A Review: The Distortion of Social Media as Mediated Communication in Indonesia

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Abstract

In the Indonesian dictionary, social media is known as *"dunia maya"* which means *a space that seems real but doesn't exist*, *what appears to exist but does not exist* and *it should not have such a real effect.* Then, it should not be treated as a main source of information and it also shouldn't be able to exert influence on the authorities to do something HRD should not consider social media activity as a benchmark for one's ethics. However, it is not how it is in nowadays situation. We see there is confusion by the public in understanding the space and effects of social media. Here, we understand that the public sees social media as a media of communication, which is supposed to transform a message according to the platform and not to represent someone's situation. So, in this study, we want to emphasize the knot of the misunderstanding from a communication point of view which will be delivered by looking for space and proximity as a sign of communication that goes.

Keywords

Distortion, space, proximity, real life, social media, nonverbal communication

1   Introduction

The pandemic covid 19 that occurred from 2019 to 2022 caused people to adapt to a new way of interacting with each other and the favoritism of communication also changed. Several identifications possibly lead to this, such as the mask, work-from-home policy, and time adjustment to the new habit. First, since people thought the virus spread through the respiratory tract, they cover the mouth area with masks, and this cause the primary part of verbal communication to be covered. The second, work from home policy caused people to protect themselves inside their houses at the same time still being connected to the outside. This obliged them to manage their way of communication to be clear and precise through mediated communication (video calls). Something they would usually do directly, but now they do *directly* through media. Then the third is the time for adaptation. The policy happens long enough from 2019 to 2022 for a human to pick up a new habit and used to it. Thus, interpersonal communication as the primary way to communicate slowly changes to mediated communication.

In this matter, we see a social phenomenon where people rely more on virality in social media as a way to solve existing problems, rather than reporting and entrusting it to the authorized institutions directly. In understanding this, we learned from several cases in Indonesia that rose to the surface and caused authorities to follow up until they become a clear explanation and see whether it is caused by media illiteracy or people's inability to understand space and proximity in mediated communication.
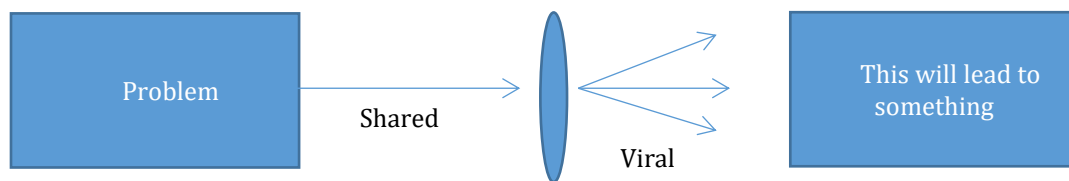
Fig. 1. Frame of mind

There are cases in Indonesia that took people's attention online and caused movement that affected decisions making in a social reality situation. Some news media noted several cases in Indonesia were handled after it went viral as the cause of the #NoViralNoJustice phenomenon. It is a hashtag to express public frustration on social media with the performance of the Indonesian police. There was a case of a grandma (73) who was abused (kicked and dragged) in the Pasar Prambanan area. After the issue went viral on social media and then mass media, netizens urged investigators to explore the case. Shortly, the case was settled when the police took part (Anshori, 2020). In 2021 #NoViralNoJustice was raised for four cases: the sexual harassment of *a Komisi Penyiaran Indonesia* (KPI) employee, Luwu Utara's raped case, a suicide case, and an officer who underestimate a victim when reporting theft (Catherine, 2021).

Social media is known as "media" in the process of communication. It is where a message is delivered through media instead of direct face-to-face and it occurred to cut down distance and that was why in the beginning it usually was a phone call or fax delivery. In general, many elements of noise can cause miscommunication in mediated communication, such as time delay which back then led to mediated communication as a secondary option to deliver a message. However, especially after the pandemic the way of communication changed drastically, people rely more on mediated communication and further treat social media as their main source of information and use their account as their representative in responding to messages.

The problem is people cannot see the "space" as they can't see the oxygen and it is hard for them to comprehend because the eyes can't see a thing about it. However, there is also contra to this belief which is possibly on media illiteracy or people's inability to understand social boundaries. So, it's very possible that HRD doesn't understand social media literacy so they treat it as a personality reference for prospective employees. Also, it is very possible that the public's inability to differentiate between expressing a personal opinion and announcing a personal opinion for the public can be different.

