



# RECEIVING MESSAGES OF TECHNOLOGICAL DETERMINISM IN THE DOCUMENTARY FILM “THE SOCIAL DILEMMA”: ANALYSIS OF RECEPTIONS IN TEENAGERS

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## ABSTRACT

Technological developments have shifted several cultures, like the high rates of spreading fake news, crime, mental disorders, and suicide experienced by many productive age social media users. This study aims to determine the audience's position and describe the meaning of technological determinism messages using Stuart Hall's reception theory analysis. Research informants are people of productive age ranging from 17-24 years from different backgrounds who have watched the film "The Social Dilemma." This study uses a constructivist paradigm with qualitative-descriptive research methods with data collection techniques using in-depth interviews. The results showed differences in meaning produced by each informant in interpreting the message of technological Determinism from the 14-scene unit analysis. Six informants are categorized in The Negotiated-Code position, five in The Dominant-Hegemonic Position, and three informants in The Opposite Code. This position is influenced by differences in educational background, culture, age, and collective experience. After the informant understood the meaning of technological Determinism and watched the movie "The Social Dilemma" again, the informant felt sad, afraid, and worried about his real life. 6 of the 14 informants said their meanings and beliefs changed according to the experiences and views of the information presented in the film. However, some informants disagree with the messages and information they get in the film because they have a different understanding of what is conveyed.

**Keywords:** *Reception analysis, Technological Determinism, Social media, The Social Dilemma film, Teenagers*

## 1. INTRODUCTION

In the Survey We Were Social in January 2021, there was a 1.0% increase in the world population from the previous year. In addition, internet users increased by 7.3% and active users of social media by 13.2% from the previous year. The growth rate of social media users has increased to 490 million people. The essential thing about the increase in the use of social media is the fulfillment of human limitations in activities and accessing information.

The increase in social media users presents a series of negative impacts on the community, starting from the high crime rate caused by social media users, increasing the spread of fake news, and decreasing social interactions carried out directly by the community. In addition, social media also affects the mental health of

its users, especially in their teens. Some experts estimate that social media causes mental health disorders in adolescents. According to the results of the 2017 World Health Organization report, mental health disorders are experienced mainly by children and adolescents with a percentage of 10% - 20%, with the most common disorders found being depression and anxiety, with an increase in prevalence which reaches 70% in the 25 this year [1].

The documentary film "The Social Dilemma" by Jeff Orlowski, produced by Netflix, describes some social phenomena today. This film tells the observations of former employees and former executives of technology companies, technology investors, and academics from well-known universities. They tell the other side behind social media that is unknown to its users, which negatively influences the real life of users and ignores

the environment around them. All activities carried out through the internet are unconsciously recorded, monitored, and measured by an artificial intelligence system designed in such a way.

Judging from several shows in the documentary film "The Social Dilemma," this film contains verbal and non-verbal messages of technological Determinism. The author is interested in taking this film as research material with the technological determinism theme. The idea of technological Determinism is a change in human thought, behavior, and actions influenced by technological media, which results in the movement of humans from one technology century to another [2].

Through this research, the authors want to know the audience's position and describe the meaning of the message of technological Determinism. To measure the meaning of media audiences, the researcher uses the point of view of reception analysis theory, in which the audience has an active role in generating meaning.

Reception analysis is a method of analyzing how people perceive messages they receive through the media. Each audience creates meaning based on its own experiences. The distribution of messages through the media and various recipients will find different interpretations depending on their cultural background and the subjective experiences they have had in their life [3].

The audience in this study is teenagers, the age range of 17-24. As for this research, the descriptive-qualitative method was chosen along with the theory of reception analysis. Because the research will be carried out on objects with natural conditions, researchers are also used as the main instrument in data collection. Qualitative research focuses more on process and meaning[4]. Stuart Hall [3] said there are three positions of meaning between readers and writers in the meaning messages where the message is read between the two: Dominant-hegemony, Negotiated-code, and Oppositional-code.

"South Korea's Archery Instagram at the 2020 Tokyo Olympics in the Perspective of Technological Determinism," published in 2021, is a similar study on technological Determinism. His study discusses the use of Instagram in directing the audience's thoughts from disappointment and even blasphemy to a form of sportsmanship and building public appreciation. This research shows the success of a change of mind formed through messages conveyed on Instagram media. The analytical knife in this study is content analysis theory, which is based on quantitative approaches.

