



## **THE PHENOMENON OF SOCIAL DEVIANCE IN THE FILM JAKARTA VS EVERYBODY**

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### **Abstrack**

This study aims to find out the elements of social deviation in the drug abuse phenomenon in the film *Jakarta vs Everybody*. The study uses a qualitative research method, Stuart Hall representation. In addition, this study also uses a descriptive-analytical research method to explain the discussion of the research. This study also uses the semiotic analysis theory of Ferdinand de Saussure. The results of this research show that the representation of the drug phenomenon in several scenes of the *Jakarta vs Everybody* movie is when the character Dom becomes a member of the methamphetamine delivery courier, which is directly subordinated to Radit, the dealer, as well as where Dom, Radit and Pinkan are in the middle of a methamphetamine party to celebrate their success in sending methamphetamine packages. The conclusion of this study was found to be related to drug abuse in the *Jakarta vs Everybody* movie through scenes in the film, namely drug abuse presented in the *Jakarta vs Everybody* movie through scenes of Dom, who wants to realize his dream of becoming an actor but fails. Dom is willing to become a drug courier to continue his life and be able to survive in the harshness of the capital city of Jakarta.

**KeyWords :** Social Deviance, Representation, Jakarta VS Everybody Film, Semiotics.

### **INTRODUCTION**

Currently, drugs not only attack adults but also many teenagers who have fallen into drug use; even elementary school children already understand the use of drugs (Mardin et al., 2022). The increasing number of drug users among Indonesia's young generation is an

indication of the seriousness of the drug addiction problem in the country. The Indonesian state is now facing a drug emergency. This certainly indicates that Indonesia is serious about drug abuse. Therefore, attention and vigilance are needed from various surrounding communities to prevent drug abuse itself

(Lukman et al., 2022). The beginning of spread of drugs often penetrated a certain circle both in the modern living environment in urban areas and in environments with a middle to upper economy, for example, among artists, business people, and officials (Hasanah et al., 2021). The problem of drug abuse in the environment of adolescents and students is very difficult because the process of solving it involves a lot of factors and also requires cooperation with several parties who are closely related to the problem (Ibrahim & Margianti, 2023).

Drug use has not only penetrated all aspects of life in Indonesia, but drug trafficking has also become rampant (Sood et al., 2021). Criminal events in cyberspace have several types, one related to drug smuggling (Suwardi et al., 2024). Drugs themselves are an abbreviation for Narcotics, Psychotropic, and addictive substances. Another definition also explains that narcotics have a property that can relieve pain and can put narcotics users in a stupor (bengong); besides that, narcotics themselves are usually used in the medical world for narcotics. According to the Great Indonesian Dictionary, narcotics are substances that have sedative, analgesic, and sleep-stimulating properties (Imron Masyhuri, Dwi S, 2022). This has been explained in Article 1, paragraph (1) of Law Number 35 of 2009 concerning Narcotics, which provides this understanding (Putri & Siswadi, 2024).

The film is a very effective medium for depicting social reality and is often a reflection of the problems that exist in society (BUANA, 2023). One of the issues that is usually raised in the film is the phenomenon of social deviation, including drug abuse. The film "Jakarta vs Everybody" is one of the films that tries to portray this phenomenon realistically and profoundly. The film showcases the

characters' personal stories and touches on various social and cultural aspects of drug abuse in Jakarta (Faisal Ahmad Chaputra & Sairul Ulil Albab, 2024). The phenomenon of drug abuse in Jakarta is a complex problem and has a wide impact on society (BEZA, 2022). Drug abuse is often associated with various other forms of social deviance, such as criminality, violence, and damage to social relationships. The film "Jakarta vs Everybody" tries to raise this issue in a way that can educate and open the audience's eyes to the reality that is happening around them. Through its characters, this film shows how drugs can damage an individual's life and his environment.

