



## Malaysian Journal of Social Sciences and Humanities (MJSSH)

Volume 3, Issue 1, February 2018

e-ISSN : 2504-8562

Journal home page:  
www.msosocialsciences.com

### Social Media Construction in the Post Modernist Era

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#### Abstract

Millennial lives in the moment where real and unreal, private and public, or natural and illusive cannot be distinguished even by the self-awareness. Social media is the tool used to create this indistinguishable area. 'Living fake' or 'not living the reality' is seriated by the vary acts of hedonism. Not like in the early modern age, hedonism experienced by millennial generation is somehow more disruptive to the massive scope of the generation rather than to the individual itself. In order to sort the issues from the tiniest scope of the wrongdoing individuals to the widest range of moral catastrophe, mentioning some problems created by the misuse of social media can be useful. Once, social media always constructs the side of illusive life of a person whether it is real or not, it is important to raise the awareness for our generation to react to the life that seems unreal to their reality. Secondly, parallel to this problem, it triggered young people especially teenager to imitate. Pride and status between their unreal societies is the common motivation. In order to achieve this pride and status, young people prefer to go through the shortcuts. Wider society such as a nation or widest range of groups inside the nation is feared to have the lowering of thinking quality. The behavior of millennial generation affected by the global communication for the widest range and the increasing achievement of the artificial life are suitable to be analyzed throughout the post-modernist theory. Kierkegaard described modern society as a network of relations in which individuals are leveled into in abstract phantom known as "the public". Finally, solution to the demoralization and the de-realization can be realized by the involving ideas collaborating with government in order to generate innovative rules such as media literacy and many more.

**Keywords:** social media, post modernist era, social reality, cyber community, media literacy

#### Introduction

The millennium era we have been through, now we are in the era of postmodernism and the era of virtual culture; where social media has played a role as a meaning of socializing and forming relationships in modern society. We have seen social media take over the social role in the real world. Role as an educator and role in providing solutions in a world of reality that has no unfortunate limits, but this is what happens and becomes an important conversation between parents and education agents in the community. We witness firsthand that children from under 5-years old until college students have been accustomed to live in a consumptive life cycle, which is very easy to have high-tech smartphone; familiarize them as early as possible to live in an instant and easy ways, imitate and accustomed to the capitalist lifestyle, hedonist, very liberal and trapped in hyper reality media. How come, children and adolescents at the age of primary school and high school have no longer be

embarrassed for dating and kissing, also have a courage to do intimate things. Then, they make a video to go viral.

Meanwhile, parents are preoccupied with gadgets as socialites; for example, mothers who are in a community that claim themselves as the hijabers. It can be seen through the pictures of selfie in social media that does not show how to live as a good muslimah. They have been "trapped" in the "ideology" which is no longer "pure" but the ideology that is shared and constructed by capitalists who tend to be very materialistic, so they wear Muslim clothes but no longer show modesty and peace. They only showing off the glamorous and futile lifestyle. One sad thing is the clothes they wear have a high price, but pointing to aurat (body shape) and equipped with various accessories; such as branded handbags and high-end makeup. After that, they all do a photo shoot with showing off the culture of consumptive adolescents, trendy and far away from Islamic values. Then we think, how about the adolescents if their parents still like this ?.

