

**GAMBARAN PROSES KOGNITIF ATAS KONSISTENSI TANGGAPAN
TERHADAP PENGGUNAAN EMOJI *SLIGHTLY FROWNING FACE*
DALAM SITUASI *SELECTIVE* DAN *DIVIDED ATTENTION* PADA
PENGGUNA INSTAGRAM STORIES**

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ABSTRAK

Penelitian ini bertujuan untuk melihat dan mengeksplorasi gambaran proses kognitif terkait dengan konsistensi tanggapan atas ekspresi emosi yang diwakili emoji *Slightly Frowning Face* ketika seseorang dihadapkan pada situasi *selective attention* dan *divided attention* pada pengguna Instagram khususnya fitur Instagram Stories. Penelitian ini menggunakan pendekatan kualitatif dengan menggunakan teknik wawancara semi-terstruktur dan teknik *photo-elicitation* terhadap dua dewasa muda pengguna emoji *Slightly Frowning Face* di Instagram khususnya pada fitur Instagram Stories. Analisis data menggunakan pendekatan *Interpretative Phenomenological Analysis* (IPA). Hasil penelitian ini menunjukkan bahwa terdapat inkonsistensi dan ketidaksesuaian tanggapan atas emoji *Slightly Frowning Face* yang disebabkan karena adanya perbedaan pada proses kognitif tiap individu khusus pada proses atensi dan persepsi ketika dihadapkan pada situasi *selective* dan *divided attention*. Sehingga disarankan bagi pengguna emoji *Slightly Frowning Face* agar dapat lebih berhati-hati dan mempertimbangkan saat menggunakan emoji tersebut di media sosial. Selain itu, disarankan bagi perkembangan sistem teknologi agar dapat menciptakan inovasi teknologi terkait emoji seperti memberikan makna emoji tertentu pada keyboard emoji sehingga dapat menghindari kesalahpahaman komunikasi.

Kata Kunci: Emoji, Emoji *Slightly Frowning Face*, Proses Kognitif, Instagram



***DESCRIPTION OF THE COGNITIVE PROCESS OF THE RESPONSE
CONSISTENCY TO THE USE OF SLIGHTLY FROWNING FACE EMOJI
IN SELECTIVE AND DIVIDED ATTENTION SITUATIONS FOR
INSTAGRAM STORIES USERS***

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ABSTRACT

This study aims to see and explore the description of cognitive processes related to the consistency of responses to emotional expressions represented by the Slightly Frowning Face emoji when someone is faced with a situation of selective attention and divided attention on Instagram users, especially the Instagram Stories feature. This study uses a qualitative approach using semi-structured interview techniques and photo-elicitation techniques to two young adults who use the Slightly Frowning Face emoji on Instagram, especially the Instagram Stories feature. Data analysis used an Interpretative Phenomenological Analysis (IPA) approach. The results of this study indicate that there are inconsistencies and discrepancies in responses to the Slightly Frowning Face emoji caused by differences in the cognitive processes of each individual specifically in the process of attention and perception when faced with selective and divided attention situations. So it is recommended for users of the Slightly Frowning Face emoji to be more careful and considerate when using the emoji on social media. In addition, it is also recommended for the development of technological systems in order to create technological innovations related to emojis such as giving certain emoji meanings to the emoji keyboard so as to avoid communication misunderstandings.

Keywords: Emoji, Emoji Slightly Frowning Face, Cognitive Process, Instagram