One of the reasons why drug abuse is the focus of this film is the high number of drug cases in Jakarta (Watji, 2023). Data shows that Jakarta is one of the cities with the highest rate of drug abuse in Indonesia. This is due to a variety of factors, including easy access to drugs, social pressure, and a lack of education about the dangers of drugs (Riswanda & Romadhan, 2024). This film tries to portray these conditions with a realistic setting and arouse the audience's awareness. In the research context, the film "Jakarta vs Everybody" can be an interesting object of study to understand how the mass media, especially films, represent the phenomenon of drug social deviation (Sinaga, 2023). Analyzing the film can provide insight into the filmmakers' perspective on the drug problem and how they convey moral and social messages to the public. In addition, this research can also reveal how the film is received and perceived by the audience, as well as its impact on their awareness and attitude towards drug abuse (Rizqina & Lestari, 2023).

As a result of social interaction in the family, several factors contribute to drug abuse (NOBLES, 2023). This is due

to the lack of vigilance of parents in preventing drug abuse in the family environment, as well as other supporting factors. Where people live and their relationships with people who work in institutions or businesses (Kumalasari & Irmayani, 2023). As for the impact of drugs themselves, in addition to leading to death, drugs will damage nerve tissues, he continued. Individuals who use drugs often experience disorders in their nervous system, and those who are addicted will find it difficult not to use drugs (Pramesti et al., 2022).

One of the areas with the highest number of drug users in Jakarta, drug trafficking extends in one of the villages in Jakarta, namely South Bamboo City., every year always increases the West Jakarta Metro Police Drug Investigation Unit again raids the South Bamboo City area, Palmerah, West Jakarta. The location is indeed prone to drug trafficking (Pakpahan & Hamzah, 2023).

This qualitative research will analyze several moments from the film *Jakarta vs Everybody* People to find out if there are any aspects of drug abuse in the film. To carry out the data collection process, the author made observations by studying the film *Jakarta v Everybody* in depth. In addition, the authors meticulously documented data related to drug abuse and conducted an extensive search for relevant literature reviews to support this research. The purpose of this study is to find out the prevalence of drug abuse shown in the film *Jakarta vs Everybody*. This research is also relevant to see how drug abuse is affected by various social, economic, and cultural factors. The film "*Jakarta vs Everybody*" features characters from different backgrounds, each with unique reasons and situations that drive them into the world of drugs (Wahidah Lubis, 2024). ). Through this research, we can gain a deeper understanding of the factors that contribute to drug abuse and how interactions between characters reflect

complex social dynamics (Ghofur et al., 2023).

This research will also explore the impact of the film "*Jakarta vs Everybody*" on public policy and drug control programs in Jakarta. By examining how the public and authorities receive the film, the study can provide valuable recommendations for anti-drug campaigns and other prevention efforts (Perkasa, 2023). Film as an educational medium has great potential to influence people's attitudes and behaviors, and this study aims to explore this potential. In the background of this research, it is also important to highlight the film industry's role in educating the public about crucial social issues. Films not only serve as entertainment but also as a tool to convey moral and social messages. By choosing relevant themes such as drug abuse, films can help to increase public awareness and understanding of the dangers of drugs and the importance of prevention (Alwi Sandi, n.d.).

This research will focus on how "*Jakarta vs Everybody*" illustrates the complexity of drug abuse in Jakarta and its impact on the lives of individuals as well as society as a whole. Through in-depth analysis, it is hoped that this research can significantly contribute to our understanding of the role of film in representing and influencing important social phenomena. The relationship between markers and signs in the system is a socio-cultural convention (Adiprabowo, 2018). Finally, this study will also consider ethical aspects in the representation of drug abuse in films. How the film treats sensitive subjects such as drugs, and to what extent it manages to convey a message without glorifying or romanticizing drug use. This is important to ensure that the message the film conveys is accurate but also responsible and ethical (Hans et al., 2023). Thus, this research will provide comprehensive insight into the

phenomenon of drug abuse in films and its implications for society.

