SELF-REPRESENTATION IN SOCIAL MEDIA (DRAMATURGY STUDIES OF DRUG- USING ARTISTS)

1 Anata Reyustina Almaidah
2 Sugeng Harianto

1,2 Department of Sociology, Faculty of Social Science and Law, Universitas Negeri Surabaya
Corresponding Email Author: anatareyustina.21041@mhs.unesa.ac.id

Keyword:
Media social; Actor Drug; Dramaturgy

Abstract
Social media is one of the most existing online media used today by all groups, including artists. The existence of social media is used to support his popularity and good image in front of the public. These artists try. However, the lives of these artists are sometimes inversely proportional to their real lives, this also happened to one of the artists, namely Ardhito Pramono. This research uses data collection techniques in the form of literature studies, which are then analyzed using the Miles and Huberman techniques. The theory used in this research is Erving Goffman's dramaturgical theory. In dramaturgical theory, it is explained that in an effort to achieve a goal, a person will carry out various actions that can create a good impression of other people towards him, so that the terms front stage and backstage appear. This research produces a finding that the life of artist Ardhito Pramono is in accordance with dramaturgical theory, where there is a front stage and a backstage. On the front stage, Ardhito displays his good image through his social media by managing his appearance and creating songs that can inspire other people, especially teenagers. Meanwhile, in the backstage, Ardhito is a drug user, whose drug use is considered deviant behavior in society.

How to cite this article:

Submit date : November 28, 2022
Review date : October 2, 2023
Accepted : Oktober 9, 2023
Published : October 13, 2023
INTRODUCTION

Technological developments have had a great influence on every aspect of life. With the development of this technology, a new internet-based online media has emerged, namely social media. Social media users have increased from year to year (Ardiansyah, 2020). Social media is a medium that allows someone to communicate without any limitations of space or time (Yulia, 2018). The existence of social media has made it easier for people to communicate, not only in the form of conversations but also in the form of images and various files. Social media is one of the online media that really exists and is currently being used by the public. Almost all people use social media in their daily lives. In the current digital era, social media has become popular culture with a variety of unique features and phenomena that cannot be predicted before (Oktariani, 2023). Based on the We Are Social report, the number of active social media users in Indonesia in 2022 will be 191 million people, an increase of 12.35% compared to the previous year (Sesady et al., 2022).

The existence of social media is also often used by artists to support their popularity. Social media itself, which is often used by artists, is Instagram and YouTube. Instagram is an image-based social media that allows its users to share videos and photos online (Mulitawati & Retnasary, 2020). Instagram is often used by artists to share pictures of themselves, in which, of course, they are trying to display a good self-image by managing their appearance as best as possible. Social networks are relationships between many people in a group with other groups (Marnelly et al., 2023). Besides that, Instagram is also used as a place for artists to promote their latest work as well as a place for product endorsements from brands, so Instagram can also be used as a place to earn other income apart from the main activities on the television screen. Meanwhile, YouTube is a place that allows users to share videos or view videos and also allows users to earn money from videos that are shared (Sutarti & Astuti, 2021). For artists, the existence of YouTube is also very influential in increasing their popularity; usually they will share videos about their activities. In the video, of course, these artists try to display activities that are positively oriented, so that people who see them will think that these artists have a positive self-image. It's not uncommon for artists to display videos about their works, such as song MVs, movie trailers, concert recordings, and so on.

The artist's self-image, which is built through various social media, is sometimes inversely proportional to what they experience in real life. The pressure from various parties to always appear perfect as a public figure that is known by many people makes artists commit deviant acts, one of which is becoming drug users. There are many factors that make an artist consume drugs, starting from his social environment to supporting performance and relieving stress due to his busy life as an artist. One artist who uses drugs is Ardhito Pramono, who was arrested by the police in January 2022. Ardhito himself is known as a musician and actor who has received many awards for the albums of songs he has written and sung. However, the good image he has is inversely proportional to the life behind the stage, which turns out to be that of a drug owner and consumer. From the exposure that has been explained, the author is interested in conducting research entitled "Self Representation in Social Media (Dramaturgy Studies of Drug-Using Artists)".

