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The impact of @jharnabhagwani content as instagram influencer

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Abstract

Businesses around Instagram influencers involve using these individuals to promote products or services to their followers. Businesses collaborates with influencers in a number of ways, including sponsored posts, affiliate marketing, and brand partnerships. This research examines Influencer marketing role and the impact on social engagement. the analysis technique will be using Instagram Analytics tool. The analytics tool functioned to simplify the old literature's formula. With using Toolzu Analytics, we don't need to calculate with complicated formula anymore but getting a complete multi-category data. The results of study show from cosplay being seen as sexualizing hobby, socially awkward, childish, and weird, become an art activity using make-up and show a real costume dress with good crafting and make-up. It's also a proof that content can be visually pleasing without overdose of sexualization. It is also pretty unique that despite her strong domination of cosplay content, she managed to bring trend of business, education, and vegan from her top user's interest.

Keywords: *social media marketing; marketing communication; influencer*

INTRODUCTION

Instagram influencers are individuals or brands that have built a large following on the social media platform Instagram. These influencers can be categorized by the size of their following, which typically ranges from a few thousand to millions of followers. Businesses around Instagram influencers involve using these individuals to promote products or services to their followers.

Businesses collaborates with influencers in a number of ways, including sponsored posts, affiliate marketing, and brand partnerships.

Sponsored posts involve paying the influencer to post about a specific product or service, while affiliate marketing involves the influencer promoting a product and receiving a commission for every sale made through their unique affiliate link. Brand partnerships involve a longer-term collaboration between the influencer and the brand, where the influencer acts as a spokesperson or ambassador for the brand (Larasati & Susilo, 2021).

Instagram influencers also makes money through product endorsements, merchandise sales, and sponsored events. They also offer consulting services to businesses looking to improve their social media presence or run influencer marketing campaigns. Additionally, some influencers have launched their own businesses or brands, leveraging their social media following to promote and sell their products. The business around Instagram influencers has grown rapidly in recent years, with many businesses recognizing the power of influencer marketing to reach younger audiences and increase brand awareness. As a result, there are now agencies and marketplaces that connect businesses with influencers, and many influencers have become full-time professionals in their field (Susilo, Putranto, & Garcia, 2021).

Instagram influencers have become a significant trend in recent years, with more and more businesses turning to influencer marketing as a way to reach younger, more engaged audiences. Here are some of the key trends around Instagram influencers:

1. Increased demand for micro-influencers: While mega-influencers with millions of followers used to be the go-to for influencer marketing campaigns, businesses are increasingly turning to micro-influencers with smaller but highly engaged followings. Micro-influencers are frequently seen as more authentic and relatable, and they may be more cost-effective for businesses with smaller budgets.
2. Video content is on the rise: As Instagram has introduced more video features, such as IGTV and Reels, influencers are increasingly incorporating video content into their feeds. Video content tends to be more engaging and shareable than static images, and it allows influencers to showcase products in a more immersive way.
3. Focus on authenticity and transparency: As the influencer industry has grown, so have concerns about authenticity and transparency. Consumers are becoming savvier about sponsored content, and they expect influencers to disclose when they are being paid to promote a product. Many influencers are also working to build more authentic connections with their followers by sharing behind-the-scenes glimpses into their lives and being more vulnerable and transparent in their content.
4. Niche influencers are gaining popularity: While fashion and beauty influencers have traditionally been the most popular, niche influencers are becoming more in-demand. These might include influencers focused on health and wellness, food and cooking, travel, or specific hobbies or interests.
5. Influencer marketplaces are becoming more common: As influencer marketing has become more mainstream, a number of marketplaces and agencies have emerged to help businesses connect with

influencers. These platforms can help businesses identify influencers who are a good fit for their brand, manage influencer campaigns, and measure the effectiveness of their campaigns.