Seeing the relationship and also the differences in the research, the researcher is interested in conducting a study under the title "RECEIVING THE MESSAGE OF TECHNOLOGY DETERMINISM IN THE DOCUMENTARY FILM "THE SOCIAL DILEMMA" (Analysis of Reception in Teenagers).

## 2. LITERATURE REVIEW

### 2.1 *Documentary Films in Mass Communication*

Media capable of disseminating information quickly and widely are newspapers, magazines, television, radio, films, and the internet. The internet's presence during television's development resulted in a merger, more commonly known as convergence [5].

Experts say that film can influence a broad audience through its ability to reach various social circles. As a result of this thought, various kinds of research on the impact of films on society began to emerge. Various topics have been researched, such as the impact of films on children, films and aggressiveness, films on politics, and others. In their book, Rosengren, Wenner, & Palmgreen 1985, explain that media is used throughout the life cycle by involving various designs, including audiences, media effects, functional alternatives, and media dependence [6].

Documentary films were used as spectacle material for informants in this study. Documentary films have been considered pure reality and are shown in audio-visual form as another representation of reality [7]. The main point of the documentary film is not only a medium of conveying information, but the filmmaker wants the audience to understand and empathize with the problems of the film's subject. Therefore, the story's subject must be engaging and persuasive, integrating specific points of view and a plot that can create tension for the audience.

Documentary films are divided into three parts based on their development, namely. Documentary films are divided into three parts based on their development, namely [8]:

- Expository

This type of documentary has a direct message. It can be in the form of a presenter or narration to the audience. The media use the third person to explain issues to the public. Usually, the presenter's explanation or narration is separated

from the film's storyline. This media is why the expository's message or Point Of View (POV) is often packaged through audio or text rather than images. Illustrations support the arguments conveyed through narration, which are arranged in an important narrative order.

The arguments are generally tactical, convey direct information, often even questions about the impact of phenomena based on certain morals, and lead the audience to direct conclusions.

Based on this explanation, the documentary film "The Social Dilemma" is classified in the expository documentary film section because this film presents problems about the effects of social media on people's daily lives. There is a separation between narrative scenes and film scenes in giving messages to the public. The scene in this film is used to display illustrations to facilitate the audience's understanding of the narration conveyed by the narrator in the documentary film "The Social Dilemma."

- Direct Cinema/ Observational

The observational approach is carried out by capturing images directly and naturally. Shooting is done informally, ignoring things that support the aesthetics of a film. Requires relatively long and intense time in direct cinema.

- Cinema Verite

Cinema Verite is made provocation intentionally to bring unexpected events. Filmmakers position themselves as the first person to present issues. Therefore, the filmmaker has a direct role on the screen, speaking to both the subject and the audience. A display also illustrates the crew's activities in making a documentary, desiring to tell the audience that a filmmaking team or crew is part of the ongoing communication process.

## 2.2 Determinism Technology

In the Big Indonesian Dictionary (KBBI), Determinism is an understanding of an event or behavior, both physical and spiritual, as a consequence of something that has previously happened and is against the will[9]. If the word determinism is associated with technology, it can mean the existence of human events or activities from the impact of technological developments. All forms of human thought and behavior

influenced by technology can be said to be a form of Technological Determinism.

Humans initially presented technology and influenced it, but along with the development of time, technology now controls the activities carried out by humans. McLuhan argues that culture is shaped by the way people communicate. There are at least three stages of cultural formation through communication, namely: First, cultural change is caused by the discovery of communication technology. Second, the types of communication undergo changes that impact a person's life. Third, humans create communication tools that influence and shape human life [10].

Medium is the message. McLuhan sees the media as critical in determining or influencing something. In general, this theory attempts to explain the process of media technology that can influence individual attitudes in acting, thinking, and feeling something. Changes in how humans communicate shape our existence and culture based on how these individuals communicate. McLuhan stated that the content of the message in media is less important than in the media[10].

In addition, technological developments that are increasingly developing make users very dependent. There are so many activities that can be done through technological developments, including in the field of communication, such as social media. Everyone can connect very quickly regardless of space, distance and time. In essence, McLuhan's technological determinism theory is an activity to change human culture by discovering or developing communication technology.