The phenomenon of using social media to display a good image of an artist, which is actually inversely proportional to his real life, often occurs in society. So there are several
studies that are similar to this research. One of these studies is "Analysis of Musicians' Self-Presentation Using Erving Goffman's Dramaturgical Theory Approach" written by (Anastasia Hutagalung, 2022) In this research, the author conducted a case study of Ari Lasso, who discovered that when he was a member of the vocalist Dewa 19, he was involved in a drug case. This research resulted in the finding that the wider the front stage and back stage performed by a musician, the more difficult it will be to manage self-presentation and this difficulty in managing self-presentation can also influence the musical activities carried out by a musician or artist.

The role played played by some people on social media in the form of Instagram, will form an interaction that provides its own meaning. In using Instagram, users must create and manage impressions on their followers, which is then called impression management, which is an individual's effort to create an impression of himself in front of the general public (Fadhilah et al., 2023). Every person who uses social media definitely wants to make an impression that can be interpreted positively by other people about their image. "Self Representation in Social Media (Dramaturgy Studies of Drug-Using Artists)".

METHODS

This study used qualitative research methods. Qualitative methods put more emphasis on descriptive research and emphasize detailed information analysis using in-depth data collection. Process and meaning (the subject's perspective) are also emphasized in qualitative research. The data in this study are primary and secondary. The primary data in this study were obtained through direct observation. While the secondary data in this study were collected using library research techniques. The data used in this research are secondary data sourced from published national journals, books, and online news related to this research. The data that has been obtained is analyzed using the Miles and Huberman methods. In the process, researchers use an interactive model consisting of data reduction, data presentation, and data verification (Utami & Afrizal, 2022). This data analysis went through four stages, which included data collection, data reduction, verification, data presentation, and drawing conclusions. The subjects in this study focused on the drug cases experienced by Ardhito Pramono.

The theory used in this research is Erving Goffman's theory of dramaturgy (1995). In this theory, it is explained that humans, in carrying out an action or social interaction, are not unlike performers, in that in the performance area there is a front (the first stage) and a back (the back stage) (Hermansah, 2018). In this case, humans try to display all their performances to achieve their goals. The front (first stage) is a situation where there are spectators or other people who see, so that actors try to play the role as well as possible. While the backstage is the real or original state of a human being when no one else sees it. This theory is relevant to be used to analyze cases of drug use by artists, where the artist in question, namely Ardhito Pramono, has a good self-image, especially among teenagers, but turns out to be a drug user.
RESULT AND DISCUSSION

Biographi Ardhito Pramono

Ardhito Pramono is an Indonesian singer, songwriter, and actor who was born in Jakarta. Ardhito's artistic talent came from his grandmother, Sarwi Mumpuni, who was a jazz singer. Ardhito Pramono started his career in the music industry by covering (recycling) songs on YouTube in 2013. In the same year, Ardhito also started composing several songs. At that time, he was still studying film at the JMC Academy, located in Australia. then in 2016, for the first time, Ardhito released his song “The Sun”, which was included in his first mini album, namely Ardhito Pramono in 2017. In 2020, Ardhito Pramono started his career in acting through a film entitled "Nanti Kita Cerita Tentang Hari Ini". Through his career in music and acting, Ardhito has won various awards. This existence certainly made Ardito's name better known by the public, especially among teenagers. However, on January 12, 2022, Ardito was arrested by the police due to a case of drug possession and use. In this case, it was later discovered that Ardhito himself already had a wife and one child.

Front Stage

In dramaturgical theory, it is explained that the life of an individual is like that of an actor. As an actor, there are two areas that he faces, namely the front stage and the back stage. The front stage is that part of an individual's appearance in public that they regularly present to be defined by those who witness the performance. On this front stage, a person will try to build an ideal figure within himself in accordance with the demands of his social class, so that facts or motives that are not in accordance with his self-image will tend to be hidden by the actor. This also happens to artists who always try to present a perfect figure to the general public through all available social media, especially on Instagram and YouTube private property. On this front stage, there are appearance (appearance) and style (manner).

Ardhito Pramono, who is also an artist, also tries to form a good image of himself through his appearance and style. Appearance is a stimulus that has the function of informing someone about the social roles that are owned by other people. Ardhito Pramono tries to show off his appearance through his personal Instagram and YouTube accounts.

