

Social Media Influence on Development of Carl Casper's Image in Chef: Frank Jefkin's Perspective

^aFirdaeisyia Rumandang Bulan, ^bSumayah

^aFaculty of Teacher Training and Education. Muhammadiyah University of Surakarta
a320210035@student.ums.ac.id

^bFaculty of Teacher Training and Education. Muhammadiyah University of Surakarta sum207@umsac.id

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ABSTRACT

This research analyzes the impact of social media on Carl Casper's professional image, using Frank Jefkins' Image Theory from Essentials of Public Relations (1988). The study explores how social media shapes Carl's public perception and career development in the film Chef (2014), directed by Jon Favreau. Utilizing a qualitative approach, the research examines Carl's transformation through the four stages of Jefkins' theory: Mirror Image, Current Image, Wish Image, and Multiple Image. Data are collected through repeated viewings of the film, analysis of critical scenes, and examination of secondary sources related to social media's role in shaping Carl's image. The findings reveal that while social media initially amplifies Carl's struggles, it ultimately becomes a powerful tool for rebuilding his career. Managed by his son Percy, Carl's use of social media reshapes his image, turning criticism into admiration and reconnecting him with his audience. This study highlights the transformative potential of digital platforms in public relations and personal branding.

Keywords: Social Media, Professional Image, Frank Jefkins, Image Theory, Career Development

1. Introduction

In this era, social media has become an everyday companion, without social media interaction and access to information becomes more limited. One of the most influential forms of media today is social media, which allows individuals to share, communicate, and shape public perception instantly and globally. According to Nasrullah (2015) social media is defined as online media that allows users to represent themselves, interact, collaborate, share and communicate with other people, as well as establish virtual social relationships. (Nasrullah R, 2015) social media in its various forms has become an aspect of human life that cannot be ignored, can be separated in this modern era. Modern communications have made the world easier to grasp. Almost everyone has a communication device that makes it possible to communicate with everyone throughout the world via social media (AC Sari, R Hartina, R Awalia, H Irianti, 2018). As the main channel for the dissemination of information and cultural expression, social media has an important role in shaping the way people communicate, interact and think (Swastiwi, 2024).

Along with technological developments, mass communication has become a process where messages are disseminated through the media to reach large, heterogeneous and geographically dispersed audiences (McQuail, 2005). Besides mass communication, there is mass media which functions as the main communication channel in modern society. Now social media has become a significant force in shaping the image of individuals and organizations, both positively and negatively (Husna et al., 2024). Social media is not only a communication tool, but also a platform for influencing people's perceptions of individuals, products and institutions (Dichter, 1985). In the world of business and entertainment, a good public image can determine whether a person is successful or not.

Therefore, understanding how social media can shape and change a person's image is important, especially in the context of creative businesses such as the world of culinary or film arts, where reputation is often a key asset.

Films are often used as a medium to depict social life. reality, including how social media affects a person's life. Film is defined as a cultural product and a means of artistic expression (Effendi, 1986). Films can highlight the influence of social media on careers, interpersonal relationships, and social dynamics. One film that successfully depicts the influence of social media on a person's career, especially on the life of a chef, is the film *Chef* (2014), as it uniquely illustrates how social media is transforming chefs' careers and personal identities, delving into digital self-branding and entrepreneurship. In the film *Chef*, Carl Casper experiences a career downfall after clashing with a prominent food critic on social media. Dissent published via the social media Twitter caused Carl to lose his job. Twitter is a social communication platform that enables the transmission of individual thoughts as well as communal activity, influencing various social aspects such as journalism, disaster response, and activism, while reflecting patterns of interaction that remain instinctive and fundamental to life humans, and also the influence of Facebook social media in changing a person's image as a chef in a famous restaurant to become a successful culinary entrepreneur. Facebook is a unique entity that transcends traditional categories, reflects its global power, and requires a deep understanding of its role and impact in modern society (Bucher, 2021). However, the film also shows how social media can be a tool of empowerment when Carl decides to start a trucking business its own food and uses social media to rebuild its image and connect with customers (Olofinlua, 2019). Social media plays an important role in this forming and recreating an image (Fiske, 2010). Carl Casper's own image from a failed chef to a successful figure with his food truck business. This research focuses on the influence of social media on Carl Casper's public and professional image in the film *Chef* (2014). Analyzing how social media influences Carl Casper's professional image based on Frank Jefkins' theory in *Chef* and the impact of Carl Casper's use of social media on public perception and career development in the film *Chef*.

As technology and social media develop rapidly, it is important to learn how social media affects a person's image and reputation, both in personal and professional contexts. In the context of creative industries such as culinary or film, public image is a crucial element in determining the success of a person or business. In the film *Chef* (2014), the transformation process of Carl Casper, who initially experienced career setbacks until finally becoming successful thanks to the use of social media, becomes a clear example of how social media can change and shape a person's personality. Carl's image was initially hit by harsh criticism from a culinary journalist on Twitter, then used social media to rebuild his image and achieve success as a culinary entrepreneur with his food truck. This phenomenon shows that social media not only acts as a communication channel, but also as an empowerment tool that can change a person's career path. Additionally, through proper use of social media, Carl managed to regain public support, which ultimately helped him overcome failure and find a new path to success. This emphasizes the important role of social media in shaping images and helping individuals in the process of recovering their careers in this digital era.

Additionally, Carl Casper's case highlights the interplay between authenticity and audience engagement in effectively utilizing social media. In the digital age, audiences are drawn to genuine expressions and personal stories that resonate with experiences. Carl's decision to share behind-the-scenes moments of his food truck journey, including his struggles and triumphs, helps humanize his brand and foster a deep connection with his followers. This authenticity has not only rebuilt his reputation but also built a loyal community that supports his culinary endeavors. This highlights how individuals and businesses in the creative industries can leverage social media as a storytelling platform to create compelling narratives, build trust and ultimately drive success. By implementing authenticity and engagement strategies, social media becomes not only a tool for

self-promotion but also a space for meaningful interactions and sustainable growth.

