

The Influence of Influencers on the Instant Lifestyle of Middle-Class Muslims in Pontianak from the Perspective of the Theory of Planned Behavior

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Abstract

The culture of digitalization translated by humans in the influencer profession, which directly or indirectly has an impact on several aspects of people's lives. Influencer is one of the professions that quite affects the lifestyle of the middle-class Muslim community in the city of Pontianak, which is slowly changing their lifestyle toward an instant direction. For example, buying food with the GoCod application, buying goods with the Shopee application. Seen through the perspective of planned behavior theory, this qualitative research employed data collection using in-depth interview techniques, with informant determination conducted through purposive sampling strategies. The results of the study show that influencers have an influence on the instant lifestyle choices of middle-class Muslims in the city of Pontianak through digital content that they create or by serving as brand ambassadors. The phenomenon of instant lifestyle in the middle-class Muslim community in the city of Pontianak can be understood as a form of response to the digitalization phenomenon, which today makes influencers one of the public figures who most influence people's lifestyles. In addition, the instant lifestyle of the middle-class Muslim community in the city of Pontianak is a form of action that is very controlled and carried out with full awareness and without coercion.

INTRODUCTION

It is undeniable that the situation of Indonesian society in the last decade has been much different, especially from the figure they refer to in speaking, acting, and making decisions. Public figures experience an increase in meaning and type. Those who are called public figures are not only those who are often seen and involved in public spaces in real life (Habermas, 2021), but those who also exist in cyberspace through social media platforms. Social platforms with thousands to millions of followers make them easier to know and widely known, so that they become well-known figures by the public (Gómez, 2019; Haenlein et al., 2020; Hund, 2023; Marwick, 2015).

This new phenomenon related to public figures ultimately gave birth to a profession that is very closely related to the digital world, namely influencers. A profession that emphasizes the creation of digital content intended to provide information, market products, services, and goods or just entertainment. The ability to influence social media users is the reason why this profession is called an influencer (Angellice, 2023).

The digitalization culture that is translated by humans in an influencer profession, directly or indirectly has an impact on several joints of people's lives. One of the most visible is the instant lifestyle that is starting to be commonly applied. The promotion of gojek and shoppe applications that make influencers as brand ambassadors, makes people tempted to use online applications and e-commerce to buy food, services or goods (Pertiwi & Mulyaningtyas,

2022; Rahma, 2022; Salsabila & Purwanto, 2024; Wildan Taufiq et al., 2025).

This is so evident in the middle-class Muslim community in the city of Pontianak who are slowly changing their lifestyle towards an instant direction. For example, buying food with the gofood application, buying goods with the shoppe application. A similar study was conducted by Eric, et al. entitled *The Impact of Instagram Influencers on Impulse Shopping Lifestyles in Adolescents in Batam*. In this study, it is shown how the influence of influencers, especially celebrities, in influencing the intensity of adolescent shopping (Cen et al., 2022). Different from the previous study, in this study, the impact of influencer was seen in influencing the instant lifestyle of middle-class Muslim people in the city of Pontianak. In addition, the phenomenon of instant lifestyle is also seen from the perspective of the theory of planned behavior.

The novelty of this research lies in five key aspects. First, it applies the Theory of Planned Behavior (Ajzen, 1991) as an analytical framework to understand instant lifestyle adoption among middle-class Muslims, a theoretical approach not previously used in this specific context. Second, it focuses on the under-researched geographic context of Pontianak, West Kalimantan—a city with unique cultural and religious characteristics that differ from Jakarta, Surabaya, or Bandung where most Indonesian digital behavior research is conducted. Third, it specifically examines the middle-class Muslim demographic, a significant and growing segment of Indonesian society that BPS data shows is facing economic pressures (decreasing from 57.3 million in 2019 to 47.9 million in 2024), making understanding their consumption behavior particularly urgent. Fourth, it investigates "instant lifestyle" as a holistic concept rather than isolated purchase decisions, capturing how influencers shape broader daily behavioral patterns including food ordering, transportation use, and goods purchasing. Fifth, it employs qualitative methods with in-depth interviews to capture rich, contextual data about how middle-class Muslims perceive, interpret, and respond to influencer content in their daily lives.