This research is motivated by several previous studies, such as a study entitled "Representation of Drug Couriers in Jakarta vs Everybody Films (Analysis of Jhon Fiske's Semiotics)" written by Muhammad Andhika Perkasa and Sri Ekowati in IKON—Scientific Journal of Communication Sciences. This study aims to analyze the depiction of drug couriers in Jakarta vs Everybody using Talcott Parsons' theory of Action and John Fiske's theory and semiotic analysis methods. The findings of this study show the reality of society, especially the increasing prevalence of drug couriers. In addition, the film Jakarta vs Everybody is analyzed in terms of its representation, especially through the camera angle that conveys certain messages. The ideological level is also explored, highlighting the freedom of a character named Dom to get involved in drug trafficking (Perkasa, 2023). The study entitled "Fahmi Hans Ega Aji Pratama, Deni Romadan, Rafif Nandana Syarif, and Farel Miliandry wrote Jakarta's Life in Jakarta vs Everybody Film. This study was published in the Proceedings of the National Seminar on Design and Media. The study examines the extent to which the Jakarta vs Everybody film accurately depicts urban life in Jakarta.

The findings of this study were obtained from empirical observations of the problems faced by the younger generation and the widespread trade of illegal drugs in Jakarta. This study distinguishes it from previous studies by emphasizing more on scrutinizing the depiction of drug abuse in the film Jakarta vs Everybody. This is achieved by analyzing various scenes from the film through the lens of Stuart Hall's theory of representation; Stuart Hall is one of the theoretical figures of modern culture. Together with Richard Honggart and

Raymond Williams as the forerunners of concepts, ideas, and thoughts in cultural science and studies. Until recently, he was known as a researcher of Birmingham culture. Hall created the New Left Review in the 1950s. Until the publication was widespread and had a great impact, he was eventually invited to join Hoggart at the University of Birmingham's Centre for Contemporary Cultural Studies. He began to be inspired by Michael Foucault with new concepts in French cultural theory and incorporated his ideas and thoughts into cultural studies, even discussing issues of race and gender (Indah Mar'atus Sholichah et al., 2023) and using descriptive analysis techniques. The author will make observations by analyzing the film Jakarta vs Everybody in depth. In addition, the author will carefully record the relevant facts related to the drug addiction problem and provide a detailed explanation of the findings obtained. Finally, the author will draw conclusions based on the research that has been conducted.

## **METHODS**

This research discusses films to understand the phenomenon of drug abuse and uses qualitative methods. This data will provide important insights into the subject being investigated (Madame Madhona, 2019). This study uses a qualitative methodology to gain insight into phenomena, such as perception, using descriptive language and data-driven explanations. The goal is to provide a clear picture of the formulation of the problem (Angela & Winduwati, 2020). The researcher uses grand theory, namely Stuart Hall's representation theory, with the middle theory, Ferdinand de Saussure's semiotic theory, and Ferdinand de Saussure's semiotic analysis approach in this research effort. Ferdinand De Saussure's thesis argues that researchers can find out the true

meaning and intent conveyed by communication through signals, both in visual and sound form (William & Winduwati, 2021). This research uses Stuart Hall's theory of representation, which consists of three categories: reflective representation, direct representation, and constructivist representation. However, the authors of this study will use effective representation because they are considered suitable for this study. According to Stuart Hall, Reflective representation refers to using language or other forms of symbols to convey meaning (Aini et al., 2021). Representation refers to using signs to manipulate concepts, data, or communications in various formats, known as representations. Thus, it can be concluded that the concept is more accurately described as using symbols through connecting, imagining, or experiencing and understanding (Setyadi et al., 2018). This study will also use middle theory, namely Ferdinand de Saussure's semiotic theory, and Ferdinand de Saussure's semiotic analysis method of sign systems, namely signifier and sign field, which will be used in this study. After determining the meaning of several signs into several types and using Ferdinand de Saussure's semiotic analysis to find the meaning behind each sign (Lagopoulos & Boklund-Lagopoulou, 2020). Etymologically, Alex Sobur says that the term semiotics comes from the Greek word "semion", which means "sign". Based on existing social conventions, the sign is considered to have something different (Erlangga et al., 2021). Ferdinand de Saussure described semiotics as a technique often used to explain the concept of signs, which can only represent something if the reader of the sign has prior experience with the representation. A sign is interpreted as a combination of a marker and a sign. Saussure's linguistics can be broken

