

Dramaturgy analysis in self-presentation of smokers

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Abstract

The purpose of this study was to find out how dramaturgy is in the self-presentation of smokers. The research method uses a qualitative with an interpretive approach. Data collection techniques used in-depth interviews, observations, FGDs, and literature studies. Miles & Huberman interactive model data analysis technique. The results showed that smokers among teenagers almost entirely did dramaturgy where there was a difference in smoking behavior on the front stage and back stage. Smokers apply Goffman's self-presentation, for example on the back stage they smoke, but on the front stage when dealing with teachers/parents/leaders/employers/lover – they do not smoke. The self-presentation of an adult smoker who has fully demonstrated himself as a true smoker places himself on the front stage as well as the back stage, using self-promotional tactics and even exaggeration. However, smokers among teenagers, will make a disclaimer by trying to deny and hide their identity as a smoker if they are at home with their nuclear family, namely father-mother-brother-sister. However, on the back stage, the teen smokers both carried out a self promotion strategy as a technique for presenting themselves by opening themselves up, especially when hanging out with their high-frequency friends.

Keywords: *analysis, dramaturgy, self-presentation, performer, smoker*

INTRODUCTION

Many non-smokers become passive smokers because they are exposed to cigarette smoke from active smokers. The survey results from the Indonesian Ministry of Health show that the number of active smokers in Indonesia is increasing every day. Of the 16 countries surveyed, Indonesia was ranked third as the country with the highest number of smokers with 61.4 million active smokers. The content of 1 cigarette consists of 4000 toxic chemicals that harm themselves and others, and 43 of them are carcinogenic (stimulates the growth of cancer). As a result, various cancers lurk, such as: lung cancer 90% in men is caused by smoking, and 70% for women. Oral cancer, lip cancer, asthma, cervical cancer, coronary heart disease, high blood pressure, stroke, blood cancer, liver cancer. The impact is not instantaneous, only felt after 10-20 years after its use. Smoking causes chronic inflammation of the upper respiratory tract mucosa, accumulating cytokines to this area, interfering with mucociliary activity, and causing excessive mucus production (Klemperer et al, 2020). The social environment is the main cause of adolescent smoking. From the social environment, several factors can be explained that can cause adolescents to

smoke, namely: first, friends, relatives, and people around who smoke. In addition to friends, relatives, fathers, grandfathers and teachers who smoke, it is also associated with adolescent smoking habits (Prawitasari, 2012).

Second, socioeconomic status (SSE) and low achievement. Research shows that many smoking teenagers come from underprivileged families, so that as an escape from this inability they end up smoking. Cigarettes in Indonesia are cheap goods, you can buy them individually or retail, even at a neighbor's shop you can get into debt. Apart from being economically disabled, low academic achievement is also at high risk of triggering someone to start smoking. Someone with low achievement tends to look for his identity to be considered great by his peers. As a result, these teenagers are looking for ways to improve their "self-image", namely by smoking. After smoking the person feels manly, manly, so that even though his academic performance is low, he remains confident. Research studies conducted in 2000 in the Yogyakarta Municipality showed that 62-67% of young men smoking came from low and medium SSE (based on pocket money earned every day), and 63-64% of young men who smoked came from teenagers who had academic achievements. low and medium (Prawitasari, 2012).

Third, a positive image of smokers who think that people who smoke are handsome, really men, so many people want to emulate them. Several studies in Indonesia reported that adolescents perceive smoking behavior to make them feel masculine and truly male. There are also smokers who convince themselves to be smokers because they are impressed by one of the cigarette advertisements which implies that smoking is a symbol of a real man. Fourth, low knowledge about the effects and harmful effects of smoking is still low, even ignored, even the majority of smokers think that not smoking can die from illness (Prawitasari, 2012).