We see that there is a change and it is difficult for people to comprehend this situation. They understood social media as secondary which at the same time the behavior relies more upon to make it a primary source and way to communicate. Thus, this article would release the confusion knot and strengthen the premise of social media as a 'virtual world' if still relevant by discussing on what're the issues these days, the meaning of space and proximity in social reality and social media through interpersonal communication point of view.

2   Methods

The method used in this research is library study. The researcher read, analyzed, evaluate, and summarized scholarly works of literature about the social issues and phenomena where the dynamic in social media impacts interpersonal communication, especially in mediated communication. In explaining the phenomenon in this conceptual research, we start by recognizing issues and then addressing them with existing research.

In this case, as our expertise, we have understood the behavior of human communication in the face-to-face social space known as interpersonal communication in a social reality environment, the motive of communication, patterns, and cultural elements related to each individual that affects her or his communication. So the next thing about this is to make sure that this social media space and proximity are clearly well understood from the interpersonal communication point of view.

The results of this can then be the basis for policies that will be taken by the authorities regarding the solutions that occur in the social media space. There is a need for concrete findings to bring this issue to the fore to trigger the focus for further discussion on this matter.

3   Results and Discussion

3.1 Various Viral Cases on Social Media in Indonesia

There have been so many cases that have occurred on social media in Indonesia that the effects have spread to users' daily activities. Starting from the simplest of hate comments on accounts that usually can cause a bad mood for users in their daily lives to the leak of individual personal information that is massively spread through small clues on social media that threatens the cyber security of the said individual - with or without him knowing. The clues here can be obtained from their posts which often contain meaning and information beyond what they intended. For example, X posted a picture to Instagram consisting of his or her friends in a café and there written the caption *"Bestie"*. Others not only will know that s/he was with best friends, but they will also know *Who* the best friend is, *Where* they hang out, *When* they go, *What* bags they bring, and other stuff that contains the subtle message that can be used by people. Again, it is known that communication can be served by a symbol(s) so it is understandable how such a thing can happen.

In other issues, there was a student from a well-known university in Indonesia who wrote his personal opinion on the LGBT issue on his social media page and the writing caused his dismissal as a member of the BEM (faculty-level student organization). Also previously, there was an Indonesian professor who wrote his opinion on Facebook stating "*no one wears a head covering like a desert man*" referring to the participants he interviewed. The statement allegedly refers to *SARA* speech or racist statements in Indonesia (Putra, 2022). Due to the uproar caused on social media, the university's Chancellor was considered to no longer be an interviewer for the LPDP (the Indonesian government's scholarship program) scholarship program.

There is another viral topic about *"Rendang Babi"*. *Rendang* is a well-known cooking technic developed in West Sumatera, Indonesia it is acknowledged as one of the most delicious foods in the world by CNN International in 2011 (CNN, 2021) and it is registered with UNESCO in 2013 (Supriatna, 2021). So, *rendang* usually uses beef or lamb for the cuisine. However, this restaurant uses pork and that was the problem. The majority of the population in Indonesia is Muslim and it is forbidden for Muslims to eat pork so the issue triggered the local. Due to its viral, this case rose and involved state officials seeking further information and solution. After that, it was viral in 2022, but actually, the restaurant business was closed in 2020 after opening for three months and the menu is for non-Muslims there was no ill intention of the owner to deceive consumers in general as feared by the public (Huda, 2022). Thus, how realistic is the effect of social media activity on users' social reality nowadays even though we can see how it possibly can go wrong and out of context?

This realistic connection between social media activity and real life also affects another aspect. For example, The Digital Marketing Strategic of Hello Morning Monday company emphasized "no recruiter wanted to hire employees who had uploaded rude, negative words and shared hoax information" in their requirements (Febriyani, 2021). Then here the problem lies, shouldn't if a company would like to know one's work ethic, they should do an interview or carry out a set of personality tests that are usually handled by the HRD department? Here, they did not.

The latest case in 2022 from a citizen's point of view was the case of chocolate theft by a woman at a well-known retail store in Indonesia. This case began with an employee who caught a woman who didn't pay for a bar of chocolate she took. Unfortunately, it ended with the employee having to apologize in public for the accusation. The video leaked and got the public of social media attention, it didn't take long for the table to turn. With the attention and the company that facilitated the legal process, this case was won again by the employee and the shoplifter's daughter apologized (Nabilla, 2022).