There have been many studies that reveal about young people who live alone and eventually become victims in the digital era. Ease of accessing information that occurs today is caused by parents who are busy with their role as socialites. Children and adolescents also participate in the role, joining the cyber community that is very ferocious, frightening, misleading. They mingle and provide comments that reflect only the imitations and lie. It traps them in the world of reality that constructed by cyberspace; they are accustomed to lie and making up stories or presenting themselves far different than the reality. Of course, they want to look cool and up-to-date in front of their friends. Ironically, most of them do not realize that their behavior is not only witnessed by their friends of their school, but also witnessed by others who have social media accounts. And more harmful for the safety of adolescents and children is increasing number of "social media criminals"; who do cyber crime; such as fraud, business trafficking, prostitution, violence and sexual violence and many negative things that threaten the lives of our children and adolescents. The criminals mingle with children and adolescents using fake accounts; for example they use pictures of children on their profiles, whereas in the real world they are pedofiles. Then they cheat and foster relationships with children and adolescents with words that are gentle, caring and loving like a parent to their child. Children and adolescents who do not get attention and love kissing because parents who are busy working and doing business outdoors is very easy to get caught. Children and adolescents, as victims and perpetrators of cyber crime; in the end most of them suffered to commit suicide because of depression and despair. The virtual world is very materialistic, online every second and every minute by forming the pictures of seductive lifestyles, generating hatred and competition that draining their energy. Furthermore, there were also political hatreds are shared by the haters who gave the impression that politics was used only as a tool to sell interests, politics as an industry that facilitated the domestic businessmen to gain strength and position in order to secure the "kingdoms" of his business. We can see not a few of the political elite who are entrepreneurs and businessmen who control almost a quarter of the market in this country.

Social media is a tool used to create an indistinguishable area between 'false life' and 'real life' and *truths* which are *considered* to be necessarily true. Society such as nation or group in the country is feared to have a decrease in the quality of thinking. The behavior of the millennium generation that is influenced by global communication and the improvement of artificial life achievement is very interesting to be analyzed using post-modernism theory. Kierkegaard (2010) described modern society as a network of relationships in which individuals are released into the abstracts known as "public". Finally, the solutions for demoralization and de-realization can be realized by involving the ideas of academics and collaborating with governments to produce innovative rules such as children's media literacy from kindergarten to college levels as well as parents and the community. The problem mentioned is interesting to examine with the topic of reality construction in social media by using postmodernist approach.

## Theoretical Analysis

### *a) Postmodernist Theory as an Analysis Approach*

Postmodernism was a hard effort as a reaction to the futility of the modernist era that just “gone with the wind”. The cause of the futility of the modernist age is the result of pressure derived from prejudice (instinct, wahm) (Zygmunt Bauman; "Post-Modern Ethics"). Postmodernism is the opposite of modernism which is considered unsuccessful in lifting the dignity of modern humans (Lyotard, 1984). Postmodernism is the development of modernity for the reason that is impossible to enter postmodernism without going through the stages of modernism (Jameson, 1993).

The social media presence has contributed significantly in changing the behavior and culture of modern society into a postmodern society; the modern theories are expected to answer all the problems of a very diverse modern society. Contemporary theories can not solve the problems that occur in modern society that has hedonic behavior and busywork. The online culture and the ease of access using technology have made them think practical and instant, thereby it reducing the power of analysis and critical thinking.

Postmodernism is a movement of ideas that replaces the ideas of the modern age. The modern age is characterized by the preference of ratio, objectivity, totality, structuralization or systematisation, a single universalization and progress of saints. Postmodern has the idea of aspiration, wants to improve social conditions, culture and awareness of all realities and developments in various fields. Postmodern criticizes modernism is considered to have led to the centralization and universalization of ideas in various fields of science and technology, with its influence that grasping firmly in the form of globalization of the world (Leahy, 1984).

The dominant feature of postmodern is to refer to the great idea of reducing awe and criticism of science and technology, indicating a significant paradigm shift from modernity to the era of postmodernism. The reality demonstrated by postmodernism is an attitude in understanding modern phenomena called "knowledge", especially in terms of social science. Postmodernists questioned the genealogically and archeologically the correct knowledge; by seeing the imprint of knowledge that has been operating and developing for answering the problem so far. Conceptual categories such as "madness", "sexuality", "human", "gender" "freedom" and so on are commonly regarded as something naturally regarded as knowledge production sites. This implies the growing motion of hidden mechanisms as symbolic apparatus of power. It is the power that seeks to "define" who we are, to explain our position, which describes us and them, distinguishing between superior and inferior and others. Social science is regarded as central that creates a power although it does not always bring negative things but also there are opportunities and changes. The authority of science forces us to understand that modernity is no longer as liberation but as an increasingly intensive and extensive process of surveillance where there is virtually no private space, through "natural settings" in the form of regulation and discipline for each position (Muhlisin, 2006).

