EXPLORING THE DISTINCTIVE SYMBOLIC INTERPLAY: MODERN VESPA PIAGGIO USER COMMUNITY DYNAMICS IN MAKASSAR, INDONESIA

M. Zainul Abidin, Rahmat Muhammad, Ridwan Syam*

Department of Sociology, Hasanuddin University, 90245, Indonesia

ABSTRACT

Symbolic interaction is a form of reciprocal action carried out by two or more people to be able to translate and understand the symbols used in interaction. This includes interactions carried out by people who behave Fomo in a community. The research aims to find out the forms of Fomo behavior and understand the meaning of social action and symbolic interaction of members of the Makassar Move Community. The research used a qualitative approach with a case study strategy by determining informants using purposive informant selection. The results of this study found that Move Makassar members have a form of Fomo behavior by being so active in finding and sharing information about vespa matic and Move Makassar activities, always wanting to be involved in every activity, and excessive consumption of vespa matic accessories and modifications. The meaning of social action in the symbolic interaction of Move Makassar members is understood as an action that upholds the values of equality, togetherness and intimacy among them so that a sense of kinship arises.

Keywords: Fomo behavior, Social action, Symbolic interaction, Vespa community

Introduction

Modern social communities are places where individuals can act and interact with each other using symbols together. In a social community, individuals who are members will organize each other and harmonize their actions together to achieve the common goals of the community. Individuals will connect with each other in a community by exchanging symbols that mean information, so that the intent and purpose to be conveyed can be realized. They will share information and understand each other through the symbols used in every action taken by each member of the community (Inah, 2013).

The gathering of individuals in a community clearly gives its own color to the community. The intended color is the heterogeneous nature of members who have different characters, or behaviors but can still be a whole unit to remain together to realize community goals. This difference in character or behavior does not cause the community to become weak, but rather they will complement the shortcomings.
that exist among one another. One interesting thing under in a modern community today, sometimes many members of the community have FOMO behavior in themselves.

In previous research by Dewi, Hambali, and Wahyuni (2022) has explained that the tendency to use excessive social media will clearly have an impact on individuals, namely the birth of FOMO (Fear Of Missing Out) behavior in themselves. Social media makes individual FOMO behavior worse, but FOMO behavior can actually be present without us being glued to the cellphone all the time but the environmental factors of the reality around us are also very influential stimulants. FOMO behavior can be interpreted as a condition of desire / interest that is so great about the various things they see, hear, and know to have too, so that they will feel feelings of anxiety, worry, and fear of being left behind which is urgent to be held immediately (McGinnis, 2020).

We often find that individuals who behave with FOMO are often found in members of a modern social community. They can be identified from how they act as a result of their behavior such as the routine of these individuals searching and sharing the latest information about various things they like, participating in all forms of activities held, buying and selling a product that is discussed and so on. One of the communities that researchers focus on in seeing individuals who behave FOMO in the process of symbolic interaction in modern social communities is the Modern Vespa Piaggio Makassar community.

The Modern Vespa community or often abbreviated as MoVe was first present in Jakarta in 2011, but as the years went by, the MoVe community experienced rapid development with the presence of MoVe membership chapters in various regions from Sabang to Merauke, one of which was the Makassar MoVe community chapter. This can also be identified by the continued increase in sales of this Vespa matic motorbike which also increases the number of riders. Quoted from the online information media automotive.bisnis.com that the Piaggio Group regained control of the two-wheeled vehicle sales market share of 14.2% throughout 2020 (Damara, 2021). However, overall sales activities of the Piaggio Group market share reached 24 percent. As for the sales details, Vespa Matic Piaggio in 2020 froze sales of 1.455 million units. This is a positive comparison from the previous year with an increase of 207,000 sales units, or an increase of 6 percent from the 2019 achievement. Meanwhile, among the Indonesian people themselves, Piaggio’s vespa matic sales with the Sprint and primavera models have the largest increase in purchases by Indonesians with a percentage reaching more than 50 percent per unit, followed by the S and LX models at around 35 percent, and the rest is just the GTS model. (Utama, 2020).