Thus, there are at least three types of cases that are in virtual cases that affect the real world, such as property ownership, viral – decision-making, and people's incomprehension of personal and personal– public communication. In property ownership, the Pokemon Go game could be the best example since the game leads gamers to go around the city with their phones in hand, to catch Pokemons that appear on their phone screens. So the Pokemon(s) is in the gadget, while the physical body is in someone's yard. Indeed, legal action applied on that matter (BBC, 2018).

Social media is long known as a virtual world or *'dunia maya'* which means a space that seems real but doesn't exist. So, if social media is indeed a *'dunia maya'* or a virtual world as in the Indonesian dictionary means *what appears to exist but does not exist* and *it should not have such a real effect* then it should not be treated as a main source of information, it shouldn't be able to exert influence on the authorities to do something and HRD should not consider social media activity as a benchmark for one's ethics. Various

cases have been described regarding the real effects of public reactions on social media and a case in reality, logically hits the spot that both have a direct relationship. However, fundamentally, they are in two different worlds – if the understanding of space in social media still uses the premise of a virtual world.

3.2 The Motive of Interpersonal Communication

Interpersonal communication is the primary form of communication (Tubbs, 2013). So, in interpersonal communication, there is the process of interaction of verbal and nonverbal communication which is equally used and understood by people. Generally, unless it is under a medical condition it is almost impossible for one to only use one type of communication. However, as a matter of preference in a social setting, people tend to rely more on verbal communication. After all, they consider the message as complete because they can hear the voice along with the expression used by the speaker while they also can directly reply. In contrast with nonverbal communication, people think they don't like to use it. All the gesture they use in exchange for words is nonverbal communication.

Various researchers have discovered the motives of people taking part in communication with each other by using FIRO B (Fundamental of Interpersonal Relationship of Behavior) theory developed by Schutz in 1966. This theory provides a useful framework for three critical interpersonal needs that are universal in the context of human communication. This theory believes, people communicate because of affection, inclusion, and control.

FIRO B theory by Schutz is the first theory to explain the fundamental motive of interpersonal communication among individuals. This theory was later studied by Rubin, Perse, and Barbato who developed an advanced concept called the Interpersonal Communication Motives (ICM) model that added six numbers of interpersonal communication motives. Those motives have been identified as follows: (1) affection; (2) control; (3) escape; (4) inclusion; (5) pleasure; and (6) relaxation (Frisby & Martin, 2010). In their explanation, people communicate for affection which follows by the gesture of caring. Then, for control in concern of power. For escape, to the filling of time when avoiding certain behaviors. For inclusion, to feel the sharing feelings and avoid loneliness. For pleasure and fun. Last but not least, for relaxation from the unwinding dimension.

According to the ICM model, the motive of communication can be reflected in whom a person talks to (relationship level), how a person talks with others (communicator style), and what a person talks about (self-disclosure). According to the year of development, this theory and model could figure out the reason why people communicate with each other in their daily life.

Interpersonal communication is affected by culture and social environment as prominent factors for people when they communicate. Other than that, motive can be developed following own personal backgrounds such as life stage, age, and gender (Tenenboim-Weinblatt & Baden, 2021; Weinberg, Treviño, & Cleveland, 2019). Therefore, these aspects about whom they talk with, how they talk, and what they talk about, then age, and gender (Weinberg et al., 2019) are the fundamental reason for direct communication. It is not clear whether the same motive emerges in a situation of mediated communication such as communication in social media.

3.3 Mediated Communication

Mediated communication refers to an interaction where communicators are not in the same physical environment (Croes, Schouten, & Krahmer, 2018). So far the expert in communication examined two types of mediated communication; they are computer-mediated communication (CMC) and video-mediated communication (VMC). Between both, VMC as the advanced form of CMC requires much distance in proximity between communicators and a lower amount of information due to the risk of lack of video and audio transmission depending on the signal and the quality of the camera lens used on the gadget. Because the complete process depends on the availability of tools and signals, users have to be efficient in delivering the message which causes mediated lack of the traditional way of communicating, indeed this will have the risk of misunderstanding. However, regardless of the risk, the younger generation prefers mediated communication more (Venter, 2019).