This research is important to be carried out to see further how the influence of influencers on the instant lifestyle of middle-class Muslims in the city of Pontianak is an interesting thing to see from the perspective of the theory of planned behavior

This theory originated from the development of *the theory of reasoned action*, which is intended to reach a wider range and learn more about human behavior. A theory that is used to measure and predict more accurately a person's motives and intentions to do something. In this theory, it is explained that there are three factors that affect a person's actual attitude.

a. Response to Phenomena

In this theory, it is explained that humans will respond to every phenomenon they see and feel in a behavior.

b. Norms That Are Recognized and Understood Subjectively

All behavior that comes from man is highly determined by the norms he understands. Directly humans can control the behavior they feel. In addition, in this theory, it is also explained that a person's past behavior is also quite significant in building a person's perception of doing something and responding to certain events or phenomena (Ajzen, 1991).

c. Control of Behavior

Humans are rational thinking beings. Therefore, in this theory, it is explained that humans will think in advance what the implications of their actions are. This thinking session will

greatly determine whether an act will be done or not by humans (Ikbal et al., 2018).

How a person's perception of something followed by the three factors above will give birth to an actual action from a person. This purpose acts as the main analytical knife to see how the behavior of middle-class Muslims in the city of Pontianak has changed.

We cannot close our eyes that today digitalization has penetrated deep into the joints of human life. There is almost nothing in human life that is not touched by digitalization. This fact shows that digitalization has become a culture of society today.

In the study of anthropology, human beings who choose to live together and live together in a series of tasks, functions, rights, and obligations will give birth to three things, namely work, creation and taste. The work is about the technological advances that humans are born with. Cipta is about education and science, as well as taste, which is about norms and laws that are believed in together.

Digitalization is a work that humans are born because they live together for so long in a certain social structure. Therefore, digitalization cannot be stopped, but is addressed wisely and on target. Not for negative things, but to make life easier (Lestari, 2023).

According to Nicole Nicolet, those who are classified as middle-class people are those who own houses, take vacations every year, and have investment funds for children's education (cnbcindonesia.com, 2025). In addition, the middle class is those who have reached a safe point in terms of the economy. It has very little potential to enter the poor zone (Katadata, 2025).

In terms of numbers, BPS reported that the number of middle-class people has decreased for five consecutive years. The number of middle-class people decreased from 57.3 million people (2019) to 47.9 million people (2024). Then in terms of per capita expenditure, people who are classified as middle class are those who spend 6 USD – 10 USD per day (Fitrawaty et al., 2020).

The middle class can actually be increased in number, if economic growth continues to lead to the opening of many jobs with adequate wages. In addition, improving the quality of human resources also has an indirect impact on the increasing number of middle-class people in Indonesia (Triyunarti, 2025).

METHOD

The research was conducted in the city of Pontianak, the capital of West Kalimantan province. Classified as a qualitative descriptive research, the research seeks to analyze and describe how the influence of influencers in influencing instant lifestyle choices in the middle-class Muslim community in the city of Pontianak in the perspective of the theory of planned behavior. The research was conducted with phenomenological and theoretical approaches (Moleong, 2019).

This study uses a qualitative method by taking data using *in-depth interview techniques*, as well as determining informants with *purposive sampling strategies*. Interviews were conducted with 20 informants with special criteria, namely the middle-class Muslim community in Pontianak City and Muslims. Because there is no specific data related to the number of middle-class Muslims in the city of Pontianak, the informants are those who live in North Pontianak District. The election of this sub-district is because the largest number of Muslims in the city of Pontianak is in this sub-district. The number of informants is quite sufficient, because in the twenty informants, a saturation point was found in the data collected.

The last two informants tend to only corroborate and repeat the answers of the previous informants. No new themes emerged after the eighteenth interview. All data obtained through interviews have been approved by all informants to be used as research material (Subhaktiyasa, 2024). Then the data obtained is analyzed using the right techniques and is recognized academically, so that the results of the research achieved can be maximized (Malahati et al., 2023).

Thematic analysis is used as an analysis technique to precisely analyze the data obtained. Patterns that appear to be the same and interrelated in each informant related to the husband's obligations to his wife are examined as deeply as possible from the perspective of the researcher (Heriyanto, 2019).

RESULTS AND DISCUSSION

Culture of the Muslim Community in Pontianak City

Based on research conducted in the field, it is known that there is no specific data related to the number of middle-class Muslim communities in the city of Pontianak. However, the culture of the Muslim community in the city of Pontianak shows several things. First, the Muslim community in the city of Pontianak is a society that has a very high level of tolerance. This can be seen from several religious activities that have had minimal friction in the last decade. In addition, in the city of Pontianak is known as a very heterogeneous city with a high level of brotherhood, there is a dance that combines three ethnicities, namely the Tidayu dance (Chinese, Dayak, Malay).

