monitors, controls, and influences consumer behavior, ultimately guiding us in making purchase decisions.

Endocolonization

Endocolonization is the process of technology taking control over the human body. It limits our physical movement and encourages us to consume media and products. For example, during flash sales, we are urged to quickly purchase limited-time products, as if technology doesn't want us to think too much about our purchases. This manipulation can make us desire and buy things without considering their usefulness. In the end, we will become addicted to waiting for flash sale moments to come to buy other things that have been prepared long ago. One informant explained that:

“I am looking forward to the flash sale right before Eid next year. I will purchase items that are more valuable than this year's.” (Gm, 22 years old).

Virilio then explained that the effects of endocolonization would give birth to a rest society, or a society that rests silently because of the control of technological speed through the psyche and individual consciousness. The effects of technological acceleration contribute to the formation of a digital community around dromology products. This study shows that there are various dromology actors involved in flash sale activities on Shopee, including:

Dystopian

A dystopian group is comprised of individuals who anticipate the emergence of a future society that may not be ideal, potentially leading to chaos for themselves and their surroundings. According to Anthony G. Wilhelm, such a group is very cautious about advancements in technology and information, particularly in how information technology can disrupt social and political life (Revila, 2019). Regarding flash sale activities, this group is especially careful when selecting and purchasing goods through online marketplaces. Informants in this study noted that the decision to buy items during flash sales is not simple; even though products may be offered at lower prices, there is no guarantee that the items are genuine or authentic. One informant in this study shared the following insight:

"I think cheap prices don't guarantee that the goods are good. Even though there is a Shopee Mall that assures the goods are original, I often wonder why they are sold at such low prices, which can differ greatly from offline stores. This makes me take a long time to choose the variety and model of the product when I want to buy it. Even so, I still make a purchase." (Pt, 21 years old).

This interview excerpt illustrates that not all consumers participating in flash sales trust the low-priced products available during these events. It highlights that, despite their consumption of flash sale items, these young individuals tend to exercise caution and consider their options when deciding on products that are commonly offered during flash sales.

Neo-Futurists

The neo-futurist group believes that technological progress serves as a bridge to the future of the world. They hold the view that aligning their behavior with technological advancements will lead to better outcomes than those of the past or present. This group tends to overlook the negative

effects of media and often idolizes the sophistication of current technologies (Revila, 2019). One characteristic of the neo-futurists is their belief that flash sale events bring them good fortune and help fulfill their needs. They trust that the prices showcased during Shopee's flash sale promotions, especially before Eid, represent the best deals available for the products offered. Below is an excerpt from an interview with an informant in this study:

"In my own experience, I tend to buy more items during flash sales, especially around Eid. I keep a close eye on flash sale products every month, even when there isn't an Eid promotion. I plan to shop at Shopee during these flash sales every month." (Ag, 21 years old).

In the context of flash sales often conducted by Generation Z, this study reveals a phenomenon of impulse buying. This makes it challenging for individuals to distinguish between their needs and wants. Such behavior tends to drive them to adopt lifestyles showcased in advertisements across various media and marketplaces (Nugroho, 2020). The neo-futurist group, in particular, anticipates flash sale events with the hope of obtaining the best price offers, often regardless of their financial capabilities. This demographic includes young people who have specific product targets and purchase plans for flash sales, especially before Ramadhan and even every month.

Techno Realists

This group responds to the digitalization era by recognizing a paradox that arises from technological sophistication. The techno-realist group seeks to navigate this landscape in a way that prevents them from becoming overly dependent on progress. At the same time, they acknowledge that the conveniences brought by technology can facilitate social mobility. Using a political economy of communication approach initiated by Anthony G. Wilhelm, this group tends to navigate the pace of technological acceleration more effectively than previous generations (Nurudin, 2018). The data from this study indicate that this group is made up of digitally literate youth who understand they are targets of digital capitalism. They realize that, without a critical mindset, they can easily fall victim to pricing strategies in flash sales. One informant expressed this perspective:

"Flash sales may be interesting for me, but I won't waste my money just because items are at a lower price. I usually buy clothes and pants, but not very often. I tend to shop only during major events like flash sales before Eid, Christmas, and New Year." (Ht, 23 years old).

From this interview, it's clear that techno-realists do not have specific preferences for items purchased during flash sales, although they might buy products at prices that seem more advantageous than usual during these events. While they acknowledge that flash sales can help meet their needs, they are cautious about becoming reliant on these promotions, especially as Ramadan approaches. They are skeptical about whether flash sales genuinely offer better prices compared to direct promotions in offline stores.