Several previous researches from Civak's, Rivera's, Green's, Kurniadi's, Tasker's, and Salsabila's studies regarding the film *Chef* (2014) developed from 2015 to 2024. This research is fundamentally different from previous research above. From Barış Çivak and Deniz Kale (2024) focus on alienation in the service sector through semiotic analysis, while this research analyzes the influence of social media on Carl Casper's image using Frank Jefkins' Image Theory. Espinoza Rivera (2021) explores Latino identity in a cultural and political context, while this research focuses on Carl's personal branding and career through social media. Susan Marie Green (2015) highlights mixed race identities and cultures, while this research is more on the impact of social media in restoring public image. Setiawan, Aziz, and Kurniadi (2020) discuss father-son interactions using a semiotic approach, while this research explores the transformation of Carl's image through social media. Negra and Tasker (2019) analyze white masculinity in culinary entertainment, while this research focuses on digital strategies for building reputation. Salsabila (2024) examines external and internal factors in character identity formation, but with a different approach by focusing on psychological conflicts in literature, while this article highlights the role of social media in professional image. (ÇIVAK & KALE, 2024; Espinoza Rivera, 2021; Green, 2015; Kurniadi, 2020; Salsabila, 2024; Tasker, 2019)

However, based on that analysis, there has been no research that specifically discusses the influence of social media on the development of Carl Casper's image. No one has applied Frank Jefkins' perspective in analyzing his research. So this research is designed to fill this gap by analyzing how social media influences Carl Casper's personal and professional image in films *Chef* (2014). Referring to the theory used, namely Frank Jefkin Image Theory from the book entitled "The Essentials of Public Relations" (1988), This theory focuses on how an individual or entity manages and shapes their image through communication and public relations efforts. He differentiates four types of company image such as Mirror image, Current Image, Wish Image and Multiple Image. Although Jefkins emphasizes the importance of public communication in shaping perceptions, this theory provides a systematic framework for understanding how social media was used by Carl Casper to repair his reputation damaged by criticism on Twitter, as well as showing the importance of authentic interactions in rebuilding public trust and this research aims to explore the way Carl used social media to improve his image and regain the public's trust, which ultimately contributed to the success of his career as a culinary entrepreneur.

2. Methodology

In this research, *Chef* (2014) is integrated with Image Theory based on Frank Jefkin book entitled "Essentials of Public Relations" which was first published in 1988 (Frank, 2023). In his book Frank Jefkins distinguishes four types of image according to companies or individuals. These four stages are elaborate on the development of Chef Carl Casper on his career journey as a chef by connecting social media as career support in cook. This research is examining two things that is revealed and explained. The first discussion is about how social media influences Carl Casper's professional image based on Frank Jefkins' theory and the impact of Carl Casper's use of social media on public perception and career development in the film *Chef* (2014). This research uses the film *Chef* (2014) directed by Jon Favreau and produced by Open Road Films as an object. (Amstrong, 2014). This research analyzes chef films using qualitative methods with a qualitative analytical approach (Creswell, 2014). Based on the theory of Braun and Clarke (2006), The data analysis technique used is thematic analysis, which aims to identify, analyze and report recurring patterns or themes in qualitative data. (Braun and Clarke, 2016) This analysis was carried out through the stages of data coding, theme identification, and in-depth analysis of the narrative and interactions in the film to understand the dynamics of Carl Casper's professional image. To increase the credibility of the research, data triangulation was applied by combining various perspectives,

methods and theories, the first was method triangulation by analyzing film scenes and dialogue while the second was theoretical triangulation by integrating concepts from Frank Jefkins' Image Theory and the thematic analysis approach. (Cem Harun, 2024). To ensure the validity and reliability of this research, increasing credibility and reducing bias in the results (Flick, 2004). The reliability of this research is guaranteed through direct observation of the film and secondary data to ensure consistency of interpretation, as well as repeated observation of the film to maintain the consistency of the data obtained. The narrative structure in the film is analyzed as part of a thematic analysis approach with a focus on story development, main dialogue, and character interactions that support the theme of Carl Casper's professional image.

3. Result and Discussion

3.1. Result

There are four types of images based on Frank Jefkin's book entitled "Essentials of Public Relations" which was first published in 1988. Frank Jefkins' image theory provides deep insight into Carl Casper's image journey. There are four main elements in the development of a person's image, namely Mirror Image, Current Image, Wish Image, and Multiple Images, which explains how a person's image is formed through external and internal influences. The first is Mirror image is a way for organizations to understand how their organization's image is viewed by the outside community or to see their own image. Second, namely Current image is the latest picture of organizations that are developing in society. The third is Wish Image, is an image that an organization desires and dreams of. This description can be applied to something new. The last one is Multiple Image, consists of a collection of images of individuals, branch offices, or organizational representatives that can build a certain image for an organization. The image formed is not always in line with the company's overall image. The organization above shows Chef Carl Casper himself. These four images are influenced by the use of social media in the form of Twitter and Facebook to support the analysis of Carl Casper's image.

3.1.1 Frank Jefkins Image theory reflected in the film Chef

1) Mirror Image

Mirror image is a way for a company to understand how its organization's image is perceived by the external public, here the organization reflects Chef Carl Casper himself as reflected in the following scene and monologue.

