

## THE UNSTABLE MEANING OF “FALLING”: WOMAN RESISTANCE ON “FALLING STAR CHALLENGE” TREND

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### ABSTRACT

“Falling” is signed on its signifier to follow the earth gravitation which may cause injury and bruises. It faces unstable meaning since in social media Framing, falling no longer causes the felling of hurt and injured. Social media socializes unusual trend which is very different even oppositional to the reality. One of the examples is the “falling star challenge” which is endemic in social media. Instagram as the media, socializes this unstable meaning of “falling” as popular and unharmed, opposing what people feel in real world. This challenge was inspired by a crazy rich Russian who, in fact, exhibited his wealthy in which he displayed what he had in his car and his scattered stuffs were laid in a mess, a part of their high qualities. This analysis analyze the content descriptively using instagram media as the subject with #fallingstarchallenge. It is found 70% woman who resist to this trend. It proves that woman are susceptible with various influence from what they see and watch on social media. This trend is a challenge for woman to show that they exist and follow the trend. It then deconstruct the saussure’s concept of signifier and sign of the word “falling” to be unharmed and painless.

**Keywords:** Resistance; Unstable Meaning; Falling Star Challenge; Instagram

### INTRODUCTION

Social media in internet technology can make human interaction be easily conducted, so called interaction in cyberspace. Communication that we usually do ‘face-to-face’ can be done anywhere and anytime without any obstacles moreover, it is supported by social media. Williamson as quoted by Widjanto urged that Social media is a created media which has to disseminate messages through social interaction, and it is made easily and large-scale publication techniques (Widjanto, 2013).

Virtual social media often produces phenomena even to certain trends such as the jilboobs phenomenon, selfies, trending hashtags, memes, #kekechallenge, #fallingstarchallenge and others. Of course, every social media has its own trend at a certain time.

Human creativity in the social world never ends. The creativity is so unique, interesting and sometimes extreme. The ideas made by users of social media sometimes succeed to viral. In 2018 this challenge was created by users of social media and it has never stopped coloring the lives this year.

This trend firstly appeared on Instagram social media which is now indeed a lot of hits and favorites for many people because the complete Instagram feature makes us interested in this application. Some of the challenges that appear on Instagram and throughout 2018 are fluff challenge, momo challenge, tide pod challenge and are considered dangerous challenge, such as Keke challenge that was quite horrendous in social media some time ago where people were challenged to get out of a running car just for jogging. This challenge was banned in some countries because it had the potential to cause accidents to the doers and others.

The Keke challenge has been viral on Instagram where many communities and even Indonesian actors / actresses participate by making a challenge. But now the challenge is not done anymore considering the trend is changing again. And recently a new trend emerged on Instagram called "Falling Stars Challenge" with the hashtag #FallingStarChallenge.

This trend was firstly viral in Russia and the sophisticated technological developments made this challenge quickly spread even to Indonesia. This Falling Stars Challenge presents a pose in which the body seems to have fallen due to tripping and falling from a car with a face stuck to the ground and legs stretched out, around the body of the person there are some stuffs scattered the bag. The scattered stuffs were used as a showroom to show the expensive bags and other expensive items.

The photos displayed are taken in a unique and creative way such as pretending to fall due to tripping in a luxury car, on planes, stairs to helicopters to show their totality enlivening this challenge in a virtual space.

The virtual space in social media provides an opportunity for the public to express freely, the phenomenon of #fallingstarchallenge on social media is certainly inseparable from the role of social media users to interact, communicate, and even actualize themselves in the popular #fallingstarchallenge trend. If the user feels interested in this trend, the other netizens will get a tremendous influence in interacting and getting what is notly discussed by netizens and they will imitate the shape, style and even the items used in this trend then upload it and post it into their respective accounts. Other users will also be interested and do the same.

Referring to the data from the research conducted by the Pew Research Center, an organization that consistently conducts research on the internet, technology and science, it shows that women are dominant in the use of social media as much as 76% while men is as much as 24% (Barger, 2012)

The boom in Trend #fallingstarChallenge phenomenon on social media, especially instagram now, is the basis of this article to find out women's resistance and the unstable meaning of "falling" and the meaning of instagram users in posting #FallingStarChallenge about themselves.

