

Reflections of Today's Teens Behavior: From Impressions on Social Media to Cognitive Dissonance

Refleksi Perilaku Remaja Masa Kini: Dari Impresi di Media Sosial ke Disonansi Kognisi

Rustono Farady Marta¹, Miletresia², Maristela Fernandes³

¹ Universitas Satya Negara Indonesia, Indonesia

¹ Universitas Katolik Indonesia Atma Jaya, Indonesia

² Universitas Bunda Mulia, Indonesia

³ Pontificia Universidade Catolica de Minas Gerais, Brazil

Corresponding Author

Rustono Farady Marta
rustono.farady@usni.ac.id
+62 852 3296 1203

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Abstract

Social media has been used as a form of user character in Cyberspace. The new form of new media that was originally used as a place of self-expression has now built the users' behavior. The need to represent themselves on social media that initially aim to give impression to other users has give way to cognitive dissonance behavior between behavior in the real world and things uploaded on social media. By using qualitative methods which focus on equilibrium in Tzvetan Todorov's narrative analysis, researchers want to see the contrast in the behavior of social media users through the film 'Social Life'. The author uses Impression Management Theory and Cognitive Dissonance Theory to describe and at the same time interpret the impression that the characters want to build in the film as well as the cognitive dissonance of social media users' behavior through the interpretation of the short film 'Social Life'. The implication of this research is in the form of a narrative plot that shows the uncomfortable situation of the main character (Meredith) due to her desire to display a different self-image on social media so that this cognitive dissonance becomes the main consideration for leaving her social life.

Keywords

Cognitive Dissonance; Impression Management; Short Movie; Social Media; Today's Teens Behavior

Abstrak

Media sosial telah dimanfaatkan sebagai perwujudan karakter pengguna di dunia maya. Bentuk media baru yang mulanya digunakan sebagai ajang berekspresi, kini telah mempengaruhi perilaku pengguna. Unjuk diri di media sosial yang mulanya bertujuan untuk memberikan impresi pada pengguna lainnya kemudian melahirkan perilaku disonansi kognitif antara perilaku di dunia nyata dengan hal yang diunggah di media sosial. Menggunakan metode kualitatif dengan analisis Naratif Tzvetan Todorov yang menekankan pada equilibrium, peneliti hendak melihat kontrasnya perilaku pengguna media sosial melalui film 'Social Life'. Peneliti menggunakan teori manajemen impresi dan teori disonansi kognitif untuk menggambarkan sekaligus melihat impresi yang ingin dibangun tokoh pada film serta disonansi kognitif perilaku pengguna media sosial melalui interpretasi film pendek 'Social Life'. Implikasi penelitian ini berupa alur naratif yang memperlihatkan situasi ketidaknyamanan tokoh utama (Meredith) dikarenakan keinginannya menampilkan citra diri berbeda di media sosial sehingga disonansi kognitif ini menjadi pertimbangan utama untuk meninggalkan kehidupannya.

Kata Kunci

Disonansi Kognitif; Film Pendek; Manajemen Impresi; Media Sosial; Perilaku Remaja Masa Kini

1. Introduction

Social media has a significant role in the lives of users (Hill & Denman, 2016). Technological advance has assisted the birth of new media. Seeing the effectiveness of new media today, social media not only changes people's activities but can influence user behavior (Jan et al., 2017; Romero-Rodríguez et al., 2020). Through Jastika's (2021) writing, social media is able to build an impression through the user's uploads. Furthermore, the impression that a person build can build self-presentation on social media. It is implied that social media users are creating their own identity through each posts, pictures or videos uploaded (Defi, 2019).

The formation of impressions and impressions can be related to Erving Goffman's impression management theory. Goffman sees humans –as actors– who try to show their attractiveness in front of many people with various ways (Jastika, 2021). Audience interest itself is a form of interaction and the meaning that individuals give to a particular medium (Arofah, 2020). Impression management is generally used by individuals to build a self-perception in front of the audience (Tiara, 2021). Mutia (2018) reveals that there are three things that encourage a person to compose and manage impressions, namely the desire to get reciprocity both materially and socially; the desire to raise the degree and self-esteem; and facilitate, construct as well as strengthen identity within oneself.