The culture of digitalization has a significant influence on the religious culture of the Muslim community in the city of Pontianak. Activities such as haul, maulid, nuzulul qur'an, shalawatan, istighosah, and religious tausiyah often use digital platforms as a medium for da'wah. The existence of live and story features on social media platforms makes it easier for them to invite, broadcast, and inform religious activities that are being or want to be carried out. The development of digital technology directly makes it easier for the Muslim community of Pontianak to strengthen their religious culture.

Instant Lifestyle of Middle-Class Muslim Community in Pontianak City

One of the bad aspects of the development of digitalization of the culture of the Muslim community in the city of Pontianak is the potential for the emergence of a consumptive culture that has the potential to lead to extravagant acts that are prohibited in Islam. This is due to digitalization that offers convenience in every purchase process.

Based on interviews with 20 informants, it is known that some are related to the instant living culture of the middle-class Muslim community in the city of Pontianak. Informants are those who are Muslims with a middle-class economic level, which is seen from the daily expenditure in the range of 100,000 – 200,000 per day.

Table 1. The Use of E-Commerce in the Middle-Class Muslim Community in Pontianak City

No.	Questions	Answer		
		Never	Never/not often	Frequent
1.	Buying food through an online app	3 People	10 People	7 People

No.	Questions	Answer		
2.	Using online transportation services	1 Person	16 People	3 People
3.	Shop for goods on e-commerce	0 People	11 People	9 People

After being asked where they know about shopping for goods and services online, the answer can be seen in the table below:

Table 2. Resources About Online Applications and E Commerce

No.	Answer	Quantity
1.	From Influencer on social media	15 people
2.	Friend recommendations	3 people
3.	Search search for yourself	2 people

From the two tables above, it can be seen that most of the middle-class Muslim community in the city of Pontianak has used online applications or e-commerce to shop for goods and services online. Then as a big they found out through the social media they used.

Reasons to shop online

When asked why the informant prefers to shop instantly by shopping online, the answer can be seen in the table below:

Table 3. Reasons to Shop Online

No.	Answer	Quantity
1.	Easier	10 people
2.	Cheaper	5 people
3.	Many promos	5 people

Perspective of Planned Theory of Behavior on the Instant Lifestyle of the Middle-Class Muslim Community in Pontianak City

In the context of the instant life behavior of the middle-class Muslim community in the city of Pontianak, the explanation will be explained below.

a. Response to Phenomena

In *Theory Of Planned Behavior* It is explained that humans will respond to every phenomenon they see and feel in a behavior. Humans are social creatures that are generically called in Arabic *أنس* (*annasa*) It means tame, friendly. Naturally, humans are actually flexible and soft to respond to everything that happens around them.

The advancement of digital technology today is a universal phenomenon that is responded to by the middle-class Muslim community in the city of Pontianak by using smartphones as one of the main devices in doing many things. This is supported by the efforts of the Pontianak city government to direct efforts to digitize public and administrative services. Using smartphones is the most logical response to the current digitalization phenomenon, Because otherwise, it is likely to hinder the daily routine. On the other hand, This response is also the main reason for instant living behavior to become one of the lifestyles of middle-class Muslims in the city of Pontianak.

b. Control of Behavior

Based on the second point in this theory, the instant life behavior of the middle-class Muslim community in the city of Pontianak is a form of action that is very controlled and carried out with full awareness without coercion. Departing from their understanding of social media, it makes them finally know about the instant lifestyle also through social media that makes celebrities or tiktokers as their brand ambassadors.

CONCLUSION

Based on the above explanation, at least two things can be concluded. First, the instant lifestyle that appears in online shopping activities for middle-class Muslims in the city of Pontianak was born as one of the most logical impacts of cultural digitalization. Influencers exert an influence on the instant lifestyle choices of middle-class Muslims in the city of Pontianak, through the digital content they create or that make them their brand ambassadors.

Second, from the perspective of the theory of planned behavior, the phenomenon of instant lifestyle in the middle-class Muslim community in the city of Pontianak can be understood as a form of response to the phenomenon of digitalization which today makes influencers one of the public figures who most affect people's lifestyles. In addition, the instant lifestyle of the middle-class Muslim community in the city of Pontianak is a form of action that is very controlled and carried out with full awareness without coercion.

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