

ABSTRACT

Social media has changed people's way of life, culture, and behavior, including Generation X (1965-1980) who consider the pros and cons of social media. This research focuses on Generation X housewives in Tangerang Regency, who are dominant in household responsibilities. A qualitative method with a phenomenological approach and interpretative paradigm was used, as well as in-depth interview techniques, observation, and documentation. The objective was to analyze the apathetic behavior of Generation X housewives in the use of social media, including Executive, Emotional, and Initiative Apathy. Factors causing apathetic behavior were analyzed using Cognitive Dissonance Theory by Leon Festinger (1957) through Consonant Relationship, Dissonant Relationship, and Irrelevant Relationship. The results showed that out of 10 informants of Generation X housewives in Tangerang Regency, they fall into the category of Executive Apathy and are in a state of Cognitive Dissonance in the form of Irrelevant Relationship. Executive Apathy is characterized by the inability or lack of motivation to manage social media in a productive or meaningful way, while Irrelevant Relationship means that behavior on social media is not significant to their beliefs or attitudes. In conclusion, Generation X housewives in Tangerang Regency behave apathetically on social media use because they feel that its use is irrelevant to their lives.

Keywords: *Apathy, Cognitive Dissonance, Generation X, Housewives, Social Media*