

URBAN WOMEN'S CONSUMERISM PATTERNS IN BANDUNG

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Abstract

This study explores the consumerist lifestyle as a form of behavior change among socialite women in the city of Bandung. In addition, this study also outlines the impacts caused by the consumerist lifestyle. Also discussed the purpose of the behavior of the socialite mothers is typically individual. The theory used in this study is the theory of social change and S-O-R communication theory. According to Piotr Sztompka, modern studies of social change are influenced by views on the concepts of system theory and functional, structural theory. Thinking about a new system as a change that occurs in society is formed because of differences in certain system conditions at different times. S-O-R communication theory bases the assumption that the cause of behavior change depends on the stimulus quality (stimulus) that communicates with the organism (attention, understanding, acceptance). The method used in this research is a descriptive qualitative method. This method aims to provide an overview of a particular community or group and the symptoms that occur. Primary and secondary data sources are obtained from the field, both from the results of interviews, observations, literature studies, and other documents related to this research. With a qualitative approach and descriptive method, it is known that the shopping behavior carried out by socialite women, not only to meet primary needs but they want to be recognized as someone who has a luxurious life and is in a high social class, especially in the social environment in the district. Arcamanik, Bandung City. This consumerist lifestyle struck the urban Bandung, especially reinforced by sophisticated information technology devices that increasingly clarify and accelerate fashion traffic in the world of fashion and lifestyle.

Keywords: Urban Women's, Consumerism, Lifestyle, Bandung

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Introduction

Lifestyle part of everyday social life that has become a trend that is increasingly changing in the direction of necessity when the mass media also plays a role and becomes vital in forming consumptive cultural patterns. Before the consumer culture occurred, initially the community only consumed goods for sufficient production and consumption needs. But now all people prefer to consume everything excessively.

The consumptive lifestyle encompasses all groups of people including socialite women. The socialite is a phenomenon that becomes a discourse in various circles of society. Not only for the upper-class economy but the discussion about socialites now also reaches the middle to lower classes of society. When hearing the word socialite, things that often appear in the minds of the people are not far from luxury goods, branded goods, trips abroad, social gathering with a nominal value of hundreds of millions of rupiah. All of that is a description and description of the figure of socialite that is understood by most people today.

Today, many people from the society consider that socialite is a group of women who have a lifestyle like a celebrity with branded goods imported from abroad, to spend money with a very large nominal to party at a famous club in the city. - Big city. Environmental factors provide a massive role in forming the reckless behavior of the socialites. So that 45% of 5457 women from 10817 population (BPS City of Bandung, 2017) in Kel. Cisaranten Kulon Kec. Arcamanik Bandung, which is mostly 27 to 45 years old, is affected by consumer behavior. Consumptive predicates are usually attached to someone if the person buys something outside of a rational need, because the purchase is no longer based on a factor of necessity, but already on the level of excessive desire. Consumptive behavior or the tendency to over-shop is commonly called shopaholic. Shopaholic comes from the word shop which means shopping and aholoc which means a dependency that is realized or not.

As for the phenomenon that occurred, the researchers looked at the shopaholic lifestyle in socialite women in Cisaranten Kulon Village, Arcamanik District, Bandung. Most of the socialite women are fashionable in the sense of following the development of the fashion world as a symbol of self-image formed in their social environment. The property, in this case, is considered a source of happiness and an indicator of success. Individuals who have materialism orientation will focus their attention on material and property, including money as the main thing in their lives. The individual believes that content and property can give him happiness, well-being, and also satisfaction. This phenomenon becomes essential and exciting to study because shopaholic lifestyle in mothers can eliminate individual rationality and eliminate the identity of the individual (Demerling, 2011).

A lifestyle usually reflects an individual's attitude, values or worldview. Therefore, lifestyle is a means to forge a sense of self to create a culture and personal symbols and identities. This refers to the way people try to display their individuality and their taste through the selection of certain items, individuals actively use consumer goods such as clothing, home, furniture, vehicles, vacations, and eating that all reflect a personal lifestyle each person (Ajidarma, 1998).