Instagram influencers have become an increasingly important part of the social media landscape, and their impact on businesses and consumers alike cannot be ignored. Here are some of the keyways in which Instagram influencers are seeking to make an impact:

1. **Driving sales:** One of the primary goals of influencer marketing is to drive sales of a particular product or service. When an influencer posts about a product, their followers are more likely to trust and engage with that content than they would with a traditional advertisement. As a result, influencer marketing campaigns can be highly effective at generating sales and increasing brand awareness.
2. **Building brand awareness:** Instagram influencers can be an effective way to build brand awareness, particularly for businesses targeting younger, more social media-savvy audiences. When an influencer posts about a brand, they can help to create buzz and generate interest in that brand among their followers.
3. **Increasing engagement:** Influencer marketing can also be an effective way to increase engagement with a brand on social media. When an influencer posts about a brand, their followers are likely to engage with that content by liking, commenting, or sharing it. This can help to create a sense of community around the brand and increase its overall visibility on social media.
4. **Promoting authenticity:** Many Instagram influencers have built their followings by sharing authentic and relatable content that resonates with their audience. As a result, influencer marketing campaigns can help to promote a sense of authenticity and transparency around a brand. When an influencer posts about a product, they can help to humanize the brand and create a more personal connection with consumers.
5. **Fostering creativity:** Instagram influencers are often known for their creative and visually appealing content, and influencer marketing campaigns can be an opportunity for businesses to tap into that creativity. When an influencer posts about a product, they may come up with unique and interesting ways to showcase that product that a traditional ad might not be able to replicate.
6. **Influencing consumer behaviour:** Instagram influencers can be powerful influencers of consumer behaviour, particularly among younger audiences. When an influencer posts about a product, their followers are more likely to trust and act on that recommendation than they would with a traditional advertisement. As a result, influencer marketing can be an effective way to drive consumer behaviour and influence purchasing decisions.

Instagram influencers are seeking to make an impact on businesses and consumers by driving sales, building brand awareness, increasing engagement, promoting authenticity, fostering creativity, and influencing consumer behaviour. As the influencer industry continues to grow and evolve, it will be important for businesses and influencers alike to stay attuned to

these trends and find new and innovative ways to create meaningful connections with their audiences (Octaviana et al., 2021).

Digital subculture is a term that refers to the unique social groups that exist online, formed around shared interests, beliefs, and practices. These subcultures often have their own set of norms, values, and behaviours that distinguish them from the mainstream culture (Daudi, 2022). With the rise of digital technology and social media platforms, digital subcultures have become more prevalent and influential in contemporary society. In this research, we will explore the concept of digital subculture, its characteristics, and its impact on society. One of the defining characteristics of digital subcultures is their ability to connect people from different parts of the world who share common interests. Unlike traditional subcultures, which are often limited to a specific geographic location, digital subcultures can exist anywhere, as long as there is an internet connection. This has allowed people with niche interests to find others who share their passion, regardless of where they live. For example, there are online communities for fans of specific TV shows, video games, or even hobbies like knitting. These communities provide a sense of belonging and connection that may not be available in their offline lives (McArthur, 2009).

Another defining characteristic of digital subcultures is the use of digital technology to create and share content. Digital subcultures often use social media platforms, online forums, and other digital tools to create and distribute content related to their interests. This content can take many forms, including videos, memes, podcasts, and blogs. Digital subcultures often use humour, irony, and other forms of satire to express their views and connect with others who share their perspective (Glebova et al., 2020). This content creation and distribution are often done in a collaborative manner, with members of the community contributing to and sharing each other's work. One of the most significant impacts of digital subculture is the way it challenges mainstream culture and norms. Digital subcultures often represent marginalized voices and perspectives that may not be represented in mainstream media. They provide a platform for these voices to be heard and for alternative ideas to be shared. This can lead to a greater diversity of ideas and perspectives in society, as well as a greater awareness of issues facing marginalized groups. However, digital subcultures can also be insular and exclusionary, leading to the creation of echo chambers where members only hear opinions that align with their own (Teguh Dwi Putranto et al., 2022).