It needs to be understood that social media does not the same as online mass media. Social media here varied today as Instagram, Facebook, Twitter, Tiktok, and else with the same specification. In mediated communication, presence count when a response suit the expectations and immediate response (Lindemann & Schünemann, 2020). Further, there are four themes of CMC where it is affecting the youth, they are from physical activity, mentality, mindset, and relationships with peers (Favotto, Michaelson, &

Davison, 2017). There also study stated that participating in social media brings familiar feeling among youth and result in intimacy and tighter relationships with each other (Laksana & Fadhilah, 2021).

In an interpersonal communication setting, there are types of verbal and nonverbal communication. Verbal communication is simply known as worded communication while automatically nonverbal refers to the opposite. Nonverbal communication includes all communicative acts except speech (Mandal, 2014). For example, Rubin's study (as cited in Andersen & Guerrero (1998)) said, when people are interested in something, then they will have pupil enlargement or someone they adore, blushing, facial and physical relaxation, slight smiles, slight head tilts and mutual gaze signed as nonverbal behavior. In this topic of concern, we thought about the nonverbal gestures that are carried out by social media users or in today's language called a *netizen*.

Burgoon, Buller, and Woodall's study (as cited in Mandal, 2014)), listed nonverbal communication typically sent with intent and used with regularity among members of a social community. For instance, the use of laughter in Japanese business communication. Japanese use laughter when delivering negative or unpleasant news for fulfilling a self-serving remedial function (Stadler, 2019). Interestingly, despite its possibility to have multiple meanings, nonverbal communication most likely is used to support verbal communication and strengthen the intention behind it. For example, they use laughter from the Japanese to ease the bad news they want to convey. Now this discussion will go to the nonverbal aspect of social media communication.

In this matter, we are focusing on the discussion space and proximity in social media as one of the signs of nonverbal communication. Space is one of many cues of nonverbal communication. Because a position of something or someone can deliver a message or sense of meaning to someone (Sharag-Eldin et al., 2019; Van Dijck & Poell, 2015). For example, someone could position their family portrait at the center of the house, in the bedroom, in a family corner where they like to sit around, or not have the portrait at all. The point is every position could have its meaning that is understood by the owner following their culture and social environment as the prominent factor of communication motive. Also, this meaning we are discussing was the meaning for themselves or for the people who happen to see it. So, the following question leads to what is the culture of social media, do netizen bring their culture into social media, or the social media – if exists – inject culture into the user's social environment? Again, in this matter, we can see whether or not mediated communication capable of doing so.

The study of space and proximity related to Edward T. Hall where he developed proxemics theory. This theory learns human use of space and proximity in distance as the communication context. For instance, this theory explains that people will take distance when communicating with others according to their level of familiarity. The closer the distance, the closer the relationship of those people possibly be, and vice versa. Thus, how *distance* delivers a message that can be understood as information without it needs to be told and how it is a kind of nonverbal communication.

All in all, before going further in discussing the benefit and disadvantages of mediated communication, we need to understand that CMC and VMC still do not quite cover the idea of social media communication. Three of them indeed share the same fundamental of not interacting physically between communicators, but they do overlap in the proximity of the people. For example, we understood that people communicate CMC when they can't meet the person. Nowadays, people still use social media even though they are in the same room. So, this brings us to the discussion of what exactly the motive of people using social media while they can completely enhance the possibility of their message being accepted by their friends in direct communication. Moreover, people can adjust their topics of discussion and emotions according to the social media platform they use.

3.4 General Overview of Social Environment

Social environment refers to the environment developed by humans in contrast to the natural environment. Example of this is society, family, peer group, and community, and it is specifically to the connection between individual. The social environment determines which emotions may be displayed and supports the interpretation of those emotions (Cossio et al., 2012). Further, the environment is capable of automatically activating mental representations of normative behavior and the behavior itself. Specifically when situational norms are well-established (e.g., when entering the library, one should be silent) (Aarts & Dijksterhuis, 2003). Another aspect that is affected by the social environment as Boteanu (2010) claimed is that social group and social environment influence the pattern of our thoughts, behaviors, feelings, and ideas. All in all, the environmental impact humans by facilitating or discouraging interactions among people. It influences people's behavior and motivation to act and also influences mood (Mary Jo Kreitzer, 2016) which then leads them to bring it into communication.

Space and proximity in social media will direct us to the discussion of communication and space which the technology here will be considered as a tool or media. If 'space' tends to point to a certain location such as this place or that place, it is not like that until the 1900s discussion of space which they start to point to the existence of 'time' as in a setting. The discussion back then emerges aspect of communication and geography into one element called 'space'. This is where the problem often arises because the existence of time is present as a context so it cannot be seen. So, it is difficult to pinpoint the 'location' in social media even though it covers what is in a *regular* social environment has, such as the people and the interaction.