Before the consumer culture occurred, initially the community only consumed goods for

sufficient production and consumption needs. But now all people prefer to consume everything excessively. The mass media has claimed the feeling of self-confidence and exclusive to the public. This exclusivity makes some people feel themselves to be a person called socialite (Tanenbaum, 2011).

When hearing the word socialite, things that often appear in the minds of the people are not far from luxury goods, branded goods, trips out of the country, social gathering with a nominal value of hundreds of millions of rupiah. All of that is a description and description of the figure of socialite that is understood by most people today. Today, many people from the society consider that socialite is a group of women or mothers who have a lifestyle like a celebrity with branded goods imported from abroad (Chadha, 2010).

In this study, the Social Action Theory was used. Social Action is an actor's process involved in subjective decision-making about the means and ways to achieve specific goals that have been chosen, these actions concerning all types of human behavior, which are aimed at the behavior of others, which have passed, now, and expected at will come. Social action is an action that has subjective meaning for and from the culprit actor. The social activity of all human behavior has the personal sense of doing it. Both open and closed, expressed in birth and quietly, by the perpetrator directed at the goal. So that social action is not unexpected behavior but has specific patterns and structures and specific meanings (Rahman, 2011). Social action according to Max Weber is an individual action as long as the individual has a subjective purpose or meaning for himself and is directed towards the actions of others (Ritzer, 2009).

Research Methods

The method used in this research is the descriptive method. Research with descriptive methods aims to describe precisely the characteristics of an individual, condition, symptom, or particular group or to determine the frequency or spread of a sign or frequency of a specific relationship between other symptoms in society (De Vaus, 2013).

The source of data in this study consists of two sources, namely primary data sources and secondary data sources. Primary data is data obtained directly from the source; observed and recorded for the first time. The data becomes secondary data if it is used by people who are not directly related to the research concerned. Secondary data is data that is not attempted by the researchers themselves, for example from the Bureau of statistics, magazines, information or other publics (Palinkas, L. A. et al., 2015). According to Corbin, J. et al. (2014) primary data is data that can be obtained directly from the field or place of research. The primary source of this research was taken from interviews and observations with related parties.

This research was conducted in Ex. Cisaranten Kulon Kec. Arcamanik Bandung. With a study of the shopaholic lifestyle as a form of behavior change among socialites. The reason for determining this location, because it is in the middle of housing in Bandung City, making it easier to retrieve data, and researchers already know how the conditions at the location of the study site.

Research Results and Discussion

Shopping is a reflection of one's lifestyle and as part of recreation for a particular social circle. Indonesia is known as a country with high consumption levels, especially among mothers.

Most people are easily influenced by what they see and become a trend at the time so that people tend to become consumptive. Consumptive can be used to use the money, time or energy excessively and destructively. If so, consumptivism is a view of life, lifestyle, teachings, attitudes or philosophy of life that uses, consumes, uses, consumes something in excess, wastes something (Bauman, 2013).

The consumptive behavior itself is defined by Solomon (2010) as a study of the process that connects selected individuals or groups to purchases, uses products, ideas, or experiences to satisfy needs and desires. Whereas according to Schiffman and Kanuk (2000) consumptive is a behavior of consumers in finding, buying, using, evaluating and determining service products. The term consumptive behavior is defined as behavior that shows people in planning, buying, and using economic goods and services.

Many women have shopaholic lifestyles. Shopaholic comes from the word shop which means shopping and aholic which means a dependency that is realized or not. Shopaholic is someone who is unable to resist his desire to shop and shop so he spends so much time and money shopping even though the things he buys are not always needed (Schor, JB, Slater, D., Zukin, S., & Zelizer, VA, 2010). Shopaholic is defined as a tendency to shop goods compulsively with a high enough frequency. The shopaholic lifestyle is included in one form of consumer behavior. The consumptive word clearly illustrates how a person's behavior in spending money on something that is not needed. They are never satisfied with what they already have. Consumptive mothers who buy branded products only want to show their existence is acceptable.

Someone can be said shopaholic if someone does or runs the process of consumption or the use of goods produced by excessive or improperly conscious and sustainable. This makes humans become addicts of a product, so that dependence cannot or is difficult to eliminate. Shopaholic players always want to keep up with the trends so that they can buy the latest items as much as possible. They feel satisfied and happy when the desired item has been bought, even though in the end the items they don't need.