Another impact of digital subculture is its ability to mobilize people around social and political causes. Digital subcultures have been instrumental in organizing protests, boycotts, and other forms of activism. They provide a platform for people to connect and coordinate their actions, often without the need for traditional forms of organization. This has led to a greater democratization of activism, with ordinary people having more power to effect change. In conclusion, digital subculture is a fascinating and complex phenomenon that has emerged in the digital age. It represents a new form of social organization, based on shared interests and beliefs, that has the potential to challenge mainstream culture and norms. Digital subcultures provide a sense of belonging and connection to people who may not have access to these things in their offline lives. While there are both positive and

negative aspects to digital subculture, its impact on society is undeniable. As we continue to navigate the digital age, it will be interesting to see how digital subcultures evolve and shape the world around us (Susilo, 2021).

Instagram influencers have become a ubiquitous part of the social media landscape, but their rise to prominence is a relatively recent phenomenon (Coco & Eckert, 2020; De Leon et al., 2020; Khamis et al., 2017). The history of Instagram influencers can be traced back to the early days of the platform, when it was primarily used as a tool for sharing personal photos and connecting with friends.

In the early days of Instagram, users were primarily focused on sharing photos of their daily lives and experiences. However, as the platform grew in popularity, businesses began to take notice of its potential as a marketing tool. They saw the potential to reach a large, engaged audience through the use of influencer marketing, which involves partnering with popular social media users to promote products and services. The first Instagram influencers were typically celebrities or high-profile individuals with large followings. These early influencers were often paid to promote products or services to their followers, and their endorsements carried significant weight due to their fame and influence (Susilo, Putranto, & Navarro, 2021).

However, as Instagram continued to evolve, a new type of influencer began to emerge. These were everyday people with large followings who had built their audience through the consistent sharing of engaging and visually appealing content. These new influencers were often known for their niche interests or expertise in a particular area, and they were able to connect with their followers on a more personal level than traditional celebrities. This led to the rise of the micro-influencer, who had a smaller following but was highly engaged and influential within their specific niche.

As influencer marketing continued to grow in popularity, brands began to develop more sophisticated strategies for working with influencers. They began to focus on building long-term relationships with influencers, rather than simply paying them to promote a product or service. This led to the rise of the influencer collaboration, where brands and influencers would work together to create content that was mutually beneficial. This often involved the influencer creating unique content that featured the brand's products or services in a natural and authentic way.

In recent years, the influencer industry has continued to evolve, with new trends and innovations emerging all the time. One of the most significant developments has been the rise of influencer marketplaces, which connect brands with influencers in a streamlined and efficient way. Additionally, there has been a growing focus on transparency and authenticity in influencer marketing. Influencers are increasingly required to disclose their partnerships with brands, and consumers are more sceptical of overly promotional content. By all means, the history of Instagram influencers are a fascinating reflection of the evolution of social media and digital marketing. From early celebrity endorsements to the rise of micro-influencers and influencer collaborations, the influencer industry has been shaped by changing consumer behaviour and technological innovations. As social media continues to evolve, it will be interesting to see how the influencer industry adapts and evolves to meet the changing needs and expectations of consumers and brands alike.

Instagram Analytics is a powerful tool that allows Instagram influencers to analyse their audience, track their performance, and make data-driven decisions to optimize their content and grow their following. In this research, we will discuss how Instagram Analytics works for Instagram influencers.

Firstly, Instagram Analytics provides Instagram influencers with key insights into their audience demographics, including age, gender, location, and interests. This information can be invaluable in understanding who their followers are and what content resonates with them. Instagram influencers can use this data to tailor their content to their audience, ensuring that they are creating content that is relevant and engaging.

Secondly, Instagram Analytics allows Instagram influencers to track their performance over time. They can see how many followers they have gained or lost, how their engagement rate has changed, and which of their posts are performing the best. This data can help Instagram influencers to identify trends and patterns in their content and make informed decisions about what content to create in the future.

Thirdly, Instagram Analytics provides Instagram influencers with insights into the reach and engagement of their content. They can see how many people have viewed their posts, how many people have engaged with them, and which actions users have taken, such as liking, commenting, or sharing. This information can help Instagram influencers to understand which posts are resonating with their audience and to adjust their content strategy accordingly.