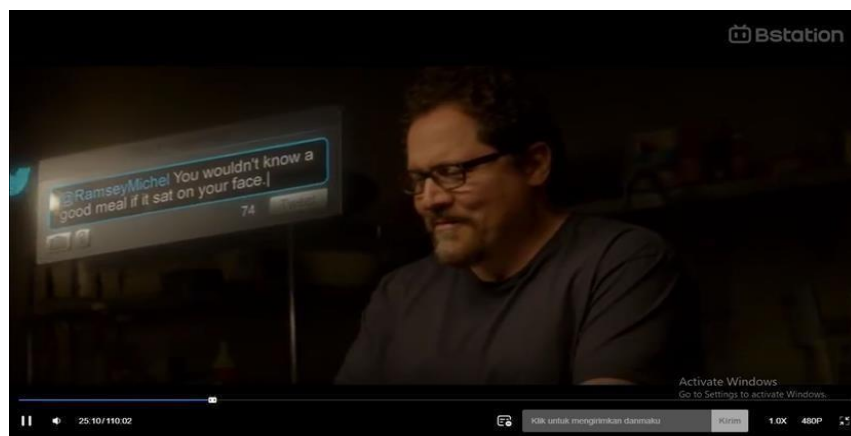


Figure 1. Chef (2014) Scene 00:25 :03
Carl Replied to Ramsey's Criticism On Twitter

The Mirror Image phase refers to the initial stage where an individual's public image is shaped by how they are perceived by others, often through external feedback or criticisms. In the scene where Carl replies to Ramsey's criticism on Twitter, this is a clear representation of the Mirror Image phase. Carl's reaction to Ramsey's harsh critique reflects how his identity, both professionally and personally, is heavily influenced by the negative feedback he receives. His emotional response to the criticism is broadcasted publicly, further reinforcing the image of Carl as a defensive and reactive figure. At this point, Carl's public image is a reflection of others' perceptions, especially shaped by external criticism, which impacts his career and reputation.



Figure 2. Carl Casper Monologue Scene on Twitter
Carl Replied To Ramsey's Criticism on Twitter

From the evidence of the scene and monologue by chef Carl Casper above the concept Mirror Image This was clearly seen when Chef Carl Casper read a scathing review from food critic Ramsey Michel on Twitter. The critic criticized Chef Carl Casper for his cooking, explain that Carl's cooking lacks creativity and is considered boring, like the ones served to Ramsey, namely Lava cake and Caviar Egg and other menus. According to Ramsey, this menu is a classic menu that lacks creativity. In fact, apart from that, this menu is indeed a benchmark menu from the Riva Restaurant called Gauloise. It states that Carl only plays it safe with classic dishes and doesn't dare to experiment or bring something new to the menu. This criticism ultimately becomes the trigger for conflict in the story. The Twitter tweet really illustrates how Carl views himself as a talented but inadequate chef due to following the rules of a restaurant that serves old menus. Carl's emotional response to Ramsey's tweet which is full of anger and frustration shows that Carl is very depend on other people's judgments through social media, which affects his self- confidence.

2) Current Image

Current Image is the latest picture of an organization that is developing in society. The organization here refers to Chef Carl Casper himself mirror image then goes to the current image.



Figure 3. Chef (2014) Scene 00:37 :13

Carl Casper was offended after Ramsey's action on Social Media

Carl's anger towards Ramsey reached its peak when he decided to confront him directly at the Gauloise Restaurant. Frustrated by Ramsey's relentless and public criticism on Twitter, Carl felt humiliated and unjustly targeted, especially since the critiques often distorted the reality of his culinary skills and efforts. The continuous barrage of negative comments had not only damaged his professional reputation but also eroded his self-esteem. Carl's outburst was fueled by a mix of personal offense and the mounting pressure of public scrutiny, making him unable to hold back his emotions. This confrontation, however, backfired as the media sensationalized his reaction, further tarnishing his image and exacerbating his feelings of frustration and defeat.

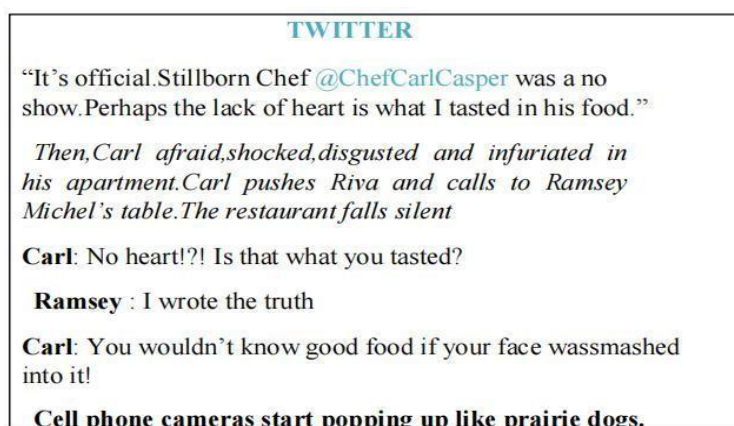


Figure 4. Carl Casper and Ramsey Dialogue Scene

The dialogue between Carl Casper and Ramsey Michel depicts the peak of tension between the both of them, triggered by Ramsey's harsh criticism on Twitter. In his tweet, Ramsey referred to Carl as the "Stillborn Chef" and criticized his cooking by saying that it lacked heart, a sharp remark that deeply touched Carl's emotions. Feeling angry, shocked, and humiliated by the critique, Carl confronts Ramsey at the restaurant in an emotional outburst. With a tone filled with fury, Carl questions Ramsey's comment, "No heart!?! Is that what you tasted?" indicating that he feels Ramsey's attack is not just about his food but also a personal insult. Ramsey calmly responds, stating that he only wrote the truth, reinforcing his uncompromising stance as a critic. However, Carl responds with a sharp and emotional retort, declaring that Ramsey lacks the ability to

recognize good food, "You wouldn't know good food if your face was ashamed into it!" The tension escalates as restaurant patrons begin recording the moment on their cell phones, making the incident go viral and turning the atmosphere increasingly chaotic. This dialogue highlights the deep conflict between culinary art and criticism, as well as the emotional impact of public commentary in the social media.