Shopping malls such as in the Mall are not infrequently there are also many discounted items, making the mothers often become less in control of themselves and shop excessively without thinking about the needs and uses of the items they want to buy.

The results of interviews with a catering businessman named Sri said that every time is seeing an interesting item always wanted to be bought. Even Sri said that she had bought the same item, but with a different color, her interest in the item was due to a good model, so she wanted to have two or three of the same items but with different colors (Interview with Sri on October 15, 2017).

This agrees with a woman who owns a gymnasium named Rima. Rima always buys items outside of his household needs, and if he does not buy the item, a sense of remorse will emerge so that Rima decides to buy the item. Purchasing goods is sometimes done by Rima based on electronic media, namely television or print media, namely through catalogs, this is done because of the many choices and various models of the items (Interview with Rima on October 15,

2017). The attitude of buying an item is often not based on actual needs due to behavior carried out solely for the sake of pleasure, thus causing a person to tend to be more consumptive in buying goods. Shopping is valued not as a fulfillment of needs but is considered as satisfying desires, which in turn the items that have been purchased become accumulated due to continuous purchases.

Monthly expenses for shopping for these tertiary needs range from 4-9 million rupiahs. Shopaholic practitioners spend their money at least four times a month, and each time spending can spend a whole day. According to them, being in a shopping place is their second home. Free time all day is needed to fulfill their shopping desires. Shopaholic lifestyle actors buy the latest items such as bags, shoes, clothes, makeup, and other appearance support items.

Shopaholic lifestyle in socialite mothers can be seen in terms of appearance and how to get along. Socialite mothers who have shopaholic lifestyles always look attractive and wear branded fashion, keep up with the times very quickly, and have middle to upper living standards. In terms of appearance, how to dress these mothers always seems glamorous. Starting with the models of clothing, bags, shoes, and accessories used. All are the latest output items from well-known brands, both original and premium / super quality. For example, bags, many famous brands are currently very popular among women, including Hermes, LV, Prada, Furla, and many others. As Tania said, "sometimes it's just to have ownership, so buy one from a brand, even if it's not authentic" (Interview with Tania on October 15, 2017). From observations made by researchers, Tania has several kinds of bags with a famous brand with quality replica branded bags at a price range of 1-3 million rupiahs. This quality is still affordable for mothers who rely solely on husband's income.

For a woman who cannot buy authentic items that cost tens of millions of rupiah, they usually buy goods with quality branded replica bags. The woman who has shopaholic lifestyles do not want to miss, especially if one of their friends already has the latest item. It's as if they are competing with each other to get a better self-image or at least the same as the others. Shopaholic among women is only a high sense of prestige gained from accentuating famous and expensive brands, or other luxury symbols. Most are interested in the promotion of new products, discounts, and sales, but in terms of shopping, they do not require buying goods from certain brands. The most important thing is the quality, and the item is the current trend.

Today's fashion is something that becomes life support for someone, especially women. With fashion, someone will become more confident, more beautiful and attractive. Fashion can be a concern for someone because fashion itself is part of a person's lifestyle (especially women). Someone who is very fashionable indirectly perceives himself as someone with a modern lifestyle and always follows the trend. This shows that in the modern world, lifestyle helps determine attitudes and values and shows social status.

Fashionable women of socialite usually follow trends or someone who becomes his idol in emulating the style of dress and hairstyles and so on. Many artists have become fashion trendsetters, not only dressed but also from the tip of their hair to their toes to become the trendsetter followed by socialite mothers. As said by Rima, "if watching television, there are artists who wear clothes, bags, or good shoes, so they want to find something they want too"

(Interview with Rima on October 5, 2017). Today's fashion is of various kinds, starting with clothing, pants, hair, shoes, nail polish, wearing softens, necklaces, bracelets, bags, etc. These things as support in appearance by someone. Many socialite women are dressed using several accessories to support their presence, and some use high heels/wedges, flat shoes, and wear clothing according to current developments.

