

GENERATION X'S BELIEF IN THE LAW OF ATTRACTION (LOA) AMID THE UNCERTAINTY OF MODERN SOCIETY



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Abstract

The law of attraction is a concept that some people rely on to realize their desires. The increasingly dynamic nature of modern society has led to the Law of Attraction becoming a strategy in individuals' mindsets, motivations, and behaviours, enabling them to achieve their goals. This concept is related to the self-fulfilling prophecy theory proposed by Robert K. Merton in 1948. He stated that a person's beliefs or expectations can motivate them to act in such a way that those expectations ultimately become reality. This view is also held by Generation X, who are insurance agents. This study examines insurance agents' understanding of the LoA as it is applied in their daily work. This study employed a qualitative method, conducting in-depth interviews with three informants who have worked as insurance agents at Company Z. The informants believe that their various achievements are the result of consistent LoA practice. In addition, LoA has also influenced their way of thinking and has become a mainstay of the informants when carrying out their work. This phenomenon demonstrates that believing in LoA is a rational action. However, the method of implementation is not concrete, as it relies on the influence of the subconscious, which becomes an adaptive strategy when facing life's uncertainties. This finding also shows that, amidst modernization, some individuals remain at the metaphysical stage, believing in abstract concepts such as LoA. This indicates that development towards a positive stage of society is not occurring evenly.

Key Words: Generation X, law of attraction, self-fulfilling prophecy, life's uncertainties

INTRODUCTION

Amid an increasingly dynamic and uncertain modern society, the widespread belief in the Law of Attraction (LoA) is an interesting phenomenon to study, particularly about individual mindsets, motivations, and behaviors in achieving goals. The law of attraction (LoA) is a concept that states that our thoughts and feelings can influence reality. This concept is based on the assumption that positive thoughts can attract positive experiences, while negative thoughts can attract negative experiences. This concept has become a guiding belief for some people in achieving their desires. Along with the widespread presence of social media, which allows information to be disseminated quickly, LoA has also become increasingly popular in society. Hafil & Rahmawanti (2024) demonstrated that the hashtag "LoA" on social media, specifically TikTok, has garnered 10.4 billion views worldwide. Content creators can convey the theory of LoA engagingly and straightforwardly, making it more appealing for viewers to practice it. One TikTok account, @rizkaramelia, provided a testimonial in one of her video content pieces, stating that after applying LoA, she found it easier to work on her thesis and job interviews. The real evidence that he had felt was poured into a diary, which was later published under the title *Jalur Langit Journal*.

The term "Loss of Attraction" (LoA) has been widely used in psychology and philosophy, referring to the idea that a person's reality and life outcomes are influenced by their thoughts and feelings (Nurhayati et al., 2023). Generally, this concept means that all thoughts and beliefs instilled will naturally come, a phenomenon known as "attraction." The LoA concept embodies the principle that attracting experiences or conditions consistent with dreams into life requires strong thoughts and feelings (Jamilah, 2025). The thoughts an individual instills will influence the reality they experience. If an individual frequently thinks positively, the resulting reality will also be positive, and vice versa.

Individuals who implement the LoA aim to attract reality according to their desires. This will influence the actions they choose, which then impact themselves and their social environment. In other words, human thoughts influence their actions and decisions, which then determine the results they achieve in life (Ibad, 2023). Positively, individuals who have big dreams and implement the LoA will usually have a great passion to make their dreams come true. On the other hand, the negative impact of implementing the LoA is that individuals may become reliant on this concept without accompanying efforts or

behaviors that align with their dreams. Thus, the LoA concept can be understood as a tool to help someone achieve their life goals positively, through religious teachings. However, these dreams will not be realized by only thinking positively. Effort, hard work, and the right strategy are still needed to support their achievement (Jamilah, 2025).

Research examining the LoA generally uses a psychological approach. Research by Rani et al. (2024) indicates that the LoA plays a crucial role in mitigating negative prejudice in the workplace, enabling employees to cultivate positive thinking and enhance productivity, while fostering harmonious relationships among employees. Supadmi et al. (2023) state that implementing the LoA contributes to stress management, which can help individuals improve their psychological well-being. Fayyadh (2024) in his research on the law of attraction in Islam demonstrates that Islamic teachings on attraction and repulsion promote moral and spiritual awareness, emphasizing that every action has consequences or rewards within the system created by God. The results of these three studies suggest that the LoA is beneficial in promoting harmony, reducing stress, and cultivating both moral and spiritual awareness.

