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Submission date: 24-Feb-2023 02:10PM (UTC+0900)

Submission ID: 1986487637

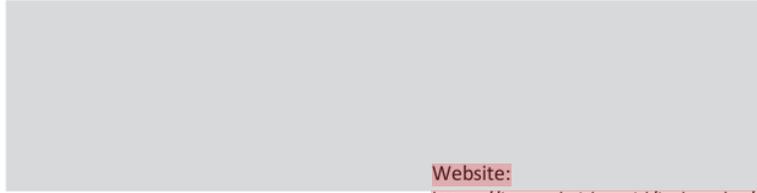
File name: Template_Final_EN--new_corrections--Feb_2023.pdf (823.48K)

Word count: 7078

Character count: 37810



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Showcasing Luxury on Social Media: How Does it Affect? An Anomaly among Lecturers

Menampilkan Kemewahan di Media Sosial: Bagaimana Pengaruhnya? Sebuah Anomali di antara Dosen

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ARTICLE INFO

Keywords:

social climbing, Facebook, WhatsApp, account theft, material and non-material losses

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In almost every job, technological determination has a vital role to make it easier for humans, including social media. Today, there is a diminution of solidarity, which is contradictory to the "concept of caring". Users are increasingly indifferent, sometimes selfish, and exaggerate when they come into contact with posts on social media, thus triggering hacking by irresponsible individuals to achieve certain advantages. This paper dedicates to investigating discriminatory actions against lecturers in the Faculty of ABC–University of XYZ who use Facebook and WhatsApp to show off all the luxuries of life. Through the experimental–qualitative, the sample invited "social climbing" lecturers who experienced material and non-material losses. This study describes that respondents who experienced material impacts due to hacking were more dominant than those who suffered non-material losses. Most judged that the hacking addressed to respondents was triggered by a dominant intensity on social media, rather than going about their daily routines. However, in the long term, lecturers express their attitude to improve integrity as an academic community. Recognizing this reality, the

practical implications of regulation and lawlessness in cyberspace need to be enforced. In addition, these findings also bridging the agenda for future studies.

INFO ARTIKEL

Kata kunci:

panjat social, Facebook, WhatsApp, pencurian akun, kerugian materi dan non-materi

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Hampir setiap pekerjaan, determinasi teknologi memegang peranan vital untuk memudahkan manusia, termasuk media social. Dewasa ini, timbul penipisan terhadap solidaritas yang kontradiktif terhadap konsep kepedulian. Para pengguna semakin berperilaku acuh, berperilaku tidak normal, dan berlebihan ketika bersinggungan dengan postingan di media social, sehingga memicu peretasan oleh oknum yang tidak bertanggung jawab untuk menuju keuntungan tertentu. Makalah ini mendeliskasikan untuk menyelidiki aksi diskriminatif terhadap dosen di lingkungan Fakultas ABC–Universitas XYZ yang menggunakan Facebook dan WhatsApp untuk memamerkan segala kemewahan kehidupan. Lewat eksperimen–kualitatif, sampel mengundang dosen-dosen “panjat social” yang mengalami kerugian materi dan non-materi. Hasilnya, studi menguraikan bahwa para responden yang mengalami dampak materi akibat peretasan lebih dominan dibanding yang rugi secara non-materi. Sebagian besar menilai jika peretasan yang dialamatkan kepada responden dipicu oleh itensitas yang dominan di media social ketimbang menjalani rutinitas sehari-hari. Akan tetapi, dalam jangka panjang, para dosen mengekspresikan sikap untuk memperbaiki integritas sebagai civitas akademik. Menyadari realita ini, implikasi praktis terhadap regulasi dan pelanggaran hukum di dunia maya perlu ditegakkan. Selain itu, temuan ini juga menjembatani agenda studi masa depan.

Introduction

The digital transition across the nation brings concrete changes. The shift from the conventional era to the modernization of technology has helped and accommodated human work in a more effective direction that saves energy, costs, and time (Ramadania et al., 2021). Without draining a lot of energy, each individual and community can communicate from different distances and locations without physically meeting face-to-face. The massive progress of a technology, unwittingly kills morality, social civilization, and human culture (Arogyaswamy, 2020; Defleur, 1982; Walsh, 2020). According to Holmes (2005), for example social media, which is seen as fragile and erodes humanity, includes deceiving the anti-climax reality situation of netizens. There are symptoms that appear when people start to neglect empathy in public spaces, campuses, entertainment venues, reunions, and even family routines that are busy playing smartphones without caring about the surrounding environment and the erosion of tolerance. "Social climbing" tends to build a reputation, so friends and other users on social media have the perception that "likes" and "comments" are part of success (Bardoscia et al., 2013; Holland-Smith, 2017).