Republic of Indonesia Government Regulation No. 109/2012 Concerning the Control of Materials Containing Addictive Substances in the Form of Tobacco Products for Health, written about the prohibition of smoking for children under the age of 18 (article 25.b). Cigarettes can kill 1 in 2 long-term users, premature death and loss of 20-25 years of productive life. The number of smokers in the world reaches 1.3 billion, while Indonesia itself is one of the countries with the highest cigarette consumption in the world, ranking 3rd. The number of Indonesian smokers in the world reaches 4.8% and the number of Indonesian smokers in ASEAN reaches 46%. The survey results from the Indonesian Ministry of Health show that the number of active smokers in Indonesia is increasing every day. Of the 16 countries surveyed, Indonesia is the country with the highest number of smokers with 61.4 million active smokers (Budiantoro & Soerojo, 2019).

LITERATURE REVIEW

The increasing number of smokers in big cities and even in rural areas can be caused by low public knowledge and awareness about the dangers of smoking. Smokers often do not realize the dangers of cigarette smoke released from their smoking behavior which creates pollution for passive smokers which has the effect of chronic disease. Basically, smokers already know the effects and dangers of smoking, but they still carry out these activities. Even now, it's not only adults who actively smoke, but many children wearing junior high and even elementary school uniforms have started smoking. The increase in smoking in their teens is supported by environmental factors. Many non-smokers become passive smokers because they are exposed to cigarette smoke from active smokers. The survey results from the Indonesian Ministry of Health show that the number of active smokers in Indonesia is increasing every day. Of the 16 countries surveyed, Indonesia was ranked third, as the country with the highest number of smokers with 61.4 million active smokers. The content of 1 cigarette consists of 4000 toxic chemicals that are harmful to oneself and others, and 43 of them are carcinogenic (stimulates the growth of cancer. As a result, various cancers lurk, such as: lung cancer 90% in men is caused by smoking, and 70% for women. Oral cancer, lip cancer, asthma, cervical cancer, coronary heart disease, high blood pressure, stroke, blood cancer, liver cancer. The impact is not instantaneous, only felt after 10-20 years after use.

Smoking has been identified as a risk factor for disease in humans, and there is an association between smoking and illicit drug use. Smokers are much more likely to use cocaine, heroin and marijuana. The associations were consistent across age strata and persisted after adjusting for race and sex. This study shows that smoking can be a gateway for illicit drug use (Lai et al, 2008). The use of cigarettes and electric cigarettes (vape) simultaneously

during the Covid-19 pandemic was widely practiced by most young people. This shows the need for education about the harmful effects of smoking among young people (Gaiha et al, 2020).

Smoking behavior results in a risk of severe disease that will impact public health in the future. Smoking is a risk and potential for public health, as the main cause of death. Data on smoking behavior in the US during the pandemic was reduced due to social restrictions, which prevented tobacco use and reduced opportunities to smoke (Berlin et al, 2020; Rigoti et al, 2021). Several studies have shown that mortality is 14 times higher in smokers than in non-smokers (Liu et al, 2020). During the pandemic, some smokers began to reduce and even stop smoking due to problems with reduced income and worry about health problems, for example, smokers who are exposed to the corona virus will feel pain in the respiratory tract, especially the nose and mouth (Lippi & Henry, 2020). The smoking cessation rate was found to have increased by 31.1% during the pandemic, because they believed that individual smokers exposed to Covid-19 would be more difficult to cure than non-smokers (Tetik, Tekinemre, Tas, 2020). People who successfully stop consuming cigarettes do nicotine replacement therapy, namely by adopting a healthy lifestyle, such as exercising (Berlin et al, 2020; Stzelak et al, 2018).

Erving Goffman in his book entitled *The Presentation of Self in Everyday Life* emphasizes that the core of Goffman's thought is "self" (self). Goffman (Mulyana, 2001: 106) argues that in the world of performance, two stages are distinguished, namely the front stage and the back stage. The front stage is that part of the individual performance that functions within general and fixed rules to be defined by the viewer. Audiences could see everything that was displayed on the front stage. Meanwhile, on the back stage, the audience cannot see all of the actors' performances. Goffman's dramaturgical approach was also influenced by Cooley's notion of the looking glass self. Cooley's notion of self consists of two components. First, we develop how we appear to others; secondly, we develop some kind of self-sense, such as pride or shame, as a result of imagining the judgment of the other person (Mulyana, 2001 : 108).