Based on these three studies, no one has yet examined the LoA from a sociological perspective, especially in the insurance agent profession. While the psychological perspective emphasizes personal beliefs and the formation of individual mindsets, the sociological perspective emphasizes how believing in the LoA impacts today's society, which is already in the modern era. Believing in the LoA is considered to influence a person's fate, both in their personal and professional lives, according to informants. This is relevant for further analysis within the structure of modern society, which is increasingly familiar with the concepts of self-development and personal achievement as part of evolving social values.

This study employs a sociological perspective, utilising Robert K. Merton's self-fulfilling prophecy theory as its analytical framework. This theory suggests that a person's hopes or beliefs can shape their actions and ultimately bring those hopes to fruition. Merton, in Rahayu (2024), stated that a self-fulfilling prophecy is a state in which estimates or beliefs about a person or event can shape an individual's behavioural response to it, ultimately making the prediction come true. This shows that the LoA and self-fulfilling prophecy are interconnected in fostering a person's belief in the future. Unlike previous research, this study also focuses on how insurance agents use the LoA to attract good fortune, both in their work and personal lives. Insurance agents were chosen

because this profession is inherently uncertain, making the application of the LoA particularly relevant.

Margareta et al. (2024) stated that the legal relationship between insurance agents and insurance companies lacks explicit provisions, often leading to uncertainty, particularly regarding the agents' rights and obligations. This research was conducted at Company Z, an insurance and healthcare company, which is part of an international insurance company. As a form of support for insurance agents, Company Z holds motivational seminars and training sessions aimed at boosting the agents' morale and enhancing their ability to attract clients more effectively. The speakers are typically successful businesspeople, offering inspiration and creativity to foster an entrepreneurial spirit (Afridayani & Mu'arif, 2021). Company Z's motivational seminars and training sessions include a Letter of Agreement (LoA) message. Insurance agents then implement this concept to attract clients.

This study targeted insurance agents who had worked at Company Z for more than 8 years, allowing them to experience the benefits of implementing a LoA. They were Generation X, born between 1965 and 1980. Generation X is known as a risk-taking generation (Ida et al., 2021). This generation arrived at a time when the world was undergoing significant changes, particularly in economic, political, and technological aspects, allowing them to boldly make decisions, both large and small. Coupland, in Ramadhanti et al. (2021), stated that Generation X also follows the parenting style of their parents, who spent more time working. Generation X is capable of working collaboratively and independently, is skilled in management, financially savvy, independent, not easily intimidated by authority, and innovative (Mulyanti, 2021).

Generation X members working as insurance agents at Company Z apply the LoA concept to earn a living. Since their early days in this field, they have learned about the LoA concept as a way to increase motivation and self-confidence. This is due to the unstable nature of the work, so success depends on the agents' ability to find and convince potential customers. In the process of marketing insurance products to the public, the role of insurance agents is a crucial element, serving as a liaison between insurance companies and potential policyholders (Margareta, et al, 2024). Plessis in Kusumaningrum (2021) explains that through LoA, individuals can attract positive thoughts into their lives, whether in the form of hopes regarding financial stability, career advancement, or relationships with others.

This study describes the trust of insurance agents at Company Z in the South Jakarta area, specifically the H.R. Rasuna Said area. This location is one of the strategic branches that comprise Company Z's operations, making it relevant for understanding the work dynamics of insurance agents. They have experience working at this location, which can provide in-depth insights into work practices and the application of the LoA concept in the insurance industry. This location was also chosen considering that Jakarta, as a business and industrial center, is a potential environment for understanding how the LoA concept is applied in the workplace, especially in the insurance sector, such as Company Z.

RESEARCH METHODS

This study uses a qualitative method, highlighting the phenomenon that occurred among insurance agents at Company Z who believed in the LoA. This method was chosen because the research objective was to explore and gain a deeper understanding of the experiences of informants and the subjective meanings they attributed to them. This aligns with Creswell's (2013) perspective, which posits that phenomena in qualitative research are understood as symptoms or events that hold a specific meaning for individuals or groups, serving as a starting point for a deeper understanding of social reality. The subjects of this study were three Generation X individuals who believed in the LoA and had experience working as insurance agents at Company Z for at least 8 years. The selection of research subjects employed a snowball sampling technique, whereby informants were obtained through recommendations from the initial informant.