From contexts such as: Facebook (FB) and WhatsApp (WA), which are popularly installed and loved by generations, are vulnerable to racism, verbal acts that hurt other people's feelings, sexual harassment, crime through data leakage, and other disgraceful actions (Endeley, 2018; Fatehkia, O'Brien & Weber, 2019; Wijnberg & Le-Khac, 2021; van Steden & Mehlbaum, 2021). On the other hand, in the terminology of "happiness", the status features provided by these two types of platforms do take over from individual fatigue, but are only "pseudo". A series of actions that cannot be accounted for by certain individuals to be traded for certain purposes. FB and WA are interconnected, where these two devices complement each other with the motive of making it easier for users (Jang-Jaccard & Nepal, 2014). Then, the authentication option is also verified from the e-mail. It is conceivable, if one of them is breached and misused to weaken the user in the temporary to permanent period. In fact, an easy way for social climbing predators to see and track individual performance is through the activity level of social media users or individual desires that promote their interests through uploading photos, statuses, and sharing videos about everyday life. Like a "game", netizens' behavior is a "slice of a circle" that shows emotional expression (Çelik, 2016; Fu et al., 2021; Fu et al., 2022).

For example, in emerging markets that adhere to a "democratic system", Indonesia provides autonomy for its citizens who use social media openly and freely. Yet, this does not appear in China, where social media applications are controlled by a government that implements "socialism" closing and restricting access to widespread news from outside influences who are afraid to destroy the harmony of national unity, mass panic, avoiding outside public opinion, and political propaganda (Creemers, 2017). Bamman, O'Connor & Smith (2012), Gallagher & Miller (2021), Ruan, Knockel & Crete-Nishihata (2021), Qin, Strömberg & Wu (2012), and Zheng (2013) commented on the tendency towards "foreign doctrine" it is inseparable from the "trade war", including technology with other countries, which triggers China to empower and appreciate domestic creativity more than foreign works whose confidentiality is still in doubt.

The level of cybersecurity in Indonesia is weak (Rizal & Yani, 2016). Recently, in August–September 2022, the emergence of a hacker named "Bjorka" who claimed to be from Poland, deliberately hacked the security system of the Indonesian government (Hanafi, 2022; Sutikno & Stiawan, 2022). His actions are classified as "black hackers", where he tries to trick the government into asking for a copy of the money. Government data that was breached, then distributed and traded on the "Dark Web" site includes: Indihome customers, registration data for smartphone owners, General Election Commission (KPU) data, state officials' data, many correspondence documents belonging to President Joko Widodo, and other government websites, including letters sent by the State Intelligence Agency (BIN). This is widely discussed by netizens in cyberspace.

Problem statement

The series of problems experienced by social climbing also tarnish the intellectuals in Indonesia (Astuti, 2021; Lim, 2013). The practice of using social media on the grounds of being able to boost and support academic productivity is a dilemma (Hays, 2012). Although this is a natural thing, but sometimes it violates the norms and goes against institutional principles. Achievements that are always proud of on social media, actually take turns stimulating tensions between lecturers, students, and other educators at the University. There are jobs that are hampered or even just reducing lecture hours to continue to exist on social media (Shimizu, 2015). Holistic sensitivity decreases, along with habitats that group together in equalizing points of view (Massey et al., 2014). Worse yet, the mindset of social media activists who are not academics actually thinks that they are intellectuals who have a lot of busyness and money who often ignore safety. Details, the hallmark of an academic who works in an exclusive zone, without strict supervision and flexible time. In this way, contradictory posts on social media such as ideas and innovations as symbols of knowledge, visual fantasy, individual perspectives, ideals, privacy activities, and distribution of philanthropy, have the opportunity to attract attention from "cyber-crime".