Leary (2019) introduces impression management as an individual process of controlling how impressions are viewed by others. This form of impression management is also interpreted as a person's strategy in controlling and manipulating one's appearance, nature and impression (Cristea et al., 2020). This theory, which also has another meaning as self-presentation, is not only experienced in the real world but also occurs in cyberspace (Ward, 2017). Referring to Fensi (2019), social media is used by individuals, not only to establish a relationship, but also to upload activities, and comment on other people's uploads. Connectivity and wide reach through social media allow users to get impression management with comments and various responses from friends or other users to uploaded content (Kuznekoff, 2013). Impression Management as an individual effort to impress others motivated Jones and Pittman to identify

self-presentation into five taxonomies in 1982, namely: 1) Ingratiation, namely efforts to be known everywhere; 2) Intimidation, as an attitude known with a certain character (more inclined to threats); 3) Self-promotion, in the form of self-presentation of achievements and skills possessed; 4) Exemplification, in the form of an impression that shows a person who has integrity and moral worth; and 5) Supplication, which describes the impression that an individual has a deficiency in ability or knowledge and has an impact on forming the impression of an attitude of dependence on the individual (Sarita & Suleeman, 2017).

Activities in building an impression are able to fulfill the image that is built and complete dissatisfaction with the individual's character (Jastika, 2021). Efforts in making the foundation of an impression on others are not only limited to face-to-face interactions but can be applied to online interactions (Sarita & Suleeman, 2017). This statement is also corroborated by Lailiyah (2016), who emphasizes that social media users utilize and empower over the formation of the desired character.

Image development also affects personal foundation, especially in adolescence. A number of factors such as association, background, and individual perspective are appointed as the basis for developing the individual image of adolescents (Sari et al., 2021). This reflection is made easier by the existence of social media where the ease of using digital media attracts the attention of many young people. Digital identities also underpin the foundations of individual images that represent their generation (Marta et al., 2020).

Seeing the effectiveness of new media today, social media not only changes people's activities but can influence user behavior (Jan et al., 2017; Romero-Rodríguez et al., 2020). This statement can be proven on TikTok and Instagram media. Through the research of Putri and Adawiyah (2020) and Ardari (2016), the two social media have a significant influence on the personality and character of social media users. Empowerment of social media by individual characters then raises psychological discomfort and behavior that exists in the real world with social media (Santoso et al., 2017). Tsang (2017) said that social media can cause turmoil, conflict over self, and form negative emotions when uploading or receiving information. In order to

reduce the perceived turmoil and dissonance, individuals then perform selective exposure on their online platforms.

Individual behavior in social media can be related to cognitive dissonance theory. Festinger as the originator of this theory describes the discrepancy between cognitive elements and individual psychology of an attitude or phenomenon (Kartikawati, 2017). This is followed by Sorgatz (2018) who said that individual minds with their emotional side have a connection in deciding an action. Mental reactions in studying and understanding thought experience or feeling are the first signs of cognitive dissonance (Kyhe, 2015).

Referring to this, the inconsistency between an attitude thoughts and feelings, will produce pressure and discomfort on the individual's emotions (Miiler et al., 2015). As a result, individuals will try to minimize, lessen, and eliminate dissonance by rationalizing beliefs, reducing their interest in something, or seeking information selectively to strengthen and convince themselves to fight all dissonance (Metzger et al., 2020).