Flash Sale: A Space of Enjoyment

A space of enjoyment is described as a place that offers hope for achieving dreams and goals, as well as fulfilling needs. The flash sale serves as a space of enjoyment often used by Generation Z as an escape from the burdens and social pressures of everyday life. This space offers a wide range of products at prices that are sometimes unreasonably low compared to offline stores. The prices of flash sale products are affordable, making them accessible to all groups. On the other hand, flash sales with their attractive offers can marginalize social groups that are unable to compete for power. For example, in areas with limited internet coverage, access to programs such as flash sales on Shopee will be limited and difficult to reach. This confirms that sometimes the space of enjoyment can sharpen the gap in social status and only represent the lives of digital urbanites in urban areas (Minanto, 2018).

The occurrence of media convergence and changes in consumption patterns in the digital era have changed the form of space of enjoyment in the lives of digital society. Currently, the space of enjoyment is reformulated in the landscape of a consumer society which is the character of today's digital society. Consumption in digital society is a daily habitus and lifestyle, so new spaces of enjoyment are created in virtual form to facilitate the ever-dynamic consumer tastes, such as the presence of new spaces of enjoyment in the form of mobile games, marketplaces, and other popular cultures.

Jouissance/enjoyment in Žižek's perspective becomes a tool to create false consciousness or borrow Marxian terminology, this can be explained when capitalism drowns the subject in the infernal circuit of demand. That is why jouissance/enjoyment is often interpreted as pleasure that comes after loss. This form of loss is interpreted as the inability or limited capacity of the subject to achieve his hopes, but the capitalist (capital owner) provides a space for pleasure to replace that feeling of inability by offering affordable pleasure products. In the end, Žižek concludes that this flash sale is just a seduction, by making inability, desire and vulnerability potential things to reap profit (Minanto, 2018).

Žižek's perspective, particularly grounded in Lacanian psychoanalysis, emphasize the role of desire and lack (notably "the Real"), which inform how scarcity can manipulate consumer psychology. Flash sales operate predominantly on the principle of scarcity, which aligns closely with Žižek's concept of lack. In a flash sale, the time-limited nature and perceived scarcity of products create a heightened sense of urgency among consumers. This urgency triggers a deeper psychological response, where the absence (or lack) of the product simultaneously reinforces desire (Sun & Thorsten, 2022; Usadi et al., 2023). The idea of scarcity not only heightens the allure of a product but also invokes fear of missing out, effectively transforming consumer desire into a compulsive need to procure the item before it is "lost." This is illustrated by findings that indicate scarcity promotions influence impulse buying behaviors by stimulating consumer arousal through urgency (Usadi et al., 2023).

Žižek's notion of "the Real," which encompasses that which is often sublimated or repressed in the realm of social interaction, further elucidates the mechanisms at play during flash sales. The drive to participate in these sales often stems from an unconscious need to affirm one's identity through the act of consumption, a phenomenon exacerbated by the seductive marketing of scarcity (Akhrani et al., 2021). As consumers engage with flash sales, they are in pursuit of not just the physical product, but also the social validation it is purported to bring. Through the lens of Žižek, this could be interpreted as a desire for wholeness projected onto possession, hence neglecting the inherent lack that characterizes human existence (Hook, 2008). Importantly, flash sales also trigger a dualistic aggression in consumers, characterized by both a desire to possess and a fear of competing for limited resources. This phenomenon is reflected in the aggressive behaviors consumers may exhibit toward one another as they vie for the "scarcest" products, revealing an underlying anxiety about identity and social status intertwined with consumption (Manggarani et al., 2021).

Conclusion

Flash sale activities are practices closely tied to the lives of young digital natives. Young people engage in flash sales through sophisticated platforms that showcase a variety of products with appealing images. They exhibit dromological behavior by acting as selective and hedonistic consumers. However, their purchasing decisions in these events are often influenced—sometimes without their awareness—by platforms like Shopee. Flash sales provide easy access to products that meet our needs and desires, but this marketing model can undermine our autonomy. The limited-time offers create a sense of urgency that drives us to make purchases based on the platform's prompts rather than our own preferences. As a result, the power to make purchasing decisions shifts from us to the ticking clock of flash sale events. Consequently, flash sales can transform into panopticons that capture our attention while simultaneously monitoring our buying behaviors. In the end, we may find ourselves willingly allowing these platforms to dictate our shopping choices.

Flash Sale activity shows a shift in the meaning of advertising, especially among young consumers who use Shopee. This shift shows how the presence of advertising that used to be in the back issue, but now appears as the main character that is most awaited and anticipated by

consumers. The flash sale phenomenon makes us understand more that today's consumer society is very vulnerable to the game of digital capitalism. As agents of change, young people should be able to break through this consumption discourse in a more critical direction, by creating trends to influence the market. However, the reality is that the market shapes the consumption behavior of young people and makes them complacent because of all the conveniences offered. In the end, shopping becomes a moment of manipulation of desires played by capital owners. The way capitalism works today no longer offers products in physical form and their uses, but by doing flash sales or limited promos to play on consumer desires every minute and hour. Consumers do not need to know the uses and needs of goods, all they need to know is discounts and limited time.

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