The emergence of the postmodernist movement is concerned with the question that all 'realities' are the result of semiotic, artificial and ideological constructs, as well as a skeptical and critical attitude towards all forms of belief that question 'substance'. Furthermore, reality can be captured in many ways (pluralism). Any 'system' of autonomous and closed connotations, replaced by 'network', 'relationality' or 'process' which is always cross and dynamic. All elements participate in the interaction between networks and processes in their interactions with various aspects, not only as binary oppositions, everything must be seen holistically in other faculties other than rationality, for example, emotions, imagination, intuition, spirituality, and so on. All things and experiences that are always marginalized by the pattern of modern science are restored to the middle of being freem of thought (Bertens, 1995). Includes issues of gender, feminism, local traditions, paranormal and religion.

### ***b) Social Media***

Jones (1990) summarizes five strategies in the construction of self-presentation derived from experiments on interpersonal situations, namely; ingratiation, competence, intimidation, exemplification and supplication. This is explained by the way the internet community launches various of strategies; the first ingratiation; how to be liked by friends by using pictures and more, with the number of "like" or reply status; tweets. Second, competence; including the desire to gain recognition of these abilities, achievements, performance, and qualifications are shown certain professions such as political analysts providing feedback on actual political conditions. Third; intimidation; the user of this strategy aims to gain power by making threats, anger and hate statements, and possible displeasure with certain groups. Fourth; exemplification; this strategy's goal is to be considered to have high moral standards, in the form of ideological commitment, militancy, self-discipline and self-sacrificing availability. Fifth; supplication; show self-helplessness to others to gain sympathy (Luik, 2010).

### ***c) Social Reality Construction***

General knowledge is a set of cultural roles shared among social actors to understand the world around. These roles become the basic "rock" of cultural knowledge and are seen as something's real and true. What is assumed to be real by an individual will be real (in his mind). Reality consists of beliefs and assumptions shared by the group. The reality of everyday life is a reality exists but they are derived from the ultimate reality. According to Schutz, various realities exist but they are derived from the ultimate reality. Reality is elastic, it means that there is no single reality that is more true than other realities, because the best way of seeing the reality is to see it to yourself. Finally, Schutz asserted, "Form of life are always forms of life forming. Realities are always realities becoming" (Mehan and Wood, 2010).

### ***d) Cyber Community***

The cyber community, a human society that can not be directly perceived through human sensing, can be perceived and seen as a transformation of local society into a global society, a highly transparent world of information development, transportation as well as technology that is so fast and so great affect human civilization. Cyber Community Theory is the latest theory in the development of communication science or sociology of communication (Burgin, 2009). Cyber community encourages the emergence of a new space of life that is very prospective for human activities with very high efficiency value. Cyber community we use when we use facebook; to share information and create community (Cyber Community, 2015).

A virtual world community that was originally just a human fantasy of a more advanced world. The fantasy is about hyper-human reality about the value, image and meaning of human life as a symbol of human liberation against the power of matter and the universe. However, when human technology is able to reveal the mystery of that knowledge, then humans are able to create a new space of life for humans in the realm of hyper-reality. The cyber community also develops the method of life of real-world society. They associate, greet, do business, make love, learn and even steal and so on in cyberspace, such as crime known as cyber crime (Cyber Community, 2015).

### **Social Media: " The Power Of Symbol, Up-To-Date " and Popularity**

The life of the digital era that is hovering with imagery is already very disturbing, how come? Today many of us, parents, youth, teenagers and children are part of the population who have social media accounts; facebook, Twitter, instagram, Whatsapp, line, tumblr, path and other social media. Every day, most of the cyber-world population feel the need to update their status to be exist, expecting comments, "like" as much as possible. In addition, they are also co-opted in the consumptive life cycle because they prefer "style" rather than "content". It shows how groups and classes are formed according to the style and what they portray about their symbols. The cyberspace is polarized in the