Fourthly, Instagram Analytics allows Instagram influencers to track the performance of their Instagram Stories. They can see how many people have viewed their Stories, how many people have engaged with them, and how long users have spent watching them. This information can help Instagram influencers to create more engaging and compelling Stories that keep their audience engaged.

Finally, Instagram Analytics provides Instagram influencers with the ability to track their competitor's performance. They can see how their competitors are performing in terms of follower growth, engagement, and content performance. This data can be used to identify gaps in the market and to create content that fills those gaps. In conclusion, Instagram Analytics is an essential tool for Instagram influencers who want to grow their following and create engaging and relevant content. By providing key insights into audience demographics, performance over time, reach and engagement, Instagram Stories performance, and competitor performance, Instagram Analytics allows Instagram influencers to make data-driven decisions that optimize their content and grow their following; therefore, their validation and efficiency can be considered as primary source in data science, business analysis, business planning, or the investment validation from other company. Hence Instagram could take provide in wide range of business in their content growth or audience growth by using either their search feature or their simple editing feature (Susilo & Putranto, 2021).

This research exists in aim to discover the specific Instagram Influencer and raise their validity within society's data. By increasing the validity of Instagram Influencer, we can gather bigger population for 2023 social media trends for some companies and so the big data itself.

METHODS

Instagram is a social media platform that has rapidly gained popularity in recent years. It allows users to share photos, videos, and other content with their followers. With the rise of social media marketing, businesses have begun to utilize Instagram to reach their target audience and promote their brand. However, without analysing your Instagram data, it can be challenging to understand your audience and optimize your content for maximum engagement. Instagram Analytics is a tool that allows businesses to track and analyse their Instagram data. With Instagram Analytics, you can access insights into your audience's behaviour and preferences, as well as track the performance of your content. In this research, we will explain how to use Instagram Analytics to gain insights into your audience and optimize your content (C Giunta, 2020).

Firstly, to access Instagram Analytics, you need to have a business account. Once you have a business account, you can access your Instagram Analytics by clicking on the three lines in the top right corner of your profile and selecting "Insights." Here, you can view your profile's overall performance, including your reach, impressions, and engagement. To gain insights into your audience, you can view your audience demographics. This will show you information such as age, gender, location, and language. This information can be used to tailor your content to your audience's preferences. For example, if you have a younger audience, you may want to focus on creating content that is more visually appealing and trendy.

You can also view your audience's activity, including when they are most active on Instagram. This information can be used to determine the best time to post your content. By posting at times when your audience is most active, you increase the likelihood that your content will be seen and engaged with. To track the performance of your content, you can view your content analytics. Here, you can view insights for individual posts, including reach, impressions, and engagement. This information can be used to determine which types of content perform best with your audience. For example, if your audience engages more with posts that include videos, you may want to focus on creating more video content.

You can also view insights for your Instagram Stories. Here, you can view metrics such as impressions, reach, and engagement. This information can be used to optimize your Stories content to increase engagement. For example, if you notice that your audience is engaging more with Stories that include polls, you may want to include more polls in your Stories content. Finally, you can use Instagram Analytics to track your account's growth over time. This will show you how your account has grown in terms of followers, reach, and engagement. By tracking your account's growth, you can determine which strategies are most effective in growing your account and increasing engagement (Priadana & Murdiyanto, 2020). In conclusion, Instagram Analytics is a powerful tool for businesses to gain insights into their audience and optimize their content for maximum engagement. By analysing your audience's behaviour and preferences, as well as tracking the performance of your content, you can create a successful Instagram strategy that drives engagement and grows your account over time (Vikarchuk & Yushkevych, 2021).