Shopaholic players always keep up with the fashion trends by shopping. As Erpin said, "because with shopping we can keep up with the latest updates" (Interview with Erpin on October 5, 2017). They overcome the saturation of their routines with the frequency of shopping at least four times a month. As Widi said, "yes once a week is just a weekend, it means that a minimum of 4 times a month is spent" (Interview with Widi on October 5, 2017). However, they acknowledge that the income from spending money provided by the husband is sufficient, which is Rp. 4 million rupiahs/month or more. More than enough to spend their money. Not a few of them have additional income apart from their husbands, that is, from the results of their business. Examples are Ika and Erpin. Ika has from a salon to get additional income. While Erpin has his own business, which is a business selling online.

Women who have a shopaholic lifestyle are someone who is spontaneous enough to buy goods. When there was an item that attracted him, it was immediately purchased. Or, when you meet the word "discount" for a particular item, then going to shop without thinking is indeed necessary or not. Just as said by a 33-year-old housewife, Rosyani, "the problem is satisfaction when looking at good things so want to buy" (Interview with Rosyani on October 5, 2017).

Shopaholic shop with the assumption that shopping is fun. As a result of shopping a kind of hobby that must be channeled to avoid stress and can experience shopping addiction with the desire to have all the goods. This type is quite dangerous because he wants to always shop for anything even though the item he bought doesn't like him. Most are interested in new product promotions, discounts, and sales. As said by Nenden who is an entrepreneur, "I immediately want to buy if I see good items and new items, it feels shame if I don't buy it right away" (Interview with Nenden on October 5, 2017). Many socialite women who buy goods are not based on what is needed, but because they see new items that look attractive.

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Factors Causing Consumptive Behavior

Shopping is a reflection of a lifestyle for a particular society. For shopaholic actors, shopping becomes a picture of consumptive behavior that is difficult to change. These symptoms can affect anyone, both teenagers and parents. No wonder women, especially socialite mothers, are shopaholic actors, because women have unique dynamics. The desire for shopping often encourages socialite women to buy goods that are not needed, but only to fulfill the desire to imitate other people in the surrounding environment. The reasons for socialite women have a very diverse shopaholic lifestyle and can be described as follows. Various factors can cause shopaholic from outside and from within a person. Several factors can be the cause of shopaholic, namely:

1. Luxury lifestyle.
2. Influence from the family.
3. Advertising
4. Follow the trend.

5. A number of shopping centers, including online shopping.
6. The influence of the social environment (Calanca, D., & Capalbo, C., 2018).

Group friends or friends in the surrounding environment, are agents of socialization that influence individuals, in forming a good or bad person. Group friends can have a direct or indirect influence on a person's attitude and behavior to behave and behave both well and poorly. The direct or indirect impact, in this case, is on the shopaholic lifestyle selection. The existence of a playmate who has a shopaholic lifestyle in a group suggests other friends look like a lifestyle.

Indirectly, a friend has a big influence on other socialite women to buy and use fashion trends, so that they are considered the same as their other friends and are not considered outdated. However, interactions with other groups that are not the same lifestyle don't work. Shopaholic practitioners remain friends with anyone, do not discriminate against other people. It's just that when they gather outside their environment, they claim to be more often with friends who have the same hobby as they are shopping.

Women from an early age have been taught by the environment to look attractive. A person's identity can be formed through his playmates. A compliment, in this case, it seems to be an important point for women in every action (including in terms of fashion).

Impact of the Consumptive Lifestyle

The shopaholic lifestyle among socialite women provides a variety of good and bad effects. Positive or negative impacts all depend on how the shopaholic lifestyle actors live it. Here are some positive effects and negative effects of shopaholic behavior. The positive impacts include:

1. **Stress relievers.** Stress is one result of a lack of balance in body and spirit from within a person. Women are one who is easily exposed to stress. Whether it's because of personal problems or because of other problems they face. One way women get rid of stress is by shopping. Shopping provides peace and comfort for someone, as well as socialite women. Many of them said that shopping could relieve stress and make them happy.

2. **Keep up with the times.** Women like to shop for clothes and personal needs and cosmetics because basically women like to keep up with the latest developments. Women's clothing fashion always moves with the flow and style that is a trend for celebrities. It is common knowledge that celebrity clothing styles are a reference for most women in dressing. Celebrities often dress with the latest models, whether from clothes, bags or shoes/sandals they wear. Even friends can also encourage not to be outdone and want to rush to follow one of the latest fashion trends. This has a tremendous impact on mothers of socialites. Socialite mothers always want to follow the development of the times.