METHODS

This study uses a qualitative research method which aims to describe, summarize various conditions, various situations, or various phenomena of social reality that exist in society which are the object of research, and seeks to draw that reality to the surface as a characteristic, character, trait, model, sign, or descriptions of certain conditions, situations, or phenomena (Bungin, 2008 : 68). Researchers use primary data and secondary data in collecting data. Primary data is data obtained from first-hand or first-hand data sources in the field. Sources of this data can be from respondents or research subjects, from the results of filling out questionnaires, interviews, observations (Kriyantono, 2006 : 41-42). Primary data collection techniques, the authors use in-depth interview techniques. In-depth interviews are the process of obtaining information for research purposes by way of question and answer while face-to-face between the interviewer and the respondent or interviewee, with or without using interview guidelines where the interviewer and informant are involved in social life for a relatively long time (Sutopo 2006 : 72). While secondary data is research data that contains information and theories used to support research. The author will collect data from company data, company documents, library books, articles, magazines, and the internet. Researchers also use document/literature studies which are interpreted as an effort to obtain data and information in the form of written notes or stored images related to the problem under study. (Indrawan dan Yaniawati, 2014 : 139).

The data analysis technique used is the Interactive Miles and Huberman model (Sugiyono, 2005 : 91), that data activities are carried out continuously until complete, until the data is saturated. The stages of the data analysis process: 1) Data Reduction. Reducing data means summarizing, choosing the main things, focusing on the things that are important, looking for themes and patterns so that the reduced data will provide a clearer picture and make it easier for researchers to carry out further data collection, and look for it when needed. 2) Data Display. After data reduction, the next step is to examine the data. In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts and the like. By reviewing the data, it will make it easier to understand what happened, plan further work based on what has

been understood. 3) Conclusion Drawing/Verification. The third step in qualitative data analysis according to Sugiyono is drawing conclusions and verification. The initial conclusions put forward are still temporary, and will change if strong evidence is not found to support the next data collection stage.

RESULTS AND DISCUSSION

The results of a study of 20 smoker informants came from various education, age, profession, social status, and economic status. The informants that the researchers interviewed came from among students, university students, employees, to young executives who could be grouped into three sections, namely: young people and professionals. The smokers' informants consisted of two adult women and 18 adolescent and adult men. During the interview, the researcher also observed the style and location where they smoked. The activities they do while smoking varies. Only a small number of them adhere to not smoking in public areas, because there are laws that regulate this. While the majority of smokers carry out smoking activities in any place in public areas, even near pregnant women and children. This shows there is no empathy for people who are vulnerable to cigarette smoke as passive smokers who are forced to inhale cigarette smoke that smokers spread in the air. Some even throw away cigarette butts as they please, even though there are trash cans around the smokers. When reprimanded for not smoking in public areas, they are actually more fierce and gassy, this of course raises antipasti for those who see it. People who see passive smokers feel pity and sympathy because they are victims of toxic smoke that endangers the health of the mother and the fetus she contains. There is no awareness of smokers to maintain a healthy, comfortable and conducive environment to breathe fresh air if smokers start to light up their cigarettes. Society also tends to be permissive in seeing people smoking in public areas, by keeping quiet and not daring to reprimand them, on the grounds that they don't want to make a fuss and look for trouble. It is this omission from society that makes smokers more free and rampant to carry out smoking activities in any place.

From the results of observations and interviews with smokers, it turns out that some of them, especially among students, do not dare to be 100% honest with their parents or still secretly that they often do smoking activities. Smokers among students admit to their fathers, mothers, brothers and sisters that they do not smoke and in fact they do not dare to smoke in front of their nuclear family at home. Ha this is what is called that smokers among students perform dramaturgy on the front stage. Meanwhile, on the back stage, they carry out smoking activities in secret, especially if they are hanging out with friends who have the same frequency or understanding. Almost all stated that they had to maintain their own image in front of their nuclear family. Because they realize that smoking behavior is actually bad and a waste, if caught they are sure they will be scolded and even punished. Thus it appears that smokers among students present themselves differently on the front stage and the back stage. Self-presentation is an effort made by someone to create a certain impression in front of others by arranging behavior. To get a good self-presentation, people try to manage their self-impression. The impression that is first made in front of other people will determine how other people relate to one's self. Whether we realize it or not, everyone always tries to present themselves in front of other people, especially in front of new people to make a special impression on other people..