In this matter, we share the same belief with a constructivist, Peter Berger and Thomas Luckmann 1966 in their book *called The Social Construction of Reality* where they stated that *"society is created by human and human interaction…"*. The interaction should be in the repetitive form that they called 'habitualization'. Habitualization here means *"can then be performed again in the future in the same manner and with the same economical effort"*. So, any society will be considered as one when the people frequently interact with each other with patterns.

In detail, in the 1970s Lefebvre defined space as a space that was constructed through communication, and back then it was occupied by artists, writers, and philosophers. Indeed as time goes by, we understand it is not only those groups who can communicate. Almost everyone can have their voice and tell it to friends. Especially in Indonesia with its growing 204 million social media users (Nurhayati, 2021) which exhibits the habit to speak through social media (Sharag-eldin et al., 2019) (detail in next part).

Those who inhabit social media in Indonesia are not only business actors, political parties, and the entertainment industry, which generally need masses for promotion or work, but also individuals who simply exist to those who actively engage with public figures, topics, or friends. In short, when social media allows interaction to occur, a construction of social reality is taking place. Therefore, social media is not a virtual reality, but a social real world that has repeated interaction by its 'people' usually called *netizen*s.

3.4.1 Speech Behavior in Social Media Environment

In the condition of the environment and social media, a paper from the Citizens Crime Commission of New York City in 2016 that explores the unique features of social media and the impact on behavior stated that the speed growth of social media has been adapted to people's daily lives, leading to ambiguity concerning what behavior is appropriate online (Ligget & Ueberall, 2016).

On the issue of disclosing whether social media space can be understood as a social environment, in this case, it means that face-to-face contact will simultaneously raise further questions regarding individual communication behavior related to space. In communication with human beings, the social environment gives purpose to their behavior (Cossio et al., 2012). It is as simple as when people mute or slower their voice when they are in a library. In that sense, the environment in communication contributes to the mutual harmonic and commotion in a relationship (Mandal, 2014). Another example of how significantly an environment affects one's speech behavior was reported in a study that revealed language changes according to the environment (Nölle, Fusaroli, Mills, & Tylén, 2020). Thus, give a picture on us of how the environment holds a position in humans' speech.

The previous study by Ager and Strang (as cited in Hebbani, Colic-Peisker, & Mackinnon, 2018) stated that a host can create such a specific condition to make a guest feel a sense of belonging. We get a quite complex understanding of the social media situation for the host. In this sense, is the platform or the user who lets the public comment on their posts? It is convinced that the environment has something that determines one's behavior. So that means, when this study sees that social media is a real space and fulfills the elements of a social environment, then communication behavior in such an environment can be known and mapped. As a result, it is also can be studied and added to the scientific finding of communication science.

After that situation, today's situation people prefer more to speak through social media. They somehow still talk to each other directly, however, they rely more on interaction through mediated communication. This matter is caused by the negative impact of social media that such as obsessiveness to engage more with reality in there instead of connecting to humans beside them (Yohanna, 2020).

3.4.2 Intercultural Communication

Intercultural communication is communication between members of different cultures (racial, ethnic, or socioeconomic differences) (Tubbs, 2013). Andersen & Guerrero (1998) said people give and have meanings depending on the influence of the culture, which unfortunately is usually the cause of

misunderstandings in communication (Shoji Nishimura, Nevgi, & Tella, 2010). So in this matter, we see the cause of the social media communication behavior shown by Indonesian netizens along the process of reading literature with the focus on their behavior communicating in social media instead of direct communication all these times. Indonesia has so many ethnicities, however, the majority of the locals share Java, Minang, and Malay values known as collectivist cultures that are strongly into harmony in their social environment(Afdal, Wibowo, Alfia, & Maysitoh, 2019).

As communication is the carrier of culture and social relationships (Kim & McKay-Semmler, 2013), identifying people's communication would have us a glimpse of substantial steps when understanding whether society conveys communication to social media or vice versa. Usually, in mediated communication where the tool used as media, the cultural value of communication surpasses the challenge or in this matter, the media. However, now with the adjusted behavior of users according to each platform seem to give us the idea that each platform has its area. So, it's like when we are visiting a different country, because the people behave differently accordingly.