While the negative impacts include:

1. **Consumptive Behavior.** The negative impact of the shopaholic lifestyle on socialite mothers is consumptive behavior. Consumptive behavior is the behavior of consumer goods that are lacking or not needed (especially those related to the response to the consumption of secondary goods, namely goods that are not needed). Consumptive behavior occurs because the

community has a materialistic tendency, a great desire to own things without regard to their needs and most of the purchases made are driven by the desire to fulfill the desire for pleasure. Indeed there is no satisfactory definition of this consumptive word. But consumptive is usually used to refer to the behavior of consumers who use the value of money greater than the value of production for goods and services that are not basic needs (Grönroos, C., 2008).

2. Wasteful. Wasteful is an excessive attitude in the use of money, goods (KBBI, 2008: 208). The attitude of wasteful women can be assessed from their expenditure on buying items every month. So that many socialite women often run out of money even though they are still early in the month. Women who have a wasteful lifestyle do not have savings for the future, because they only think of satisfaction at that moment. This can result in someone having a large amount of debt due to fulfilling obsession thoughts in shopping.

3. Opium. Another negative impact is to make socialite women addicted. The opium attitude of socialite mothers towards the shopaholic lifestyle can be seen from their influence in using the latest products. Socialite women feel more confident when they have the latest items. It is this need for comfort that is used by producers by bombarding consumers with various product advertisements so that consumers become addicted and make shopping a means of releasing tension. This habit is even more difficult to overcome as time goes on. The result is that not a few socialite women who become shopping addicts can afford even when they don't have a lot of money.

Theoretical Analysis

According to Max Weber (Rahman, 2011), the object of sociology studies is social actions. In everyday life, not all human actions are social actions. An action is called a social action if the action is taken by considering the behavior of another person, or intended for another person.

According to Weber social action arises from a stimulus or response or a human behavior that performs its function as a member of society. Indirectly this action is more subjective in the actions taken by actors in the community. Through these two methodologies, they then evolve into four types of actions. Weber (Ritzer, 2009) distinguishes human social actions into four types, namely instrumental rationality (rational rationality), rational value actions (rational *werk*), affective actions (affectual action), and traditional actions.

Based on the results of this study, that the shopping behavior of socialite mothers is included in the type of action of instrumental rationality, where steps are taken using tools or ways to achieve the objectives of the actions taken. According to Max Weber, the human action arises from his consciousness and from the environmental situation that surrounds him. As is the case with socialite mothers, they shop no longer to make ends meet, but they buy so that they appear to be following the trend.

According to Max Weber, the world came into being because of social action. Humans do something because they decide to do it and are intended to achieve what they want. After choosing targets, they take into account the circumstances, then select actions. As with these socialite women, they behave consumptively by choosing the shopaholic lifestyle so that they can achieve what they want, namely to be recognized as someone who has a luxurious life and is in the upper social class. Efforts made by socialite mothers were included in Max Weber's type of

rational instrumental action. Where the social action is carried out based on conscious considerations and choices related to that goal. Socialite women use branded items such as bags, clothes, gadgets, and all kinds of things that can be said to be luxurious. These luxury items are used as a tool for their conscious thinking that not everyone can buy these branded goods. All of that aims so that they can be said to be socialites.

Conclusion

Based on the results of the study, conclusions can be drawn regarding the results of the study, namely: 1) the lifestyle of shopaholic women of socialites can be seen from the way socialite women buy goods based on their likes and interests in the items that look attractive. Make purchases without planning, buy goods at a price consideration and do not consider the benefits or uses. Buying items at high prices or goods with well-known brands will create high self-esteem, buy items of the same type but from different brands, buy goods to maintain their appearance and prestige, and buy goods to maintain status symbols; and 2) the impact of the shopaholic lifestyle if it is continuously carried out without any long thought it will result in the occurrence of the consumptive behavior that is consuming goods that are less or not needed so that the occurrence of wasteful actions in the use of money and goods. In addition, the shopaholic lifestyle can make socialite women addicted to shopping.

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