

SELF-STORYTELLING PHENOMENON IN SOCIAL MEDIA

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ABSTRACT

In this era of technology, the emergence of social media affects people behavior. They can make their self- storytelling using some features in social media to show their existence, achievement, and happiness in life. These people include filmmaker. If in the past every filmmaker was only seen behind the scenes, now they can show their activities through photos and videos (moving images) in public. Therefore this paper aims to find out whether or not this self-storytelling phenomenon is also experienced by filmmakers in Indonesia. The method that will be used in this paper are literature study and a case study analysis of Indonesian filmmaker, Anggy Umbara, and Fajar Bustomi. Both of them are the filmmaker who managed to make their films become the top two films with the highest number of viewers in Indonesia. Social media that used to conduct this research is Instagram. The results shows that their Instagram post fulfill four important component of storytelling (perspective, narrative, interactivity and medium), thus they also experienced the phenomenon of self-storytelling in social media.

Key Words: self-storytelling, social media, filmmaker, behavior

INTRODUCTION

The internet has become one of the inseparable needs of human life. Internet penetration occurs in every country, including Indonesia. According to data from the Indonesian Internet Service Provider Association (APJII) in 2018, the number of internet users in Indonesia has increased to 171.7 million users from 264.16 million people in Indonesia (64.8%). Previously in 2017, the number of internet users in Indonesia was 143, 6 million (54.68%). Also, the results of APJII's survey in 2016 showed that there was an increase in internet

usage from year to year. 2014-2016 is the range of years with the highest increase in internet usage, which is 37.12%.

There are various kinds of activities carried out by someone when using the internet. According to APJII's survey in 2018, the main reason people use the internet is to communicate via message (24.7%) and the second reason is to use social media (19.1%). Social media is a new medium that focuses on interactive participation among users (Manning, 2014). The emergence of social media makes people can show their activities, thoughts, and achievements that have been successfully obtained in life. Each person can choose what they want to show to the public and make a story about them by using features that are on social media.

The phenomenon of storytelling is experienced by various professions in society, including filmmakers. If in the past filmmakers were known as people who were behind the scenes and making a story about someone's life, now some of them actively doing self-storytelling on their social media. This makes other people interested to follow them in social media, for example American filmmakers named Jordan Peele and Darren Aronofsky (filmdaily.co, 2019). One of the social media that is often used by Indonesian people is Instagram. According to APJII's survey in 2018, there are 17.8 % Instagram users in Indonesia. Moreover, according to statistical data from Statista.com (2019), the number of Instagram users in Indonesia is 56 million and become the top four countries with the most Instagram users after the United States, Brazil, and India.

Based on this background, I'm interested in conducting this research to find out whether the phenomenon of self-storytelling in social media also experienced by Indonesian filmmakers. The results of this study are expected to give us an overview of the self-storytelling phenomenon in Indonesia and filmmaker behavior when using social media.

LITERATURE REVIEW

Social Media

According to Mulawarman and Nurfitri (2017), social media comes from two words namely Media and Social. Media is a communication tool (Laughey, 2007) whereas Social according to Durkheim in Fuchs (2014) means that everyone takes action to the community. This shows that the media is a product of social processes. According to Manning (2014), social media is a new medium that focuses on interactive participation between users. The presence of social media makes everyone be able to communicate with

other people (friends and relatives) without limits of space and time, without any significant problems (Mahendra, 2017).

Social media can also affect human behavior. According to Geçer & Gümüş (2010), the pattern of interaction in social media is the same as real life but is mediated by a digital device. So that people can express themselves freely on social media even though they are the type of people who easy to feel shy/nervous/quiet in the real world. This is the same as Kaplan's idea (2010), social media has the nature of self-representation which means users can control other people's views of themselves or build self-image in public as desired by its users.

Instagram

According to We Are Social study in January 2019, one of the social media that is often used by Smartphone users in Indonesia is Instagram. Instagram comes from two words, Instant and gram (Telegram). Which means it's an application to send information quickly in the form of photos (Ghazali, 2016). The main reason someone uses Instagram is that the basic principle of Instagram is using images. It's not use long and heavy text (although there is a caption feature on uploaded photos). Also, Instagram is a mobile platform that can be accessed anywhere and anytime (Zimmerman & Ng, 2015). The results of We Are Social study in January 2016 shows that Instagram is on the 8th place (with a percentage of 10%) as social media that is actively used by Indonesian people. But in January 2017, Instagram's position increased dramatically to third place with a percentage of 39% users. Whereas in January 2018 until January 2019, Instagram is in fourth place with 39% and 80% users each. According to Hu et al. (2014), there are 7 categories of photo content that is often uploaded by Instagram users, such as *Friends* (at least two faces are in the photo), *Food* (food, recipes, cakes, drinks, etc.), *Gadgets* (electronic goods, tools, motorbikes, cars, etc.), *Captioned photos* (pictures with embedded text), *Activities* (outdoor & indoor activities, places where activities occur, etc.), *Selfie* (only one human face is present in the photo), *Pet* and *Fashion* (shoes, costumes, makeup, personal belongings, etc.)