## 2.3 Reception Theory Stuart Hall

In the application of the encoding-decoding process, according to Stuart Hall [11], audiences have different meanings that are interpreted by the media because audiences-created messages have meanings and interpretations in different ways. Stuart Hall introduced that from the decoding process, there are three audience positions on the message that the media say, including [12]:

- *The Dominant-Hegemonic Position* is a position where the audience has agreed to the similarity of the meaning of the message without rejecting the message conveyed by the media
- *The Negotiated-Code position* is a position where there is a mix of adaptive and selective elements. The audience agrees with the meaning and information conveyed by the media, but the

audience has their thoughts, combining their thoughts based on social events that have been experienced.

- *The Opposite Code* is a position where the audience understands the meaning of media. However, the audience rejects it by interpreting the differences in the messages and information obtained.

Based on the three positions obtained from the *decoding* will be the basis of the classification of response analysis in this study, where the audience has an active role in generating meaning.

## 2.4 Audience

An audience is a group of individuals who receive messages from the mass media. According to Hiebert and colleagues [13], the audience in mass communication has five characteristics, including:

- The audience can be categorized as a group that has social relationships, shares experiences with each other, and selects media consumed consciously by the individual.
- The target audience of mass communication tends to spread in various areas.
- The audience tends to be heterogeneous, coming from various backgrounds.
- Audiences tend to be anonymous and do not know each other.
- The audience is physically separated from the communicator.

According to Pujileksono, audiences can be influenced through invitations, learning, and behavior that causes mass media [13]. An *audience* is a group that has a different social and cultural order. However, the selection of audiences here is based on the audience's intensity on social media.

Adolescents have an active role in using media. According to data released by We Are Social regarding active users of Indonesian social media, the majority are 18-34 years, with 29.6% female and 35.2% male users [14]. Because at this time, teenagers, referred to as the millennial generation, have much activity on social media. Starting from learning, socializing, getting entertainment, and other activities.

The majority of users of this social media also have a significant impact because the results of the World

Health Organization research in 2017 showed children and adolescents with mental disorders as much as 10% - 20%, with the most frequent disorders being anxiety and depression following an increase in prevalence, which reached 70% in 25 years [1].

Seeing the many negative impacts that are present due to social media and the impact on teenagers. Teenagers need to know and understand the effects of media that occur in their lives which can be explained in the form of technological Determinism in the film "The Social Dilemma."

## 3. METHODOLOGY

This study uses qualitative research through descriptive methods with a reception analysis theory-Stuart Hall. Based on the formulation of problems, the researcher wants to know how the audience receives the message of Determinism in the documentary film "The Social Dilemma."

Descriptive data is collected in words, pictures, and not numbers. In addition to the data collected, it may become a research key. While the reception theory-Stuart Hall explains the meaning and creating experiences through interaction with media shows such as videos, films, and television programs. This reception theory focuses on audience experience and the formation of meaning based on the audience's experience.

The subject in this study is the audience following requirements:

1. Informants aged 17 – 24 years old,
2. I have watched the film "The Social Dilemma."
3. Informants come from various educational backgrounds, such as Senior High School, S1, S2, and S3, with age provisions at point 1. Provided that they can know and explain the meaning of technological Determinism
4. Have a social media account and an active minimum of four social media platforms,
5. Active users of social media,
6. The audience wants to be interviewed and allow the research results to be published;
7. The audience agreed to be shown several scenes in the documentary film "The Social Media," which became the research reference.

This researcher uses a purposive sampling technique to take samples from data sources where the researcher

has criteria. Sampling is done on a limited basis to obtain the desired information through the researcher's chosen sources. In this study, the author uses judgment sampling because of the selection of samples against the focus of research conducted by the author.