In other words, the analysis technique will be using Instagram Analytics tool. The analytics tool functioned to simplify the old literature’s formula. With using Toolzu Analytics, we don’t need to calculate with complicated formula anymore but getting a complete multi-category data (Zhang et al., 2022). The analysis unit will be the top Instagram Influencer according to Katadata named Jharna Bhagwani. Jharna has significant role to be added in the impactful Instagram Influencer analysis. The variables will be Top Hashtags, Top caption, User’s Interest, Top Commented Post, Top Liked Post. Because those variables are the one appeared in Toolzu results. As for the validity of choosing those variables are to find the connection between textual results and visual results based on number calculations via Toolzu machine analysis, the connection then can validate the impact of Jharna’s Instagram account (Muruganantham & Gandhi, 2020).

RESULT AND DISCUSSION

Jharna Bhagwani

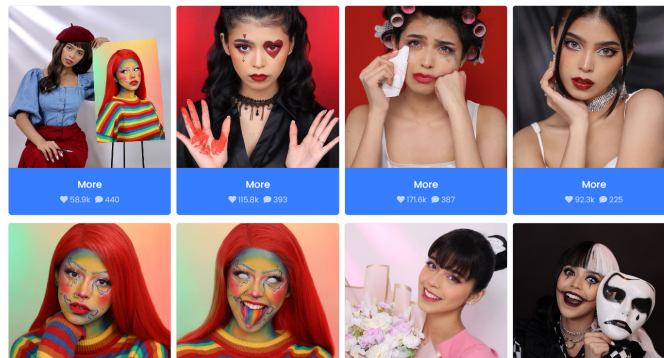
Jharna is Instagram influencer that is famous for make up content. Her content of make up had many kind of content including superhero make up, maid, anime characters, and horror. The data calculated by Toolzu is listed below.

Table 1: Jharnabhagwani Results 1

Top #Hashtags (Quantity)	Top Caption Words (Quantity)	User’s Interests (Quantity)
#ShowYourTruBright (1)	Banget (7)	Eat clean/vegan (3.85%)
#jharnalipsync (1)	Kulit (7)	Business (3.85%)
#jharnabhagwani (1)	Jharnabhagwani (6)	Student (3.85%)
#HealthytrueMatte (1)	Cushion (5)	
	Hasil (4)	
	White (4)	
	Natur-E (4)	
	Emina (3)	
	Videos (3)	
	Sehat (3)	

Top most commented posts

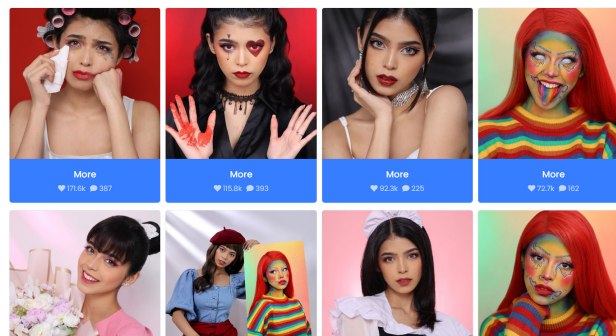
From the last 100 posts



Picture 1: Top Commented Post

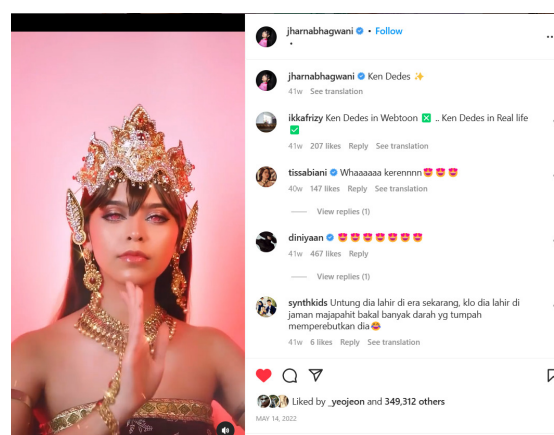
Top most liked posts

From the last 100 posts



Picture 2: Top Liked Post

According to the data above, the data is heterogeneous from the top hashtags show a different type of hashtags. The top caption words also shows heterogeneity with the dominant keyword is related to beauty keyword. User's interest also shows strong heterogeneity with three different field. Yet her top commented post and liked post are showing significant results. Her dominant posts are make-up that is built for cosplaying gothic, maid, horror, etc. From the total of 16 pics, all of them indicated cosplay-related content.



