



Audience's Perception of the Impact of Social Media on Film "The Social Dilemma"

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ABSTRACT

This article or writing aims to find out what kind of perception arises in the audience regarding the issue of the impact of social media that is shown in the film The Social Dilemma. The problem is focused on the type of perception that comes out when watching the film The Social Dilemma, whether the perception is positive or negative. Marshal McLuhan, The data were collected through Questionnaire and Literature Study and analyzed quantitatively. This study concludes that 57.7% of respondents answered that the message conveyed was related to the impact of social media, which means that the perception that arises is a positive perception after the audience watches the film The Social Dilemma.

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1. INTRODUCTION

Social media is currently a communication medium that is very popular with many people, both young and old. The presence of social media which is glorified as a tool to facilitate communication and fulfillment of information is considered to be a very effective medium in today's digital era. The important use of social media must be accompanied by understanding or literacy on the impact of using social media itself, understanding an idea or stimulus can be called perception. Social media is like a coin that has two sides, good and bad. Unfortunately, sometimes the mass media displays the presence and sophistication of technology and is glorified as a tool that continues to provide convenience but does not show how complex the other side of social media is.

Films often record social realities that grow and develop in society, and then display them on the big screen. Likewise, the issue of social media is interesting to discuss. How can social media become a very popular forum and even cause social problems in several levels of society. how

the behavior of society in this new media era is formed and it can all be described through one of the mass media, namely film.

One of the films that displays social reality is the film titled *The Social Dilemma* by Jeff Orlowski which is a documentary film which when it first aired made the film a popular documentary in 2020. This film began airing on Netflix on September 9, 2020. From IMDb.com data (Internet Movie Database), which is online data about movies, television, and video games, *The Social Dilemma* received a rating of 7.6 out of 10. In the first 3 months of broadcast, *The Social Dilemma* was watched by 38 million Netflix users. . The film's unique tagline, "The technology that connects us also control us" means that the technology that connects users actually monitors the users as well.

In this film, several illustrations show how social media algorithms work. With illustrations that are packaged attractively and coupled with a fictional plot as a scene design to give a dramatic effect while making it easier for us to understand the information or message that the filmmaker wants to convey. In delivering mass media messages, it will definitely have an effect, one of which is perception, in certain circles who see the show will form a variety of opinions in the minds of the audience after seeing an impression.

Researchers want to know what perceptions arise after the audience watches the film *The Social Dilemma*, according to Irwanto Perception is divided into two types, namely positive perceptions and negative perceptions. whether the audience is aware of the message conveyed by the filmmaker regarding social media issues. By using qualitative descriptive research, which aims to obtain information data about how the audience's perception of *The Social Dilemma*. Then data collection will be carried out by distributing questionnaires to viewers who have watched *The Social Dilemma* in order to find out what perceptions are obtained regarding social media after watching the film.

2. RESEARCH METHODE

This research approach is to use quantitative research where a method based on the philosophy of positivism is used to examine a particular population or sample. Quantitative data can be referred to as data in the form of numbers in the true sense. The data used in this study is quantitative where the explanation of the perception of students of the UIN communication study program on the impact of social media in the film *The Social Dilemma* is directed to quantitative analysis. Thus, this type of research is descriptive quantitative where each item of the respondent's answer will be explained with data that is calculated systematically.

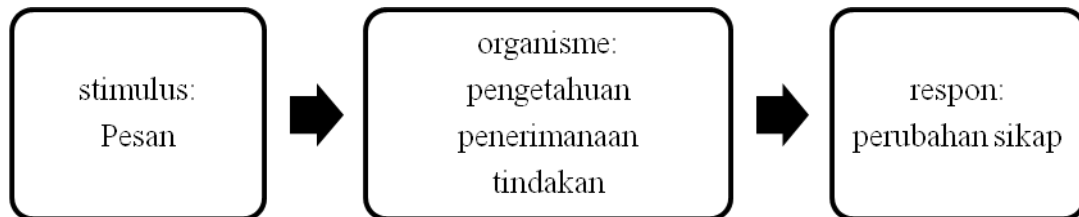
The population is the entire object or phenomenon being researched. In this study, the population of this study was 330 students of communication science class 2017 as many as 330 people. Then the sample is a part of the whole and the characteristics possessed by a population, where the sample is a representative of the population being studied. The selection of research samples was carried out by conducting purposive sampling, namely people who were selected on the basis of certain criteria made by researchers based on the objectives of the researcher. (Kriyantono, 2004: p. 158). After being calculated using the Slovin formula, the samples obtained were 77 samples from a population of 330 people.