Through the scenes and short dialogue above, it can be seen that the concept Current Image It can be seen that Carl's image is getting worse along with Ramsey's constant criticism. Each negative tweet further worsens Carl's reputation and affects his own emotional well-being. This phase shows how Carl's image is more influenced by other people's opinions than his own. This situation came to a head when Carl approached Ramsey at the Gauoise Restaurant where his work was having problems and he had resigned from the restaurant. Carl approached the restaurant as a result of Ramsey's continuous criticism on social media which was contrary to the real facts and made Carl embarrassed and felt that he was not worthy of such criticism. by Ramsey so he felt that he didn't accept it. However, due to the anger, many media covered it when Carl was angry with Ramsey, so the news about Carl made his own reputation worse. From this incident, Carl felt worse about everything that had an impact on his work as a chef.

3) Wish Image

Wish Image is the image that an organization desires and dreams of. This description can be applied to things that are new, such as a product that does not have complete information before being published. here the organization reflects Chef Carl Casper himself.

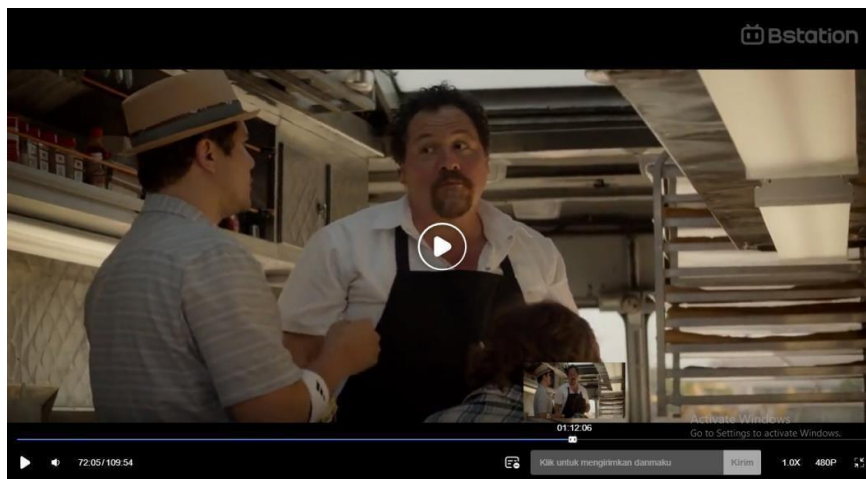


Figure 5. Chef (2014) Scene 01:12 :06
Carl Casper and Martin Work Together at the El Jefe Food Truck

In this scene from Carl Casper and his loyal friend Martin collaborate on the El Jefe food truck, marking a turning point in Carl's career. After leaving the high-pressure restaurant world, Carl finds renewed passion and creativity in preparing simple yet flavorful dishes with Martin's support. Their teamwork and friendship reflect the joy of rediscovering one's craft in a more personal and fulfilling way.

In Marvin's yards – on Food Truck

Cuts of the assembly line chugging along. Percy sweats it out as he works the plancha. The workers call out in enthusiasm. They approve of the meal.

Martin : We need a better sound system. I know a guy out here.

Carl : My cards are maxed out and we are'n't charging for food yet **Martin** : But you look happy as hell

Carl : So happy!

The sandwiches fly out the window and the line grows. Other workers gather. No one is turneaway.

**Figure 6. Carl Casper and Martin Dialogue Scene
Carl feels happy to find his cooking identity again**

The dialogue between Carl Casper and Martin in Marvin's yard while working at the El Jefe food truck shows moments of happiness and hard work in starting Carl's new business, namely the El-Jefe Food Truck. Martin enthusiastically suggested upgrading the sound system in the food truck, reflecting his passion for continually improving the customer experience. However, Carl, despite his enthusiasm, reminds them that the budget is running out and they have not yet started making money from the food they serve for free. This conversation highlights their spirit of collaboration and optimism, despite facing financial constraints. When Martin observes Carl's happiness, he remarks, "But you look happy as hell," to which Carl enthusiastically replies, "So happy!" This dialogue reflects that Carl's happiness comes from the freedom to express his creativity in cooking and serving food to people, while customers enthusiastically eat el-jefe food, making the atmosphere even more lively and hopeful. From above it can be seen the Wish Image. As a result of the downturn that occurred at Current Image, Carl Casper lost his way, but because his ex-wife, Inez, tried to give him an idea to sell at truck or what is known as a food truck. Finally, Carl Casper follows the journey of Inez and her child named Percy to Miami Florida. Carl Casper was introduced by Inez to her latest ex-husband named Marvin. Marvin sells used trucks which can be used to carry out his business plans. After Carl saw the food truck used by Marvin, Carl felt very confident about running his business. He started cleaning the truck with his son and his old friend at the Riva restaurant named Martin also took part in this food truck journey. Carl decided to open a food truck which was named El Jefe, this business gave him the opportunity to return to his creative roots in cooking with passion and authenticity, without the pressure of the media and previous criticism. Through this food truck, Carl begins to rebuild his self-confidence so that he no longer relies on other people's judgment and here he works with Martin, his old co-worker and with his son Percy and in the dialogue it is seen that Carl has found his identity again and feels very happy after his cooking identity. starting to return, the image is getting better, therefore the wish image phase seems to emphasize the beginning of the food truck journey.

4) Multiple images

Multiple Image consists of a collection of images of individuals, branch offices, or organization representatives that can build a certain image for an organization. The image formed

is not always in harmony with the company's overall image.



Figure 7. Chef (2014) Scene 01:42 :32
Ramsey Represents on Food Truck
By Supporting Carl's Career and Praising His Cuban Sandwich

In this scene, Ramsey Michel visits Carl's food truck and shows his support by praising the Cuban sandwich, a gesture that signifies a turning point in their relationship. After their earlier conflicts, Ramsey's approval not only validates Carl's culinary talent but also highlights the power of reconciliation and mutual respect. This moment underscores Carl's growth as a chef and the success of his journey to rediscover his passion for cooking.

