Energy-based hypnosis content creation, Indonesia

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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.

“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.
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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.

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