The Modern Vespa Community in Makassar City or often referred to as Move Makassar is an association of users and lovers of modern vespa matic motorbikes in Makassar City which is present as one of the chapters or parts of MoVe Indonesia. According to the results of researcher observations delivered directly by the head of MoVe Makassar, the membership of the Move Makassar community today shows approximately 150 people with a ratio of 140 male members and 18 women, both teenagers and parents. In every gathering activity that is held once a week on Friday nights, members of the Move Makassar community tend to move from one place to another. There are many activities that they do together every time, both social, economic, and entertainment in nature.

The MoVe Makassar community is a forum for its members to be able to interact with each other. Members of the Modern Vespa Piaggio community strive to coordinate with each other in every interaction activity they carry out together. Members of the MoVe Makassar community do not arbitrarily react to carry out a form of activity action from any existing stimulants, but MoVe community members respond to all forms of input by always considering the reasons and meanings of the goals to be achieved together. They understand each other’s social actions so that they realize collective activities that have the same goal achievement with the same interaction patterns. Therefore, the interaction actions that they do together are bridged by the use of symbols to understand each other (Ritzer, 2014).

Members of the MoVe Makassar community have a tendency in every action they take...
to reflect FOMO behavior in themselves, such as making their social media to access all the latest information so that there is a desire to always be connected, participating in all forms of community activities held, consuming goods related to Vespa, and so on. They partly try to always be connected and participate in every community activity because they are afraid of being left behind among other members. So they are indirectly active in activities and interactions in the MoVe Makassar community.

The participation of MoVe Makassar community members in every activity is clearly not only limited to participating and enlivening, but each member of MoVe Makassar has the same goals and intentions in acting. There are messages and meanings that want to be conveyed collectively among them to other people or among each other who remain in one understanding between them. They will interact with each other using symbols that they have understood the meaning of as a group.

There are several previous studies that attempt to explain FOMO behavior and Piaggio Vespa Matic community interaction. These studies try to help researchers find renewal in research that will be carried out in the future. First, research conducted Tandon et al. (2021) regarding social media that internalizes fear of missing the moment (FOMO) and phubbing actions as a result of behavioral, relational, and psychological. Second, Anushree Tandon, et al in the same year examined the negative impact of excessive fear of missing moments caused by social media by reviewing the process of using social media, comparison and fatigue in social media. Third, Hattingh et al. (2022) on a comparative study between Instagram and snap chat users on the factors that influence them to behave FOMO and social media fatigue. Fourth, Alfarisi (2019) which examines the formation of self-identity and lifestyle for modern vespa users in Semarang City. And the fifth, Aryani (2019) which analyzes the meaning of the use of Slank language in the classic vespa community.

Many studies examine FOMO behavior in individuals and research on social interactions of members of the matic/modern vespa community. Various forms of social actions carried out by each member of the Modern Vespa Piaggio Makassar community that reflect FOMO behavior still have their own goals and meanings for individuals, but as a unified community they strive to harmonize the meaning and purpose of the social actions they build between one another. Therefore, in the final project research, the researcher seeks to conduct continuation and renewal research on previous research that can describe the forms of activities of members of the Modern Vespa Piaggio community who behave FOMO and how the meaning of each individual as a member of the Piaggio matic vespa community in every interaction action built in it.

Methods

This research strategy uses the Case Study Method or often called Case Study and is descriptive in nature. In this research, researchers focus on the case of forms of FOMO behavior in members of the MoVe Makassar community and also analyze how the meanings of each individual in carrying out their social actions in the process of meeting community members (symbolic interaction). The choice of this method is inseparable from how efforts will be made by researchers to find out the source of data/information in the field to be asked for in-depth and detailed information about who, when, where, why and how the meaning of Symbolic Interaction of Piaggio vespa modern users as a form of FOMO behavior. Efforts to extract this information are expected to provide clear information and descriptions from various points of view in assessing the forms of FOMO behavior in members of the MoVe Makassar community and the meaning of individual social actions in social interactions with members of the vespa community.