Crime on social media is not a new issue. Most of the hacked accounts include: email, FB, and WA. The difficulty in dismantling the syndicate that addressed the academic community that launched the attack was because they first knew the potential victims were intensely displaying residence documents, bank accounts, houses, telephone numbers, and some also showing email and social media accounts. This is certainly an irony that arouses the instincts of criminal behavior. The various fraud patterns identified include: identity fraud, site hacking, spoofing, phishing, ransomware and carding. Surprisingly, it is also often carried out by predatory journals in the name of "Scopus" through scientific conferences and the lure of publication through the "fast-track review" route with high costs and unreasonable procedures (e.g. Oviedo-García, 2021; Richtig et al., 2018; Torres, 2022).

Main purpose

On the Asian scale in general, it illustrates that social media activists are growing rapidly compared to Europe, Africa, and other continents. Without putting aside synthesis and criticism, social media community networks in Asia are booming alongside internet penetration and competitive "lifestyles" (e.g. Ardi & Putri, 2020; Dao et al., 2014; Martin, Lewis & Sinclair, 2013; Tapsell, 2020). Pang et al. (2021) argue that a social media product that is marketed through a certain "branding" has surrounded Asia, which drags its activists into the truth of "self-esteem". This implies social jealousy due to showing off something excessive on social media (Altuwairiqi, Jiang & Ali, 2019; Jiang & Ngien, 2020; Lin & Utz, 2019; Lin, van de Ven & Utz, 2018; Maharani, 2021; Tandon, Dhir & Mäntymäki, 2021). Opinions that develop against the ideal perception can understand literacy and logical implications.

Interestingly, there are few publications that censor related to chaos and transactional incidents from the scope of the University, especially intimidation of lecturers who actually spend time on social media. Only information is limited to exploration and evaluation of intimidation in social networks against the lower middle and upper middle income groups, but it does not lead to a landscape that is rich in people like lecturers. Observed from a distance, at first it seemed that there was no risk in using social media, but the maturity in behavior on social media was tested. To respond to the complexity of the fears of lecturers who are fond of social media, the focus of this study is to analyze the material losses and non-material losses of the lecturer forum case. In science, the relevance of studies is multidimensionally focused today by the chaos of social media, the urgency of anxiety that lecturers must be aware of, and comprehensive experiences to improve lecturer ethics in social media.

The organization of the paper is organized into 5 parts. Section 1 (Introduction): focuses on the background, problem statements, and objectivity of the study. Section 2 (Method): constructing the population and sample, data collection, and analysis approach. Section 3 (Results): outlines the investigation findings. Section 4 (Discussion and Conclusions): describes the study outputs with different related publications and displays the results. Section 5 (Theoretical Contributions and Managerial Implications): recommends policy parameters and provides suggestions for reflecting on the weaknesses of the study to consider future research directions.

Method

Population and sampling

The population criteria in this study are 128 lecturers in the initialized campus “Faculty of ABC–University of XYZ. This campus was founded in 1990 which is located in Samarinda City (East Kalimantan Province, Indonesia). The sample was set to observe lecturers who often exhibited luxury on social media who argued that they had experienced criminal acts in WA, FB, or both. Only 84 samples (N = 84) were willing to be invited. These lecturers were also detected with a history of material and non–material losses.

Data collecting

The data collection procedure begins with permission by the head of the institution to get participants from related professions. The respondents represented the chronology and the series of reactions through the video service “Zoom Meeting”. The stages in determining the respondent unit, restructuring the sample, and collecting data are determined during December 2021–August 2022.

Analytical approach

The technique of filtering the data is operated through an experimental–qualitative model. Instruments for tabulating data were selected using a questionnaire format (e.g. Curiel et al., 2020; Drury et al., 2022). Then, the question items were asked to the respondents based on their agreed personal perceptions and were constructed without any intervention by their superiors. We also provide structured parallel clusters for respondents who have bad symptoms or problems from social media at the same time. The process of data articulation was modified into a descriptive form.

Result and discussion

Respondent's attention

Table I describes the characteristics of informants who like social media such as FB and WA. Of the 84 questionnaires that were distributed and filled out openly by lecturers at the Faculty of ABC, we found that 47.62% did not use the two applications simultaneously, but 34.52% actually used them together and only 17.86% used them together sometimes. Sadly, respondents answered that 57.14% of these two applications were connected and 42.86% ensured that they were not integrated between WA and FB. The lecturers were relatively enthusiastic about FB (61.39%) than WA (38.1%). Referring to this survey, 71.42% of respondents also empower other applications (IG and YouTube). A total of 20.24% use Microblogs to fulfill vacancies in certain courses to students via links that are linked and look for lecture materials/references and 8.33% just use Twitter to satisfy their hearts.