The dialogue between Carl Casper and Ramsey Michel in figure 8 after this paragraph shows an important moment of reconciliation. Ramsey, who used to be a sharp critic that rocked Carl's career, now recognizes the quality of Carl's cooking, which is full of passion and heart. At first, Inez was defensive, but Ramsey explained that he came to appreciate, not judge. Ramsey revealed that the previous criticism was based on his disappointment at seeing Carl's creative potential being hampered at the old restaurant. Carl explains the limitations he faces, and Ramsey acknowledges the big change in Carl's diet now. As a show of support, Ramsey does not write a review but offers direct assistance, marking a shift in their relationship to one of mutual respect and support. Ramsey also tries Carl's Cubano Sandwich, which is the culmination of recognition of the major changes in Carl's cooking. When tasting the sandwich, Ramsey seemed impressed by its extraordinary taste and quality. He expressed his admiration, stating that this was a true example of cooking made with heart and passion, something he felt in every bite. The success of the Cubano Sandwich confirms that Carl has rediscovered his passion for cooking, and Ramsey, once a skeptic, now fully supports Carl's culinary journey. By tasting the dish, Ramsey not only gave praise, but also acknowledged that Carl had developed as a better chef, ready to move on to a colorful future.

VENICE NIGHT-In Food Truck
Inez looks down and sees it is Ramsey Michel, the critic whose review and accompanying outburst video went viral and ruined Carl's life.
Inez: No food for you!
Ramsey Michel: I'd like to speak to chef
Inez: The hell you will!
Carl: I got this. What did you come here for?
Ramsey Michel: To taste your food
Carl: I thought I didn't have the heart to cook
Ramsey Michel: I didn't expect you to serve me. I sent someone to buy it for me.
Carl: And?
Ramsey Michel: It's amazing, but I will not write about it, the reason I wrote what I did was I loved your menu. But you stopped growing. You seem lazy or scared.
Carl: They wouldn't let me do anything.
Ramsey Michel: This has heart. I taste your passion. I am not going to write about it, because I am going to back you.

**Figure 8. Carl Casper and Ramsey Dialogue Scene
Ramsey appreciates Carl's return and praises Carl's Cuban sandwich**

From the scene and dialogue between Carl Casper and Ramsey, it looks like a Multiple Image phase when Carl's food truck became increasingly popular, where his image developed from various points of view, after his son Percy took over Carl Casper's social media and built a new image from his social media, which previously contained harsh and negative criticism about him, now became a place to promote El -Jefe Food truck in various the countries he passed through and Percy also uploaded his food truck career journey so far which he has carried out with great joy. A very surprising turning point occurred when Ramsey, who had previously criticized Carl brutally and ultimately caused Carl's career to decline, finally openly praised Carl's Cuban sandwiches when the food truck queue was long and he suddenly appeared and wanted to meet Carl personally. Seen in the scene and brief dialogue between the two, this change marks a phase where Carl's depiction is no longer limited to just one view, but rather includes a variety of different points of view. The support of Ramsey, previously a prominent critic, reflects the dynamic nature of societal perception, where opinions can change quickly, especially in the age of social media. The Multiple Image phase is increasingly visible from the various reactions and shifts in public perception that Carl experiences throughout the film. As the El Jefe food truck, gained popularity, its image was no longer limited to the criticism and failure it once faced in the restaurant industry. Thanks to Percy's strategic use of social media, Carl's image has evolved from a failed chef to an innovative entrepreneurial chef, and from a figure who is ridiculed to a figure who is admired and respected. This transformation shows that a person's public image is changeable and can be shaped by a variety of factors, including the ever-evolving nature of social media and the darlingness of society at large to reevaluate their opinions. Positive feedback from fans and critics like Ramsey underscores how social media, combined with persistence and authenticity, allows for the dynamic reshaping of individual identities, making them more fluid and adaptable to different perspectives.

3.1.2 The impact of Carl Casper's use of social media on public perception and his career development in the film Chef

a. Social Media as a Transformation Tool of Carl Casper

Social media in film *Chef* (2014) is not only a setting for events, but also a profoundly transformative tool for Carl Casper's journey as a chef (Lewis, 2009). The platform played a central role in reshaping Carl's image, lifting him from decline to resurgence as a respected chef. At first, social media made Carl's situation worse when Ramsey Michel's harsh criticism went viral. Carl's previously respected image as a talented chef was shaken, and Carl's emotional reaction on Twitter further worsened the public's perception of him. However, a significant change occurred when his son, Percy, took over some of Carl's social media management, giving a new dimension to Carl's journey that ultimately became an inspiration. Apart from that, social media played a major role in changing Carl Casper's journey. Initially, the Twitter social media platform highlighted the negative side of Carl's life, especially when Ramsey Michel's sharp criticism of his cooking spread quickly on Twitter. Carl's emotional reaction to the criticism, which occurred publicly on social media, further exacerbated the situation with a heated argument with Ramsey creating a bad image of Carl, making many people doubt his abilities as a chef. However, this moment was also a turning point that encouraged Carl to reflect on himself. The role of social media here, even though it was initially the cause of the crisis in Chef Carl Casper's career decline, ultimately started to open up opportunities for Carl to rebuild his image from scratch. This transformation became increasingly visible when Percy, Carl's son, took an important role in managing his father's social media accounts. With Percy's approach to managing social media creatively and authentically. Percy successfully uses social media to show a new, more human and warm side of Chef Carl or his own father. Video footage of their food truck journey, as well as uploads about the food they serve, not only attract public attention, but also create a community that supports Chef Carl. In the end, social media, which was previously a burden, turned into a strategic tool that helped him rebuild his reputation, as well as strengthen the relationship between Carl and Percy. This change shows how social media can act as a powerful transformation tool, both in building careers and in personal relationships. The journey of Carl Casper also highlights the dual nature of social media as both a destructive and constructive force. While the initial viral criticism exposed Carl to public scrutiny and humiliation, it also set the stage for his eventual redemption. By embracing the positive potential of social media, Carl was able to connect directly with his audience in a more authentic and personal way. The transparency and immediacy of platforms like Twitter allowed him to share his passion for cooking and his dedication to his craft, resonating with fans on a deeper level. This shift not only revitalized Carl's career but also demonstrated the power of social media as a medium for reinvention and storytelling, where vulnerability and authenticity can transform public perception and foster genuine connections.