Data was collected through an in-depth interview process by researchers to obtain information from informants in more detail and detail in describing the symbolic interactions of modern vespa Piaggio Makassar users as a form of FOMO behavior. Researchers used semi-structured interview guidelines categorized as in-dept interviews. It is intended that researchers can find answers to problems more openly, where informants are asked for their opinions, ideas, and ideas. In addition, non-participatory observation techniques
carried out by researchers are used to observe how forms of FOMO behavior in members of the MoVe Makassar community and the meaning of forms of individual social action in the process of social interaction carried out with members of the Piaggio vespa modern community. With this, researchers will find it easier to synchronize between informants’ statements and the social reality that occurs so as to produce accurate data.

Research informants or participants were selected using purposive informant selection techniques, where the technique of determining informants is carried out with special considerations based on criteria that have been agreed upon as the object of study of research problems (Sugiyono, 2019). In this case the informants chosen include individuals/members of the Modern Vespa Piaggio Makassar community. The criteria chosen by the researcher are as follows:

- Individuals who have joined the MoVe Makassar community for approximately 2 years.
- Individuals who actively participate in activities organized by MoVe Makassar, whether weekly, monthly, or annual activities.
- Individuals who have a Piaggio vespa matic motorbike that has gone through a modification process that has spent at least Rp. 5,000,000.00.
- Individuals who actively seek and share information related to vespa matic motorbikes, either directly or online.
- Individuals who have a variety of accessories about modern vespa matic Piaggio.

In the field conditions, the determination and number of informants that must be considered is how the availability of informants to be interviewed based on predetermined criteria. Determination of the number of informants who have explained the criteria above is actually considered on the basis of the suitability and completeness of the data attributes to be revealed and studied in accordance with the research formulation problem, namely the forms of FOMO behavior in members of the Makassar MoVe Community and the meaning of individual social actions in the process of social interaction with members of the modern vespa Piaggio Makassar community. The selected informants can be seen in table 1.

<table>
<thead>
<tr>
<th>No.</th>
<th>Name Initials</th>
<th>Age (years)</th>
<th>Gender</th>
<th>Year Joined</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>IR</td>
<td>31</td>
<td>Male</td>
<td>2019</td>
</tr>
<tr>
<td>2.</td>
<td>FH</td>
<td>22</td>
<td>Male</td>
<td>2021</td>
</tr>
<tr>
<td>3.</td>
<td>FZ</td>
<td>21</td>
<td>Male</td>
<td>2021</td>
</tr>
<tr>
<td>4.</td>
<td>AI</td>
<td>32</td>
<td>Male</td>
<td>2021</td>
</tr>
<tr>
<td>5.</td>
<td>AG</td>
<td>18</td>
<td>Male</td>
<td>2022</td>
</tr>
<tr>
<td>6.</td>
<td>SK</td>
<td>21</td>
<td>Male</td>
<td>2020</td>
</tr>
<tr>
<td>7.</td>
<td>HS</td>
<td>19</td>
<td>Male</td>
<td>2017</td>
</tr>
<tr>
<td>8.</td>
<td>PR</td>
<td>27</td>
<td>Female</td>
<td>2021</td>
</tr>
</tbody>
</table>

The data collected is then analyzed through the stages of reduction, presentation, conclusion or verification. Data reduction carried out by researchers by trying to separate core data related to forms of FOMO behavior in members of the Makassar MoVe Community based on indicators that researchers have made and the meaning of individual social actions in the process of social interaction with members of the modern vespa Piaggio Makassar community. Then at the data presentation stage, researchers try to classify and present data in accordance with the subject matter studied, namely related to the forms of FoMo behavior in members of the Modern Vespa Piaggio Makassar Community according to the indicators that have been formulated and the meaning of individual social actions in the process of social interaction with members of the modern vespa Piaggio Makassar community, by coding each
sub-problem, then also analyzing the theory used to assess and understand the meaning contained in each information obtained.

The last stage, researchers try to be able to compare, connect, and unite one data with other data to make it easier for researchers to get the red thread of the problem and researchers are able to draw conclusions that are easy to understand and interpret as answers or final statements of the research problems being studied. So the conclusion of the data obtained in this study will provide an overview of the activities of individuals who behave FOMO in the Modern Vespa Piaggio Makassar community and the meaning of individual social actions in the process of social interaction with members of the modern vespa Piaggio Makassar community.