rules they make themselves and as if they are a culture they must obey. The apparition is popular amongst those who are always up-to-date in all their daily activities and behaviors, such as updates that contain high morals, interest in political issues, environmentalists, observers of street children and concentration on the suffering of people in other parts of the world. However, most of them are just "symbols" that are far from reality. By giving "like" is not necessarily the user of the account likes what their friend said, but could have wanted to bully in the future. Similarly, the various symbols of emotion, such as sad, laughing, happy, interested, busy and others. Why is that? Because the virtual world does not present the real picture of the reality world or does not present the physical world, so all constructed according to the theme to exist, for example the theme of "self-sufficiency". The theme can be demonstrated by displaying selfie pictures with holiday backgrounds that mimic the jetset or celebrity idol. If they do not have the ability, they can take advantage of technology by editing it, acting mature or slang. With the ease of this technology, elementary and middle school children are so confident to behave like a husband and wife and think of themselves as "up-to-date". The affair of school alumnus may occur due to the connected of the comments from social media groups. The appearance the haters and hoax news is a daily meal. In addition, there is also cybercrime; fraud, traffic, covert prostitution, cyber sex, sexual violence in children and so on.

This is the story of Amanda Todd. She was one of the victims of Cyberbullying for many years, so she decided to end her life. In the virtual world, it is hard to find who should be responsible for her death, because many of the perpetrators of bullying against her are her friends. Her friends at the school who were supposed to give support and empathy, which they gave were nothing but bad comments that made her feel difficult and desperate. On September 7, 2012 Amanda sent a video on Youtube, containing a recognition of what she has been through. The video that only showed the cards containing the story of her life, may be her last appearance in cyberspace. On October 10, 2012, she was found dead. This story is a crime or a significant impact caused by consuming and used of gadgets intensely and become victims of social media (Kompasian.com, 2012).

In a study in Canada found that a quarter of parents surveyed (26 percent) said that their child has been involved in cyberbullying incidents. 66 percent said that their children were victims, 16 percent confessed to their children, and 18 percent said their children witnessed such an incident. Surveys also found that girls were more often involved in cyberbullying incidents than men. The figure is quite surprising, 86 percent of parents admitted his daughter has been a victim, while 55 percent who claimed his son was a victim. In addition, 32 percent of parents said they did not fully know what their children were doing on the internet. More than 50 percent of parents claim to have used software to monitor Internet use by their children. Privacy for children is almost non-existent; 42 percent of parents said they checked to check the history of their children's browsers to check what they're looking for on the internet. Nearly half (43 percent) of parents respondents stated they did not mind their 8-12 year olds having accounts on social networks, as long as they were under the supervision of their parents. In fact, the minimum age to have an average social networking account is over 13 years. Facebook for example, adopted this rule (Hamm, 2015).

Reviewing the description of the virtual world community life along with its problems, their life is polarized by social media so they can connect each other whenever and wherever. They do not think about time, distance and culture. It is crucial to open our minds that we are in a materialist world, absorbing capitalist ideology and products. We all want to look rich, live well, kind, high moral, sad, happy, friendly, empathetic, have high social sensitivity. All of these virtual cultures are becoming an industry that forces cyberspace to justify all means for the popularity, existence, up-to-date and being the world's most benevolent human.

In Hughes's campaign speech, in the Fourteen Basic Doctrines, in the Hamilton project, he argues that symbols play a major role. However, symbols are used by people at certain times. Words alone do not manifest feelings carelessly. Words should be spoken by the person who occupies a strategic position and spoken at the right time. Similarly, symbols must have a specific purpose (Lippmaan, 1998). If we relate to how symbols are represented by a person, then in the realm of social media, someone who wants to say something's believe, the person must do it first. In the political world, symbolization is deliberately incorporated into the political marketing area of the digital age, due to their physical

absence. Then, these symbols and images are formed into a character of a person or a group as a force built in imitations that are concerned with matter or casing or package only. No longer pay attention to the content, so the most important is that the symbols become viral, popular and become the laying machine of discourse that will be followed by other virtual world population. The power of this "symbol" can form two strongholds of mutual hatred, political slander and criminalization with technologically and culturally overtly editing cultures that have abolished shame culture. The "symbol" in today's virtual era has become an industrial tool used for capitalist society. Significant symbols to build a power, whether in the form of words, images, transfer of new issues and ideologies from the results of engineering or popular products of the virtual world community packed with the setting of life that exist, the present and far from the world order of our reality.