Table I Intensity of social media (N = 84)

No.	Questions	Answer	F	%
1.	Consuming FB and WA applications at the same time?	<input type="radio"/> Yes <input type="radio"/> Sometimes <input type="radio"/> No	29 15 40	34.52 17.86 47.62
2.	Between the two, are they in sync?	<input type="radio"/> Yes <input type="radio"/> No	36 48	42.86 57.14
3.	Which one is more popular between FB and WA?	<input type="radio"/> FB <input type="radio"/> WA	52 32	61.9 38.1
4.	Other social media alternatives? Mention...	<input type="radio"/> Twitter <input type="radio"/> Instagram <input type="radio"/> Microblog <input type="radio"/> YouTube	7 29 17 31	8.33 34.52 20.24 36.9
5.	Tempo (per week) using FB and WA?	<input type="radio"/> <3	14	16.67

		<ul style="list-style-type: none"> ○ 3–6 ○ 7–10 ○ 11–14 ○ >15 	20 33 11 6	23.81 39.29 13.1 7.14
6.	The time (hours per day) spent on social media?	<ul style="list-style-type: none"> ○ <1 ○ 1.5–2 ○ 2–2.5 ○ 2.5–3 ○ 3–3.5 ○ >3.5 	15 28 26 8 3 4	17.86 33.33 30.95 9.52 3.57 4.76
7.	When was the last time you made a "status" on FB and WA?	<ul style="list-style-type: none"> ○ A while ago ○ Yesterday ○ Last week ○ Last month 	5 31 37 11	5.95 36.9 44.05 13.1
8.	What posts are uploaded?	<ul style="list-style-type: none"> ○ Photo ○ Videos ○ Writing status 	27 19 38	32.14 22.62 45.24
9.	What forms are often posted on social media?	<ul style="list-style-type: none"> ○ Routine on campus ○ Learning module ○ Food ○ Vehicles ○ Home ○ Vacation ○ Others 	6 13 22 15 1 7 20	7.14 15.48 26.19 17.86 1.19 8.33 23.81
10.	Consider uploading status?	<ul style="list-style-type: none"> ○ Social chat ○ Academic branding ○ Eliminate boredom ○ Educate ○ Just curious ○ Looking for a partner ○ Explore conference ads 	4 34 16 7 11 2 10	4.76 40.48 19.05 8.33 13.1 2.38 11.9
11.	Hope to get a response from fellow social media activists?	<ul style="list-style-type: none"> ○ Yes ○ No 	45 39	53.57 46.43

(Source: interview output)

Respondents also responded that the duration spent on social media had taken up 7–10 times per week (32.29%) and when viewed by hours, what was surprising was that they had lost time, spending almost 1.5–2.5 hours per day (64.28%). On average, lecturers at the Faculty of ABC admit that for 1 week they have shared their status on FB and WA (80.95%). At its peak, part-time is actually filled to upload status posts (45.24%), photos (32.14%) and videos (22.62%).

From the “9th question”, personal inspiration for playing social media is posting food at a restaurant (26.19%), new types of cars (17.86%), and other varied posts as much as 23.81%, consisting of: words/ motivational sentences, songs, religious lectures, satire against certain individuals, motivational advertisements, live-streaming, and hobbies are "normal" things. Initiatives from other propositions also prove that uploads on social media are intended for "academic branding" to gain fame, while 19.05% of respondents think that social media is effective in getting rid of stress, 13.1% want to peek at other people's activities, 11.9% claim that service advertisements on social media are a trusted source to get information such as publishers who provide journal and book publication opportunities to follow. Elaboration of the study confirms that 53.57% of lecturers who are imperative in the form of “like” or “comments” from colleagues, students, and family. In essence, 46.43% of lecturers actually reacted "don't care" to get any interest in the “11th question”.

Hacking pattern

Table II below shows an unpleasant social climbing experience. In the corridor throughout 2021–2022, 60.71% of lecturers answered that social media accounts had been stolen and 39.29% said they had. Weak systems on FB (78.57%) and WA (21.43%), have been predicted by respondents who point out that security protection is not intensive. There were 78.57% of respondents said that FB aggressively were the most frequently hacked and 21.43% of their WA applications experienced the tragedy of

burglary. This is relatively extreme by a kind of "scraping time" considering that 71.43% of respondents had their social media hacked 4 times, while what was more fundamental was hacking 5–7 times (17.86%). Then, 29.76% of respondents suspected that hacking was due to displaying luxury that seemed to be rich by hackers, 28.57% due to "human error" where the cellular card suddenly died, and the password deliberately repeatedly asked for a new password, 21.43% assume that due to a well-known position, where there is ambition that is closer to a conflict of interest whose actors already know the identity of the victim, and a broad relationship factor that touches 20.24% stated that they are famous, so this dimension triggers hacking.