The previous study figured that three key issues are surfacing regarding the habit of people communicating on social media. First, when people communicate through social media, they are inclined to trust the people on the other end of the communication, so the messages tend to be more open. Second, social connections are not strengthened as much through social media as they are face-to-face, so we don't tend to deepen our relationships— which before they tend to exist in the present circumstances. Third, people tend to follow and interact with people who agree with our points of view, so they aren't getting the same diversity of viewpoints as we've gotten in the past with a direct pattern of communication (Keller, 2013). So in social media as mediated communication (Zhong, 2022), the number of people and words they delivered is increasing in contrast to the quality of the relationship between the speakers.

Youth preferences in social media are most likely on the fast spread of information they can get by simply clicking on a link. At the same time, this easiness leads them to rely solely upon finding and not to think which then higher the impact of passivity to not interact with their environment (Yohanna, 2020). In comparison to the explanation above, hundreds of respondents disagree with the statement that social media has worsened their relationships which in their statement social media has a much more positive effect on the relationship that is popularly believed (Shabbir, 2021).

When people gather in a community, they form a culture. Some co-cultures co-exist and interact which also the beliefs or behaviors different from the larger culture which is a part of and shares numerous similarities (Pearson, Nelson, Titsworth, & Harter, 2011). A study by Moon et al., (2014) about Chinese immigrants in Korea who simultaneously maintain both their own culture and the new cultural values that leads them to develop positive attitudes in the new place.

Similarity, connection, and shared value are essential factors for a foreigner to be accepted in the host environment. According to Moon, Kim, & Kim (2014) study, on Chinese Immigrants in Korea, those factors contribute to the maintenance of Korean cultural values to the Chinese immigrant so they can adjust better. This certainly supported the researcher's assumption before who detected the similarity between refugees and the locals who shared Islam religion values. For instance, besides religion, the Myanmar refugee has a similar appearance to the local, in their body size and skin color.

Other than those things, recognizing conceptually and practically the intercultural competence of the host as a person's social strategy could be a great solution. Related to that, a study by Korem & Horenczyk (2015) with a focus on Ethiopian immigrants in Israel where reported that in daily coping immigrants embraced a perspective and attitude related to hosting effective norms of social behavior to adjust.

Otherwise, for the host, Adler and Rodman's study (as cited in Moalla, 2013) suggest people have the skill of —perception checking. This skill should help people to discover others better because he or they must challenge their interpretation of someone before believing in it in order not to jump to wrong conclusions about people who behave differently. One must be aware of this so that mutual understanding can be reached.

Culture significantly affects communication other than other factors. It is essential to recognize that each group has a shared sense of history, customs, and tradition that reinforces its own identity and its place in the broader community. In this study, the cultural value shared by Indonesian netizens when engaging in communication on social media needs to be discussed further based on what is seen in the field.

4   Conclusion

People communicate in their daily life just as much as they breathe, contra to the public understanding that communication is having a conversation, communication is more than that. In one practice of communication, people exchange expression, rhythm, and even specific identity of them that are delivered through the process. They create a sense of meaning in every message which represents their background of thinking (Laksana & Fadhilah, 2021).

While it is still in the discussion whether space in social media can be treated the same as social environment space in reality, a study found that social media users communicate intensely with one another even though they do not meet in person. People on social media platforms bound by the same interests or likes to that then whether they realize it or not, form a virtual community (Laksana & Fadhilah, 2021)