### **New Ideology in Capitalist Products**

The Internet that has shaped a virtual world in the cyber-setting setting has gone beyond the usual public boundaries to do before the advent of the digital age. With the exploitation of high technology that has successfully regulate and shift the life of modern humans. The Internet has successfully marketed capitalist products in the form of symbols and ideologies. According to Ricoeur (1978), imagination is a productive, creative dimension of language, action and social life; it is not just a reflection of reality but as a medium for generating new realities and to criticize what is accepted as "reality" but not only this he also added that ideology is not merely a means of integration but also a "code" of interpretation that saves integration through the justification of the existing system of authorities. Every system of authority seeks to legitimize itself in the eyes of each individual. While Marxist; said that ideology does not relate in general, but to class domination; and it justifies class domination through a distortion that reverses reality and ideas and conceals certain features of the social world.

Based on the opinion approach of the two scientists; that social forces in social media societies can be understood as "ideologies," but are not necessarily popularized vulgarly, but through an engineering by generating new realities and "codes" and ways of understanding, they are laying the codes the scientific authority as a way of legitimizing to gain justification as its political interest. All of this is polarized in a system of great forces spread throughout all domains; both in politics, economics, law and popular culture. Today we are already locked into a world of "codes" that are very confusing. If we do not have intelligent reasoning about media literacy, then we can be agents that transmit codes from a new ideology. The codes that have been stored in the narratives, language systems, styles and discourses that drifted us, so that we unconsciously turn off all logic and eliminate pure reality. Its form is humans that arranged by machines in a virtual world and imitation that looks happy and popular. However, its only in pictures and edits that can never provide solutions to the problems of modern society today. Our happiness is only imitation and deliberately depicted to the cyberspace audience; the reality is that many people are desperate, suicidal, depressed and are in boredom among the garbage information that every day we consume with various tastes; can be very religious, very empathy, happy and very friendly, but it turns out that they stumble and drowning in the popularity of the world a lot of energy that is wasted.

In the future it is crucial for us to do something in generating regulation and guidance on sites and media content that have social responsibility, not just the importance of market position and media capitalization. Prioritizing economic interests alone is a symbolic crime in our younger generation that could ultimately become a sinister, physical crime as happened to Amanda Todd. Around us there are children and other teenagers who miss our attention, or maybe it's our children or relatives who become victims of cyber crime who no longer respect and eliminate human dignity. Therefore, we need to do prevention and control activities and studies on the dangers of cybercrime for teenagers and children.

## Conclusion

A study of the construction of reality by social media with the approach of postmodern theory suggests that; modern societies involved in cyberspace in the patterns and settings of social relationships, symbols, imitations, emphasis on style or package rather than content, that has changed what is visible. Truth is only the result of construction, the despair of modern people with the latest theories that can not answer the the problems of society. The new ideology of capitalism and domination by the media becomes a necessity in shaping and determining the human lifestyle. The virtual era and consumptive culture have eliminated the sublime order of substitute with the new order which is all materialistic according to its nature. Virtual media that negates physical presence so that conscience does not work. The existence of social media accounts representing human existence, sophisticated technology and symbols of all things are used to construct the expression of human fundamental feelings and hearts. Consequently, there is almost no purity; both words, sympathy, hatred and happiness and political attitude. Therefore, media literacy becomes important and a provision for us.

The social media community should be smarter in responding to the reality that has constructed by the media in order not to get caught in the media industry game. Media literacy and understanding of media wise use is very important to do early, involving families or parents, teachers, academics, NGOs, ORMAS and Religious Organizations in synergy with government, KPAI, KPI and Kemkominfo in finding solutions and socialize the response simultaneously and continue constantly.

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