

SIMULACRA BEAUTY ACCOUNTING

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ABSTRACT

This study aims to reveal the form of accounting in the Baudrillard Simulakra space. The research method used is a qualitative method of postmodernism approach with the thought of Simulakra from Baudrillard in an online beauty products shop in Malang. The results showed simulakra also occurs in accounting records used by research informants who use everyday life accounting as the basis for accounting records, but it still provides benefits for its users even though they are far different from the IFRS, PSAK and ETAP rules that have been set. Beauty standards connected with business and technology also results in accounting using the scope of Baudrillard's Simulakra namely beautiful accounting is accounting that is able to provide benefits to its users even though the accounting information generated is different from IFRS, PSAK, and ETAP rules.

Keywords: E- commerce , online shop , simulakra, beauty , everyday life accounting , hyper reality.

1. INTRODUCTION

Growing economic growth that is balanced with technological advances cause the business world is also experiencing rapid development, one of which is e-commerce business or commonly known as an online shop. The growth of e-commerce in Indonesia continues to increase and in 2015 Indonesia gained a profit of US \$ 1.1 billion more than the two other countries in Southeast Asia, namely Thailand and Singapore (DBS Group Research, 2015). The researcher chose Instagram as a social media application that will be related in this study. The reason is because Instagram users upload their works happily and voluntarily and become a means of communication to be advertisements for products (Hendroyono, 2012). Instagram display in the form of photos in square form and a short video gives the impression like a product catalog.

Researchers use beauty products as a research unit and are supported by Permata (2017) mentioning 68% of female respondents use social media to conduct online buying and selling transactions and various products and or services offered by online shop businesses, one of which is beauty products. This product arises because of the demands (demands) from consumers and even has been attached to their daily activities. Baudrillard (1995) states that humans are now surrounded by factors of consumption and the state of contemporary society is formed by the fact that humans are now surrounded by factors of consumption. In fact humans do not feel satisfied with their needs and buy goods not as an effort to meet the needs (needs) but rather as the fulfillment of desires (desire). How not, we can imagine this beauty product is used every day and can be likened to basic necessities to make it look beautiful and handsome.

White skin is one of the criteria that must be met to get a beautiful and handsome label. Skin whitening products (bleaching) flood the market and the standard of beauty from the West creates a beautiful image must have white and smooth skin. Ward (2018) states that s tandar Western beauty is a form of cruelty structured and carried out by way of eliminating characteristic possessed by changing the view that the color white is a color that is ideal. Behind this Whitening Supremacy, there is a very big business for beauty products. Wolf (1997) explains that these beauty standards make it possible to benefit the cosmetics industry and the broader lifestyle. This beauty culture produces economic benefits by using the illusion that women as subjects in the standards of beauty are placed on them.

This study uses the concept of Baudrillard's simulakra (1995) that images that have replaced actual reality, even different or do not have a relationship with reality, are actually referred to as simulakra. Simulakra has four stages and this process is called simulation. The four stages include an image that is still sacred (*sacramental order*), an image that becomes a mask and begins to change the actual reality (*maleficence order*), an image that is in the magic stage (*sorcery order*) and the image has no relationship with the actual reality and become pure reality itself (*pure simulation*).

Accountants experience Simulakra as well as beauty and business. Accounting is the language of business (Meigs, 1970) and if a business undergoes a change, accounting must also experience the same thing. In the first stage Simulakra (*sacramental order*) accounting records are only in the form of simple tokens in the form of clay balls of various shapes (ovals, circles, etc.) that represent specific goods, such as cattle and other livestock. This system is the first recording and representation of inventory and the beginning of the concept of numbers. The second stage of the simulation (*maleficence order*) of accounting has progressed with the *double-entry bookkeeping*. Luca Pacioli is famous for the double entry method and his book was published in Venice in 1494. His writing is widely recognized as the first and most influential book for *double-entry bookkeeping techniques* (Taylor, 1956). Pacioli is a mathematician, not creating a *double-entry bookkeeping* but the text provides a detailed explanation. This technique was developed by merchants in Italy part Ut figs during the late 13th century or early 14th (Yamey, 1956 and Winjuum, 1972). The *double - entry* method is the fact that all transactions are entered twice, once as a debit and once as a credit. As explained by Pacioli, the debit side belongs to the debtor while the credit side belongs to the creditor (Crivelli , 1924). An example can be found at the East India Company.