Information 1	Names	Muhammad Farchan Taufiq Hidayat
	Place Date of Birth / Origin	Ujung Pandang, 20 May 1997 / Makassar
	Profession	Student of Communication Science Telkom University
Information 2	Names	Actual Akbar
	Place Date of Birth / Origin	Bogor, 18 April 2000 / Bogor
	Profession	Student of Digital Public Relations, Telkom University
Information 3	Names	M. Fajar Zulfan Nugraha
	Place Date of Birth / Origin	Jambi, 14 February 2002 / Jambi
	Profession	Student of Telecommunications Engineering, Telkom University
Information 4	Names	Putu Anggi Amalia
	Place Date of Birth / Origin	Bekasi, 23 August 2000 / Bogor
	Profession	Student of Communication Science Telkom University
Information 5	Names	Muhammad Faizar Triady Jamil
	Place Date of Birth / Origin	Ujung Pandang, 22 November 1997 / Makassar
	Profession	Wiraswasta
Information 6	Names	Putri Ramadhani
	Place Date of Birth / Origin	Yogyakarta, 25 December 2000 / Sleman
	Profession	Student of Communication Science Telkom University
Information 7	Names	Mufida Guswandina
	Place Date of Birth / Origin	Lahat, 5 October 2000 / Palembang
	Profession	Student of Design Product Telkom University
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	Place Date of Birth / Origin	Bogor, 11 November 1998 / Depok
	Profession	Bachelor of Design Product
Information	Names	Najwa Azzahra

9	Place Date of Birth / Origin	Jambi, 6 December 2004 / Muaro Tebo
	Profession	Student of Nurul Ilmi Senior High School Jambi
Information 10	Names	Nia Hanna Maharani
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	Profession	Student of 4 Senior High School Jambi City
Information 11	Names	Muhammad Fachri
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	Profession	Student of MBTI Telkom University
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	Profession	Student of Arab Studies Pendidikan Indonesia University
Information 13	Names	Eka Yahya Iskandarsyah
	Place Date of Birth / Origin	Jakarta, Jan. 4 2001 / Jakarta
	Profession	Student of Informatics Telkom University
Information 14	Names	Jessy Anugerah Vinrageta
	Place Date of Birth / Origin	Makassar, 11 November 1999 / Blitar
	Profession	Pacasarjana Information System

The unit of analysis focuses on input, analysis, and sub-analysis.

Input	Analysis	Sub Analysis
Technological Determinism in the documentary "The Social Dilemma."	Reception Theory Stuart Hall	Dominant Position
		Negotiated Position
		Oppositional Position

The following film scenes will be analyzed:

### Scene 1: news about problems in the social media companies

News broadcasts about the emergence of problems in the community due to the development of social media. Starting from mental health disorders, dependence on

gadgets, high individualistic attitudes, the spread of fake news, and difficulties in self-control

**Scene 2: the emergence of apathy in an individual when using social media**

Shows a teenager ignoring his mother and scrolling social media pages on his device. Family debates emerged because the mother could not decline gadgets for her children. Every teenager used gadgets, but her sister rejected them because she believed social media was not a real connection.

**Scene 3: the cause of a riot due to the formation of groups carried out on social media**

Showing news about the unrest in an area by certain groups and bringing losses to the community

**Scene 4: Manipulation of social media notifications carried out by Artificial Intelligence**

Showing artificial intelligence controls their users. Starting from the impressions, they watch social media based on their usage habits. Jaron Lanier added that now the world prioritizes online interaction, especially for the younger generation. He also added that social and cultural manipulation is now happening due to the use of social media.

**Scene 5: Manipulation of Visual Communication Design on social media on the psychology of users.**

Tristan Harris and Jeff Seiber explain about technology impact human actions through notifications, statuses, and emojis. It is a unique design so that users are more interested in using social media.

**Scene 6: Postponing activities due to social media addiction**

When Tim Kendall worked as the President of Pinterest, he felt disappointed in himself because he could not stay away from his handphone and the applications designed, even though he was aware of the forms of manipulation of these applications.

**Scene 7: Changing the resolve that has been formed due to social media addiction**

Tim Kendall said he would not touch his phone or bring it into the bedroom and repeated said like that on a different night every day. Alternatively, please give them the confidence to leave their smartphone in the car whenever they get home from work. However, every 21.00, he brings his handphone into the room.

**Scene 8: The negative effect of social media on the interaction of an individual and others in the real world.**

Shows a teenager scrolling on social media while having a family dinner. And then, the mother asked to collect all the gadgets into a container that could not be opened before the time expired. They looked awkward at the dinner table, and when the sound of a smartphone gift notification, everyone looked worried that they did not see who got the notification. These concerns make teenage girls take aggressive actions.

**Scene 9: changing the user's identity due to feedback obtained on social media.**

Showing a person's emotions when social media is controlled by comments, emojis, stickers, or like buttons. Able to raise and lower the mood of users.