Cognitive dissonance is one of the world's recognized theories with an approach to changing human behavior and social behavior (Yahya & Sukmayadi, 2020). The theory put forward by Festinger begins when individuals postulate the significance and relevance of a phenomenon cognitively (Harmon-Jones, 2019). When a thought is considered relevant, the phenomenon is considered consonant, while what is seen as irrelevant is considered a dissonant thing. Mills (2019) suggests that dissonance causes individual discomfort hence individuals try in such a way as to avoid information that magnifies dissonance. Festinger (1957) in Harmon-Jones (2019) sees individuals looking for all forms of understanding and additional information to strengthen consonants. In line with Griffin et al. (2018), a person's cognitive dissonance arises from an inconsistency of attitude and behavior, then spurs dissonance within themselves, until finally changing their attitude in the hope that the perceived dissonance can be reduced.

Changing previous decisions is unpleasant, while individuals do not like things that make them create mistakes (Sorgatz, 2018). Through this fact, discussing cognitive dissonance in the 2018 'Encyclopedia of Information', Festinger developed a psychological

framework called cognitive dissonance to show and describe the feelings of someone who experiences two contradictory beliefs. Cognitive dissonance reconstructs a personality that has an impact on the individual's image in adolescents as a representation of the current generation (Fauzi & Fasta, 2020).

The inconsistency of individual cognitive thoughts and actions cannot be separated from their emotional side. Through the writings of Yahya and Sukmayadi (2020), Festinger describes situations as stages that trigger cognitive dissonance. The first is logical inconsistency, where individuals experience inconsistency in their thoughts arguments or beliefs that contradict each other; the second factor is cultural values, namely the existence of values and cultural aspects, where the cognitive thinking of individuals from one region will be different from other regions; the third is Forced Compliance Behavior; namely complications in the form of inconsistent behavior that forces a belief even though he already knows it is a wrong action; and the fourth is one's prior experience; in the form of belief in the experiences of others but the facts experienced by the individual contradict what is known from the person they believe.

Wahyuningsih (2012) also explained cognitive dissonance thinking on four basic assumptions, namely: 1) Human desire for a belief or behavior; 2) There is dissonance caused by psychological inconsistency; 3) there is a self-rejection that dominates a person to act and measure the consequences of the dissonance; and 4) dissonance will encourage individuals to reduce dissonance as much as possible.

Rustandi (2020) conveys a psychological perspective on communication as a science that describes an event related to the mental and individual psychology as the rationale for their interactions and behavior. Yanti (2019) said psychology consists of every aspect of communication, starting from the process of sending and receiving messages, as well as the process of providing feedback. If a common thread is drawn between social media behavior and the perspective of communication psychology, Fift (2018) suggests that today's youth use social media to communicate and establish relationships using social media, in the process of using the new media they behave, show self-expression, imitate, and perform

various activities. interaction. Not only social media has a big role in obtaining information, knowledge, inspiration, and building relationships, it has also been utilized to build a personality for its users (Yohanna, 2020).

Seeing the phenomena that have been presented, this study will examine a short film entitled 'Social Life'. Directed by Kerith Lemon, this 8 minutes 26-second video won the 2016 documentary short film award (*A Social Life*, 2016). On the imbd.com (2016) page, this film depicts a career woman who lives the life of her dreams in cyberspace. With a study of the representation of the film, this research has the ambition to tell the impressions built by the character and how he overcomes dissonance in social media. Furthermore, this research is related to the psychology of communication because the film's depiction shows a storyline that describes how social media can influence the character's behavior (Harry et al., 2021). Inspired by the desire to study this film, the researcher hopes that the depiction and description of this film can provide in-depth understanding as well as reflection on social media users, especially seeing how individuals manage impressions and the process of dealing with dissonance over contradictions that arise from using social media.

2. Method

This study applies a qualitative research approach by relying on the constructivism paradigm. Johnson and Christensen (2014) define qualitative research as a method that describes a phenomenon in order to obtain new ideas, ideas, or hypotheses. It also brings research closer to social realities in the world (Creswell, 2014). The researcher decided to use the film 'Social Life' as an object of research to see the behavior of social media users.