Result and Discussion

Forms of Fomo Behavior in Modern Piaggio Vespa Community Members Makassar

In social life, there are two major components that influence each other, namely individuals and their environment. Each individual will try to display their respective behaviors to the physical object or environment they are aiming for. In the process of interaction, individuals and their environment will have an impact on each other and produce changes in them, either changes in behavior or the physical or social environment (Ritzer, 1985).

Fomo behavior is a social behavior in which individuals have feelings of anxiety and fear of the outside world when they are not directly and continuously connected. Individuals will always try to be involved in all forms of conversation and actions of others outside of themselves so that they do not feel left behind from others, whether it is done in direct interaction or through social media. Fomo behavior will cause individuals to cause feelings of sadness, lose moments, and feel strange. This Fomo behavior can be found one of them in the Modern Vespa Makassar community (Yulya et al., 2022).

Members of the Move Makassar Community have a tendency to behave homo. This can be seen in the process of interaction between one member to another where they will influence each other in acting either individually or together. In accordance with the results of observations and the results of fieldwork, the researchers obtained 3 forms of Fomo behavior of members of the Move Makassar Community in the process of interaction between them, namely first, Move Makassar members have a tendency to update search and share all forms of information related to vespa matic and Move Makassar activities, second, Move Makassar members are actively involved in every activity with them, both routine (every week), monthly and even once a year activities, and third, Move Makassar members are brave and willing to spend some of their money to be able to modify their vespa matic motorbikes to make them look beautiful, elegant, and cool among their friends’ motorbikes.

1. Fomo Behavior of Move Members in Accessing and Sharing Information.

In general, individuals who have Fomo behavior in them will always want to be connected to the latest information through other people or social media. When they are in a gathering of individuals, they will try to know what is the topic of conversation among them and discuss it thoroughly. They do not want any information to be missed from themselves so they will tend to scroll through their social media timeline or participate in the chat. (Sitasari et al., 2021).

Move Makassar members also have a similar tendency to access and share any updated information both related to the development of vespa matic, vespa matic modifications, and other Move Makassar and Move Indonesia activities. Move members in their efforts to follow all activities organized by Move Makassar or Move Indonesia so that they are not missed, they tend to use their social media to get information on every activity that will be held in the future so that they do not miss information.

Social media that is actively used by Move Makassar members in obtaining all forms of the latest information about activities that will be held, namely the Whattapp group and Instagram. The management and admin of Move Makassar will distribute a flyer of activities that will be held in the future, whether it is routine every week, monthly, or even annually.

Apart from the use of social media used in obtaining the latest information about Move
Makassar’s activities, it turns out that direct chats and discussions carried out by matic vespa riders either in cafes or matic vespa workshops are also often carried out among them. They exchange information so that each other can join the activities that will be organized by Move Makassar.

The conversations that developed between vespa matic riders in various places and conditions made them find out information about activities that would be held by Move Makassar and even succeeded in attracting those who were not yet members. Obtaining information about activities that will be held by Move Makassar gets a variety of positive responses from all Move Makassar members to be able to participate in enlivening their riding activities.

2. Fomo Behavior of Move Members in Activities

Individuals who behave Fomo have a tendency to feel afraid of being left behind by others, in this case other people’s moments of reality are much happier than what he did not have time to experience. So that individuals who behave Fomo will feel deprived of important or valuable moments in every important activity or activity carried out together or with their friends. Therefore, individuals will return to try to always connect with others (Regita, 2021).

In every activity held by Move Makassar, there are approximately 50 Move Makassar members who are always present at every activity. Move Makassar members are very enthusiastic about every activity scheduled by Move Makassar. In fact, they will always spare their time or try to join in their busy schedules. They don’t want to miss a single activity from other Move Makassar members. Even Move Makassar members who miss one of the activities with them will try to keep the regret in mind and will try to follow it on another occasion.