Self-Storytelling

Storytelling is a story that contains a description of life, for example: ideas, beliefs, personal experiences and lesson of life (Serrat, 2010). According to Pera et al. (2016), self-storytelling can show one's identity to others and help them to understand themselves. Someone uses storytelling to make other people focus on the positive things that he/she has and at the same time be able to distinguish them from others (Labrecque et al., 2011). According to Meadows (2002), storytelling has four important components, such as:

- a. Perspective: each story has its perspective, so the storyteller must convey a certain perspective in the story. The story features in perspective include cognition, feeling, presentation and encoding/decoding processes.
- b. Narrative: is the actual content in the story. The story features include mimesis/digenesis, time/space, character, cause/effect and sequence/plot.
- c. Interactivity: since the digital world developed, interaction has become an important point in storytelling. Its features include engagement, human-computer interaction and modification/decision of narrative flow.
- d. Medium: it's different from the other 3 components that focus on stories. This component relates to technology and medium for storytelling. Its features include medium, mediation, technology, channel, digital content, and forms.

RESEARCH METHODOLOGY

The research method used in this study is qualitative method by conducting a literature study and case study analysis of two film directors' instagram post in 2016-2018. They are directors who managed to make films with the highest number of viewers in Indonesia. According to beritasatu.com (2019), the successful directors are Anggy Umbara (Warkop DKI director Reborn-Jangkrik Boss Part I (2016): 6,858,616 viewers) and Fajar Bustomi (director Dilan 1990 (2018): 6,315,664 viewers).

Anggy Umbara



Picture 1. Anggy Umbara (kumparan.com, 2018)

Anggy Umbara (38 years old) is an Indonesian director who began his career in the film industry since 2012. Anggy has made several films such as *Mama Cake*, *Coboy Junior the Movie*, *3: Alif, Lam, Min*, *5 Cowok Jagoan*, *Comic 8*, *Comic 8 Casino King Part 1*, *Comic 8: Casino King Part 2*, *Warkop DKI Reborn: Jangkrik Boss! Part 1*, *Warkop DKI Reborn: Jangkrik Boss! Part 2*, *DOA-Doyok*, *Otoy*, *Ali*, *Oncom: Cari Jodoh*, *Insya Allah Sah 2*, *Rafathar*, *Suzanna: Bernapas dalam Kubur*, *Satu Suro* and *Mendadak Kaya* (imdb.com, 2019). He also actively uses Instagram with the account name [@anggy_umbara](https://www.instagram.com/anggy_umbara). Until now, his Instagram account has been followed by 37,143 followers.

Fajar Bustomi



Picture 2. Fajar Bustomi (tabloidbintang.com, 2018)

Fajar Bustomi (36 years) is an Indonesian director who began his career as an assistant editor and scene recorder in 2005 in the Brownies film (tabloidbintang.com, 2018). As a director, Fajar has made a number of films such as *Bestfriend?*, *Slank Nggak ada Matinya*, *Remember When: Ketika Kau dan Aku jatuh cinta*, *Kukejar cinta ke negeri Cina*, *Tak Kemal Maka Tak Sayang*, *99% Muhrim: Get Married 5*, *Aku Cinta Kamu*, *Romeo + Rinjani*, *Winter in Tokyo*, *Jagoan Instan*, *Surat Kecil Untuk Tuhan*, *From London to Bali*, *Dilan 1990 and Dilan 1991*. Fajar also actively uses Instagram with the account name @fajarbustomi. Until now, his Instagram account has been followed by 58,074 followers.

RESULTS AND DISCUSSION

In this study, I have analyzed 993 feed posts in Anggy Umbara's instagram account (778 posts) and Fajar Bustomi's instagram account (215 post) between 2016-2018. First, I classified the content that they uploaded into 7 categories (Hu et al.,2014). The classification was examined based on the contents of the photos or videos and written captions. The results of their content classification are as follows:

Category	2016		2017		2018	
	Anggy	Fajar	Anggy	Fajar	Anggy	Fajar
Friends	33	1	35	4	11	16
Food	3	-	6	-	2	-
Gadget	1	1	2	-	7	2
Captioned Photos	36	4	38	5	23	23
Pet	2	-	-	-	-	-
Activity	219	11	190	24	119	79
Selfie	4	-	3	-	1	-
Fashion	3	1	6	-	-	-
Others	6	6	27	20	2	18
Total Post	307	24	306	53	165	138

Table 1. Classification of Anggy Umbara and Fajar Bustomi Instagram Content in 2016-2018

Table 1 shows that both of them frequently upload content about their activities. In the second place, they upload content about photos that have captions such as posters and quotes. While in third place, they upload photos with their friends. During the classification process, 79 photos were not included in the category, such as photos of scenery and family. Therefore, I analyzed the activity and captioned photos category to find out more about the uploaded content. The results are as follows:

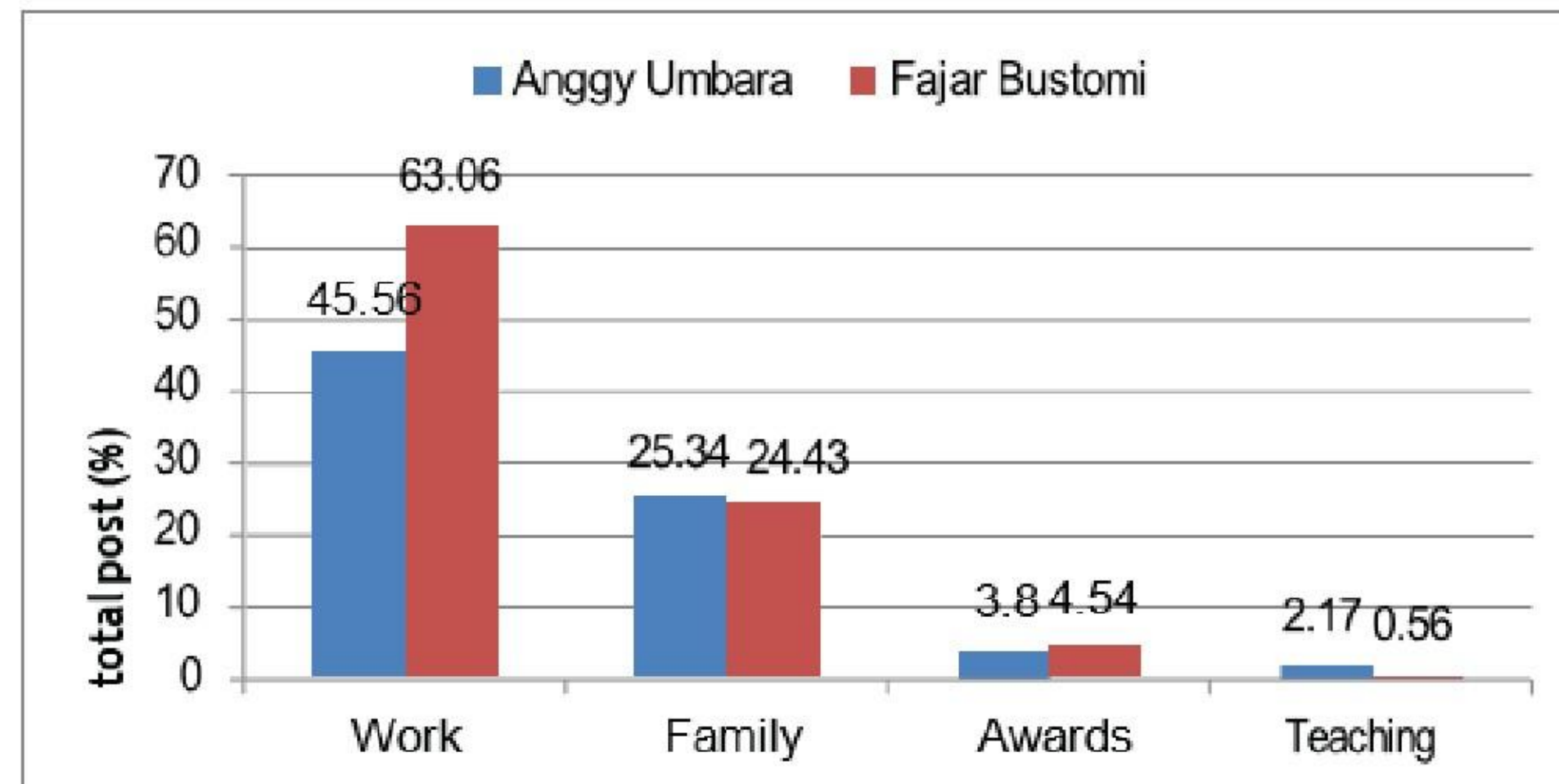


Chart 1 Activity, Captioned Photos and Others Category Analysis

Chart 1 show that they frequently upload their activity related to work and family. This is relevant to Erikson's theory in Fleming (2004) that someone who is 30-50 years old is in the stages of Generativity vs. Stagnation. The resolution of this stage is caring. Generativity deals with behavior that concerns about the next generation and wants to contribute to their development, for example: caring for children (being parents), being productive at work, carrying out activities to develop the next generation (teaching, writing, etc.) and join the social community. In contrast to generativity, stagnation means ignoring others. This could happen if someone is too generative so they can not have time to rest (overextension). For the next steps, I analyzed each of their feed posts based on 4 important components in storytelling, such as:

Perspective

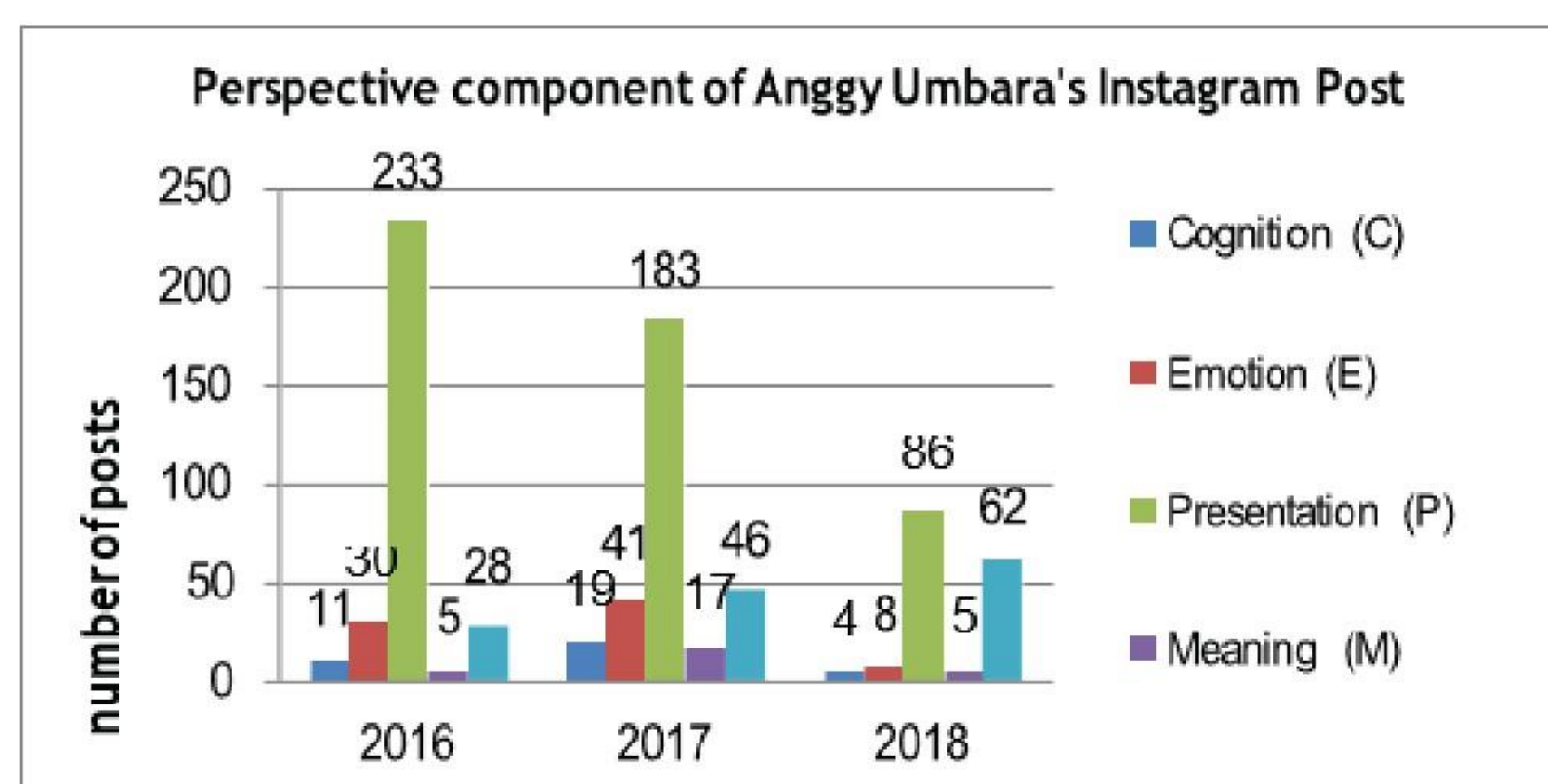


Chart 2. Perspective component of Anggy Umbara's Instagram Post

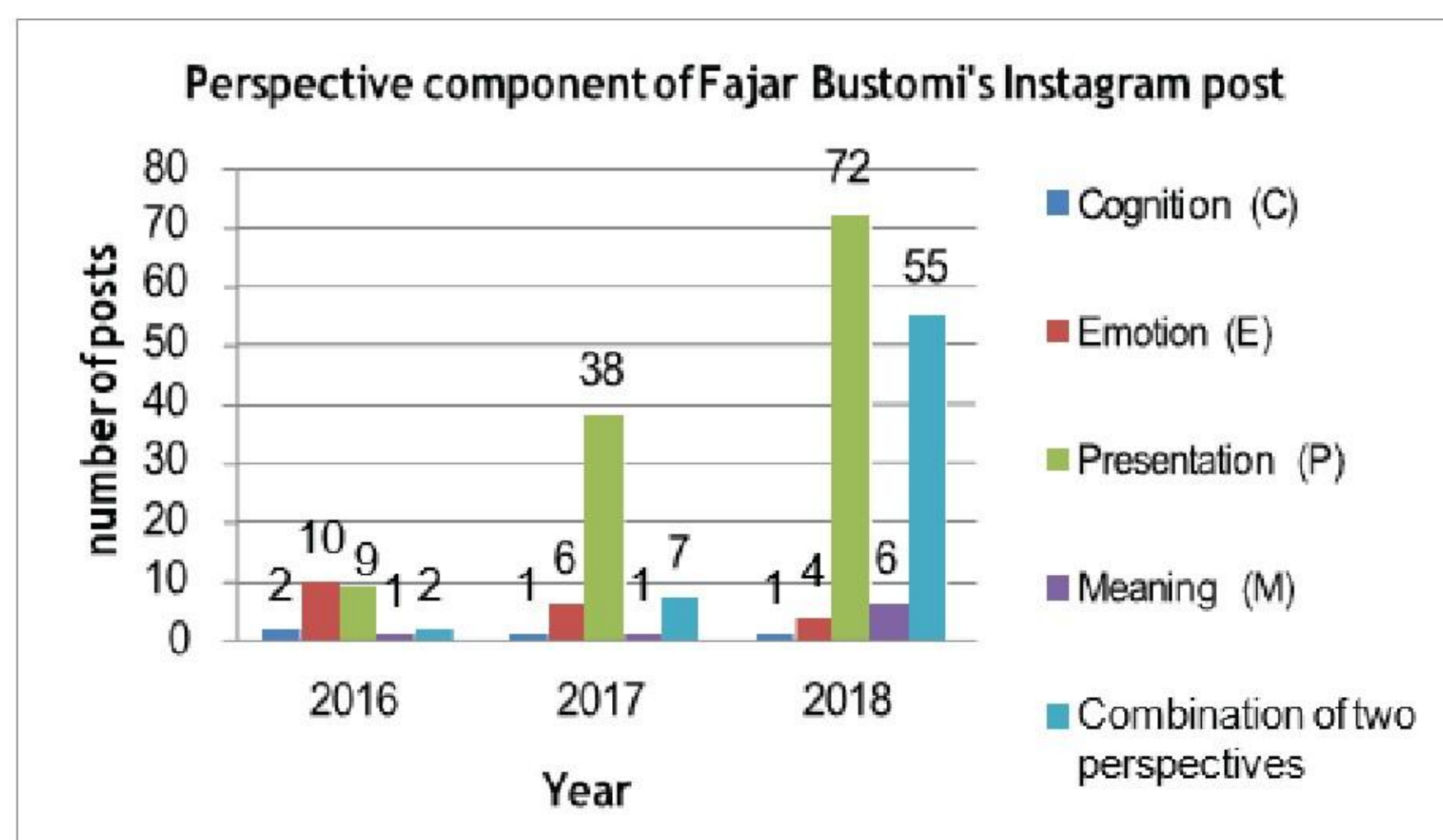


Chart 3. Perspective component of Fajar Bustomi's Instagram Post

Chart 2 and Chart 3 shows that there are perspective components in the Instagram post of Anggy Umbara and Fajar Bustomi. The most used perspective is Presentation. In this study, the presentation referred to a post that contains activities and achievements in life, that tends to show their self-image in public. This is relevant to Kaplan's theory (2010) that social media has the nature of self-representation so that people can control and build their self-image in social media. Also, Jung's theory in Cloninger (2009) said that when someone interact with other people in society, he tends to behave in ways that he can get positive social image and emphasizing valued aspect of himself. So other people will respond to him as a good looking or bright or skilled person and that becomes his persona (self-image).