The third stage (sorcery *order*) development of technology and information has evolved and led to accounting *software* aimed at facilitating the accounting process because of the number of business transactions that continues to grow and vary. Some accounting software used include Microsoft Excel, SAP ERP, Zahir, Wave Accounting and others. The last stage is the pure simulation stage (pure *simulation*) accounting has experienced hypereality because it does not describe the actual reality. Based on the writings of McGoun (1997), Macintosh *et al.* (2000) and Macintosh (2003) analyze earnings (earnings) using a post-structuralist view where *earnings* called *net income* by accountants are signs and these signs no longer represent intrinsic profits, real profits, or actual profits but profits. The net reported by the accountant is only a reflection of the net profit itself in the sense of being completely separate from the actual reality. One example is *earnings management* which refers to *income smoothing* or for certain circles referred to as earnings manipulation and *forecast analysis*.

Simulakra accounting according to Kamayanti (2011) that current accounting is not as transparent as expected is reflected in the financial statements. A company can choose to report its income differently using various methods and regulations. This is a simulakra where the sign (income statement) has preceded reality. Macintosh (2003) concludes that many accounting symbols do not have clear references to real objects or events so that accounting does not fully carry out its functions according to the logic of representation, accountability or transparent presentation of economic information. Accounting becomes detached from actual reality, the transparent side decreases and may even disappear and its function changes.

For a decade the use of IFRS was based on *fair value* or *mark to market* for the preparation of financial statements. The value of assets and liabilities is determined based on market prices and simulacras occur within the market itself (Bougen and Young, 2012). In other words, imaginary markets are created and where assets and liabilities are valued in the reality of new economic relationships. Assets or liabilities that are valued based on *Fair Value* are the result of large volume transactions between seller and buyer. Based on *social science* that uses *Actor Theory* that *fair value* is related to various actors from internal and external parties who are involved in the process and are more than just mathematical calculations (Power, 2010). Accounting has experienced simulakra, of course, impacting the accounting rules themselves, and namely IFRS and *Fair Value* have experienced the same thing, namely simulakra.

This research focuses on how the form of accounting in the Simulakra Baudrillard space, namely *Cost* and *Revenue*, no longer depicts the actual reality and no longer like the Ancient Egyptian Period which still reflects the actual reality. Accounting information is changed to digital, systematic and automatic by information technology and can cause accounting to occur without the need for an accountant (Hutchinson, 2014). Beauty has also experienced the simulakra. The more modern era, the economy and technology continue to develop causing beauty to change. Simulation of the first stage (the *sacramental order*) that beauty is holy and sacred still the same like looking into a mirror and just reflect in accordance with reality. The second simulation (maleficence *order*) of beauty began to change but can still show the actual reality. Self-care to be able to always look beautiful has been done since time immemorial. Bayless (2017) since 10,000 BC in Egypt both men and women use the ointment for skin and cover up body odor. Kohl, a black mineral derived from the soil, is used to coat the eyes to reduce sun glare and reduce the risk of eye infections. The use of colored clay and dyes began to be used as lipstick and nail coloring.

The third stage (sorcery *order*) of beauty can change one's appearance. Baudrillard (1998) gave an example using Barbie dolls. The lyrics of a song called Barbie Girl sung by the Aqua Band reflect this image.

" *I'm a Barbie girl, in a Barbie world
Life in plastic, it's fantastic
You can brush my hair, undress me everywhere
Imagination, life is your creation* ".