**Scene 10: data on the increase in depression and suicide rates among teenagers due to the use of social media.**

Shows data on the high number of suicides among teenagers due to the use of social media. Teenagers tend to be more helpless when faced with a risk.

**Scene 11: presentation of information according to user interests on social media**

Shows how artificial intelligence influences users to keep scrolling the screen and watching the recommended content.

**Scene 12: the emergence of actual actions and hoaxes due to differences in user opinions on social media**

Explains how someone views an issue on social media and forms a real community to be implemented in the actual connection, such as groups opposing government policies.

**Scene 13: the effect of community polarization due to content on social media**

Showing hoax news on social media occurs very quickly, and it takes work to control how things are happening today when technology is more advanced.

**Scene 14: Covid 19 hoax news on social media**

The current state of the world, which receives various news without filtering, creates chaos in the real world. The emergence of public distrust of information submitted by official institutions resulted from leading opinions on social media.

In this study, the data source came from interviews with researchers with informants from the documentary film "The Social Dilemma," which was chosen deliberately and met the criteria for the research object based on the researcher's preparation.

The secondary data obtained in this research are various literature and literature studies from books, journals, scientific works, and the internet relevant to the research. This literature and literature review are used as supporting data for primary data.

This research uses the data triangulation technique to test its validity. The triangulation on credibility testing is carried out by examining data from various sources in various ways and at various times. That is, there is the triangulation of sources, data collection techniques, and time. In data triangulation, researchers will process primary data through interviews about the audience's experience of the documentary film "The Social Dilemma," publications and literature review, the meaning of researchers, and discuss results with colleagues.

#### 4. RESULTS AND DISCUSSION

The author asked two questions with general and specific categories related to the scene provided by the author to informants to ensure an understanding of technological Determinism in the film "The Social Dilemma" and the credibility of the informants. The author wants to know the informant's position on the film based on the reception theory of Stuart Hall.

In this case, the question was asked by the writer, and the informant gave the answer, which was summarized by all the informants as follows:

a. In general

1) Have you watched the movie "The Social Dilemma"?

All informants have confirmed that they watched the film "The Social Dilemma," and it is a requirement to become informants in this study.

2) How many times have you watched the movie "The Social Dilemma"?

12 of the 14 informants watched it twice, the first to enjoy the film and the second to fulfill the requirements of this study. However, some informants watch it three to four times to pay attention to every detail of the film.

3) How do you feel after watching the movie "The Social Dilemma"?

13 of the 14 informants received the message conveyed by the film, and the responses from each informant varied. Starting from this film conveyed new things about the use of social media, the impact of using social media affects the behavior of users, being introspective to informants, the influence of social media has an impact on the real world of its users, and some feel anxious and afraid. 1 out of 14 informants contradicted the informant's initial beliefs, and beliefs, such as informant 5 said;

*"I am worried because we indirectly are also controlled by technology... they are devices that can control our thoughts and actions; they enter our lives unconsciously".* The author relates to the Stuart Hall theory in negotiation position; from the fragment of the sentence, feelings of worry, mind control, and actions taken by users are contrary to the beliefs and beliefs of informants 5.

4) Tell me about your experience after watching "The Social Dilemma"?

According to one informant, *"...while hanging out with friends, there was a notification sound, I immediately reflexed to look at my handphone, although sometimes the notification was not from my handphone, I also checked".* This statement represents all informants. It must be understood that technological developments change technology when socializing conventionally and rarely using strings to chat. However, the changing times have shifted the culture of always checking the reminders on the strings.

Overall, 14 of the 14 informants received the message conveyed by the film, and the responses of each informant varied. Each informant had an experience similar to what was shown in the documentary "The Social Dilemma." The experience was felt by himself and also the people in his surrounding environment.

5) Do you think this film is about technological Determinism?

According to one informant, he was sure that the 13 informants said, *"Yes, there were once, in fact, because there were expert opinions and the incident, so there were things that made us relate, some made us think again, it turns out that technology is like this, it turns out that you guys puppets of technology".* This statement represents all informants. It is necessary to understand that technological developments change old habits into habits that depend on technology, especially social media.