## **THEORITICAL FRAMEWORK**

### **A. Deconstruction**

Deconstruction method is used in analyzing this phenomenon. According to Derrida (Budianta, 2002), Deconstruction is an attempt to dismantle showing logical or rhetorical mismatches between those explicitly mentioned and those implicitly hidden in the text. Initially Derrida disputed the explanation stated by de Saussure that writing depend on oral language because writing depended on spoken language, however, Derrida reversed the binary opposition and stated that writing was actually more important than oral language.

Derrida used *differance* and *difference* terms to prove it. Both words have different meanings, but the same pronunciation. While *Difference* means differences, *differance* means delaying or delaying (Budianta, 2002). Thus Derrida has succeeded in explaining things that have not been seen directly.

The concept of Deconstruction is also used to dismantle other ideas and thoughts that are considered normal and right by most people. This is related to the meaning of "falling" in social reality with the meaning of "falling" in the Fallingstar Challenge trend on Instagram. Furthermore, Budianta (Budianta, 2002) explains the use of this theory in discussing a social phenomenon. Deconstruction usually starts the analysis by identifying binary opposition in the text, then reversing it or showing contradictions in the text that obscure the hierarchy or the boundaries of both.

## **B. Resistance**

Resistance in this study refers to the position of an attitude to behave in order to survive, to resist, oppose, or opposition efforts. Usually the attitude shown is not based on or refers to an understanding or clear thinking. For Foucault (Dosi, 2012), power often gets resistance in social relations. Networks in Instagram contribute to Instagram followers to follow the power relations that are in trend among Instagramers / net citizens.

The falling star challenge trend involves women who can be said to be resistant to the trend that is happening on Instagram social media. Men and women have the power to participate in these power relations. Furthermore, resistance can be understood as a force that meets with other forces, both of which are strength and resistance, (Barker, 2000). Thus resistance is a force to defend, try to resist, and oppose other forces in the social class in power in society.

## **C. Instagram**

Social Media used in the fallingstar challenge trend is Instagram. Which is a popular social application in smartphone users. This application is used to send fast information in the form of photos in the form of managing photos, editing photos and sharing to other social networks.

Instagram was first founded by Kevin Systrom, who is well known to the public as well as the name Mike Krieger (Salbino, 2014). Its development is very rapid and proven by its busy users. At the beginning of its appearance in 2012, Instagram had created a web profile that allows users to have their own profile and displayed their Instagram photos in a social media view.

## **METHOD**

Qualitative-Descriptive is used in this study and the researcher as a key instrument, the data collection technique carried out by combining the data found is descriptive, the data analysis is done inductively, and emphasizes generalization, with a study of women resistance who follow this trend. The emphasized study in this study is virtual ethnography to see the phenomenon of social and cultural users in the Virtual space as a culture.

Virtual ethnography can see several objects or phenomena that exist in the Virtual world or Social media. (Sedarmayanti & Hidayat, 2011) by taking the research subject in the form of an Instagram account that makes the hashtag #FallingStarChallenge for 8209 accounts.

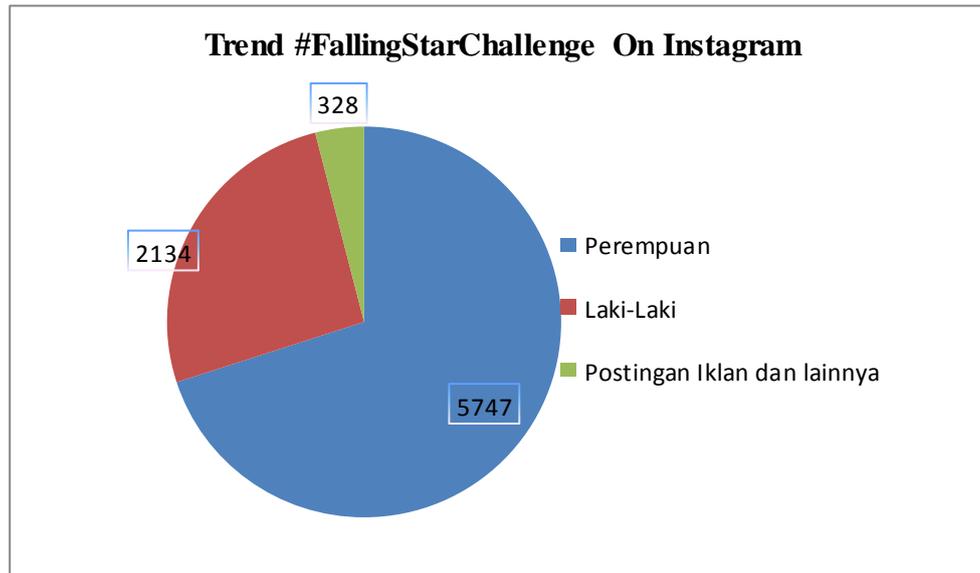
The phenomenon of #fallingStarChallenge among instagram users creates meaning and social reality so that the paradigm used by researchers is the constructivism paradigm, freedom of interpretation and acting according to various conceptual thoughts in mind. (Ardianto, Elvinaro, & Q-Anees, 2007)