down into four basic ideas. The four meanings include the contradiction between language and parole, the difference between significance and sign field, the difference between synchronous and diachronic, and the difference between syntagmatic and paradigmatic. The meaning in question is the concept of Saussure's dichotomy, which Roland Barthes later expanded through his concept of semiotics (Dayu & Syadli, 2023). The researcher uses the data collection strategy to collect data effectively while achieving the objectives of this study (Adiprabowo & Sanofi, 2023). This research is based on primary data obtained from the film *Jakarta versus Everyone*. In particular, a number of visual moments from the film were chosen for research reasons. The following study sources consist of secondary data derived from the results of several literature reviews or related publications (Wibowo, 2019). Primary data refers to data collected directly from the thing being researched (Nurjanah, 2021). According to Sugiyono, primary data refers to information collected directly by researchers from sources or sources (Maharani & Haryati, 2023). In addition, secondary data refers to data obtained indirectly from the research subject. The data can be obtained from several sources that are relevant to the research and are interconnected (Snow and Cheese, 2019). Sugiyono defines secondary data as information obtained from indirect sources, which researchers use to collect data. Secondary data in research can be obtained from several sources, including books, scientific journals, and internet websites (Malla Avila, 2022).

The data collection approach was used by noting some of the situations in the film *"Jakarta vs Everybody"* and several books, scientific publications, websites, and other relevant sources (Audria & M. Syam, 2019). In addition, this study uses data collection strategies

such as observation, literature study, and documentation (Gunawan & Junaidi, 2020). The author made a direct observation when watching the Jakarta VS Everybody video. Observation is observing an environment, moment, object, or event to study and assess feasibility (Ratna et al., 2018). The next data collection technique is a literature review, which involves authors looking for scientific sources such as papers and previous research that are considered relevant and can be reference materials for this research. Literature study is a research technique that involves understanding and analyzing a wide range of literature and sources that are relevant to and relevant to current investigations (Fadli, 2021). The author uses documentation as the final data collection methodology in this study. This method involves recording research data in a Jakarta versus Everyone video, which features examples of drug use.

This study uses a descriptive analysis approach for data analysis. The author will outline the research findings regarding the components of substance abuse shown in the film Jakarta VS Everybody.

## **RESULTS AND DISCUSSION**

This research takes the subject of the film by raising related issues, namely drug abuse. A film can be a medium to communicate, convey a message, and present something in real life because a film can reach many audiences. As is known in the film, we can see a variety of interactions as communication to convey what is done by the characters and the setting of the atmosphere in the film (Adelia and Pratiwi, 2021). Films serve as a source of fun and a means of conveying instruction and information. Films also include cultural components and societal principles (Adiprabowo & Widodo, 2023). In addition, films are considered

effective for conveying messages because they can be accessed easily today due to the impact of the development of online media, for example, we can access them easily today due to the effects of the development of online media; for example, we can access films by using NETFLIX, IQYI, VIU, PRIME VIDEO, etc. services by using the internet (Anandayan & Adiprabowo, 2023). Therefore, film can be a medium to present something because it effectively conveys a message, so the author raises film as a research subject in this research. The film is titled Jakarta vs Everybody, which presents drug abuse in the film.

The film "Jakarta vs Everybody" depicts social deviance deeply and realistically, highlighting the various forms of drug abuse that occur in Jakarta. In this film, the social deviation is not just the background of the story but the core of the narrative that depicts the harsh and challenging urban life. The characters in this film live in an environment full of temptations and pressures, which pushes them into deviant behavior. One of the main characters in this film is a young man who is trapped in the world of drugs due to various social and economic pressures. He is portrayed as a product of a harsh environment, where drugs become an escape from the harsh reality. Through this character, the film shows how difficult social conditions can push a person into drug abuse. This depiction provides a humane view of drug users, avoiding stereotypes that are often negative.

The film also highlights how drug networks operate in big cities like Jakarta. Through a complex storyline, the audience is introduced to the different levels of society involved in the drug trade, from small to large dealers. This representation shows how widespread the reach and influence of drugs are in the daily lives of urban communities.

This highlights systemic problems that are difficult to overcome only with a legal approach. In addition, "Jakarta vs Everybody" showcases the impact of drug abuse on interpersonal relationships. The conflict between the characters involved in drug abuse with their family and friends is depicted in emotional detail. The film shows how drugs can damage social bonds and trigger various forms of violence and criminality. This representation indicates that drug abuse is not only an individual problem but also a broader social problem.