Narrative

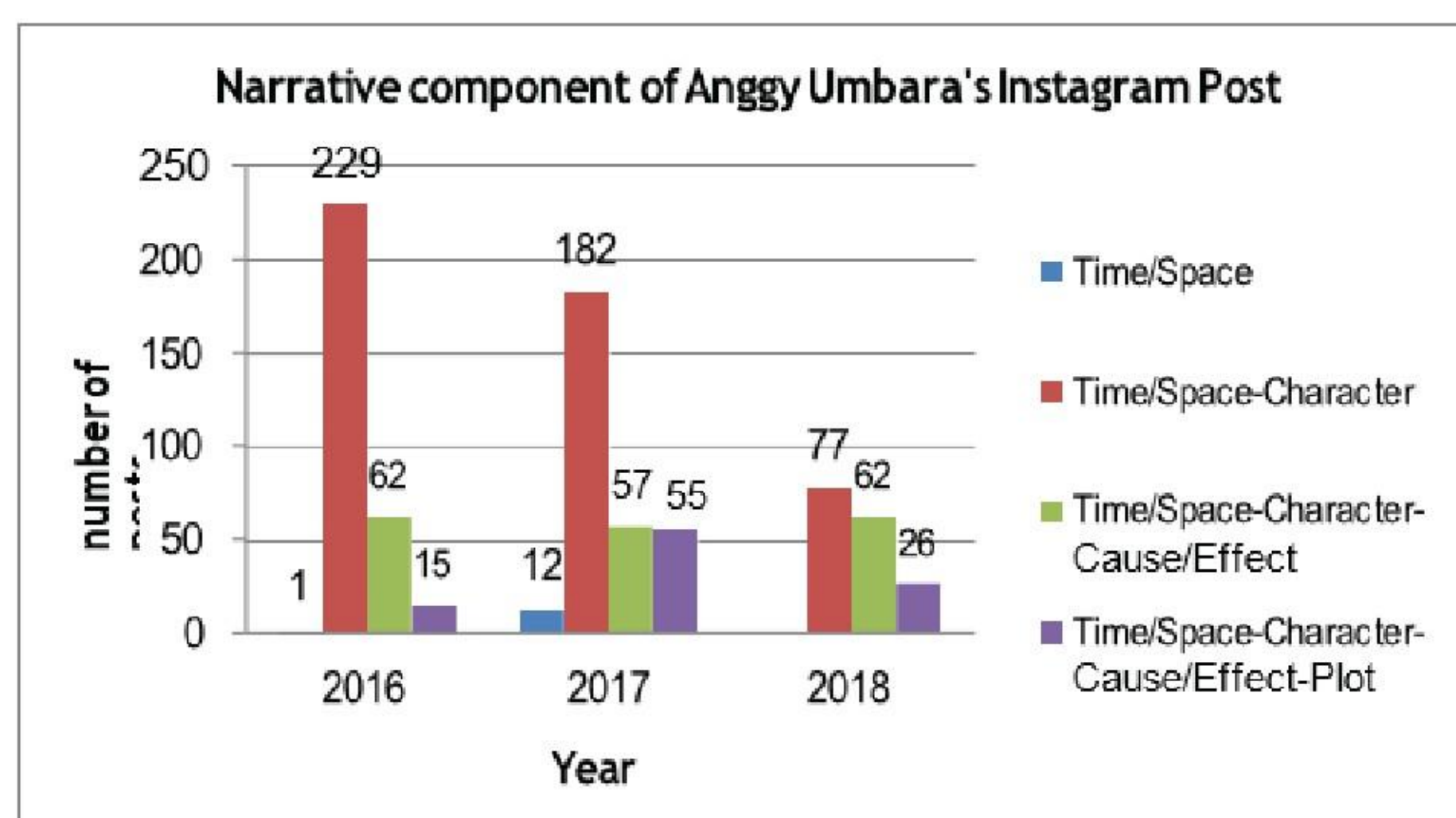


Chart 4. Narrative component of Anggy Umbara's Instagram Post

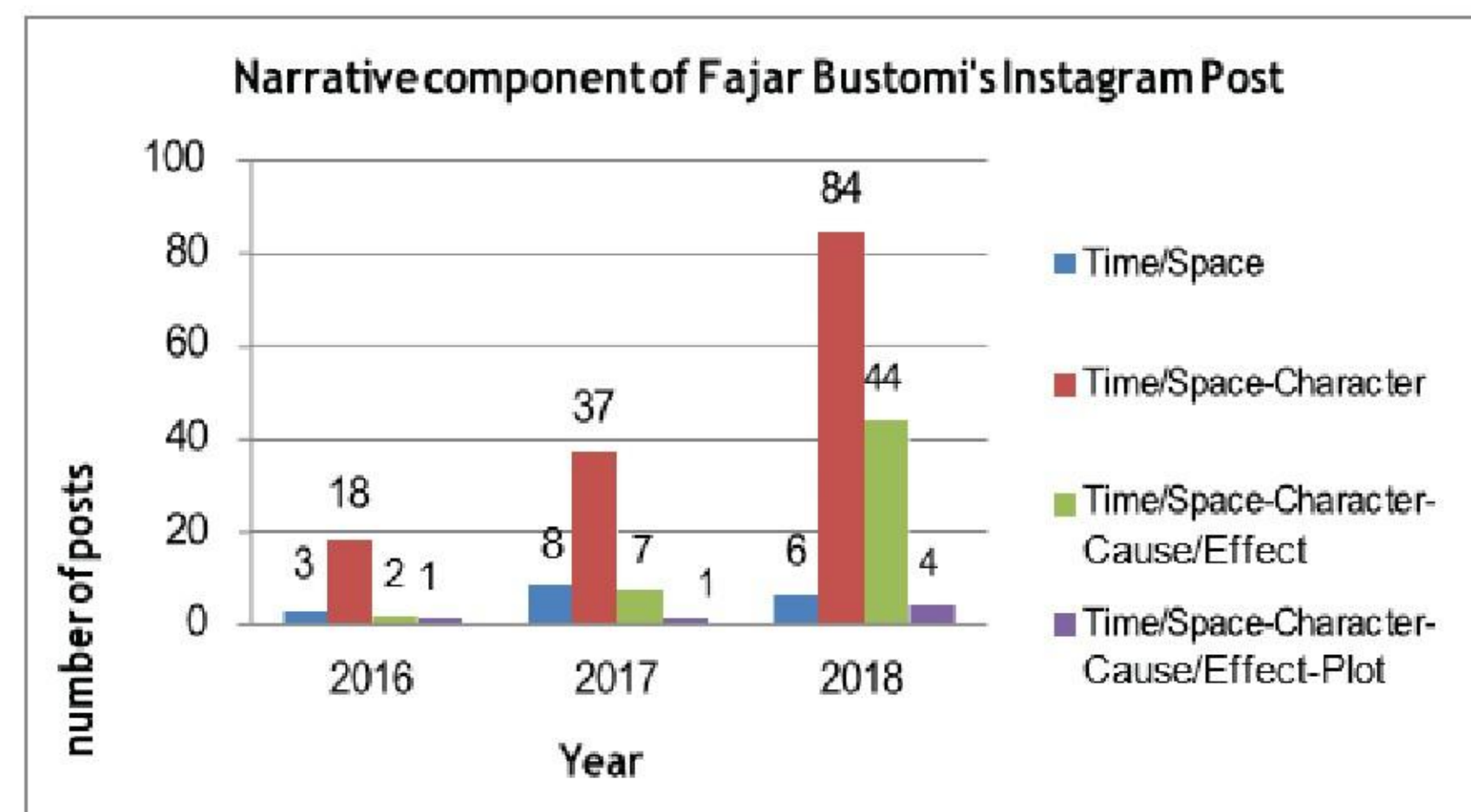


Chart 5. Narrative component of Fajar Bustomi's Instagram Post

Chart 4 and Chart 5 show that there is a narrative component in the Instagram post of Anggy Umbara and Fajar Bustomi. The most used narrative element is the combination of Time/Space-Character, besides the combination of Time/Space-Character-Cause/Effect-Plot is in the last position. In this study, it was found that posts that contain a combination of Time/Space-Character-Cause/Effect-Plots tend to use long captions or videos. This is relevant to the theory of Zimmerman & Ng (2015) that the basic principle of Instagram is uses images, not long and heavy texts. That's why people like to use instagram by focusing on uploading a photo and write a short caption in their account.