Derrida's deconstruction methods are also used in analyzing this study said, which is a method of reading the text very carefully until the conceptual distinction of the author's creation which is the basis of the text seems inconsistent and paradox in using the concepts in the text as a whole. (Zulfadhli, 2009). In other words, Derrida said that the text failed to meet its own criteria; standards or definitions constructed by text are used reflectively to shake and destroy the initial conceptual distinction of the text.

## **DISCUSSION**

### **A. Deconstructing the Meaning of "Falling" from Reality to Hyperreality**

Social Media is a medium for virtual world community to take place. The interactions in social media portrays those similar to reality, but the interactions that occur are simulations and sometimes totally different from the reality. A person's identity can be changed in social media which allows anyone to be anyone, even a user who is very different from the reality, in this condition Baudrillard said as a Simulation. Where the media no longer displays reality, but has become reality itself, even more realistic than the reality itself. (Kushendrawati, 2011).



Picture 1. Subjek Pelaku Trend Falling Star Challenge

This trend is mostly carried out by women referring to the hashtag that can be seen on Instagram with as many as 8209 accounts and almost 70% of the total number of accounts are women with various fall styles that they can be seen in Picture 4.

Instagram users can be referred to in Picture 2. Which shows that Instagram users are growing. This is characterized by a user graph of approximately 700 million Instagram user accounts in 2017.

Media Instagram has such a big influence, especially with the interaction of 700 million Instagram user accounts, by no longer spreading the real reality but has already spread hyperreality, a reality that doesn't really exist. Media Instagram has the ability to manipulate reality with its devices then force it to be consumed by the public.

Both reality and hyperreality on Instagram have an impact on people to be more interested in what is fake than what is real. As with the public's perception of the Falling Star Challenge trend, photographing the falling from a car with scattered items about. In fact, not necessarily the individual really has the scattered item and enjoys every falling pose displayed. The meaning of falling into a fallen pose is what distinguishes reality and hyperreality.

Falling is conceptualized in a large Indonesian dictionary as getting down or sliding down quickly due to gravity (both when it is down and after reaching the ground and so on). So the meaning of falling is a form of unpleasant event especially accompanied by the existence of wounds as a result of falling.

But this meaning changes in the hyperreality in the Instagram world that defines falling into an artistic, unique concept and there is no injury at all from the fall. Falling which is deconstructed as a matter of unpleasant events becomes pleasant. The meaning of the Fall actually no longer looks unpleasant, but focuses on the things that become beautiful, pretty and perhaps luxurious. It refers to individual who focuses on the status and prestige obtained from pictures they take and upload them to Instagram.

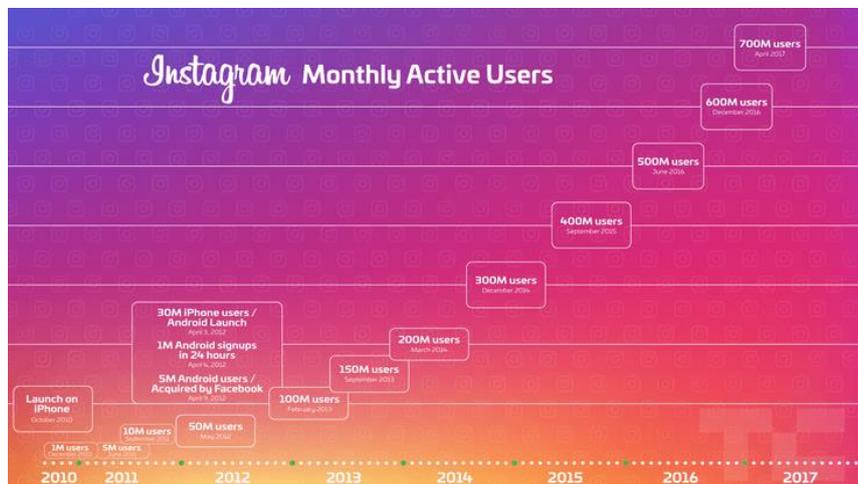
Actually humans do not want the real fall, humans no longer think about what things are done or not with the conception of hyperreality. Humans no longer consume what is needed, but humans consume symbols (Baudrillard, 2004). On the other hand there is

also a certain satisfaction for someone if they upload a trend photo with a luxurious fall condition to social media, then like or love and commented on by many people who see or stalking the account.