As female Move Makassar members, they are also given the same opportunity to participate in all activities. Not only are they allowed to participate in the regular weekly riding meeting, but if any of them can also join in all inter-regional riding touring activities and national jamborees, they are also allowed to take part in all existing activities while still bringing their own vespa matic units.

The activeness of Move Makassar members is clearly inseparable from how they manage their own time in participating in Move Makassar’s scheduled activities with their busy schedules. Move members will think about it and consider it well so that they can continue to be involved in every Move Makassar riding moment.

3. Fomo Behavior of Move Members in the Consumption of Vespa Matic Accessories and Modifications

Fomo behavior makes the individual self more willing to also own an object or material that is owned by others, want to be owned by themselves. Individuals will dare to spend any nominal value of an item as long as they can get it to fulfill their satisfaction. Individuals will try to imitate what other people have too, even have items that only themselves have. So that it is not uncommon for individuals who behave fomo to spend their money to buy goods that are only satisfying (Yulya et al., 2022).

The Fomo behavior of members of the Move Makassar community also has its own lifestyle in terms of consumption of accessories for modifying their vespa matic motorbikes. Move Makassar members each try to present themselves with their vespa matic as the best, prettiest, or a differentiator among others. They are happy if they are used as a benchmark in terms of modifying their vespa matic motorcycle accessories even though they have to spend money to buy them.

Apart from that, Move Makassar members are also competing with each other to make modifications to their respective vespa matic to make it look more comfortable and elegant when viewed. Move Makassar members try to find references and create their own designs to be able to stand out from one another. This obviously requires a lot of expenditure in the process, but they are not reluctant to spend their money.

No matter how much, no matter how much spending is done to modify the motorbike, Move Makassar members will always want to update their vespa motorbike modifications. The feeling of satisfaction with the results of
Abidin et al., 2024 / Exploring the Distinctive Symbolic Interplay: Modern Vespa Piaggio User Community Dynamics in Makassar

modifications has never been felt by Move members who have behaved Fomo, they will always and always spoil their vespa matic motorbikes.

Actually, almost all Move Makassar members would prefer not to design and modify their vespa matic vehicles, standard vespa matic. However, as a result of their intense interaction with each other in every activity, that is one of the important factors in the process of stimulating other Move Makassar members to take part in modifying their vespa matic motorbikes. Move Makassar members will influence each other to start competing by modifying their own vespa matic.

Regardless of how Move members rate the motorcycles of other Move Makassar members, they are also sometimes spoiled by the dashing and luxurious concepts of other people's vespa matic on their Instagram social media. So they will try to create their own modification models and designs or imitate what they see.

In the process, Move Makassar members who behave Fomo will make every effort to be able to keep paying off their automatic vespa modification plans. Some are willing to save money and some are even willing to hold back their pocket money just to buy a modified vespa matic. All of that is done just to see his vespa matic motorcycle also look dashing with other people's motorbikes that he sees.

In essence, Move Makassar members consider that when we see what our friends are wearing it looks dashing, elegant and so on, then instinctively we also want to use what they use. Even with the vespa matic motorbike, if the modification design of a friend's vespa matic motorbike modification is more unique and cool, then we can also do the same thing on our motorbike.

The Meaning of Social Action in Modern Vespa Piaggio Community Members as a Form of Symbolic Interaction in Makassar

Humans are characterized as social living beings who live in society, where they in the process of interaction between themselves and their environment interpret each other through the symbols used, interpreting their own actions and the actions of others. Individual actions are not just born as a response to existing stimulants, but there is a thinking process as a result of the meaning of an action. So that individuals will choose, sort, consider, and pass on the meaning they feel to the forms of action they will take in the future (Ahmadi, 2008).

The social interaction between Move Makassar members is also inseparable from the process of interpreting the symbols of physical or non-physical objects. Move Makassar members always consider what they want to do in the interaction process. Furthermore, Move Makassar members interpret the forms of actions they take in every activity they organize. They will influence each other to be able to harmonize the forms of Action with the same meaning.