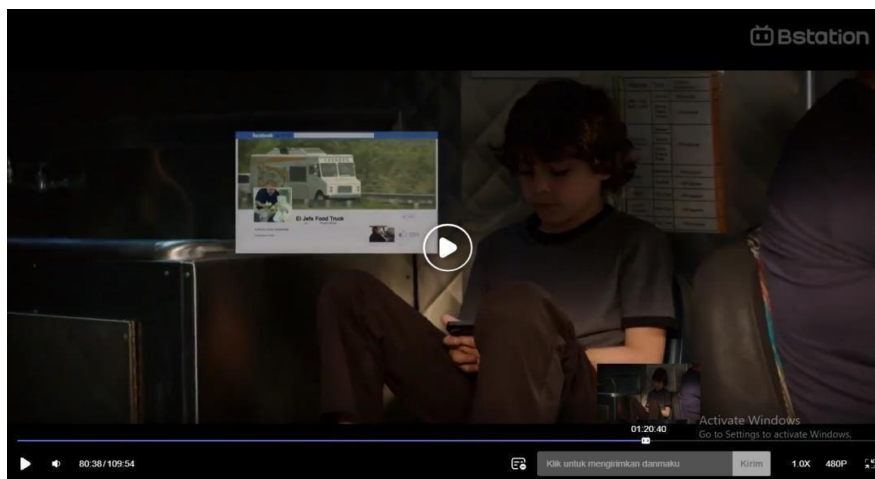


Figure 9. Chef (2014) Scene 01:20 :40
Percy Uploaded A Video Journey of Food Truck on Facebook

b. Percy's Role as an Image Reconstructor

Percy as an image Reconstructor in his innocent but intelligent way, became the main driver in rebuilding Carl's image after uploading a text on Twitter informing him that chef Carl Casper had returned. Percy also started documenting their journey with the El Jefe food truck through photos, videos and tweets uploaded on social media such as Twitter and Facebook (Flaherty, 1960). This content not only shows Carl's professional side as a chef, but also his human side, passion, dedication and struggle to start over from scratch. Percy's posts convey authentic and honest messages to the audience. They show interesting details, such as the process of making appetizing Cuban sandwiches, the cheerful atmosphere in the food truck, and Carl's warm interactions with customers. All of this manages to create a strong emotional connection between Carl and his audience. The positive response from the public, which can be seen from the growing number of customers and long queues at their food trucks, is proof of how social media can dramatically change public perception. This can be seen from the increasing number of customers visiting the El Jefe food truck, to the long queues that are starting to become a daily sight. Social media, which initially brought the likes of Chef Carl, has now become a powerful tool for rebuilding reputations and restoring people's trust in themselves. Percy's creativity in using social media shows how authenticity can dramatically change public perception. In the end, Percy's role as a rebuilder of his father's image not only had an impact on Carl's career revival, but also strengthened the relationship between father and son. Through their journey together, Percy not only helps Carl restore his professional reputation, but also rediscover passion and happiness in his life. This is proof that social media, when used wisely and creatively, can be a truly transformative tool, both in the professional world and in personal relationships. Apart from that, Percy's success in utilizing social media is not only seen from the increase in the number of customers, but also from how he builds an inspiring story behind the journey of the El Jefe food truck. With a heart-touching narrative approach, Percy is able to present a story of Carl's struggle that is relevant to many people. The posts he made show that Carl's revival was not an instant result, but rather the fruit of hard work, dedication and the courage to start again. This story succeeded in building a deep emotional connection between Carl and his followers on social media, creating a community that supports their journey. Apart from that, interactions established through social media are also an important aspect in this success. This interactive

approach not only strengthens relationships with customers, but also makes them feel included in Carl and Percy's journey. In this way, Percy shows that social media is not just a one-way communication tool, but also a collaboration platform that can strengthen the relationship between a brand or individual and its audience.

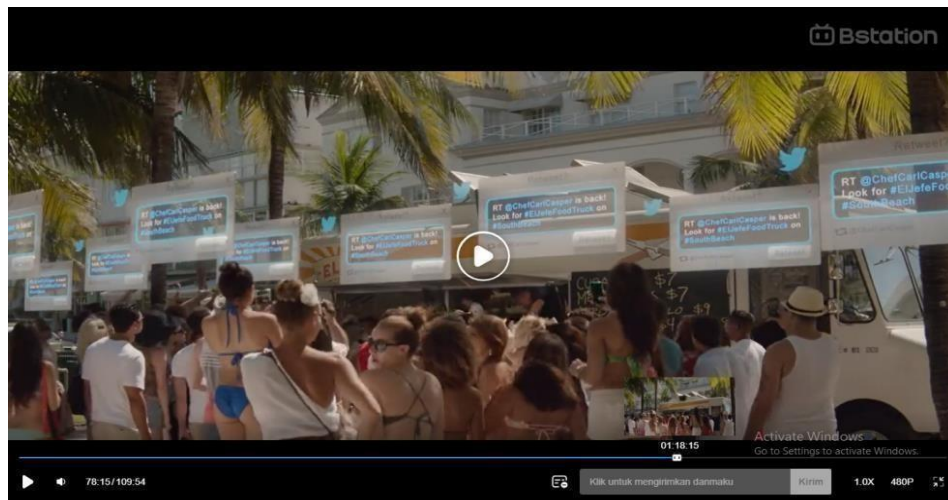


Figure 10.*Chef (2014) Scene 01:18:31*

After The Food Truck Goes Viral on Social Media, many customers queue to try El-Jefe In Several Country