Table II Hacking capacity (N = 84)

No.	Questions	Answer	F	%
12.	Have social media accounts ever been stolen?	<input type="radio"/> Yes <input type="radio"/> No	51 33	60.71 39.29
13.	What apps were hacked?	<input type="radio"/> FB <input type="radio"/> WA	66 18	78.57 21.43
14.	How often is social media hacked?	<input type="radio"/> 4 <input type="radio"/> 5–7 <input type="radio"/> >8	60 15 9	71.43 17.86 10.71
15.	What is the reason for the key being hacked?	<input type="radio"/> Human error <input type="radio"/> Have extensive relationships <input type="radio"/> Famous positions <input type="radio"/> Showing wealth	24 17 18 25	28.57 20.24 21.43 29.76
16.	What are the common forms of hacking?	<input type="radio"/> Fake account <input type="radio"/> Duplicate profile <input type="radio"/> Virus attack <input type="radio"/> Post screenshots, videos and photos <input type="radio"/> Mastering to be obeyed emotionally	13 30 9 10 22	15.48 35.71 10.71 11.9 26.19
17.	What is the orientation towards hacking? (go to Tables III and IV)	<input type="radio"/> Material <input type="radio"/> Non-material	59 25	70.24 29.76
18.	Are there any preventive measures?	<input type="radio"/> Yes (go to Table VI) <input type="radio"/> No (stop, go to Table V)	62 22	73.81 26.19

(Source: interview output)

The most common forms of hacking exposed are duplicate profiles (35.71%) with fake identities and real accounts crashing due to guessed passwords. Respondents who thought that 26.19% were insinuated by certain actors controlled to be obeyed emotionally through the scenario of colleagues and family members who experienced disasters such as: accidents, then pretended to be in pain and left messages to people who had helped, so they were hypnotized to immediately take emergency efforts. Accounts that were totally paralyzed reached 15.48%, then 11.9% that went viral through screenshots, videos, and illegal photos, it was confirmed that there were efforts of resistance and criticism that had an impact on career decline. Interestingly, 10.71% were exposed to virus attacks forced to admit and hackers blackmailed through threats of pornographic videos, fake links and advertisements, and other fraudulent schemes.

Table III Material loss (N = 59)

No.	Components	Answer	Frequency	Percentage
19.	Intellectual property sabotage	<input type="radio"/> Yes <input type="radio"/> No	18 41	30.51 69.49
20.	Direct threats and violence	<input type="radio"/> Yes <input type="radio"/> No	4 55	6.78 93.22
21.	Damage to credibility	<input type="radio"/> Yes <input type="radio"/> No	33 26	55.93 44.07
22.	Transfer credit, data packages, or some money	<input type="radio"/> Yes <input type="radio"/> No	59 0	100 0

(Source: interview output)

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The issue between material losses vs. non-material losses that are scattered due to social media climbing in question 17 in Table II concludes that out of 84 respondents, 59% recognized material losses and 25% experienced non-material losses. Technically, this explanation is framed in Tables III and IV. Table III examines the frequent occurrence of violations of intellectual property to 41% of lecturers. They claim that the hackers took pictures and videos illegally. Besides, 93.22% stated that they had also been threatened directly using instructions that must be obeyed, for example: the theft of money and property. Separately, 55.93% of them were unable to stop fraud in the form of credibility contamination and all respondents also did not stem the financial draining fraud, including: transferring credit, data packages, and money.