In order to maximize research in describing the behavior of social media users through the film 'Social Life', the researcher decided to apply Tzvetan Todorov's narrative analysis method. Zhu (2020) in a journal entitled 'On the Evolution of Film Narrative Time Theory' describes the narrative analysis that cannot be separated from the plot and plot in the story. Referring to the narrative structure proposed by Tzvetan Todorov in 1960, Keanu and Samanik (2018) found five stages as the

basis for seeing the structure of the narrative of a story, including: 1) Equilibrium, in the form of the initial stages as well as the balance of a person undergoing a daily life; 2) Disruption, which describes the initial stages of the emergence of distractions and problems in life; 3) Recognition, in the form of stages about how the character is aware of the problems that exist in the event; 4) Repair the damage, which describes the character's efforts in solving a problem; and 5) New equilibrium as the final stage as well as the result of the character's efforts.

The use of narrative analysis in this study will focus on the equilibrium aspect which shows the early life of the characters in the story. The choice of the story is inseparable with researchers interest to look at adolescent behavior using social media using impression management theory and cognitive dissonance theory, where impression management theory shows adolescent behavior in making impressions on social media while cognitive dissonance theory shows users' contradictory behavior in using social media.

The data collected in this study used a documentary study in the form of the film 'Social Life' as well as a literature review related to Tzvetan Todorov's analysis, cognitive dissonance theory, and impression management theory. Documentation studies are used by researchers by analyzing documents made by research subjects and other people about the subject (Haryono, 2020).

3. Results and Discussion

Researcher will elaborate this section in six important scenes, starting with the film's depiction which reflects how to map the storyline of Meredith's journey, as the main character of the short film "The Social Life". Starting from showing her management of various impressions through social media to the cognitive dissonance that plagued her personality. This text-based narrative analysis is sharpened by the foundation of Todorov's thoughts as research findings, then elaborated with impression management theory and cognitive dissonance theory as a discussion.

Referring to Lemon (2016) through Kerith Lemon Pictures' Youtube Channel, the film 'Social Life' tells the story of Meredith, a woman who lives the life she dreams of through cyberspace. Through information on the film

that has been broadcast on YouTube since five years ago (2019), Meredith struggles to have a balanced life by maintaining health, working diligently, and maintaining relationships with her friends. In order to get interaction through social media, she is willing to maintain the impression that has been formed in cyberspace even though the reality of her life seems to be in contrast to the uploaded selfie. Until the end of the story, Meredith decided to stop her routine of uploading selfies in cyberspace and decided to live life in the real world (Lemon, 2016).

As Zbinden (2018) reveals, Todorov uses story as a depiction of human life. In order to describe the contents of the plot in this 8 minute 26-second story, researcher will describe the description of the story based on equilibrium in Tzvetan Todorov's analysis through the six pictures (Figure 1).

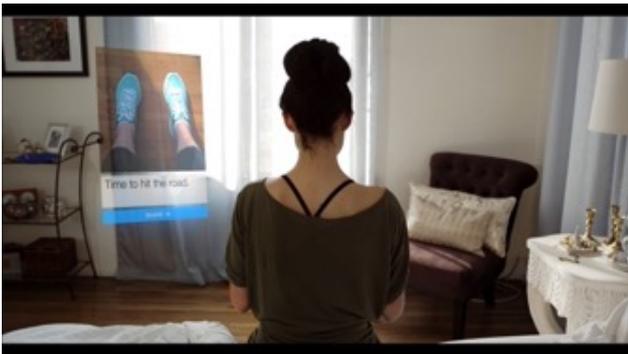


Figure 1. Meredith Shoe Shooting Scene (Source: Lemon, 2016).

The selfie in Figure 1 tells of the beginning of Meredith's desire for a morning run. Meredith sitting on this mattress, wears getting out of bed, puts on blue sport shoes, takes picture of her feet, takes pictures of her feet, then uploads a selfie by adding the caption 'Time to hit the road'. Rosalind Ross, who plays Meredith, decided to tell her friends on social media, then walked to the mirror, straightened her hair, and decided to exercise. When the scene is dissected using the management impression theory perspective, Meredith is showing her impression as a woman who lives a healthy lifestyle. One of the aspects of healthy lifestyles is realized by doing sports (Lumampauw et al., 2020).