c. The Rise up of Carl Casper

Social media becomes a narrative tool that allows Carl to regain control of his story. In the past, Carl's image was shaped by other people's criticism, such as a scathing review from Ramsey Michel. However, through social media, Carl and Percy created a new narrative, an inspiring story of awakening. Carl is no longer seen as a chef who fails to meet the expectations of a luxury restaurant, but rather as a figure who struggles with passion to reinvent himself as a chef. This narrative positions Carl as a character that the audience can relate to emotionally. Carl is an example of someone who recovered from failure, took risks, and rebuilt his career in his own way. This story is in tune with the spirit of the times, where authenticity and hard work are often valued more than perfection (Kaplan, 2010). Carl Casper's rise through social media also reflects how digital platforms can be used to effectively reshape public perception. By uploading authentic and emotional content, Carl and Percy managed to show their transformation, from a down-and-out chef to a respected food creator. This process not only rebuilt Carl's reputation, but also created a narrative that inspired many people not to be afraid to start over. This use of social media as a narrative tool shows that control over a story can now change hands, from traditional media or professional critics to the individual concerned. Apart from that, Carl's rise is also proof of the importance of transparency and honesty in building relationships with audiences. Through videos and photos showing Carl's struggles in managing the El Jefe food truck, the public can see the human side of a chef who works hard to fight for his dreams. This gives a new dimension to Carl that was previously only known from professional reviews or scathing criticism. This publicly displayed process not only attracted public attention, but also created a community that supported Carl's journey. Customers and followers on social media felt connected to Carl's story, so they not only bought food, but also became part of this revival narrative. Ultimately, Carl Casper's story is a perfect representation of how social media can turn failure into an opportunity for success. In a broader context, this story is relevant to the lives of many people who face similar challenges.

Through his spirit of hard work, courage to take risks, and trust in the process, Carl proved that revival is not only possible, but can also be an inspiration to many people. By using social media strategically and authentically, Carl not only managed to rebuild his career, but also left a powerful message about the importance of persevering and believing in one's potential.

d. Social Media as a Direct Feedback and Interaction Tool

Social media's advantage in providing direct feedback from the audience has been a key element in Chef Carl Casper's rise. Every upload that Percy makes, whether it's a photo of appetizing food or a video of the atmosphere at the food truck, gets a response in the form of comments, likes and support from the public. This positive response is not only an indicator that the community is starting to accept Carl again, but also provides additional motivation for Chef Carl to continue moving forward. This direct feedback helps Chef Carl realize that his efforts are valued and appreciated by the audience, something he cannot get through traditional media. In addition, social media provides a space for Chef Carl to interact directly with his fans and customers. By replying to comments, short messages, or even just appreciating the support received, they have succeeded in creating a more personal relationship with their audience. This relationship reflects Carl's warmth and sincerity as an individual, making his followers feel connected not only to his cooking, but also to his person. This interaction strengthens customer loyalty and creates a solid community around Carl's personal brand and the El Jefe food truck. Furthermore, social media is also a tool for hearing feedback in real-time. Chef Carl can find out what his customers like and don't like, from the menu they enjoy to the atmosphere they experience at the food truck. These inputs became a reference for Chef Carl to continue to improve the quality of his cooking and service. For example, if there is a request for a new menu or a suggestion for a variety of flavors, Carl can immediately respond and implement the idea. This shows that social media is not only a tool for self-promotion, but also a collaboration platform that allows audiences to feel involved in the creative process. In the end, social media's ability to provide direct feedback and build personal interactions is one of the foundations of Chef Carl's successful career. The relationship that exists between Carl and his audience through social media is more than just one-way communication. Social media taught Carl the importance of listening and responding, which not only helped build his reputation, but also strengthened emotional connections with customers in addition to his own son Percy. By using social media strategically thanks to Percy's encouragement, Chef Carl Casper was able to create a space that supports and inspires both himself and those around him.

3.2. Discussion

Carl Casper experienced the impact of social media in various phases of his transformation, with each phase showing a different influence. First, in Mirror Image, social media plays a big role in shaping Carl's perception of himself. Food critic Ramsey Michel's harsh criticism on Twitter made Carl feel like he wasn't good enough, which affected his self-confidence. Her emotional reaction to the tweet shows how much influence social media has had on her self-image, fueling frustration and self-doubt. Second, Current Image The negative impact of social media is increasing as Carl's reputation declines due to continued criticism. Ramsey's tweet, coupled with Carl's outburst at the restaurant, attracts media attention and further damages his image. This shows how public perception on social media can develop quickly and influence a person's personal and professional identity. Third, namely Wish Image, the role of social media began to change when Carl rebuilt his career with a food truck The Boss. The focus is more on personal happiness and creative freedom, while social media has not been the main tool in restoring his image. However, Carl's transition to this new career path shows the beginning of a more positive engagement with

his audience. Fourth, namely Multiple Image, social media became a transformative tool in reshaping Carl's image. His son, Percy, strategically manages Carl's social media presence, turning previous criticism into promotional opportunities. Social media has now acted as a catalyst for Carl's rise, allowing him to reconnect with the public, gain appreciation, and build a reputation as a respected culinary entrepreneur. The turning point came when even Ramsey Michel acknowledged Carl's success, showing how social media allows for changes in public perception over time.

The impact of social media uses on public perception and the development of Carl Casper's career in film *Chef* can be seen from four main aspects. First, social media as a transformation tool for Carl Casper. In the beginning, social media was a source of criticism that damaged his image, but later it turned into a healing platform. In the Mirror Image and Current Image phases, social media has a negative impact on Carl's self-confidence and reputation, whereas in the Multiple Image phase, social media actually supports his rise. Second, Percy's role as an image reconstructor. Percy plays an important role in restoring Carl's image by managing his social media effectively. He transformed the narrative of Carl's failure into an entrepreneur's journey, helping Carl reach a wider audience and reshaping the public's perception of him. Third, the rise of Carl Casper. By harnessing the power of social media, Carl was able to re-establish himself as a successful food truck owner. Carl's journey from disgraced chef to respected culinary entrepreneur shows the role of perseverance, creativity and digital engagement in career revitalization. Fourth, social media as a direct feedback and interaction tool. Social media allows Carl to communicate directly with his customers and fans. The feedback he received helped build customer loyalty, improve his business reputation, and strengthen his relationship with his audience. Even critics like Ramsey Michel finally acknowledged Carl's success through interactions on social media, which shows how digital platforms can change a person's image in the eyes of the public. Carl Casper feels the impact of social media in all phases of its transformation, namely Mirror Image Phase, Current Image Phase, Wish Image Phase, and Multiple Image Phase. In the Mirror Image Phase and Current Image Phase, social media has a negative impact that affects his self-image and professional reputation. However, in the Wish Image Phase, the impact begins to change as Carl tries to rebuild his life. The peak occurred in the Multiple Image Phase, where social media became the main tool in improving his image and supporting his success as a culinary entrepreneur.