1. Considering All Forms of Move Makassar Activities.

As an active member of Move Makassar, Move members have a good awareness of themselves in acting in every activity with the community. Move Makassar members do not just act in every activity, they really consider consciously what is their reason for participating in every activity held by Move Makassar. Move members participate in activities based on their own will, not because they are forced and follow the crowd.

The desire to join a community that has the same hobby is one of the main reasons for individuals to be able to join as members of Move Makassar. The joining of individuals in a community also sometimes has its own obstacles such as differences in responses and views with parents, but individuals who are members of Move Makassar ultimately succeed in providing concrete evidence of the positive impacts and benefits obtained, including positive friendship relationships for the future.

2. Vespa Matic as the Object of Choice for Community Vehicles.

Vespa matic motorbike is one of the two-wheeled vehicles with its Scooters model which is in great demand by various groups of people both in terms of age, social class, and gender. Vespa matic is the main vehicle and must be used in every activity organized by the MoVe Makassar community. Various models
and types of vespa matic are incorporated into one in every activity of the riding copdar implementation. The choice to use an automatic vespa is inseparable from some of the advantages offered compared to other motorbikes and the many positive assumptions that are built among its users.

The existence of assumptions or stigma that arises from the public regarding the Vespa automatic as a classier motorbike compared to other motorbikes means that interest in it increases every year. Judging in terms of model or type, selling price, as well as the production quantity, which is not too large, makes people even more proud to use it. The Vespa riding trend is also increasing rapidly with lots of content appearing on social media, especially TikTok and Instagram.

3. Deciding to Join Move Makassar.

Individuals are essentially social creatures who uphold the values of independence and love freedom of expression. As creatures who have common sense, individuals will tend to choose and decide a matter on their own authority fully and consciously with careful consideration, just like individuals who prefer to join Move Makassar as part of activities in the community. Their efforts to choose Move Makassar as their community compared to other communities cannot be separated from their own strong desire that Move Makassar is the best automatic Vespa community to process within.

The choice to join Move Makassar will clearly provide many benefits to its members. The Move Makassar community system, which to this day is a part or chapter of Move Indonesia, has had a very positive influence on the growth of the network of relationships built among Move members. Not only do Move Makassar members get to know each other, but they can expand their social network to a national scale with other Move chapters from Sabang to Merauke. This relationship is very helpful when a Move Makassar member travels to an area in Indonesia and there is a problem with their automatic Vespa vehicle, then reinforcements will be easy to get from this network.

4. Meaning of Social Action with Move Makassar Members

The routine kopdar riding activity of Move Makassar, which is held once a week on Friday/Saturday or Sunday, gives a good impression to all Move Makassar members to be able to gather and carry out activities as often as possible collectively. Intense meetings between Move Makassar members to interact with each other and carry out activities together will foster feelings of mutual respect for one another. Move Makassar members will try to work with each other to understand and interpret each meeting and activity as a complete part.

The values of togetherness and familiarity are always present in every activity held by Move Makassar. Activities carried out together make Move Makassar members have a strong relationship with one another. The actions of Move Makassar members who are friendly in greeting, polite in speaking and able to respect each other in equality make them easily understand each other in every activity as one complete unit.

The relationship of friendship and brotherhood at Move Makassar is not limited to just members or old members, but they will welcome each other and get to know each other directly with Move Makassar members who are included as members or new members. So there is no difference in treatment between Move Makassar members, they are equal to receive the same treatment. The hospitality carried out by Move Makassar members reflects that the Move Makassar community can be a forum for establishing high values of brotherhood as one second family unit.

Conclusion

The research results showed that there were three forms of Fomo behavior for Move Makassar members. Firstly, Move Makassar members are always waiting, looking for and sharing all forms of information they get so that they are considered updated members, not missing out on news. They do this through social media and live chat with friends or other Move Makassar members. Second, Move Makassar members actively participate in all activities that are scheduled, both weekly,
monthly and especially annually. They were afraid of missing out on moments of togetherness with other Move Makassar members if they didn’t get involved. And thirdly, Move Makassar members are willing to spend money to purchase accessories and modifications to their automatic Vespa.