Image 1. Chanel Youtube Ardhito Pramono

In his YouTube account, Ardhito Pramono shows his appearance through attributes in the form of a description of his profile, which is that of a musician and actor from Indonesia. In his YouTube channel, Ardhito also often uploads videos containing his songs in both visual
and audio form. Apart from his YouTube channel, Ardhito also often shares posts about himself through his personal Instagram account.

Image 2. Ardhito Pramono's Instagram post

In uploading to his Instagram account, Ardhito displays his social role through the attributes he uses, namely musical instruments. In the upload, Ardhito can be seen playing the guitar while singing, and he is also seen practicing with his band in a studio. Of the attributes displayed, attribute shows the role social status which is a musician as well as a public figure.

In addition to having an appearance on stage, there is also a style (manner). Style (or "manner) is a stimulant that serves as an individual reminder of the role of interaction that must be played in a future situation. In this case, Ardhito Pramono shows style (manner) through his roles as a musician and actor. As a musician, Ardhito creates songs that can motivate and encourage his fans, and then he often shares advice via social media with teenagers. Ardhito’s figure is also known as a multitalented public figure, seen from his profession as a musician, songwriter, and actor. In addition, because of his persistence in working, Ardhito later received an award as the most favorite newcomer actor in 2020 at the IMMA event, the Citra award for the best theme song creator in 2020, the AMI Award for the best vocal jazz artist in 2019, and the AMI Award for the best contemporary jazz artist in 2020. It was these things that later made Ardhito Pramono someone who was idolized by many teenagers because he could provide positive motivation.

**Back Stage**

In dramaturgical theory, besides having a front stage, there is also a back stage. Backstage is the part where an actor shows his real self when not seen by others. In this backstage, someone usually saves and prepares something that will be shown later. As an artist, life behind the scenes is sometimes very different from what is shown. This happens because an artist needs to build a good image within himself to support his popularity. With the higher popularity he has, many people will recognize him, which will make it easier for him to get a job and promote his business if necessary. The burden of one's life as an artist sometimes makes a person take deviant actions, one of which is to become a drug user and owner.

The good image built by Ardhito Pramono then diminished when it was announced that he had been arrested by the police for drug possession and use. The chronology of events began when Ardhito Pramono was arrested on January 12, 2022, at 02.00 WIB at a
house in the Klender area, East Jakarta. Ardhito is a suspect in possession of cannabis drugs with a gross weight of 4.80 grams, a pack of parchment paper, and 21 alprazolam pills, which were later proven positive through a urine test for marijuana. After becoming a suspect, Ardhito then underwent rehabilitation for six months and has now been released. According to his confession, Ardhito took drugs in order to get a sense of calm and focus on work. After Ardhito was caught in the case, another fact was revealed: he was married and had one daughter.

CONCLUSION

In dramaturgy, human life is like an actor who is performing. The show is done to achieve a certain goal. In the show, there are two areas, namely the front stage (first stage) and the back stage (back stage). Things like this also happen in the life of an artist, one of whom is Ardhito Pramono. On the front stage, Ardhito Pramono is known as a multitalented artist who has talent in the worlds of music and acting, where he also often wins awards as the best musician and actor. This is what later made the figure of Ardhito widely known and idolized by many people, especially among teenagers. However, behind his popularity, Ardhito Pramono turned out to be a drug user for a long time, starting in 2011, who then stopped and used it again from 2020 to 2022. Apart from that, there were other facts that were revealed, including the fact that Ardhito was married and had children. This existence shows that in building his ideal figure in front of many people as a public figure, Ardhito must hide facts that do not match his self-image. The actions taken by Ardhito Pramono related to drug use will certainly have a bad impact on his self-image because these actions constitute deviant behavior in society. Ardhito's position as an artist or musician who is idolized by many teenagers will certainly have an impact on his fans. Where it is possible that teenagers who are still in an unstable period in finding their identity imitate Ardhito's actions in using drugs. Therefore, there is a need for assistance from people around teenagers, especially families, to pay attention to what a child watches and who a child idolizes so that if something deviant happens, something done by that person does not have a bad impact on the teenager. Artists should also monitor their behavior because news about artists is always in the spotlight in society and people also have a tendency to imitate their behavior as public figures.

REFERENCES


Self-Repertion in Social Media (Dramaturgy Studies of Drug-using Artists)
DOI: 10.26418/j-psh.v14i2. 59777

DOI: http://dx.doi.org/10.26418/j-psh.v14i1.60724