Table IV Non-material loss (N = 25)

No.	Components	Answer	Frequency	Percentage
23.	DDoS injection	<input type="radio"/> Yes <input type="radio"/> No	17 8	68 32
24.	Phishing e-mails	<input type="radio"/> Yes <input type="radio"/> No	25 0	100 0
25.	Privacy breach	<input type="radio"/> Yes <input type="radio"/> No	16 9	64 36
26.	Abuse	<input type="radio"/> Yes <input type="radio"/> No	11 14	44 56
27.	Access without permission	<input type="radio"/> Yes <input type="radio"/> No	20 5	80 20
28.	Illegal content	<input type="radio"/> Yes <input type="radio"/> No	23 2	92 8

(Source: interview output)

7 The points from Table IV confirm that tragically 68% of respondents were injected with a Distributed Denial of Service (DDoS) attack, where the perpetrator tried to combine network resources on a machine that was not available to the respondent through a service interruption of a host located on the internet. The level of privacy violations on social media is the starting point for low awareness to fill out a form on the internet that includes personal data (phone number, access to log in email, password, home address, and code on Automatic Teller Machine/ATM) as shown felt by 64%. Forms of harassment such as: gender harassment, seductive behavior, sexual bribery, sexual terror, sex texting, and body-shaming have cornered 56% of respondents, thus tarnishing and tarnishing reputation. There is also unauthorized access by hackers who infiltrate and check social media using geolocating/spyware. This risky condition is also a disaster for 92% of respondents whose social media accounts are infiltrated by illegal content that is unethical, tarnishes the law, and is vulnerable to public order.

Table V Reaction to "question 18, option: no" (N = 22)

No.	Questions	Answer	Frequency	Percentage
29.	Are you stressed?	<input type="radio"/> Yes <input type="radio"/> Sometimes <input type="radio"/> No	10 3 8	45.45 13.64 36.36
30.	Are you frustrated?	<input type="radio"/> Yes <input type="radio"/> Sometimes <input type="radio"/> No	15 6 1	68.18 27.27 4.55
31.	Are you desperate?	<input type="radio"/> Yes <input type="radio"/> Sometimes <input type="radio"/> No	12 10 0	54.55 45.45 0
32.	Do you feel panic?	<input type="radio"/> Yes <input type="radio"/> Sometimes <input type="radio"/> No	9 8 5	40.91 36.36 22.73

(Source: interview output)

The reaction of respondents who do not take alternatives and delay the search in maintaining when social media is hacked has an impact on feelings of stress (45.45%), frustration (68.18%), dropouts (54.55%), and panic (40.91%). Although this was relatively difficult, but over time they chose to create

new FB and WA accounts.

Short term solution

Recently, respondents are optimistic to re-prioritize hacked accounts through 3 strategies: 77.42% self-repair arguing that these tips can save expenses, 95.16% share their experiences for exchanging income, not closing themselves, and partnering with colleagues who have hacked, and 59.68% contacted professional services through expert advice/experts hired according to their field. Good skills and control to adapt and minimize hacking attacks on social media, indicates that respondents have the insight to survive even though the situation is always increasing.

Table VI Mechanisms and initiatives (N = 62)

No.	Components	Answer	Frequency	Percentage
33.	Fix it yourself	o Yes	48	77.42
		o Sometimes	14	22.58
34.	Sharing experience	o Yes	59	95.16
		o Sometimes	3	4.84
35.	Contracting professional services	o Yes	37	59.68
		o Sometimes	25	40.32

(Source: interview output)

Discussion and conclusions

Back to the phenomenon of social climbing, which often shows off all luxuries on FB and WA, it indicates to its users that they still need “recognition” from others (Dewi et al., 2019; Wang, 2015). The depletion of the tradition of politeness is a "dark side" perspective that reflects the individual degree or level of economic welfare of the rich class to fall into a trap that not only creates social inequality and material controversy, but is also a target for intimidation by organized crime mafia nests.

Velandia-Morales, Rodríguez-Bailón & Martínez (2022) assume that the plenty of wealth does not guarantee a peaceful life, but instead stimulates suspicion and unfairness from others about how one gains wealth in a short time without knowing for sure the individual hard work to achieve it. Comparing with other countries, the FB users in Indonesia as of January 2022 is among the highest globally, which ranks third after India and the USA (Katadata, 2022). This increasing trend as a big wave that excites the psychological aspect of social climbing. Uniquely, in the 2021 period for internet users aged 16–64 years, Rollason (2021) released the number of users reaching around 2 billion as of July 2021. The most dominant nation that uses WA is Kenya (97%), then South Africa is in second place to 96% and Nigeria is third (95%). Furthermore, Indonesia is in the last position in the "10 largest" where around 87% of the population uses WA.