In accordance with Vijayabanu et al. (2019) which explains impression management as an individual effort and method in maintaining and managing impressions

in front of others, Meredith in this scene tries to show herself living a healthy and fit life. In order to prove the impression that was built, Meredith decided to use the upload of sports shoes with an additional caption as a representation of the healthy life she lived. This scene is the starting point of the story as well as an attempt to show Meredith's impression of the personality she wants to build, so the cognitive dissonance in this scene is not described.

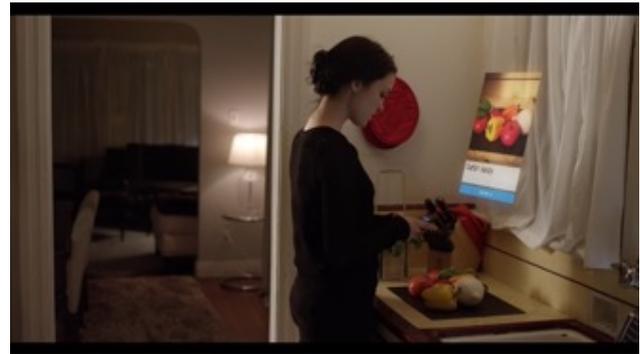


Figure 2. Meredith Photographs Her Dinner Scene (Source: Lemon, 2016).

The continuation of the story in the film 'Social Life' is focused on Figure 2 above. The depiction of the scene shows the atmosphere of the night. This is evidenced by the dialogue that Meredith had with her mother over the phone, saying '...I'm gonna make some dinner...'. This story begins with Meredith answering her mother's phone and refuses to have a barbecue together. Lani Hall Alpert, who plays Meredith's mother, questioned the reason why her child was unable to attend even though she seemed happier through her social media. Meredith explained that she was busy with work and after the rejection, Meredith immediately hung up the phone with the excuse that she wanted to make dinner. Afterwards Meredith prepare her dinner enthusiastically by arranging peppers and tomatoes, then uploaded the picture with the caption 'Get Saucy!'. After uploading, Meredith started slicing the tomatoes, but then she paused, leaving her vegetables behind. A few moments after, it turned out that Meredith brought a rice box and set the rice box she had just brought as her dinner menu instead.

Referring to the theory of impression management, the story indicates that the uploaded dinner selfie is a

meal that Meredith will enjoy that evening. This scene also provides an analysis that Meredith practice healthy lifestyle by maintaining healthy lifestyles through the vegetable she consumes (Lestari et al., 2021). After uploading the dinner selfie, Meredith's decision to switch to rice box dinner was a form of cognitive dissonance theory. In line with Yahya and Sukmayadi (2020) who review this theory as a depiction of the irrelevance between the individual's mind and psychosis so as to reduce her conflict, Meredith's desire to eat healthy food through the vegetable she prepared and photographed with Meredith's dinner that is actually consumed, is a form of dissonance.

Meredith's process of stop slicing tomatoes and opting instead to eat rice box was due to an inconsistency between her desire to maintain the impression of a woman who wants to maintain a healthy lifestyle and her conscience's desire to eat boxed rice as an instant and more delicious meal. The discomfort over these two things was a turbulence, so it made Meredith think for a moment before deciding on the second option. As a result, Meredith suppressed the dissonance she experienced by deciding to eat rice box.

When referring to the origin of cognitive dissonance, Meredith's actions are also motivated by Forced Compliance Behavior. Meredith's already knew that eating rice box was not in accordance with the vegetable selfie that had been uploaded and the impression it made as a woman practicing healthy lifestyle, but she still did it. McLeod (2018) adds that someone who is motivated by Forced Compliance Behavior will not change since the behavior has occurred in the past, and this will be proven in the next scene.

