

Energy-based hypnosis content creation, Indonesia

Nicholas J. Long 

Department of Anthropology, London School of Economics and Political Science, London, United Kingdom

Correspondence

Nicholas J. Long, Department of Anthropology, London School of Economics and Political Science, Houghton Street, London, WC2A 2AE, United Kingdom.

Email: n.j.long@lse.ac.uk

Funding information

Economic and Social Research Council, Grant/Award Number: ES/T013796/1

Summary

This piece is part of a special section inspired by Berlant and Stewart's book *The Hundreds*. Using only one hundred words, it offers an ethnographic portrait of my encounter with an Indonesian therapist specializing in “energy-based hypnosis” and of the role of digital content creation in his life and professional practice.

KEYWORDS

alternative medicine, digital marketing, energy healing, hundreds, participant observation, YouTube

Content.

Eko cut his teeth doing celebrity impressions. He filed them to fangs like a famous TV magician. One skit got 337,000 views. Now he's in the fallout of a falling-out, going solo as a therapist with a monkey skull round his neck. Healing me on camera might convince viewers his energy-based hypnosis is no illusion.

Content!

“Exaggerate,” he urges, “so it's good to watch.”
There's no need.
As he stands, a cold forcefield surrounds me.
Goosebumps and yelping.

Content?

Three months later, we have 1300 eyeballs and a fistful of thumbs.
Friends say it looks like I was acting.

This is an open access article under the terms of the [Creative Commons Attribution](https://creativecommons.org/licenses/by/4.0/) License, which permits use, distribution and reproduction in any medium, provided the original work is properly cited.

© 2023 The Author. *Anthropology and Humanism* published by Wiley Periodicals LLC on behalf of American Anthropological Association.

ACKNOWLEDGMENTS

The research on which this piece was based was funded by the ESRC (ES/T013796/1) and supported in Indonesia by my counterparts at STISIPOL Raja Haji Fisabilillah Tanjung Pinang, Drs Zamzami A Karim and Dr Endri Sanopaka, as well as by the foreign research team at BRIN. I am grateful to Eduardo Hazera for inviting me to be part of this project, and to Katie Stewart for her generosity as a collaborator and for opening up so many productive ways of thinking about the cultural real, atmospheres, affect, achievement, lives, lines, and ethnographic writing. Hope we can go for dosas again soon!

DATA AVAILABILITY STATEMENT

The data underlying this piece are not publicly available due to privacy and ethical restrictions.

ETHICS STATEMENT

Ethics approval for this research was granted by the London School of Economics and Political Science Research Ethics Committee [Ref.: 24349] and the Komisi Etik Bidang Sosial Humaniora Badan Riset dan Inovasi Nasional [Ref.: 107/KE.01/SK/6/2022]. All names are pseudonyms.

ORCID

Nicholas J. Long  <https://orcid.org/0000-0002-4088-1661>

How to cite this article: Long, Nicholas J. 2023. “Energy-Based hypnosis content creation, Indonesia.” *Anthropology and Humanism* 00(0): 1–2. <https://doi.org/10.1111/anhu.12443>.