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

Jeanny Dian Dewi

ABSTRAK

Penelitian ini bertujuan untuk mengetahui gambaran proses kognitif atas kosistensi tanggapan seseorang terhadap emoji *Slightly Smiling Face* ketika di hadapkan pada kondisi *selective* dan *divided attention* di Instagram Stories. Penelitian ini dilakukan berdasarkan fenomena yang banyak terjadi di masyarakat terkait dengan munculnya kesalahpahaman dalam komunikasi yang disebabkan oleh adanya perbedaan interpretasi terhadap emoji *Slightly Smiling Face*. Penelitian ini merupakan penelitian fenomenologis dengan pendekatan kualitatif. Metode pengumpulan data yang digunakan adalah metode *photo elicitation* dan wawancara semi-terstruktur yang dilakukan pada dua perempuan dewasa muda yang merupakan pengguna emoji *Slightly Smiling Face* di *Instagram Stories*. Analisis data dalam penelitian ini menggunakan metode fenomenologis interpretatif atau *Interpretative Analysis Phenomenology* (IPA). Hasil penelitian ini menunjukkan bahwa terdapat inkonsistensi tanggapan atas emoji *Slightly Smiling Face* yang dapat dilihat melalui proses kognitif yang terjadi, yaitu melalui adanya proses sensasi, atensi, persepsi, memori, pemecahan masalah, dan pengambilan keputusan. Inkonsistensi terjadi karena adanya distraksi dalam proses kognitif individu ketika dihadapkan pada situasi *selective attention* dan *divided attention*. Distraksi yang muncul pada situasi *selective attention* terjadi pada proses atensi, persepsi dan pemecahan masalah. Sedangkan distraksi yang muncul pada situasi *divided attention* terjadi pada proses sensai, atensi dan persepsi.

Kata kunci**:** Emoji, emoji *Slightly Smiling Face*, proses kognitif, *Instagram Stories*

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

Jeanny Dian Dewi

ABSTRACT

The study aims to determine the description of the cognitive process on the consistency of a person's response to the Slightly Smiling Face emoji when faced with selective and divided attention conditions on Instagram Stories. This study was conducted based on a phenomenon that often occurs in society related to the emergence of misunderstandings in communication caused by differences in the interpretation of the Slightly Smiling Face emoji. This is a phenomenological study with a qualitative approach. The data collection method used was the photo elicitation method and semi-structured interviews conducted on two young adult women who were users of the Slightly Smiling Face emoji on Instagram Stories. Data analysis in this study used the interpretative phenomenological method or Interpretative Analysis Phenomenology (IPA). The results of this study indicate that there is an inconsistency in the response to the Slightly Smiling Face emoji which can be seen through the cognitive processes that occur, which include the process of sensation, attention, perception, memory, problem solving, and decision making. the inconsistency occurs because of the distraction in the individual's cognitive processes when exposed to selective attention and divided attention situations. The distraction that appears in selective attention situations occurs in the process of attention, perception and problem solving. Meanwhile, the distraction that occurs in divided attention situations occurs in the sensation. attention and perception processes.

Keywords: Emoji, emoji Slightly Smiling Face, cognitive process, Instagram Stories