Meredith's next activity is the depiction of Figure 3. A scene is an act that shows herself working hard in her daily duties as a career woman. The depiction of this scene begins with Meredith bringing her laptop into the kitchen, then typing a number of words on her laptop, then taking a photo and uploading a laptop selfie with 'Puttin in the work' as the caption. The researcher considers the upload to be another attempt at impression management to maintain the impression of someone who works diligently.

Seeing social media as a place of attention to others, Simplicio (2019) explains that the network formed on

social media can be used to show oneself for achievements and skills. Referring to Kuznekoff (2013), the scene, Meredith's behavior is a depiction of impression management in self-promotion. Meredith's scene is an attempt to show her achievements as a career woman, and also an attempt to show Exemplification because Meredith's upload want to show a hardworking and tenacious career women personality as a manifestation of the integrity and moral worth of the perpetrator of impression management (Sya et al., 2020).

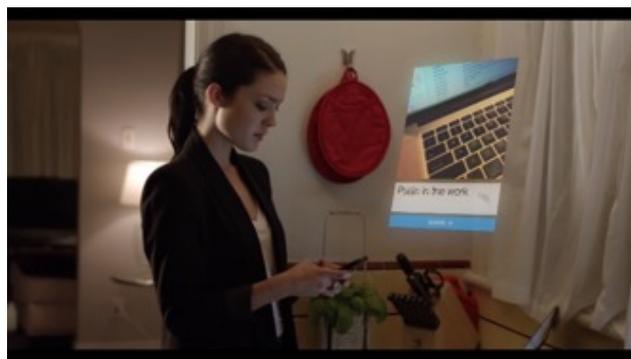


Figure 3. Meredith's Scene as a Career Woman's Impression (Source: Lemon, 2016).

The depiction of impression management followed by cognitive dissonance also appears in the selfie scene in Figure 4.



Figure 4. Meredith Uploads Shoes But Doesn't Work Out (Source: Lemon, 2016).

Through the storyline in the Figure 4 scene, Meredith's activities in starting the day is the same as before. Meredith who just woke up turned off the alarm from her smartphone. Followed by taking fuchsia color shoes, Meredith wore the shoes and footwear and took a picture of her feet with the caption 'Breaking these bad boys in'. After the selfie was uploaded, Meredith took off

her shoes again without using it. The depiction of the scene shows that in actuality Meredith does not exercise as in [Figure 1](#).

When linking the incident with impression management theory, Meredith's attempt to upload the photo was to sustain the impression of maintaining a healthy lifestyle. Similar to [Hollenbaugh \(2021\)](#) who views self-presentation as an effort to control individual impressions so that they are still in line with the person's wishes, the main character's actions show an effort to maintain the impression that has been built, even though the reality tends to be contrasting, where Meredith's attitude in the real world is not in harmony with impression on social media.

The contradiction of these two things is a manifestation of the emergence of cognitive dissonance. Researchers saw inconsistencies in the actions of Meredith who did not exercise with the photos uploaded as a representation of Meredith exercising. The scene where Meredith took off her shoes as a sign she wasn't exercising was her strategy to quell the dissonance. The reason for Meredith who often plays smartphones to decide to take her shoes off is because the previous scene, when she decided to choose dinner, had made her think that the decision not to match what was uploaded was the right choice, so the take off shoes scene also happened. Meredith's stage was also supported by [Marikyan et al. \(2020\)](#) who reviewed efforts to reduce cognitive dissonance by making a decision to choose one of his beliefs by seeking all forms of knowledge and information that support a view.

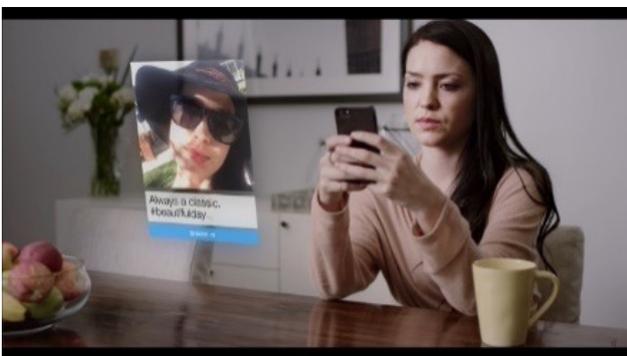


Figure 5. Meredith Uploads Photos From Private Gallery (Source: Lemon, 2016).