Goffman (Kuswarno, 2011 : 116) assumes that when people interact, they want to present a picture of themselves that is accepted by others. When communicating someone will try to show the best for his own comfort and the comfort of his interlocutor, so that the actor will get a good impression on his interlocutor. In the process of self-presentation, usually individuals will carry out impression management. At that time the individual carries out a process where he will select and control their behavior according to the situation in which the behavior is presented and project it on others for the image he wants.

Goffman depicts that humans as symbol manipulators live in the world of symbols. In the concept of dramaturgy, Goffman begins with an interpretation of self-concept, in which Goffman describes a broader sense of self than Mead (according to Mead, an individual's self-concept is stable and continuous while forming and being shaped by society on a long-term basis). Meanwhile, according to Goffman, self-concept is more temporary, in the sense that the self is short term, plays a role, because it is always demanded by different social roles, whose interactions in society take place in short episodes. With regard to interaction, the definition of a situation for

a particular individual's self-concept is called Goffman as self-presentation. Self-presentation can be interpreted as an individual's way of presenting himself and his activities to others, the way he guides and controls the impressions that other people make of him, and everything that allows or is not possible for him to do to support his presentation in front of others (Mulyana, 2011: 107).

Self-presentation is a fact in everyday life that a need to present oneself well or make a good impression in front of others, this behavior refers to self-presentation or impression management. Self Presentation appears when a person is aware that he is seen by other people around him. The goal is to limit what is disclosed, but will still tell a little about themselves, even if they believe that they will not lie to people about who they really are. With regard to interaction, the definition of a situation for a particular individual's self-concept is called Goffman as self-presentation. According to Goffman, self-presentation is an activity carried out by certain individuals to produce definitions of situations and social identities for actors and these definitions of situations affect the variety of interactions that are appropriate and inappropriate for actors in existing situations..

Smokers present themselves as an effort to grow a certain impression in front of other people by arranging behavior so that other people interpret their identity according to what they want. In the identity production process, there are considerations made regarding the symbol attributes to be used that support the identity that is displayed as a whole. For smokers, by doing smoking activities they look more manly, macho, dashing, cool and dignified.

In the process of self-presentation, individuals usually carry out impression management. At this time, the individual is carrying out a process where he will select and control the behavior that is presented and project it to others as the image he wants. Humans do this because they want other people to like them, want to influence them, want to improve their position, maintain status and so on. Self-presentation or impression management is limited in the sense of presenting oneself in calculated ways to gain the acceptance or approval of others. The self-presentation strategy used by a person to present his identity in the community varies, namely:

1. Ingratiation The goal of this strategy is to be perceived as a pleasant or interesting person. Common tactics include: praising others, being a good listener, being friendly, doing things that benefit others and conforming in their attitudes and behavior.
2. Intimidation. This strategy is used to instill fear and gain power by convincing someone that he is a dangerous person. So it's different from ingratiation who want to be liked, so they just want to be feared. The intimidation strategy is more often used in situations where escaping is not easy.
3. Self promotion. *People using this strategy will portray strengths and try to impress with their accomplishments, usually by exaggerating about themselves and their abilities.*
4. Exemplification. People using this strategy are trying to project their appreciation of honesty and morality. Usually they present themselves as honest, disciplined, and kind. Sometimes the appearance that is shown is indeed the actual situation, but often tries to manipulate and is not sincere in doing so.
5. Supplication. This strategy shows weakness or dependence to get help or sympathy. If people do not have the resources that can be used to carry out the strategy mentioned above, what is usually done is to do self-criticism. Strategi ini memperlihatkan kelemahan atau ketergantungan untuk mendapatkan pertolongan atau simpati. Jika orang tak memiliki sumber-sumber yang dapat digunakan untuk melakukan strategi tersebut di atas, biasanya yang dilakukan adalah melakukan kritik pada diri sendiri.
6. Self handicapping. This strategy is used when the individual feels his ego is being threatened because he seems incapable. When they are afraid of failing in carrying out their duties, they will pretend to experience an obstacle or obstacle before or during an event that threatens their ego. This is done so that his self-esteem is not destroyed or decreased.
7. Aligning action. *Strategies used in an attempt by individuals to define their behavior which seems questionable because it is actually contrary to cultural norms. The ways that are generally carried out are disclaimers (denial), namely verbal statements with the intention/purpose of denying negative implications and future actions by defining these actions as irrelevant to the social identity they already have.*