Interactivity

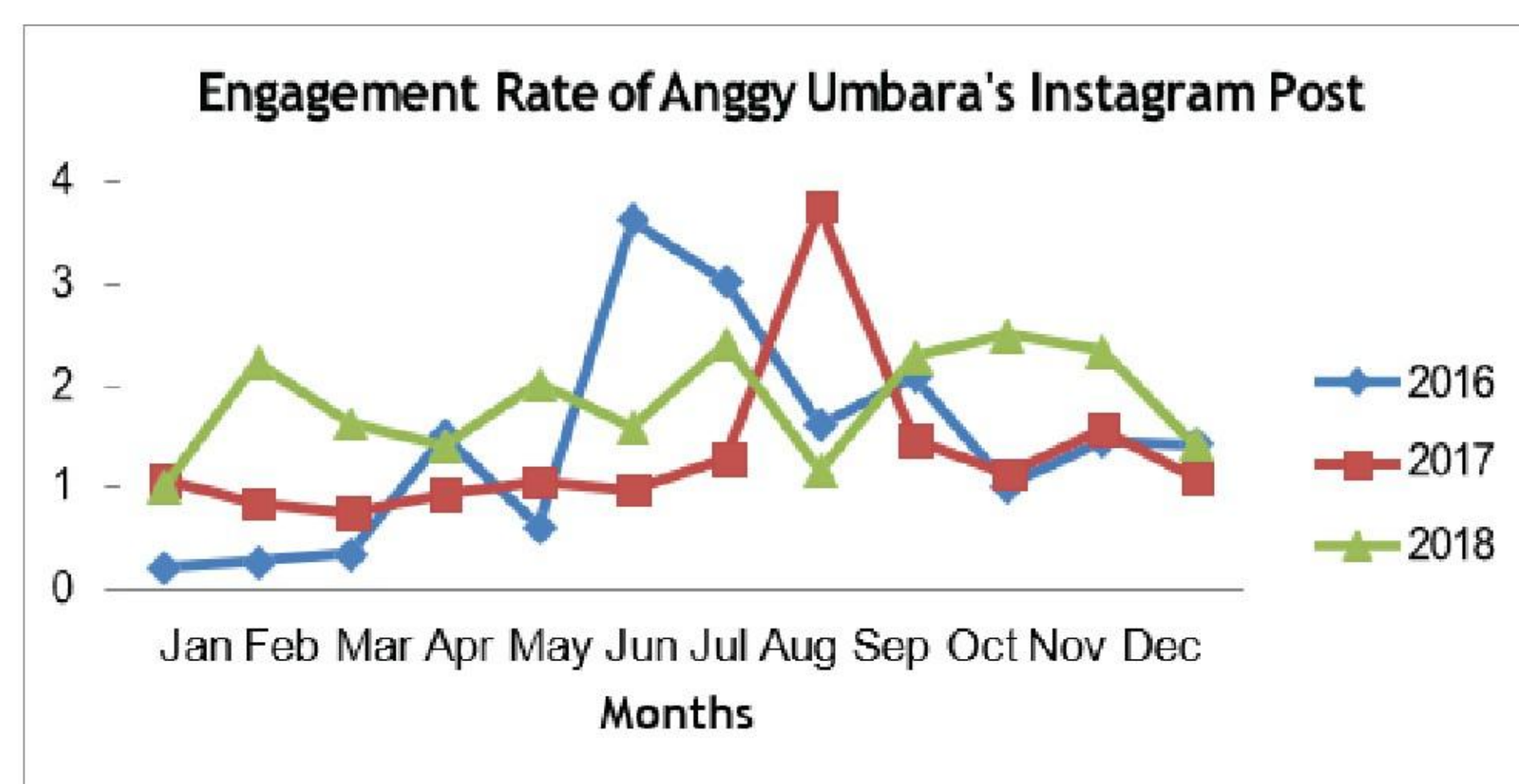


Chart 6. Engagement Rate of Anggy Umbara's Instagram Post

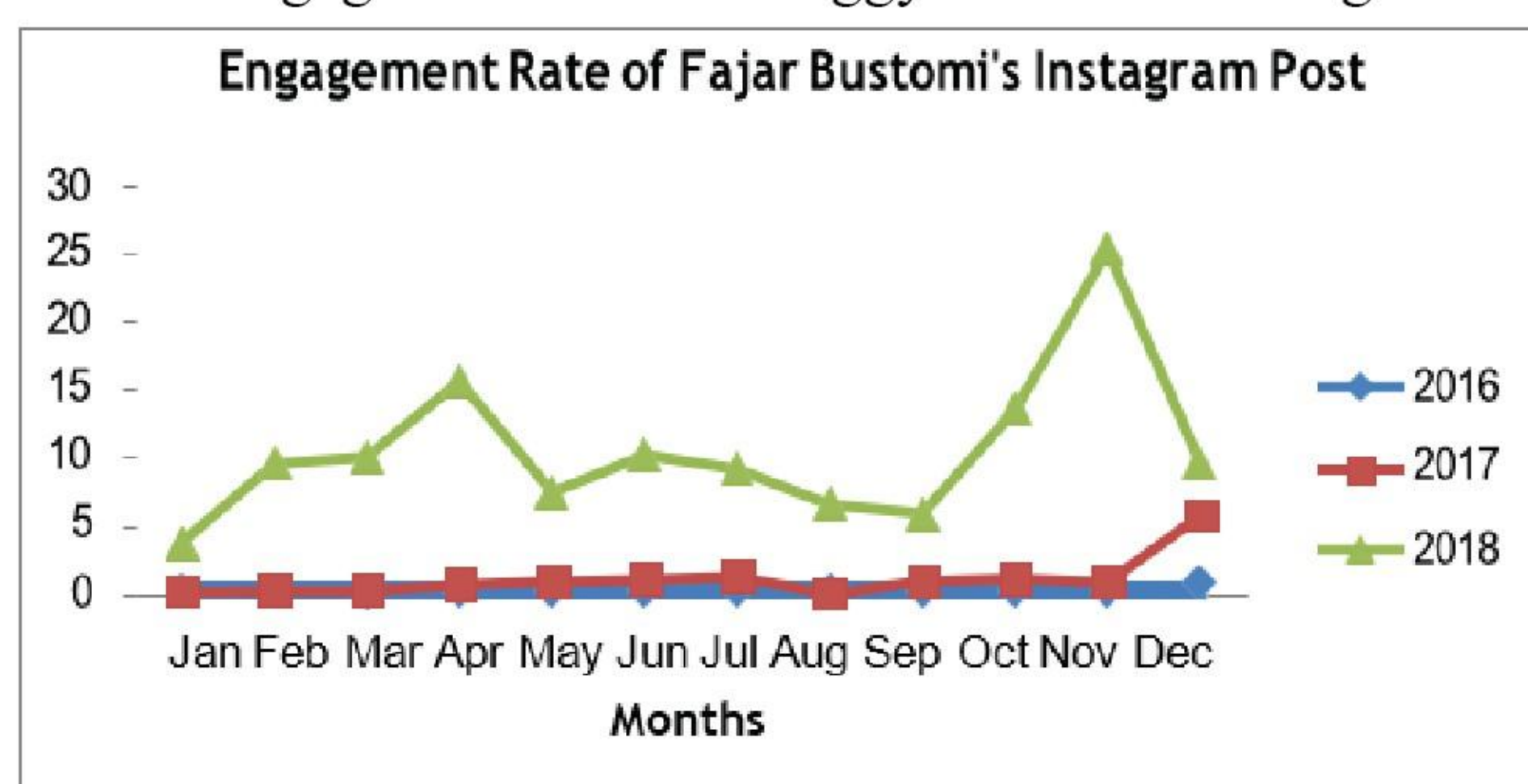


Chart 7. Engagement Rate of Fajar Bustomi's Instagram Post

One of the storytelling components is interactivity. In this study, I only use engagement as interactivity components because this research uses Instagram as social media. Chart 6 and Chart 7 shows that Anggy Umbara and Fajar Bustomi has different engagement rate. On average, the number of Anggy Umbara's engagement is 1.12% while Fajar Bustomi is 4.03%. However, both of them have the same thing in common that when they upload their film production activities especially when they producing Warkop DKI Reborn and Dilan, they can exceeding the average engagement rate or get the highest engagement rate. This shows that their storytelling about film production were interesting for their followers. This is relevant to Santoso et al. (2017), if a post gets many responses from followers that mean it is interesting. Also the higher the value of online engagement, the better the relationship established between people and their followers.

Medium

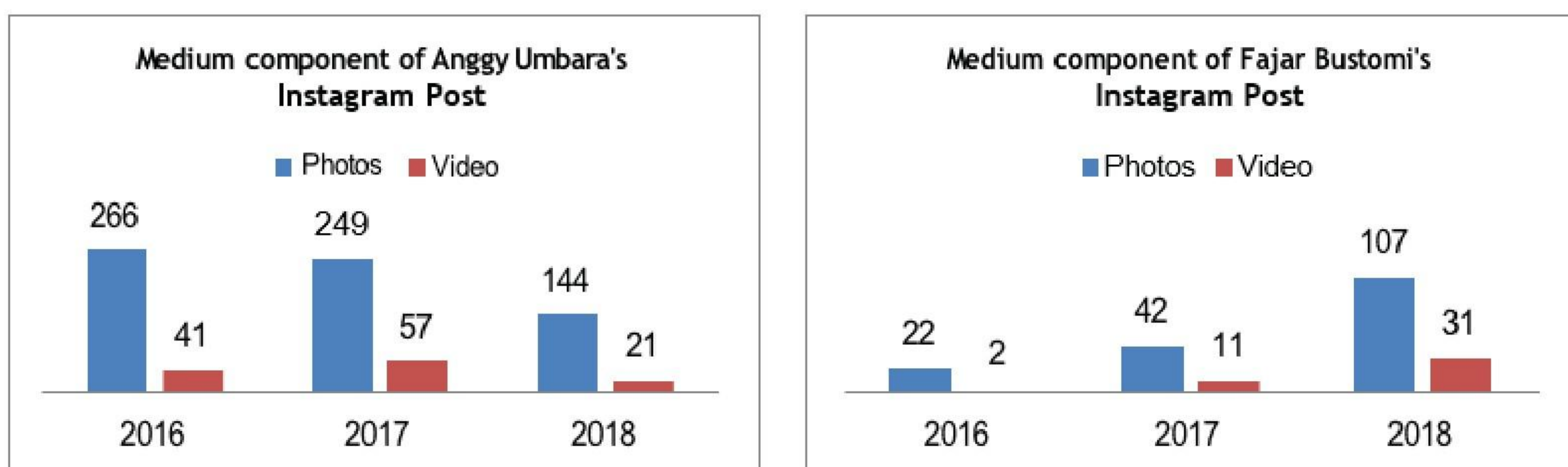


Chart 8. Medium component of Anggy Umbara and Fajar Bustomi's Instagram Post

Chart 8 shows that the medium used for storytelling are photos and videos (visual). This is relevant to the basic principle of Instagram that using images. There are 85.12% photos and 14.88% videos on Anggy Umbara's post, 32.45% of photos and 56.30% of the videos related to his films production and promotion. Meanwhile, there are 79.91% of photos and 20.09% of videos on Fajar Bustomi's post, 42.85% of photos and 71.69% of videos related to his films production and promotion. It can be seen that they also make Instagram as a business tool. This is relevant to the opinion of Thomson et al. (2013), that the emergence of social media influences a person's behavior in looking at artwork. People change their focus from art to marketing and promotion.

CONCLUSION

The results showed that they also experienced the phenomenon of self-storytelling in social media. This is because their posts on Instagram account fulfill the four components that storytelling must have. However, their self-storytelling rarely takes the form of a heavy or long narrative (complete with a plot) because the medium of storytelling is image-based social media, named Instagram. Moreover, their behavior when doing self-storytelling in social media is they frequently use presentation perspective to build their self-image in public; they frequently upload their activities that related to work and family; they often do marketing and promotion of their artwork (films); as well as they actively make self-storytelling on the year of their film production, especially Warkop DKI Reborn: Jangkrik Boss! and Dilan film. Therefore, for the next research, it will be interesting to examine whether there is a relationship between they make self-storytelling and high engagement in social media with their success in gaining a large number of film viewers.

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