Picture 3: Jharna as Ken Dedes

One of proof is that Jharna herself cosplayed as Indonesian Webtoon character named Ken Dedes from Dedes Webtoon. She used the make up according to the Webtoon Visualization with pinkish eyes and soft-colored lipstick.

The History of Cosplaying

Cosplay is a subculture that has gained worldwide popularity in recent years, with its origins tracing back to Japan in the late 1970s. The term "cosplay" is a combination of the words "costume" and "play," and refers to the practice of dressing up as characters from popular media such as anime, manga, video games, and comic books. Cosplay has since expanded to encompass a variety of genres, from science fiction and fantasy to horror and historical fiction. The origins of cosplay can be traced back to Japan's vibrant anime and manga fandom in the 1970s. At the time, fans would often gather at events known as "doujinshi," which were small, informal gatherings where fans would sell and trade self-published works based on their favourite anime and manga. These events provided an opportunity for fans to express their fandom and connect with like-minded individuals (Silvio, 2006).

In the late 1970s, the first cosplay events began to appear in Japan, such as the Comiket (short for Comic Market), which was first held in 1975. These events provided a platform for fans to show off their costumes and connect with other fans who shared their interests. Cosplay quickly became an integral part of the Japanese anime and manga subculture, with fans creating increasingly elaborate and intricate costumes based on their favourite characters. In the 1980s, cosplay began to spread beyond Japan, as anime and manga gained popularity worldwide. Cosplay became a staple at science fiction and fantasy conventions, with fans dressing up as characters from popular franchises such as Star Wars and Lord of the Rings. As the popularity of cosplay grew, so did the level of artisanship and attention to detail that went into creating costumes. Cosplayers began to experiment with new materials and techniques, using everything from foam and plastic to LED lights and computer-controlled electronics to bring their costumes to life (Pushkareva & Agaltsova, 2021).

In the 1990s, the rise of the internet helped to further popularize cosplay, as fans could now connect with each other online and share tips and techniques for creating costumes. Cosplay communities sprang up on forums and social media platforms, providing a space for fans to showcase their work and connect with others who shared their interests. Today, cosplay is a global phenomenon, with events taking place all over the world. It has evolved into a form of performance art, with cosplayers often creating elaborate costumes and accessories to bring their characters to life (Aino-Kaisa, 2019). Cosplay has also become more inclusive, with cosplayers of all ages, genders, and ethnicities participating in events.

Cosplay has also had a significant impact on popular culture. Cosplay has been featured in movies and television shows, and cosplayers have become celebrities in their own right. In 2013, the Syfy channel launched a reality show called Heroes of Cosplay, which followed a group of cosplayers as they competed in costume contests at conventions across the United States. Despite its growing popularity, cosplay has faced some criticism. Some people

argue that cosplay promotes unrealistic beauty standards and encourages fans to obsess over fictional characters. Others argue that cosplay is a harmless hobby that allows fans to express their creativity and connect with like-minded individuals (Vardell et al., 2022).

In conclusion, the history of cosplay dates back several decades and has evolved into a global phenomenon. Cosplay has had a significant impact on popular culture and has become a form of performance art. While cosplay has faced some criticism, it remains a popular hobby and has helped bring fans of all ages, genders, and ethnicities together (Smith et al., 2020).

The Controversy of Cosplaying

While most people see cosplaying as a fun and harmless activity, there has been some controversy surrounding the practice. One of the main controversies surrounding cosplaying is cultural appropriation. This occurs when someone from one culture adopts elements of another culture without understanding or respecting their significance. For example, some people have criticized non-Japanese cosplayers for dressing up as characters from anime or manga, arguing that they are appropriating Japanese culture without fully understanding its history and meaning.