Modification of the body with aesthetic purposes is carried out by the operation process. This process is divided into two parts, namely cosmetic surgery and plastic surgery. In Indonesia, plastic surgery is still underdeveloped unlike in the United States, South Korea and Thailand. Many patients who want to do plastic surgery go to these countries. The last stage is the pure simulation stage (pure *simulation*) beauty has been separated from the actual reality and in this stage appears *Hyperreality*. Hypereality according to Baudrillard (1998) is a condition in which falseness becomes one with authenticity, the past blends with the present, facts are mixed with engineering, signs become reality, and lies merge with truth. Technology is increasingly sophisticated and creates various applications on *smartphones*, one of which is *Beauty Apps* or beautiful applications such as Camera 360, Beauty Plus, Beauty Mirror and many other *beauty apps*.

Business also experienced the simulation process as the same is the case with beauty. The development of technology is very fast and the use of the internet can facilitate business transactions. The first stage of the simulation (*sacramental order*) of business takes place in prehistoric times and lasts for half a million years. The business is just hunting and farming. The communication used in this stage is only limited to direct or face-to-face communication because technology has not yet developed. Myths and legends are still believed by the public. Community thinking is only limited to the ability to survive and frequently move (nomadic) to be able to maintain their generation. The second stage of simulation (male *order*) takes place before the 17th century business venture, namely agricultural and plantation production, is determined by the success or failure of agriculture or plantations and natural factors also play a role. The community already has a permanent residence, already has a community in the city and has the ability to read and write. His thinking has also developed logically and the emergence of philosophical understanding and began to create various inventions to facilitate his life.

The third stage of the business simulakra (sorcery *order*) was in the form of an industrial revolution around 1760 to 1850. The community had changed the manufacturing process using many manual workers into a factory system for *mass production* using machines. The community has formed their respective countries. The community had been able to find modern tools that can facilitate communication such as the advent of printing machines for mailing newspapers. Public thinking is also based on *science* which can be tested for truth. The technology of society has developed with the use of various machine tools and the community already has their own country's currency.

The last stage is pure simulation (pure *simulation*) business has been separated from the actual reality and in this stage there is *Hyperreality*. The community is able to communicate electronically smoothly. The development of technology and the internet has greatly developed creating businesses that do not require face to face between buyers, sellers and suppliers (suppliers). Business can grow easily both regionally and globally. Internet and information systems are very helpful in business transactions, causing many e-commerce businesses to emerge, one of which is an *online shop*. Social media has become one of the media to market its business ventures.

2. RESEARCH METHODS

This study uses a qualitative research method postmodernism approach with the concept of Baudrillard simulakra thinking. The research site is in the city of Malang. The research informants consisted of three informants who had an *online shop* in Malang, including Pink, Blue and Yellow Informants. Researchers use initials because at the request of the informant to hide the informant's identity. The type of research data is non-numerical data in the form of words that can describe information. Qualitative data in the form of transcripts from interviews and observations. The data source in this study is included in the primary data category because the data is sourced directly from research informants without going through intermediaries or third parties. Data collection techniques in the form of observation, interviews, and documentation. Technical data analysis in the form of data reduction, data presentation and research conclusions.

3. RESEARCH RESULTS

The accounting used by research informants can be said as accounting for everyday life. In line with Hopwood's (1994) research, accounting has more influence when it is linked in everyday life with various processes. Jeacle (2009) mentions that there are three common experiences in daily life, namely shopping, household, and entertainment. This opinion is supported by de Certeau (1985) which states that daily rituals such as eating, drinking and recreation are also involved. Another opinion was stated by Rahmi (2015) that humans use accounting practices to solve simple financial problems such as checking the amount of money held in a pocket (*cash on hand*) or in a bank account or how much money has been spent to buy a product or service even accounting practices like this can be used by businesses that have scale transaction is large. Based on these thoughts create accounting practices that are different from accounting practices that occur in large companies or *going public*. In addition, the current life that is already familiar with hypereality causes major changes in technology and information including accounting information and for example, *customers* who can receive their financial reports automatically via application or e-mail.

