Social Media As A Place Of False Happiness

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ABSTRACT: Subjective happiness is defined as a person's assessment of life which tends to be personal. Subjective happiness is often associated with false happiness shown by someone. This is consistent with the purpose of this study, which is to see the image of social media as a place of false happiness. This study uses a descriptive qualitative approach with respondents consisting of active social media users and have experience in building images of happiness on social media platforms with data collection procedures using literature studies and analysis of social media content as well as interviews with celebrities. The results of this study indicate that many people are lulled by pseudo-even fake happiness on social media. Authentic happiness can be generated through self-assessment and identifying and cultivating fundamental strengths that can be achieved by developing the six values, namely wisdom and knowledge, passion and passion, humanity and love, fairness, temperament, and transcendence.

Keywords: Fake Happiness, Social Media, Authentic Happiness

INTRODUCTION

Why are we playing? Hilarious roles make us laugh, Lovemaking roles make people crazy, The world is full of roles. A fragment of a sentence from the song entitled "Panggung Sandiwara" which was popularized by the famous homeland singer Ahmad Albar who is a member of the God Bless band. The stage song tells the story of human life that lives like on a stage. The lyrics and verses in Ahmad Albar's song are indirectly in line with what is in Erving Goffman's dramaturgical analysis (Kim et al., 2022; E. Lee & Weder, 2021; Rastogi & Bansal, 2022; Sancino, 2021). Dramaturgical theory in "Presentation of Self in EveryDay Life", briefly tries to compare the human world with the world of theater and compares human life to one another. Humans are basically destined by God to play their respective roles naturally, it's just that there are also humans who choose roles that are full of pretense (Musta'in, 2010). Apart from the meaning of the song itself, if we listen carefully it will raise a question "why are we playing?". In addition to the roles that have been created by God, there are also humans who create their own roles and theatrical stages, where the roles and stages will be made as attractive and astonishing as possible to match the standards of happiness created by humans themselves (Djerf-Pierre & Pierre, 2016; Jin & Yoon, 2016; S. Lee et al., 2023; Simonet et al., 2015).

Often one hears the statement "don't be jealous of other people's happiness" or "all humans have their own destiny" or other statements that have a similar meaning. Why do so many statements like this appear? This is because humans in essence place happiness as the goal of life so that the standard of happiness continues to develop subjectively in society, especially now that the Z generation as a generation that is attached to social media has its own way of interpreting happiness (Arkema et al., 2021; Maitra & Rowley, 2021; Messeter, 2015; Ndlela & Mulwo, 2017; Pai et al., 2022). Scientifically, subjective happiness is defined as how a person evaluates their life both now and in previous years (Diener, Oishi, & Lucas, 2003).

Based on the explanation above, the researcher wants to explore the description of social media as fake happiness.

METHOD

Identification of Research Variables
Subjective happiness is in fact not only about emotional and feeling aspects but also about one's evaluation of one's life which tends to be subjective (Rachmat, 2006). In order to achieve the desired happiness, humans sometimes take many deviant ways supported by various current advances, so it is undeniable that humans will increasingly show the existence of the happiness that you want to achieve. As the background of this writing is social media. According to Afifah (2010) social media influences the quality of happiness on the morals of people who are more concerned with fame alone, without thinking long about the impact that occurs, for example by posting every moment to show themselves happy even though in the real world they are not.

According to Berger, false happiness or also called immaterial happiness includes the fulfillment of the desire to have, prestige/prestige, power, recognition, and pride. To get that happiness, some people construct happiness in social media (Berger. et. all. 2012). For example, Suara.com (Pratnyawan, 2018) wrote that a famous model from Hong Kong, Sadelle Yeung, who has 182.6 thousand followers on her personal Instagram. Sadelle often uploads photos of her travels abroad and her glamorous lifestyle which often raises the question 'is that Sadelle's real life' among her followers, such as one of Sadelle's photos showing the Amalfi Coast which is recognized as the photo she took. However, a follower noticed something suspicious and said that the photo Sadelle uploaded was taken from a travel brochure.

All the photos uploaded by Sadelle began to be debated by the public, where all the photos were stolen from various other media accounts. Not long after the incident, an account called 'copywithsadelle' appeared where this account which was satire for Sadelle reposted Sadelle's photo complete with original photos from other accounts and even one TV show also highlighted Sadelle's lifestyle, the increasing criticism of Sadelle resulted in Sedelle deleting all of her travel posts on Instagram (Pratnyawan, 2018).

Another case is ourselves, as a generation that has an attachment to social media, the most popular social media today is Instagram (Faber, 2022; Phillips et al., 2022). This is in accordance with Kandari's explanation (2013) that Instagram is a popular social media application because

Instagram has many interesting features. Through Instagram, we can see various lives of other Instagram users, spending hours watching perfect girls, entrepreneurs who have luxurious lives, or couples who are very compatible often make us wish we could be like them and even do various ways, from dieting to buying expensive things to look happy and get compliments from other users.

Based on this explanation, it can be concluded that subjective happiness is a factor that influences social media as a place for false happiness.

Research Approach

This study uses a descriptive qualitative approach to explore a deep understanding of the phenomenon of false happiness in the social media era. Qualitative research is research that does not need to be bound by theory from the start (Sarantakos, 1993). Qualitative research provides an opportunity to reach conclusions through interpretation of the data obtained with a clear frame of mind. In accordance with the purpose of this study, namely knowing the image of social media as a place of false happiness.

Research Respondents

The research respondents consist of active social media users and have experience in building images of happiness on social media platforms.