Overall, 14 of the 14 informants received the message conveyed by the film, and the responses of each informant were different. However, the conclusion from the informants' meaning was that there was a message of technological Determinism in the documentary film "The Social Dilemma." Can be seen from the answers of informants 5;

*"Overall, you could say yes. Because this film depicts the current state of the world, which shows that social media have greatly influenced them..."*

The author gives specific questions that are asked to informants to find out how the audience accepts the message of Determinism in the documentary film "The Social Dilemma" related to understanding, feelings or perspective, the similarity of the film with the informant's life, a discrepancy with the informant's life, other opinions the informant wants to express if not between the optional fit and ask the informant's discrepancy. After that, the author again asks for the informant's understanding and relates the informant's reality to the film. Questions submitted to the informant have been changed based on the author's understanding without reducing the message's meaning. The following include questions posed per scene to the informant, which can be accessed at <https://tinyurl.com/SkripsiTiaHannaDiniasti2022>.

The research shows a diversity of meanings in receiving messages of technological Determinism generated from each informant. Several factors that produce different meanings by each informant can be based on differences in background, education, regional origin, personal experience, and social conditions of the informants. In the reception theory by Stuart Hall, encoding-decoding is the result of the interpretation of audience perceptions that are formed in various ways [15]. In the documentary film "The Social Dilemma," the elements of images, text, sound, and audiences who become informants can form a framework in which each element has a relationship to be analyzed.

Based on Stuart Hall's understanding framework, the meaning of the message carried out by the informant in receiving the media content displayed by the informant is called encoding. In this study, the researcher showed a cut of the documentary film "The Social Dilemma," with as many as 14 scenes to be interpreted by the informants. After that, the decoding was carried out by conducting interviews with informants to get the meaning of the messages obtained by informants in the documentary film "The Social Dilemma."

Triangulation on credibility testing is done by examining data from various sources in various ways and at various times. At the time of data collection, this study made decisions based on qualitative data analysis that could be carried out interactively, gradually, and continuously until the data was saturated, so every question asked by the author to the informant would be like a repeated question to confirm the location reception theory from the informant. At the time of research, the author often received inconsistencies in the answers from informants, so a sub-analysis question was needed to categorize the informants in reception theory Stuart Hall.

When the informant understands the intent and meaning of the scene proposed by the researcher, the informant gives a rejection answer by interpreting the scene's message, and the researcher will decide on the informant in The Opposite Code position. The informant agrees with the information provided, but the informant has his thoughts and then combines his thoughts to make belief in the information; the researcher will decide informant for the Negotiated-Code position. When the informant agrees to the equation meaning of the message without rejecting the message conveyed by the scene, the researcher will decide in the informant of The Dominant-Hegemonic Position.

From the results of the research that has been done, 5 out of 14 informants occupy The Dominant-Hegemonic Position. The informants agreed with the message of technological Determinism conveyed in the scene without objection. Where the informant realized that there were similarities in the messages conveyed in the scene, as quoted by the second informant, explaining;

*"No, it's appropriate. If you say it is a reflection, it can be a reflection because that is what I do, decide or desire, but in the end, I keep going to my handphone again, which is very detrimental because it takes up my time."*

In The Dominant-Hegemonic Position, five informants are as follows, Informant 2 (Aqshal), Informant 3 (Fajar), Informant 7 (Mufida), Informant 10 (Nia), and Informant 11 (Fachri).

In The Negotiated – Code position, the informants dominate this position through the meaning of the informant, who understands what is conveyed and is dominantly defined and what is meant by the media. However, there is a mixture of adaptive and selective elements in agreeing on the meaning and information conveyed by the media. The audience has their thoughts



by combining their thoughts based on the events of the experiences of the informants. As explained by informant 1;

*"What is not approved is because the influence of technology is very dominant in our lives. However, as explained earlier, whether we like it or not, in the end, unfortunately, we have to confirm that our smartphones influence us,..., someone comments on our post, so there is a psychic like that which is harmful. However, in reality, it gives affects me significantly."*

For The Negotiated – Code position, there are six informants, including the following; Informant 1 (Farchan), Informant 4 (Anggi), Informant 5 (Faizar), Informant 6 (Putri), Informant 8 (Banu), and Informant 12 (Annisa).