Based on the analysis of research data, there are several meanings that hypereality occurs in accounting as conducted by informants in recording financial statements and their accounting concepts. Both of these are different from what is taught in the academic world for accounting. Accounting concepts such as the concepts of business entities and accrual basis are not carried out correctly. The research informant did not do a separation of powers as in the concept of a business entity. In addition to the informant as the owner (owner) of his business, but the informant also doubles the duties of an accountant and accounting calculations carried out by the informant without the assistance of an accountant. The informant also records its financial statements using no accrual basis as explained in the previous chapter that the informant records accounting when the informant has time available. The informant performs different accounting calculations such as multiplying gross income by thirty percent and then obtaining net income for one recording period.

The burdens of their *online shop* as referring to the opinion of Jeacle (2009) that there are household costs in accounting records in everyday life. In reality, accounting hypereal does not seem to implement all *accounting rules* such as IFRS, PSAK, and ETAP conducted by the informants, but that does not mean accounting does not occur. For example, one of the informants who used a competitor's price as a determinant of COGS, even though it never existed in IFRS, PSAK and ETAP regulations.

Accounting occurs in accordance with the life situation experienced by the informant. Is the accounting done by the informant wrong? If it's wrong, the business should be dead now. The internet can be like a double-edged sword which can help businesses continue to live but can also die instantly if the informant's Instagram account is lost, access to the application is closed or *sellers* close their account in applications such as Tokopedia and Shopee. This is in line with the thought of Baudrillard (1995) states that simulakra starts from the play of various signs (*signs*) will replace the actual reality, the signs complement each other inseparably and eventually form a new sign regardless of the previous signs that called hypereality. Accounting signs that occur in this study such as the thirty percent number, competitor prices and trust are also a set of accounting signs. But can all accounting signs always reflect the real condition of the business? That is where hypereality occurs, for example, such as one of the informants who records accounting when they have time, of course the accounting information is considered to be less *fresh*, but is considered beneficial when viewed from the going concern side of the business, *yet* their business continues even though the accounting used by the informant is considered outside. Pathway when compared with existing accounting regulations in IFRS, PSAK and ETAP. But that does not mean their accounting is wrong so this can be used as an example of accounting hypereality.

4. RESEARCH CONCLUSIONS

This research has answered the formulation of the problem and the purpose of the research which is to reveal other forms of accounting with Baudrillard's simulakra integrated with hypereality and beauty as the theme of this study. The conscious experience of the research informant is part of the knowledge but not as a universal truth because the truth is not absolute or is still relative, including the use of accounting records on the basis of *everyday life accounting*. The accounting records used by research informants cannot be blamed because they still benefit the user, the *online shop* owner and if the accounting information does not provide usefulness, the concept of *going concern* cannot be carried out and can lead to bankruptcy of the business owned by the informant. In reality the business owned by the informant is still running until now and the concept of *going concern* of a business venture can still be fulfilled so that it can be said that the accounting information used still provides benefits for its users, namely the research informant as the owner of the *online shop*.

The informants have some similarities related to their accounting practices. Determination of cost of goods sold is obtained from competitor prices and trust is made as optional to determine cost of goods sold when the business has been around long enough. The use of a cash basis as the main foundation for recording financial statements and simplicity is the key to making accounting information. The accounting formulas used by informants differ from accounting formulas in general but can produce usefulness of information to carry out business continuity.

Intangible assets that play a role as the main actor in the *online shop* business. Shifting current assets into supporting roles does not cause chaos in their business. There is no right or wrong. Nobody wins and losses. Everything will look appropriate when viewed with different sides. Beauty standards are likened to IFRS, SAK and ETAP. If they are not included in one of them does it mean not beautiful, ugly, ugly? Not necessarily because all of these regulations can change even accounting names can change in the future as well as money that has changed to e-money. *Everything will be changed, soon or later*.

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