The social context shown in the film also includes an urban environment full of uncertainty and injustice. Jakarta is described as a city of contradictions, where luxury coexists with extreme poverty. This representation helps the audience understand the social background that encourages social deviance. The film captures Jakarta's complex social dynamics, highlighting how economic and social inequality can encourage deviant behavior. The film also uses symbolism and metaphor to depict social deviations. For example, dark scenes and run-down environments reflect the characters' psychological and moral states. The use of these visual elements reinforces the film's message about the dangers and negative impacts of drug abuse. This visual representation gives an additional dimension to the narrative, making it stronger and more relatable in the audience's hearts.

In its representation, "Jakarta vs Everybody" also does not ignore the role of government institutions and law enforcement in handling the drug problem. The film depicts the challenges faced by the authorities in eradicating drug trafficking, including corruption and lack of resources. This representation shows that drug abuse is a complex problem that requires a holistic approach, including institutional reforms and more effective policies. In

addition, the film highlights rehabilitation and recovery efforts for drug users. The characters trying to escape the drug trap are portrayed with realistic nuances, showing their struggle to recover and regain their lives. This representation provides hope and a positive message that recovery is possible, even difficult. The film emphasizes the importance of adequate social support and rehabilitation services to help those who are entangled in drugs.

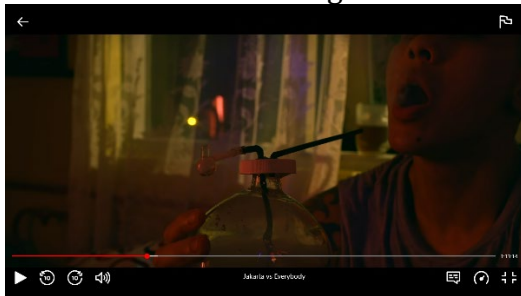
On the other hand, "Jakarta vs Everybody" also illustrates the stigma faced by drug users in society. This stigma is often an obstacle for those who want to seek help and recovery. This representation shows that in addition to medical and legal treatment, changes in social attitudes towards drug users are also very important. The film invites the audience to look at drug users more empathetic and support their recovery efforts. Overall, "Jakarta vs Everybody" manages to present a complex and in-depth picture of social deviations caused by drug abuse in Jakarta. Through its powerful characters and realistic storyline, the film introduces various aspects of this phenomenon, from its causes to its effects and efforts to overcome it. This representation not only educates the audience about the dangers of drugs but also encourages reflection on social responsibility in dealing with this issue.

Jakarta vs Everybody is one of the Indonesian films directed by Ertanto Robby Soediskam, and it was released on June 24, 2021. Based on observations through the Netflix application, the Jakarta vs Everybody film is about 102 minutes long. The film tells the story of a nomad named Dom who strives to achieve his dream of becoming an actor. He departed from his hometown in Padang, located in West Sumatra, and moved to Jakarta. Dom experiences the rigors of life in Jakarta as he tries to achieve his goals. Living in Jakarta can be

challenging because passion, talent, and goals sometimes fail. Sometimes, we must resort to unconventional strategies to cope with the demands of a fast-paced lifestyle.

### **ELEMENTS OF DRUG ABUSE IN JAKARTA VS EVERYBODY**

Based on the observations that the author has made, the elements of drug abuse that have been presented in the film *Jakarta vs Everybody* are contained in the following scenes:



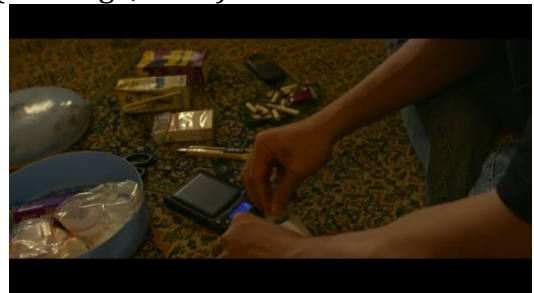
**Figure 1. Adit Smokes Methamphetamine**  
Source: *Jakarta vs Everybody* Film, 2020