The snowball sampling technique was chosen because individuals who practice the LoA cannot be identified visually. Typically, these beliefs are acquired through everyday conversations or personal experiences shared within social circles. Therefore, finding suitable informants requires a one-on-one approach based on recommendations. The first informant was chosen as a starting point because they had previously expressed their belief in the LoA in everyday conversations. They were also considered credible because they were open to sharing their experiences and had a relevant social network to recommend other informants.

Three informants were considered adequate to represent the data requirements of this study because they had a deep understanding of LoA practices for over 10 years. Thus, they were considered experienced and relevant subjects for the required data. Guest et al., in Bekele and Ago (2022), stated that most literature does not specify a fixed

number of participants in qualitative research. Instead, the literature provides more guidance on how to select informants and considerations for contextually determining the number of participants. In this exploratory qualitative study, the focus is on the depth of data obtained from the informants' experiences and meanings, rather than the number of participants. Therefore, in-depth interviews with a small number of relevant informants help to understand a phenomenon more fully and by the context of everyday life.

Data collection techniques used in-depth interviews, observation, and documentation, such as informant diaries. Data analysis used thematic narrative analysis, which examines each informant's story and experience to understand the informant's subjective meaning of an event in their life. Analysis was carried out through a process of transcription, rereading the data, coding, and grouping the codes into main themes. Furthermore, to increase data credibility, data triangulation was conducted by linking interview findings to previous research and reconfirming with informants.

RESULT AND DISCUSSION

Results

Insurance agents' belief in the LoA

The concept of LoA has become a belief among some. LoA works by influencing the human subconscious with various positive and negative views. These views can sometimes manifest into reality. If someone repeatedly instills positive thoughts, they will experience the positive results they constantly think about. Rani (2024) stated that applying the LoA principle in the workplace can increase positive thinking because this principle believes that positive energy will attract positive experiences into a person's life. Informants increased their belief in the LoA concept after learning about it openly.

Subtheme	Informant quotes
Speech is an attractor of good and bad energy.	<i>"... we attract what we do, what we say, what we feel. Whether it's good or bad, we actually attract ourselves." (Lilis).</i>
LoA works through sincerity.	<i>"The point is this... The key to a LoA is your heart... it turns out that with a sincere heart, we don't have to</i>

bother, everyone will be attracted to us. But how can we be sincere...? “ (Yanti).

Mind as the main attraction. *"LoA is the law of attraction. So, what's in our minds attracts it to us..." (Dewi).*

Table 1. Informants' Interpretation of the Basic Principles of LoA

The three informants had varying perceptions about the LoA, but they generally shared the same opinion: that the LoA can influence reality. According to each informant, the LoA is considered a powerful force in words, thoughts, and sincerity. Therefore, all individual desires can essentially be realized through the principle of the law of attraction, as the individual attracts various things in their life, both positive and negative (Kusumaningrum, 2021). Their statements further demonstrate that the LoA has a significant influence on a person's life.

Subtheme	Informant Quotes
Thoughts and words are the primary source of attraction.	<i>"Yes, that's very, very true and that's true... So this is how it is... that's why it's true that words are prayers. What you say is a prayer. Be careful with what you say... because your words, your utterances, are prayers. That's right? Then what's in our minds is what we will attract. Our self ultimately sends a signal to the body so that it is produced as a manifestation." (Dewi).</i>
LoA works neutrally: attracting both good and bad.	<i>"The LOA doesn't care whether it's good or bad, because it's based on what we say. The universe agrees with what we attract. Whether we attract good or bad, that's what happens." (Lilis).</i>
LoA related to Islamic spiritual values (the Qur'an).	<i>"Yes, I believe, and the LoA is indeed in the Quran, and I must do it. Allah has commanded, 'Whoever does what I command will be rewarded,' right? It turns out the knowledge of the LoA is</i>

knowledge that was already in the Quran centuries ago, you know..." (Yanti).

Table 2. Informants' Interpretation of the Influence of LoA on Life

These statements demonstrate that, for the informants, the LoA has control over their future through their words and thoughts. One informant admitted that she had unconsciously engaged in a negative LoA, namely, thinking about separating from her husband. Several years later, this happened. Since then, the informant has reflected on herself and begun to be more careful, both in her thoughts and in her speech.