In the research area so far what we can gain is that the most often netizen in Indonesia prefer to share their problem on social media or else they would social media as their strategy to solve the problem they are facing. Thus, the pattern of how netizens in Indonesia use social media in their daily life. They tend to run fast to social media instead of going directly to the person in charge or the person in problem. According to the news we found in our media, this habit could be adapted from how certain cases are handled by Indonesian institutions when it is viral. That's why the hashtag #NoViralNoJustice rose as mentioned.
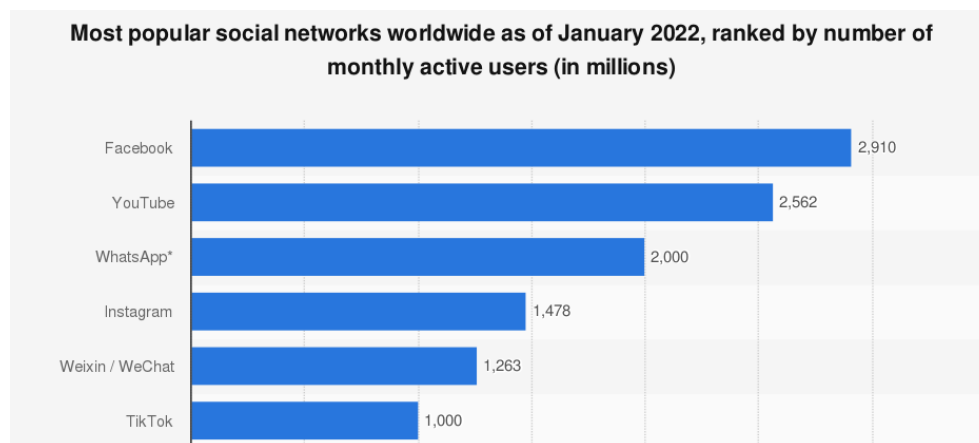

Fig. 2 Social Media Users 2022
Source: Statista.com (2022)

According to the elaboration above, researchers believe there is a distortion in how the user perceived social media. For example, in their paper Social Media Impacts Behavior and Norms by New York's Citizen Crime Commission in 2016, they found "Perceived Anonymity" as one of the unique characteristics of users which researchers see in this paper as people unawareness when they log into social media means they are entering the real world as we, not the virtual world. So, the ambiguity felt by a netizen on how to behave in social media. We analyzed that it is not only caused by differences in behavior related to background culture and else but also due to the lack of certainty of location differences between the social media world as the online world and the real world.

If in the previous elaboration above, people were able to mute themselves once they entered a library, it is because they knew that they had 'entered' the library as in they can see themselves going inside a building. However, it is not the same with someone logging into social media, no body's movement goes from one spot to another spot. So, researchers think that the public is confused about what behavior is appropriate on social media because netizens can't see the location change and they are in this crisis do they have to adjust or do the people on the platform have to adjust to them? Thus, this paper proposes to offer certainty that the area on social media exists and is primary so that it is the same as the existing *real world*. So that all behavior and treatment must be made equal.

The Scottish Public Health Observatory stated that to define an environment as the social environment is the existence of behavior, relationships, gender, ethnic group, education and work, conditions, and

communities where a group of people can develop. Also, a constructivist Peter Berger and Thomas Luckmann 1966 concluded society is created by humans and interaction, and then the activity in social media especially on how the dynamics of netizens inside the social media can affect the decision outside application nowadays is enough to show that it is no longer a virtual world.

The findings of this study will be useful for property and ownership issues that are often faced by the community. This kind of issue model can usually be found simply in someone who lives in a house, but it turns out that the property is owned by someone else (a contract). It could also be someone who is driving a motorbike, but it turns out that the motorbike belongs to someone else (borrowed). Things are inversely related to property and ownership on social media and this has not yet entered the wider digital space. On social media, the uploaded photo is still debatable about who owns it. Whether the uploader, the photographer, or the social media platform.

It is easy for us to evict when our house is inhabited by other people and is reluctant to move. When this house is claimed, as long as we have the house certificate, we can submit it to the authorities. But what about someone whose image of himself is used by others, many times? Regardless of what the purpose is, how can he explain that the 'face' is his and that other people are not allowed to post it on their social media? So, the results of this study will have implications there. When it is clear that social media is no longer a virtual world but also a reality and must be treated as equal, the discussion about property and ownership can be started as the basis for policy considerations will emerge.

Therefore, the environment gives purpose to the behavior (Cossio et al., 2012). It is as simple as when people mute or slower their voice when they are in a library. In that sense, the environment in communication contributes to the mutual harmonic and commotion in a relationship (Mandal, 2014). Another example of how significantly an environment affects one's speech behavior was reported in a study that revealed language changes according to the environment (Nölle et al., 2020). Thus, give us a picture on us of how the environment holds a position in human speech that then the scientist in communication can forecast the communication behavior in social media according to each element in society.

All in all, the pattern of communication adopted by Indonesian citizen as pictured by the scheme above need to be further studied. Especially which part of human interaction in communication leads them to experience the such way of mediated communication. Is that cultural, psychological, or digital alliteration on how to use social media, or is it the comfortable feeling experienced by them on social media platforms as the host covered the need they have.

Acknowledgement

Conflict of Interest

We have no conflicts of interest to disclose.

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