SOR Theory

SOR is an abbreviation of Stimulus, Organism, Response in which humans, which include attitudes, behavioral opinions, cognitions and conations, are used as material objects (McQuail, 2010: p. 466). In this case the organism produces a behavior when there is a stimulus, so that one can expect and estimate the suitability between the message and the communicator's

reaction. The basic assumption of this theory is that the mass media can have a direct and direct effect on the communicant.

This theory is based on the assumption that the cause of a change in behavior depends on the quality of the stimulus (stimulus) that communicates with the organism. The theory of SOR (Stimulus, Organism, Response) is a communication process that causes a special reaction, so that one can expect and estimate the suitability between the message and the communicant's reaction. The elements in this model are message (Stimulus), communicant (Organism), and effects (Response) (Effendy, 2008: p. 254).



From the chart above, it can be explained that a stimulus or message can provide a change in attitude to the communicant depending on the individual. Communication will take place if there is attention given to the communicant, so that the communicant can understand the meaning of the message, until finally awareness arises from the communicant to change his attitude.

The linkages of the SOR (Stimulus, Organism, Response) model in this study are:

1. The stimulus in question is the message conveyed in the film *The Social Dilemma*
2. The organism in question is a communication science student at UIN North Sumatra
3. The response in question is the perception that arises on social media after watching *The Social Dilemma*

Technological Determinism

Technological determinism is a concept that makes it easier for people to understand the relationship between technology and interpersonal communication. Technology provides many benefits for mankind, the presence of technology makes everything fast, and makes everything easy to change, and also technology can make ordinary things very enjoyable (Krug, 2005: p. 17)

This theory was first put forward by Marshall McLuhan in 1962, where he had the premise that changes that occur in terms of technology and communication can later shape humans. This theory believes that the way of thinking, behavior in society is shaped by developing technology.

McLuhan has the idea that the way people communicate forms habits and culture. He also mentioned that there are three stages in technological determinism, namely:

1. Discoveries in communication technology led to a cultural change.
2. Changes in the types of communication will form a new human life.

McLuhan said that "humans form the tools to communicate, and in the end it is the communication tools used that determine and affect human life". (Purnomo, 2014: p. 50)

We can conclude that the basis of human development is in the medium. Where the media in society can determine the way humans socialize in their lives. Technological determinism claims that technology has the power to build layers of existing culture and society. Along with the development of technology which then brings changes.

According to Daniel Chandler (Strabubhaar, 2004: p. 26) there are several basic assumptions about technological determinism, namely:

1. Reductionistic, which means that technological determinism becomes a boundary that provides a distance between technology and culture, so that the presence of technology gradually makes some cultural values that exist in society disappear.
2. Monistic, on this assumption technological determinism becomes a simplification factor from a complex system to look younger.
3. Neutralizing, technology has a neutral nature (not taking sides). Where the good or bad influence of a technology really depends on whose hands the technology is used.
4. Technological imperative, which means that technological development can never be dammed, its existence will always follow the development of the times and culture.

3. RESULT AND ANALYSIS

RESULT

Film "The Social Dilemma"

ITEM	Jawaban							
	Very Suitable	%	Suitable	%	Not Suitable	%	Very Incompatible	
I've seen the movie The Social Dilemma	31	39,97%	30	38%	8	10,3%	9	11,5%
I am an active user of social media	50	64,1%	22	28,2%	5	6,4%	1	1,3%
I think The Social Dilemma is an interesting film	35	44,9%	35	44,9%	7	9,0%	1	1,3%
I don't understand the message in The Social Dilemma	8	10,3%	24	30,8%	34	43,6%	12	15,4%
I feel the message conveyed in the film The Social Dilemma is very useful	38	48,7%	32	41%	7	9%	1	1,3%
I feel the film The Social Dilemma conveys its message clearly	27	34,6%	42	53,8%	7	9%	1	1,3%

Audience Perception in Film "The Social Dilemma"