The next scene is where Meredith upload her selfie wearing a hat and sunglasses. The plot in [Figure 5's](#) story begins with Meredith's activity seeing her social media colleagues who were on vacation and having fun the previous day. The results of these activities made Meredith tempted to participate by showing off the same thing. Realizing that she wasn't on vacation, Meredith searched the gallery for the best selfies.

She scrolled through her smartphone gallery, found a picture of her wearing a hat and black glass. Seeing the photo made Meredith upload a selfie with the caption 'Always a classic. #beautifulday'. Not long after Meredith uploaded a picture of herself, several comments emerged from her social media friends via comments; such as from the @HERESTOYO account namely 'What Beach?'; account @VIV 'Love'; @JENNIEINABOTTLE account with 'Jealous!'; and @MRMISTER with the comment 'Can I Join?!'. The picture's response made Meredith monitor all of her social media continuously and upload other activities, such as arranging a number of bottles and then uploading on social media in the next flash scene, in order to get other new interactions from social media friends ([Marta et al., 2020](#)).



Figure 6. Meredith Scene Reviewing Photo Gallery (Source: Lemon, 2016).

The relationship between impression management theory and cognitive dissonance also emerges through this scene. Impression management is seen from Meredith trying to show that she is on vacation. When referring to the taxonomy of self-presentation, Meredith's attitude this time represents Ingratiation, where this ingratiation describes individuals who want to exhibit all forms of their activities anywhere and anytime. [Sarita and Suleman \(2017\)](#) in a journal looking at self-presentation on Instagram have described how

Ingratiation is applied to social media. Ingratiation is describe as a common strategy of social media users, where users try to be liked by others by showing off and showing all the activities of the individual. Similarly, even though Meredith isn't actually on vacation, she's trying to make the impression that she's on vacation. This effort is a depiction of her showing off her daily activities on social media as well as a form of controlling her impressions so that the impression that Meredith wants to build persists in the eyes of other social media users (Crabtree & Pillow, 2018).

Turning to the cognitive dissonance aspect, the discrepancy arises from Meredith's attitude which shows that the main character is on vacation but in fact, it is not. The turmoil between reality being experienced and the desire to maintain an image as a woman who has a balanced and happy life makes Meredith look for ways to reduce feelings of anxiety over the facts of life that she is experiencing (Marta, 2019). Meredith's discomfort with these two realities makes her try to minimize the dissonance. The dissonance reduction is a decision to maintain the impression that has been built by taking selfies in his private gallery as a depiction of the activities he is currently doing.

The last scene of the film 'Social Life' can be seen in the plot of Figure 6. This scene starts with Meredith in the bathroom, looking in the mirror and preening with a brush in her eyes. Finished making up her face, Meredith then took her smartphone and posed for a photo of herself. After taking the picture, he immediately walked to the main room, sat on the sofa while uploading the selfie he had just taken. Meredith add the caption 'date night!' to her selfie. Within moments of the selfie appearing on social media, the image of her has received 29 likes with several comments; ie from the account @VIV 'tell'; @MRSMISSMISS with 'Go girl!'; JO23LIL with 'Hottie' comments; and the @HELENECOTURE account with a thumbs-up emoji. Meredith then turned off her smartphone and fell asleep on the sofa. The night had passed and Meredith woke up in the morning. Realizing this, Meredith immediately checked her notifications on her social media, but she saw no comments or additional likes. Knowing this fact, Meredith stepped in front of the mirror, looking at her various selfie galleries to upload pictures as her latest

activity. At first, Meredith looked at all her selfies but images that appeared were all selfie moments that depicted her smiling alone. The end of the scene closes with Meredith dropping her smartphone, then leaving the house leaving the electronic device she always holds in her hand.