This trend has a charge to continue to be reproduced in the world of hyperreality. Whatever type of challenge is booming and becomes viral within Instagram, every individual has the potential to imitate and do it even though they are objects in simulacra social media.

Today's society is a society that is flooded with images and information, which makes simulations and imagery become the most desirable and noticed things in postmodern culture, including in the case of individuals who do luxury fall trends.

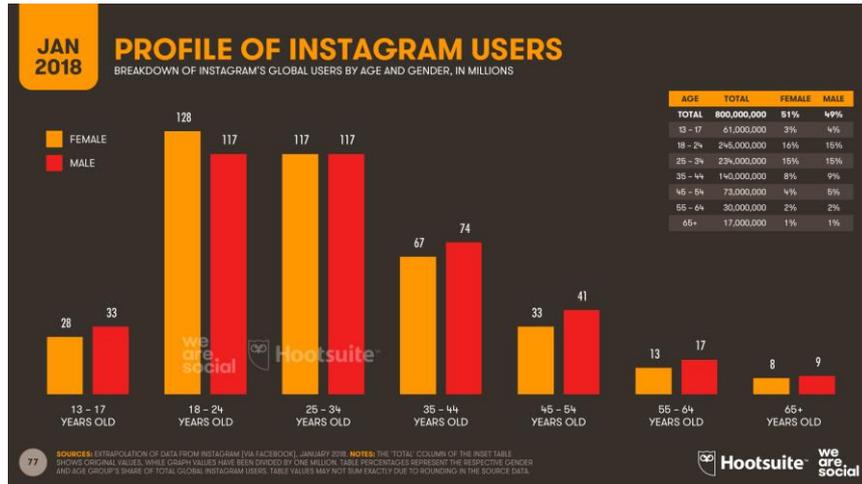
Every individual should not want to fall or fall in his social reality. However, the different "falls" that are displayed in this simulacra falling star challenge in the virtual world are only for trend. Therefore falling which is deconstructed by the falling luxury challenge in the falling star challenge in Instagram has replaced the position of the definition and concept of falling in real or real space which is the main source of reproduction, and forming a new reality that is full of engineering but demanded by cyberspace.



Picture 2. The Development of Instagram user

(Source : <https://selular.id/2016/06/update-terakhir-perkembangan-instagram/>)

The use of online media for social networking for women superior to 16.3% compared to men is only 11.7%. Likewise in the aspect of sending messages to colleagues in the form of instant messengers activities (women 11.3% and men 10.4%), e-mail (women 7.7% and men 6.8%). From the data illustrated that women have a lot of time and advantages compared to men in using online media. Likewise with the use of other online facilities, such as gaming, community, education, photos, and blogs, female users look superior. This means that women become online media users who are very active in various forms of activities. Especially activities to form social networks, personalities and other social publications.



Picture 3. Instagram user based on gender

(Source: <https://wearesocial.com/blog/2018/01/global-digital-report-2018>)

Women in fulfilling their social needs have used mass media especially for their image. This is evident from the very dominant involvement of women in the mass media, particularly television, newspapers and the internet. These media become an inseparable part of women's lives. To strengthen the image, women must strive to construct social values and norms that apply around them.



Picture 5. Women in Falling Star Challenge

<https://wearesocial.com/blog/2018/01/global-digital-report-2018>

## CONCLUSION

The use of Instagram contributes to the existence of instability in the meaning of "Fall" in society through the trend of #FallingStarChallenge, because someone consumes goods not because of needs and use values but rather then emphasizes and considers symbolic value and prestige. The meaning of the fall was deconstructed in such a way with the concept of a luxurious and elegant fall without the slightest injury.

Women are more resistance, it can be seen through Instagram account users who follow this trend. Women have the freedom of expression to do it in any way, and women

make a major contribution in deconstructing the meaning of falling which is no longer sick but instead it is pleasant and a way to show off the luxurious.

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