ITEM	Jawaban							
	Very Suitable	%	Suitable	%	Not Suitable	%	Very Incompatible	Very Suitable
I understand the message conveyed in The Social Dilemma	18	23,1%	43	55,1%	13	16,7%	4	5,1%
I feel the impact of social media shown in the film is true	30	38,5%	38	48,7%	9	11,5%	1	1,3%
I feel this film does not match the reality that I feel	5	6,4%	22	28,2%	32	41%	19	24,4%
I feel that my knowledge	31	39,7%	36	46,2%	9	11,5%	2	2,6%

about the impact of social media increases after watching the movie The Social Dilemma								
I think The Social Dilemma is a good film	41	52,6%	31	39,7%	5	6,4%	1	1,3%
I am happy with the content of The Social Dilemma	29	37,2%	43	55,1%	5	6,4%	1	1,3%
I feel the impact I feel after watching The Social Dilemma	13	16,7%	45	57,7%	17	21,8%	3	3,8%
I feel the film The Social Dilemma affects me in the use of social media	24	30,8%	43	55,1%	10	12,8%	1	1,3%
I feel that everything said in The Social Dilemma is true	15	19,2%	45	57,7%	13	16,7%	4	5,1%
The film The Social Dilemma made me more careful in using social media	36	46,2%	33	42,3%	7	9%	2	2,6%
I am not influenced by the message conveyed in the film The Social Dilemma	3	3,8%	17	21,8%	28	35,9%	30	38,5%

The Impact of Social Media in Film "The Social Dilemma"

ITEM	Jawaban							
	Very Suitable	%	Suitable	%	Not Suitable	%	Very Incompatible	Very Suitable
I agree that social media is addictive as depicted in the film The Social Dilemma	37	47,4%	38	48,7%	2	2,6%	1	1,6%
I agree that social media reduces productivity as depicted in the film The Social Dilemma	20	25,6%	45	57,7%	12	15,4%	1	1,3%
I agree that privacy is not maintained as depicted in the film The Social Dilemma	22	28,2%	45	57,7%	9	11,5%	2	2,6%
I feel lost if I don't use social media	16	20,5%	25	32,1%	23	29,5%	14	17,9%
I feel that social media has a negative impact on me	9	11,5%	26	33,3%	32	41%	11	14,1%
I feel that there are more negative impacts than positive impacts that are felt when using social media	8	10,3%	16	20,5%	40	51,3%	14	17,9%

I feel that social media has a lot of positive impacts	21	26,9%	40	51,3%	16	20,5%	1	1,3%
I often feel the positive impact of social media	15	19,2%	35	44,9%	27	34,6%	1	1,3%
After watching the film The Social Dilemma, I feel that social media literacy is very important in social media	37	47,5%	33	42,3%	7	9%	1	1,3%

DISCUSSION

Based on the results of research on the Audience's Perception of the Impact of Social Media in The Social Dilemma, it was found that after being tested regarding the perceptions that arise regarding the issue of the impact of social media in the film The Social Dilemma, it is stated that the perceptions that arise are Positive Perceptions. This is based on the research in the previous chapter where as many as 57.7% of respondents answered that the message conveyed regarding the impact of social media in the film the Social Dilemma was True. So here the stimulus successfully conveys the message and produces a positive perception because the organism can receive the message or stimulus and this acceptance is called positive perception where the existing stimulus is in line with understanding and accepted by the organism.

The data proves that as many as 56.4% answered that the film caused an affective perception component where respondents stated that the audience was happy with the contents of the film The Social Dilemma, happy here is one of the perceptual components, namely the affective component which creates a sense of pleasure in the perceived object. . In addition, 56.4% of respondents stated that there was an impact that was felt after watching the film The Social Dilemma. This shows that the perception component enters the cognitive component which is related to one's knowledge, views, beliefs in perceiving the object of attitude. And finally, in the conative perception component, 55.1% stated that the film The Social Dilemma influenced respondents in the use of social media. This shows that the perception component is included in the conative component where this component is related to the tendency to act on the attitude object.

4. CONCLUSION

The research in the previous chapter and the discussion on Audience Perception of the Impact of Social Media in The Social Dilemma film can be concluded: after being tested it shows the hypothesis $t_{hit} < t_{table}$ means H_0 is accepted and H_a is rejected, it can be concluded that there is a positive perception on the impact of social media displayed in the film The Social Dilemma, which means the audience who are students of communication science class 2017 who have watched the film The Social Dilemma accept and agree with the perceived object.

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