Data Collection Procedures

The data in this study were collected through literature studies and content analysis from social media posts that display fake happiness. In addition, interviews were also conducted with celebrities or individuals who have experience in building a false image of happiness

Data analysis technique

The analysis technique used in this study is a qualitative analysis technique with coding and thematic processes that emerge from literature studies and interviews. This technique is considered appropriate for research that aims to explore what actually happens in a phenomenon (Braun & Clarke, 2006). The following are the stages in a qualitative analysis technique with a coding and thematic process (Heriyanto, 2018):

1. Collecting data from field findings and existing literature in the form of primary data and secondary data.
2. Understand the content and various things in the research data obtained.
3. Develop a code that describes directly what appears from the research data.
4. Looking for a theme that describes an important matter according to the research problem.
5. Draw conclusions from the meaning of the existing data.

RESULT AND DISCUSSION

Based on an interview with a well-known celebgram from Australia, Essena Oneil through her personal YouTube (Essena O'neill, 2015) said that for just one selfie, Essena had to take 50 photos

and then edited them to make the selfie look perfect so that it could be accepted by social media and according to Essena the most excruciating was when Essena took a photo with the belly visible, taking pictures of up to 50 times the style and barely eating that day so the body looked perfect. Everything Essena initially did was in pursuit of happiness. However, eventually Essena deleted all of his social media. In the interview on YouTube, Essena also told how Essena was no longer happy with social media. Spending hours watching perfect girls on social media and wishing I could be like them. Finally became one of them. But Essena admits that she is not happy and feels at peace with herself. Essena eventually caved in, after gaining popularity for engineering her life from social media. This example displays a happy life but in reality it is detrimental. Many people are lulled by beauty that is pseudo and even fake. If so, where does happiness actually lie?

Happiness can be interpreted as the result of self-assessment of life satisfaction which is characterized by the emergence of positive emotions and activities most of the time and balance in carrying out life, which is determined by four aspects, namely material, intellectual, emotional, and spiritual (Akhrani, 2012). Everyone is the main judge of the happiness they feel, because they are the parties directly involved in the process of achieving happiness in their life, so that when they have felt that happiness, they are the ones who can assess and describe it appropriately. In achieving happiness itself, humans have different ways from one individual to another. Therefore the ways to achieve it are also different (Diener. et. all (2007).

According to Martin Seligman, one of the figures in positive psychology, stated in his book entitled Authentic Happiness: Using the New Positive Psychology to Realize Your Potential for Lasting Fulfillment that authentic happiness comes from the results of self-assessment or the result of identifying and cultivating fundamental strengths (associated with positive emotions). Seligman (2005) divides positive emotions into three types: positive emotions directed at the past, the future, and the present. Where satisfied, proud, and calm are past-oriented emotions. And optimism, hope, trust, faith and confidence are emotions that are oriented toward the future. Besides this, positive emotions about the present are further divided into two main groups: enjoyment and gratification. Pleasure is further divided into two, namely pleasure outwardly and pleasure inwardly. From the results of his studies related to authentic happiness, Seligman formulated a concept that happiness can be taught and learned through six values to help a person achieve true happiness. The six values include;

1) Wisdom and knowledge (Virtue of Wisdom and Knowledge)
   The greater our curiosity and interest makes us love what we love more and find much happiness and wisdom stored in it.
2) Passion and Passion (Virtue of Courage)
   Often in life we are faced with challenges and obstacles that sometimes weaken us as humans. However, passion and integrity are provisions in realizing true happiness.
3) Humanity and love (Virtue of Humanity and Love)
   No one person can live alone in this world so happiness cannot be separated from the role of the people around us.
4) Justice (Virtue of Justice)
   Happiness can also be achieved when justice is upheld, where nothing is cheating and cheating in it.
5) Tempramen (Virtue of Temperance)

Happiness is closely related to good self-control, which means that no matter what happens in life, we don't do things that we will regret later.

6) Transcendence (Virtue of Transcendence)

Transcendence is the emotional strength within oneself that connects itself to something bigger or permanent, such as the future, divinity or the universe.

According to research results from Gail and Seehy (Puspitorini, 2012) there are ten individual characteristics that can be said to be happy people, namely: (1) life has meaning and is able to determine life goals in the future, (2) able to think maturely and creatively, (3) rarely feel disappointed. (4) achieving several important life goals, (5) concerned with personal growth and development, (6) the state of mutual loving and being loved relationships, (7) having many friends, (8) fun and passionate individuals, (9) not seeing criticism as a personal attack that lowers self-esteem, (10) does not have fears that other people generally have, such as fear of living alone and so on.

Then when we have felt the ten characteristics above, are we happy? The answer comes back to ourselves, because whether we are happy or not is judged by ourselves, it is we who are directly involved in the process of achieving happiness, so that when we have felt that happiness, we are the ones who can judge and describe it appropriately.

CONCLUSION

Social media problems are only a small part due to the lifestyle and environment around us. Will we continue to pursue fake happiness through social media or stop and start pursuing our true happiness all depending on our own decisions and readiness. Because the truth is, honesty is never reproach, especially for yourself. If you feel happy then share that happiness on social media. However, when your feelings are sad, keep them only for yourself and those closest to you. Because actually what other people show on their social media is not necessarily the truth and happiness. Likewise with yourself, what you show off on social media doesn't necessarily match your condition at that time. Things like this are indeed a challenge for all of us in the midst of technology that will continue to experience development. As long as we can use social media properly, social media can have a positive impact on our lives in the future.

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