Symbolic interactions of Move Makassar members occur during the implementation of the activities held. Move Makassar members try to translate and understand each symbol used when interacting with each other. In general, Move Makassar members choose to take part in each activity with the consideration that riding is part of their hobby and they want to increase social relations. They act based on their own desires and choices, not because of directions or orders from other people. Vespa automatic vehicles are used as the main two-wheeled vehicles that must be used by Move Makassar members. Using an automatic Vespa gives the rider a different impression in the eyes of the general public, namely as a luxury vehicle and categorized as an upper middle class vehicle.

Move Makassar members always act in harmony so that they can easily understand and interpret each symbol used by all Move Makassar members. They will mutually construct the meaning of a collective action in order to create unity among Move Makassar members. Their efforts are usually carried out by conveying it directly with polite words and reminding them via social media so they can reach all Move Makassar members.

Theoretical Implications. The forms of Fomo behavior of Move Makassar members are clearly described as a form of the type of action described by sociologist Max Weber, namely a form of Affective Action. Affective action is an action that is based on a person’s condition and feelings/emotions. This action represents the feelings felt by the individual as satisfying one’s emotional desires so that there is no form of mature calculation in his actions. As with the three forms of Fomo behavior where Move Makassar members carry out activities to search for and share information about automatic Vespa and Move Makassar so that they don’t miss out on information and are considered less updated in the chats they have with friends or other Move members, then Move Makassar members are as busy as ever. no matter what, they will always take/specialize their time to be able to participate in all Move Makassar activities because they don’t want to feel sad about missing the moment to be able to do activities together, and lastly, Move Makassar members don’t care about how much they spend to consume food, accessories and modifications to the automatic Vespa so that it looks luxurious, cool and elegant.

The symbolic interactions that develop between Move Makassar members occur at every agenda they attend, whether Kopdar riding, touring, or Jamnas/Rakernas activities. Move Makassar members strive to be able to move collectively so that there is an effort to mutually interpret every form of action carried out between one member and another member of Move Makassar so that there is harmony.

As meaning in the process of symbolic interaction was conveyed by sociologist Herbert Blumer, there are five concepts of meaning in symbolic interaction that occur in a group/community. First, self-concept assesses that individuals act not only based on the arrival of impulses and then respond, but there is a pause for individuals to consider these impulses and then make the right choice. like Move Makassar members who choose to take part in activities not based on joining in but on their own wishes by first considering it, such as because of their hobby or adding to their relationships to take part in Move Makassar activities.

Second, the concept of objects that surround individuals or groups, whether physical or non-physical, is something that has no meaning, but it is the interaction of individuals or groups that gives meaning to these objects. Like the Vespa automatic vehicle used by Move Makassar members, where the Vespa automatic is the same as other two-wheeled vehicles intended for daily transportation, however, due to the difference in terms of selling value and superior model and engine, the Vespa automatic gets the label of society and its users as luxury vehicles for upper middle class people.

Third, the concept of action considers that individuals have full power over themselves, not entirely derived from external stimuli.
alone, so that individuals can act on their own power. Individuals who choose Move Makassar as their community are a form of their full action in choosing where they will carry out their activities. The perceived importance of being involved in Move Makassar activities was the main reason they chose and joined.

Fourth, the concept of social interaction assesses that individuals who are members of a community strive to become part of a whole, there is no difference between one another, so that they can mutually interpret actions carried out collectively. In the dynamics of interactions that occur among Move Makassar members, a shared meaning of their actions emerges that Move Makassar is a forum for togetherness, closeness and kinship for them. Move Makassar members routinely carry out activities together, the humility and politeness of Move Makassar members in establishing closeness creates a feeling of kinship between them.

Fifth, the concept of joint action assumes that all individuals who are members of a community will try to harmonize their actions with each other so as to construct a harmonious meaning for the same symbols among themselves. In accordance with the understanding efforts made by Move Makassar members towards other members where they remind and inform each other using polite language so as not to cause offense. Submissions are made directly and via social media.

References
Abidin et al., 2024 / Exploring the Distinctive Symbolic Interplay: Modern Vespa Piaggio User Community Dynamics in Makassar