When compared with previous research, this research parallels some aspects, but introduces new insights into Carl's journey. According to Green (2015) also highlights Carl's journey of self-discovery, focusing on food trucks as a medium to reconnect him with his passions and identity, with both studies emphasizing the authenticity of Carl's transformation and his appeal to diverse audiences (Green, 2015). Likewise, according to Kurniadi (2020) emphasize the importance of Carl's relationship with his son, Percy, which parallels this research's discussion of Percy's important role in Carl's development (Kurniadi, 2020). However, there are differences in focus and methodology. Green's analysis focuses on the representation of mixed cultures and identities, which differs from this research's focus on image transformation and social media dynamics. Meanwhile, Kurniadi (2020) analyzes the ideological implications using semiotics, while this research highlights Percy's practical role in reshaping Carl's narrative through social media. (Kurniadi, 2020)

This study has several strengths. This research uniquely applies Frank Jefkins' Image Theory to Carl's journey, bridging public relations theory with cinematic analysis, and focusing on the transformational role of social media in rebuilding Carl's image an area unexplored in previous studies. By integrating image theory with the practical dynamics of digital platforms, this research offers a new perspective on personal branding and narrative control. However, there are several weaknesses. Single focus on *Chef* (2014) limit the generalizability of these findings to the broader context of cinematic or other media depictions of professional redemption. Additionally, interpretations of Carl's journey and social media impact may reflect subjective bias, as public

perception metrics such as follower growth or sentiment analysis were not analyzed quantitatively. This research also does not discuss broader cultural or ideological implications. Although there are limitations, this research fills a critical gap by analyzing the influence of social media in the development of Carl's image through Frank Jefkins' Image Theory. This perspective, which has not been applied previously in studies of *Chef*, highlighting its transformational potential social media as a public relations tool to reshape narratives and facilitate professional redemption. Future research could build on these findings by exploring similar transformations in other films or analyzing quantitative audience engagement data to complement qualitative approaches.

Additionally, future studies could explore how the evolution of social media platforms over time impacts character development and image transformation in films. As social media continues to evolve, its influence on personal branding and narrative reshaping may differ, offering new opportunities for research in the context of storytelling and media representation. A comparative analysis of different films or television shows that showcase personal or professional transformations could provide a broader understanding of how media tools, particularly social media, serve as catalysts for change. Furthermore, examining audience engagement data, such as interactions, sentiment, and online community building, could provide valuable insights into how public perception shapes the success or failure of a character's transformation. This comprehensive approach could enhance the understanding of the dynamics between media, public relations, and narrative construction in contemporary cinematic works.

4. Conclusion

This research aims to analyze the influence of social media on Carl Casper's professional image using Frank Jefkin's Image Theory from the book *The Essentials of Public Relations* (1988). Jefkin's theory outlines four types of images namely Mirror Image, Current image, Wish Image, and Multiple Image, which provides insight into Carl's transformation in *Chef* (2014). Mirror Image reflects how Carl perceives other people's views of him, as shown when he reads food critic Ramsey Michel's harsh criticism on Twitter, which greatly influences his self-perception and self-confidence. Current Image represents Carl's damaged reputation due to the restaurant's limited menu, leading to a professional and personal crisis. Wish Image came about when Carl started a food truck business and regaining his passion and creative identity with the support of his ex-wife Inez, his son Percy and his friend Martin. Lastly, Multiple Image evolves as Carl's reputation grows through public perception, significantly influenced by Percy's strategic use of social media, turning past criticism into admiration for chef Carl Casper himself. In the findings, the results reveal that Carl's transformation is in line with Jefkins' four phases, in Frank Jefkins' theory where social media initially exacerbated his struggles but ultimately empowered him to rebuild his narrative. Where the impact of social media use managed by Percy is that first, social media acts as a tool of transformation, changing people's perceptions and lifting Carl from a struggling chef to a respected culinary figure known for his authenticity and creativity. Second Percy's role as an image reconstruct or is crucial, as he uses social media to counter negative narratives, highlight Carl's interests, and interact with the public, thereby shaping the ever-evolving image of his father. Carl Casper's third rise was marked by his ability to turn criticism into opportunity, leveraging digital platforms to showcase his culinary expertise and reconnect with his audience. Additionally, social media also serves as a direct feedback and interaction tool, allowing Carl to interact with fans, receive instant validation, and strengthen his personal brand. The strength of this research lies in the new application of Frank Jefkins' Theory, thus providing a unique contribution by applying Jefkins' Image Theory which emphasizes the role of social media, a perspective that has not been explored in previous research. However, its limitations include its exclusive focus on *Chef*, which reduces generalization, and the lack of quantitative metrics such as audience engagement data,

which could provide a more objective measure of social media impact. Additionally, the broader cultural and ideological implications have not been explored in depth. Nonetheless, this research fills an important gap in understanding the role of digital platforms in reshaping personal and professional narratives in cinematic contexts. This underscores the power of social media in public relations, particularly in managing crises and rebuilding reputations. Future research could expand on these findings by applying Jefkins' Image Theory to films or other narratives and integrating quantitative data, such as follower growth or sentiment analysis, to improve understanding of audience perception and engagement. It is also possible that exploring cultural and ideological factors in similar narratives can provide a more comprehensive perspective on the role of the media in shaping public perceptions.

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