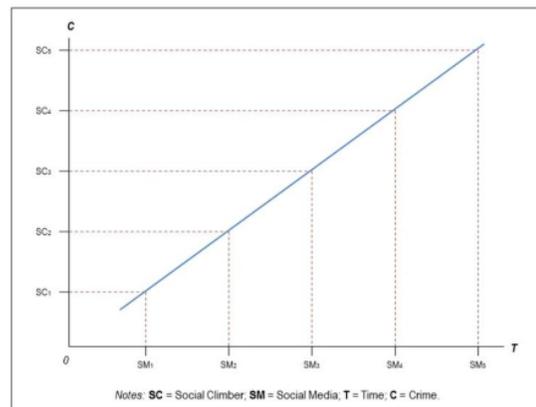


Figure 1 The “social climber” analogy and its consequences

(Source: Own)



The findings in this study found that the more active on social media, especially “social climbers”, the more likely to be cheated. Social media does not show the authenticity of individual characters and traits. This term is illustrated by the taller “tree”, the stronger the wind blows, which triggers the tree roots to wobble because it carries a heavy load of leaves and twigs. Accordingly, Figure 1 above demonstrates the “social climber” analogy. As the direction of the ladder is getting higher and higher, Figure 1 speculates that with increasing social media users, it is also symmetrical with criminal threats. There is a positive interaction between the “dotted line” which represents the volume of social media use and the parallel “linear line”. Thus, social climbing that spends a lot of time in cyberspace, the more “respect is depleted”, where they actually get closer to being deceived by criminals. Moreover, the break time is also intended to show off wealth, resulting in cointegration of the “bottom left to top right” graph.

In this case, the purpose of using social media was positive, such as refreshing, instead it seemed arrogant by the immaturity of thinking that became the “root problem” of social unrest, commercialization of industry in academic circles, degradation of the sense of togetherness, isolation of disrespectful attitudes that did not respect other people’s opinions, barriers healthy competition, provocative, concerned with personal ego, job expansion, exploitation of luxury, and dependence on irrational presence.

Many of the respondents did not know the latest features from FB and WA that can be connected, although the bad news of inferential “big data” has been experienced by some netizens (e.g. Majid & Kouser, 2019; Pallivalappil, Jagadeesha & Prasad, 2021; Pybus, Coté & Blanke, 2015; Rader & Wash, 2015; van der Schyff, Flowerday & Lowry, 2020; Vishwanath, 2019). Social climbing does not care that from what is stated it changes and cuts comfort (Rak, 2007), thus offending other netizens because of social media relations which relatively pioneered social rifts (Meikle, 2016), misleading exposure (Browning, 2017), mistakes which breaks friendships (Romero-Iribas & Smith, 2019), and chaos among families (Rickly-Boyd, 2012).

Theoretical contributions and managerial implications

Anomaly that “boasts itself” is the wrong element. Insincere intentions based on continuous “social recognition” urge individuals to control other people’s views of themselves or otherwise strengthen authority by putting aside the opinions of others. Every human being has different characteristics. If not realized, social climbers tend to be depressed, as in this finding. The theoretical contribution emphasizes the horizon of knowledge related to the commitment of social media users to be wiser and open up as a way to learn from mistakes so that they do not repeat themselves in the future. In other words, there is introspection that refrains from showing off wealth. Despite the doubts, the unification of conducive communication through agreement among users is seen as preferable.

The managerial implications are focused on the integrated supervision of the help desks on FB and WA, especially reporting of data theft, restoring and cleaning reputation, and temporary disabling of applications. Stakeholders, especially leaders on campus, i.e. Chancellor and Dean, have the authority to give disciplinary sanctions to lecturers who are still doing social climbing, including: administrative punishment, prohibition on social media, removing compensation, and dismissal. Respondents who are involved in the academic field, should create a sustainable generation. Therefore, the topic of this study is to ensure that there are variables that are missed, so that future research directions consider starting competent improvements.

Acknowledgment

The authors appreciate professional comments by anonymous reviewer in the Jurnal Socioteknologi from ITB. There is no specific funding for this study. Survey data during the interview process is a narrative told by informants transparently and is the responsibility of the author.

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P/V You have used the passive voice in this sentence. You may want to revise it using the active voice.



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Article Error You may need to use an article before this word. Consider using the article **the**.



Article Error You may need to use an article before this word. Consider using the article **the**.



P/V You have used the passive voice in this sentence. You may want to revise it using the active voice.



Run-on This sentence may be a run-on sentence.



Article Error You may need to use an article before this word.

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