In the scene, a character named Dom is using methamphetamine at a drug party in the room of his friend, Adit, and his lover, Pinkan. The three of them are having a drug party to celebrate the success of Dom and Adit in delivering drugs to consumers without anyone knowing in the sense that the drug transaction is very secret. Dom is also very careful in the transaction so that his biodata is not spread and arrested. Before, Dom was a young man who migrated to Jakarta to achieve his dream of becoming an actor, but the dream was just an unreal dream; Dom became a homeless man and met Adit and Pinkan and finally, Dom joined the two of them and Adit told Dom that Adit was a methamphetamine dealer, Dom became an order from Adit to send a package in the form of methamphetamine that had been smuggled through any goods, for example, Dom entered in the form of a package methamphetamine on the beverage packaging, and then the drink

was stored back in the minimarket refrigerator after Dom went to drink, the drink was taken by the consumer who ordered the drug. Dom did that because he was confused about living in Jakarta, which was very harsh.

### **SEMIOTIC ANALYSIS FERDINAND DE SAUSSURE**

According to semiotic theory, images can be categorized as visual markers, specifically represented by the X symbol, which consists of observable components. Therefore, the Y symbol serves as a representation, specifically indicating something intended (Chaniago, 2020).



**Figure 2. Dom weighs methamphetamine ready for distribution**

Source: *Jakarta vs Everybody* Film, 2020

**Signifier** : Dom is a person from Padang who migrated to Jakarta; in his boarding house, he wraps and weighs methamphetamine in large quantities and is ready to be distributed.

**Signified** : The scene presents that Dom has fallen into drug abuse, starting with his roommates, Adit and Pinkan.



**Figure 3. Dom, Adit, Pinkan Gather**  
Source: *Jakarta vs Everybody* Film, 2020

**Signifier** : Dom and his two colleagues gather, and Adit warns Dom before starting his work.

**Signified** : When a drug dealer holds a meeting with a courier, it can be presented that the drug dealer will send several packages of methamphetamine in high quantities.



**Figure 4. Dom Delivering Food**  
Source: Jakarta vs Everybody Film, 2020

**Signifier** : Dom is seen delivering food to one of the hotel residents.

**Signified** : Dom delivers food to hotel residents. This can present a drug courier carrying out his action, namely delivering methamphetamine orders; it is very common for drug couriers to pretend or disguise themselves as hotel servers, security guards, or disguise themselves as minimarket cashiers.



**Figure 5. Adit Stores Boxed Drinks in the Refrigerator**  
Source: Jakarta vs Everybody, 2020

**Signifier** : Adit's hand can be seen taking a drink from his pocket behind his pants and putting it in the refrigerator at a minimarket.

**Signified** : The scene of Adit presents Adit sending a package of

methamphetamine in a mode that is quite clever and unimaginable. Before Adit himself has put a certain amount of methamphetamine in the package of the drink, Adit will give a code to the person ordering the methamphetamine to take it in the refrigerator immediately, and the person who has requested the methamphetamine will not be confused with other drinks because the distributor himself has given it a characteristic or sign.



**Figure 6. Dom Storing Milk Boxed Below**  
Source: Jakarta vs Everybody Film, 2020

**Signifier** : Similar to the previous scene done by Adit earlier, the scene also shows Dom storing a boxed milk drink

**Signified** : Similar to the previous representation of Dom putting the drink down when Dom was chatting with his idol, Chicco Jerikho, the reason Dom met Chicco Jerikho, aka his idol, was to deliver food to the film crew who were working in film production when Dom was having fun chatting Dom suddenly lowered his head and kept his boxed milk drink right at his feet, When Dom left, the boxed milk drink was taken by one of Chicco's managers. As usual, the drug dealer put methamphetamine on the packaging of the drink, and apparently, the one who ordered the methamphetamine to Adit was Chicco Jerikho himself through the intermediary of his manager.

## CONCLUSION

Based on the discussion above, it was found related to drug abuse in the

film Jakarta vs Everybody through scenes in the film; the conclusion taken is that the drug abuse presented in the film Jakarta vs Everybody through the scene is because Dom wants to realize his dream of becoming an actor but fails. In the end, Dom does not have a job in the overseas area of the capital city of Jakarta. Dom is also willing to become a drug courier to continue his life and be able to survive in the harshness of the capital city of Jakarta.

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