Another controversy is the sexualization of cosplay, particularly of female characters. Some people argue that the costumes and poses used in cosplay can be overly sexualized, objectifying the cosplayer and perpetuating harmful gender stereotypes (Adams-Santos, 2020). There have also been cases of harassment and assault of cosplayers, particularly female cosplayers, at conventions and other events. Finally, there is a debate over whether or not cosplaying is a legitimate form of art. Some people argue that cosplaying is simply dressing up in costumes, while others argue that it involves a prominent level of skill and creativity, including designing and creating costumes, wigs, and props, as well as embodying the character being portrayed. While cosplaying can be a fun and creative hobby, it is important to be respectful of other cultures and to avoid objectifying or harassing cosplayers.

Jharna Bhagwani Cosplay Breaking the Stigma

As it previously explained in previous section, Cosplay had been seen as subculture that is both fun and overly sexualized. There are also many cases of sexual harassment, teen pregnancy, grooming, or free sex revolving around Cosplay circle. However, Jharna's make-up cosplay break that stigma by cosplaying with real art crafting. With Jharna showing her make up tutorial before turning into certain character with her make up, she shows how skilled she is with only make up and music to dress as certain character and fashion cosplay. The stigma that Cosplay is field of overly sexualized subculture becomes an art of make up and costume dress. Her record of breaking the stigma can be seen from how she scored hashtags and keywords involving beauty, healthy food, and business, her top comment and top likes are a post related to her cosplays; she brings the impact of over-sexualizing field into real art and fun content.

One of the biggest stigmas associated with cosplay is that it is seen as a childish or frivolous activity (Chen, 2020). Some people view it as nothing

more than a way for adults to play dress-up and escape from reality. This view ignores the fact that cosplay can be an incredibly creative and artistic pursuit, requiring a great deal of skill and dedication to execute a convincing costume. Jharna ended this stigma by cosplaying Ken Dedes. Ken Dedes has been viewed as fictional character with heavy political theme and philosophy, she also didn't wear revealing clothes and still followed traditional Javanese clothing.

Another stigma associated with cosplay is that it is only for certain types of people, such as those who are socially awkward or who have a specific set of interests. This view ignores the diversity of the cosplay community, which includes people of all ages, genders, races, and backgrounds. Cosplay can be a way for people to express themselves and connect with others who share their interests, regardless of their background or social skills. Jharna becomes one of most famous Instagram Influencer that breaks this stigma since she becomes the 2nd most famous Instagram Influencer according to KataData.

Additionally, some people view cosplay as a form of sexualization or objectification, particularly when it comes to female cosplayers. While it is true that some cosplayers choose to wear revealing costumes, this is not the case for everyone, and it is important to remember that a person's choice of costume does not give others the right to harass or judge them. Jharna applies cosplay as friendly activity. She turns the cosplay instead of sexualizing pose, she did it with make-up progress added with music and dances. She also chooses kids cartoon characters such as Shrek and Fiona (Rouse & Salter, 2021).

CONCLUSION

As one of most famous Instagram Influencer according to KataData, Jharna has the power to influence her audience and controls the flow of the trend and culture. After the analysis process, we come to conclusion that her content has the power to shift away the stigma of Cosplaying. From cosplay being seen as sexualizing hobby, socially awkward, childish, and weird, become an art activity using make-up and show a real costume dress with good crafting and make-up. It's also a proof that content can be visually pleasing without overdose of sexualization. It is also pretty unique that despite her strong domination of cosplay content, she managed to bring trend of business, education, and vegan from her top user's interest. This proves that Jharna's Instagram account contained eco-friendly or sustainable development because her account attracted vegan's interests. As most of international products and services needs eco-friendly and sustainable development, her Instagram account fulfilled that category of international quality.

Author's suggestion for this research is that to have more perspective about the research element; therefore, the research could bring more expansion about subculture. Because subculture needs to get recognized like how K-pop turns into friendly business in Indonesia. Author's practical suggestions regarding this topic of research is that for more Instagram influencer produced same kind of content without much sexualization;

therefore, the stigma revolved around cosplaying won't be that gloomy anymore.

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