8. Altercasting, namely using tactics to impose roles and identities on others. Through the altercasting strategy, humans place other people in situations and roles that benefit them.
9. Audience pleasing, is behavior designed to make the audience feel happy, for example making a joke or joke to create the impression of a pleasant self.
10. Self construction, self-presentation intended to justify a view of oneself. For example someone who thinks that he is kind so he does good.

From the description above and based on the observations that the researchers made of the informants, it can be concluded that the self-presentation of smokers includes two levels, back stage and front stage. Thus there is a difference in presenting oneself on the front stage and the back stage in the two groups of adult smokers and among adolescents. On the back stage, the self-presentation strategy carried out by both adult and adolescent active smokers, these two groups both show the existence and identity of smokers themselves. This self-disclosure is carried out using self-promotion, exemplification, and ingratiation strategies.

Whereas on the front stage, there are differences in self-presentation strategies in the two groups of smokers. In adult smokers, they show their identity as true smokers with great confidence and self-confidence, some even exaggerate, so they seem overly confident. acting. The self-presentation strategies used are: self-promotion and ingratiation (looking for face). The assumption is: self-promotion and ingratiation carried out by adult smokers by exaggerating their identity as real smokers. They are proud with their identity by announcing their identity as smokers. They show self-pride with self-presentations that reflect themselves as smokers both from verbal communication, non-verbal communication, attitudes, and their behavior in a very open manner and nothing is hidden or even impressed exaggerate, especially shown me through non-verbal communication. Meanwhile, at the front stage level for teenage smokers, the self-presentation strategies used are: exemplification (becoming an example) and aligning action with disclaimer tactics (denial). The presentation shown is as a teenager who is a non-smoker, obedient, polite, and should be a role model for other youth.

This tactic of denial is carried out because in fact they themselves doubt their attitude and behavior because they know that what they are doing is contrary to government regulations, values, norms, and propriety that apply in society. Thus, they try to hide their identity as smokers in society on the front stage. So it can be concluded that smokers' self-presentation among adolescents has two sides, namely one exaggerates, while the other hides his identity as a smoker.

CONCLUSION

Almost all smokers among teenagers perform dramaturgy where there are differences in smoking behavior on the front stage and the back stage. Smokers apply Goffman's self-presentation, for example on the back stage they smoke, but on the front stage when dealing with teachers/parents/leaders/employers/lovers - they don't smoke. Self-presentation of adult smokers who have fully shown themselves as true smokers occupy the same position on the front stage as well as the back stage, using self-promotion tactics and even exaggerating. However, among adolescent smokers, they will make a disclaimer by trying to deny and hide their identity as a smoker if they are at home with their nuclear family, namely father-mother-brothers and sisters. However, on the back stage, the teenage smokers both carried out a self-promotion strategy as a self-presentation technique by opening themselves up, especially when gathering with frequency friends.

Smoking is a bad habit that is carried out in everyday life. Not a few people are addicted to cigarettes. For some people, smoking has become a necessity that cannot be avoided. Addictive substances that exist in the content of a cigarette causes a smoker addicted. The dangers of smoking are widely known, but there are still many active smokers who are not afraid of this. He even feels innocent when active smokers poison other people and the environment around them, and can even make other people get sick. The culture of permissiveness or omission when people carry out smoking activities in public areas must also be abandoned. Society must be firm and measured when they see smokers polluting the fresh air that should be breathed together.

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