Meanwhile, the informants who occupy The Opposite Code understand the meaning of the message implied in the dominant code. However, they have contradictory interpretations of what they receive based on their previous experience or understanding. The viewer's idea is the opposite of the story presented by the film. Such as the explanation by informant 13;

*"Often, very often, maybe this is related to the department of time, yes, because I'm a informatics student, I know what AI, artificial intelligence is. I know how to deal with notifications. It is not easy because the notification is made as attractive as possible for people to use this technology..."*

In The Opposite Code, there are three informants, including the following; Informant 9 (Najwa), Informant 13 (Eka), and Informant 14 (Jessy).

The results of this position can be caused by differences in the background of each informant through the differences in the results of the interviews conducted. Informants aged 17 years with a high school education background have more understanding of technological Determinism than other informants. Informants have appropriate experiences both within themselves and in their environment, they adopt both negative and positive impacts on social media, but they already know how to deal with it or refuse to adopt the behavior themselves, as explained by informant 10;

*"It's sad because social media is a terrible influence. Moreover, the influence of comments can make us mentally down, because once a friend experienced that, to the point of hurting the body, even though it's not because of ourselves, but of what other people say. How*

*come it's like this now? Why isn't like that now, so it is mentally hurting yourself like that".*

Meanwhile, informants with an age range of 21-24 years who are still in college have their own opinions according to their background, as explained by informant 13, with an educational background of S1 Informatics where the informant learns the form of technological development, the informant conveys;

*"These algorithms cannot choose what is right or wrong. Algorithms only place things according to what we are interested in, according to the user's interests, and they cannot sort out what's right and wrong, so it has to do with rights and freedom of speech. In the end..."*

However, the opinion of other informants differed from those of other informants, as conveyed by informant 12 with an Arabic education background, in which the informant did not study how the development of information technology. The informant stated;

*"...Especially when you see Tiktok, FYP doesn't stop there. That's one of the determinisms that make people waste their time being called unheard. Another example is the snapgram. It seems like it suddenly refreshes. We hope that someone we're interested in will see his snapgram, then it feels like who else's snapgram is there. What's more, if it's finished, let's try to refresh it again, so we're hopeful..."*

Other informants also have different views. Informants who have completed Product Design education, and are now entering the world of work, have their views. Against Technological Determinism, informant 8 stated;

*"For now, it's good for me to watch this film to remember the dangers of social media, so when I'm bored, I do another activity. But if I'm alone or far away, reflexively,..., open my handphone and check the notification."*

## 5. CONCLUSION

Based on data analysis and research results that have been carried out, it concludes that each informant can receive and understand the message of technological Determinism conveyed in the documentary film "The Social Dilemma" and can interpret the form of technological Determinism from the shows presented. The informants saw changes in behavior, thoughts, and actions that led to negative actions caused by social media in technological developments. The informants

have their views regarding the message conveyed in the documentary film "The Social Dilemma" these differences are based on differences in the cultural background, education, social media, and age of the informants, So that the informants are in a different positions, if they are categorized based on the reception theory – Stuart Hall.

The 17-year-old informant with a high school education background understands the message better than other informants because the informants have closeness and experience similar to what is shown in the film. However, the informant still has an awareness in choosing positive and negative things. Informants aged 20-24 years with various educational backgrounds have different opinions based on their educational background.

After the informants understood the meaning of technological Determinism further and the informants rewatched the documentary film "The Social Dilemma," the informants became more aware of the meaning of the messages of technological Determinism in the documentary film "The Social Dilemma," as well as aware of the similarity of behavior shown in the film with life.

5 out of 14 informants the position of The Dominant-Hegemonic Position. The informants have worry, sadness, and fear after seeing the film. Because the informants see and are aware of similar behavior in their life, they have the awareness to reduce social media use and choose to be wiser in using it.

In addition, some informants find meaning in The Negotiated-Code position, which dominates the audience of 6 out of 14 informants. The meaning and beliefs of the informants changed following the experiences and views of the information presented in the documentary film "The Social Dilemma" proposed by the researcher. Because the informants have different experiences and meanings from the previous show in the documentary film "The Social Dilemma."

3 of the 13 informants held the position of Opposite Code. The informants agreed that technology changed behavior in the community. However, the informants had experience in studying technology design. Technology was designed as simply as possible, was used to facilitate human work, and did not have the goal of changing social behavior in people's lives. Technology gives recommendations based on what users like to make it easier for users to get the information they want, like, and need. Informants argue that users

have more responsibility for using social media because the artificial intelligence created by experts cannot sort and choose both positive and negative things in providing advice on information obtained by each user.

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