Meredith's portrayal of impression management appears in her attempt to present herself as dating. By uploading a photo of herself preening, this long-haired woman manipulates the reality she is currently facing so that the impression that Meredith lives a happy and balanced life persist. Meredith's activity is a tactic in managing impression management so that other people still have the impression that the individual wants (Bolino et al., 2016). Furthermore, efforts to maintain self-image as someone who lives a happy life are also followed by the desire to upload a new image even though it is canceled due to cognitive dissonance.

The results of this study indicate that there is a real-world behavioral discourse with the virtual world. Researchers also found that the desire to be active in cyberspace only serves as an individual's ideal representation of what is actually happening in the real world (Roulin & Levashina, 2016). Equilibrium in two different worlds can be influenced by external parties as influencers on individuals who use social media.

Here, the researchers attach a table of the results of the film analysis and elaboration process using Todorov's analysis (see Table 1).

Researchers see that the cognitive dissonance of this scene appeared when the desire to upload a personal selfie was distracted because Meredith saw all her selfies that showed true happiness. Through the depiction of the photo gallery that appears in front of the mirror screen, Meredith appears to be conflicted between focusing on real-life and choosing to continue with her activities to show her 'happy' life in cyberspace. Through these choices, Meredith tries to reduce this discomfort by deciding to leave the world of social media using the symbolization of dropping and leaving her smartphone scene, and pursuing activities in the real world (Tjajadi et al., 2021).

The discomfort of not getting the latest notifications convinced Meredith's to re-upload selfies, but after seeing various private selfies where she laughs in various

Table 1. Elaboration of the analysis of the film "The Social Life" using Todorov, Narrative Analysis

Todorov's narrative analysis	Equilibrium	Disruption	Recognition	Repairing Damage	New Equilibrium
Notes on each Scene	Meredith wakes up and fills the time by monitoring and uploading imagery content on her social media	Meredith shows off a veggie diet and wears sportswear for a good image of a healthy lifestyle	Meredith felt a disruption within herself by giving up the urge to eat vegetables and do sports	Meredith rediscovered her identity through a group of self-portraits in the past	Meredith looks back at her various pictures, leaves her phone and goes back to living in the real world
Figure/Duration	Figure 1 / 0:01-1:26	Figure 2 - 4 / 1:28-2:54		Figure 5 / 2:58-3:36	Figure 6 / 4:21-6:59

Source: Processed by Researchers.

moments, Meredith feels disturbed because her desire to show off in cyberspace made her unhappy with the situation she was in right now. This gave way to two choices; between choosing to keep uploading selfies or distancing herself from her smartphone in an effort to reduce the discomfort he felt. The two options give in this scene construct the decision to leave the smartphone as a consonant while uploading a selfie from Meredith's private gallery as a form of dissonance (Harmon-Jones, 2019).

4. Conclusion

Social media is used by individuals for its various benefits. One of the benefits, namely media networking, push individuals to build impressions with other individuals. The short film 'Social Life' which tells about the life of a woman who builds character on social media shows an effort in impression management and growing feelings of cognitive dissonance. Uploads made by Meredith as the character on social media are a sign that she wants to build the impression as someone who lives a balance life between health, work, and socializing with his friends. Despite the efforts in managing such impression, Meredith is experiencing upheaval due to the emergence of dissonance in every process of character building on social media.

Referring to the results of the dissection of the film 'Social Life', the researcher suggests that social media users, especially the young generation today in Indonesia, should be considerably wise in using social media. In addition, the younger generation should be able to become a pioneer in the advancement of

knowledge, supported by the proliferation of information presented on social media. Especially for women, to use social media not only as actualization, but also as a window to enrich knowledge and confirm truth and information. This is because social media can affect the user's character, which can even interfere with daily activities. The researcher realizes that this writing is far from perfect, therefore, this research is expected to be a reference to examine more deeply about the character of social media users as a result of building an impression in cyberspace. This paper only provide early reflection on a person's behavior in social media.

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