An individual's belief in the LoA emerges through a process of prior familiarization. A person will believe in the LoA after studying it in depth. Daily routines can also influence one's belief in the LoA.

Subtheme	Informant Quote
Introduction of LoA through the work environment (Company Z).	<i>"So I really understood what LoA was after I joined Company Z, and I'm sure they meant, 'oh, so that's what LoA is'." (Lilis).</i>
Learn LoA through books and practice in the company.	<i>"I bought a good book, the title is Quantum Ikhlas... Well, there I was more like practicing it, not just reading a book... That's where I first became familiar with LoA. Since I was at Company Z, if I'm not mistaken, I knew Quantum Ikhlas.. It turns out here they taught me how to practice it... How to achieve success and similar outcomes... What is success.. Well, the point is happiness, glory, everything is taught there..." (Yanti).</i>
First got to know LoA from Erbe Sentanu's training and books.	<i>" So, it was 2010 when I first learned about LoA... I learned from Erbe Sentanu, who was giving Quantum Ikhlas training, something like that. But after that, I also learned from other places, and I also read books..." (Dewi).</i>

Table 3. Initial Information on LoA from Informants

Company Z has a weekly agenda, namely, self-development training every Saturday. The training features motivational experts as speakers and presenters, such as Roby Oktober, Andrie Wongso, and Tung Desem Waringin. In addition, the motivators also often recommend reading materials on the topic of self-development, such as books by Erbe Sentanu, Tung Desem, and Ari Ginanjar. One of Erbe Sentanu's popular books is Quantum Ikhlas. Yanti and Dewi learned about the concept of LoA from Erbe Sentanu's work.

Statements from Yanti and Dewi indicate that they learned about the LoA through the work of Erbe Sentanu. Erbe Sentanu published the book Quantum Ikhlas, and both informants encountered Sentanu's work through different means. Yanti obtained it through a bookstore, and Dewi attended a seminar held by Erbe Sentanu, the author of Quantum Ikhlas. Over time, the informants' understanding of the LoA evolved. Their views on the LoA grew to the point that all three informants considered it a scientific and spiritual concept.

Subtheme	Informant Quote
LoA as a scientific and spiritual concept.	<i>"So, if I can say... It's something scientific... yes, of course it is scientific. Yes, it has been researched, studied, and developed... Then, if I can say, it's spiritual, yes, it was written in the Qur'an... One example is in chapter 51 verse 23... It's called Surah Az-Zariyat. I just read the quote... which says 'Then by the Lord of heaven and earth! 'All this is certainly as true as the fact that you can speak'." (Lilis).</i>
Spirituality explained scientifically.	<i>"That spirituality in the Qur'an, finally explained scientifically... Oh, metaphysics exists, it is explained scientifically..." (Yanti).</i>
The relationship between affirmations, frequency, and spirituality.	<i>"So it's scientific, yes, because we have a frequency, right? That frequency means high vibration... When we do affirmations, the best ones are</i>

in the Alpha wave. So we align our thoughts with the natural frequency, because that's what we will attract from nature... So it's scientific, and that's actually what affirmations are. They also actually fill our hearts. Well, that's spiritual... Our hearts must be made positive..." (Dewi).

Table 4. LoA as a Combination of Science and Spirituality

All three informants stated that the LoA has both spiritual and scientific elements. They linked a verse from the Quran and a positive natural wave to the LoA. This combination of spiritual belief and scientific understanding became the basis for the informants to use the LoA as a strategy in carrying out their professions. They acknowledged that the LoA provided them with the confidence to do their best, ensured their work was smooth, and helped them achieve their company-set goals. Each informant had their unique approach to implementing the LoA.

Subtheme	Informant Quote
Visualisation practice and scripting.	<i>"Visualisation, that is, imagining images of the Kaaba, images of cars. I even set up tourist destinations... I write scripts. I always write... Don't forget to always say 'Bismillahirrohmanirrohim' at the top, followed by 'kunfaya kun' at the bottom..." (Lilis).</i>
Affirmations as a technique and repetitive practice.	<i>"Write down whatever you want... For example, I would like a white CRV one day. Write it down, write it down 100 times. That's the command. I just read it to expedite things. Reading is affirming us. Well, by writing it down, it turns out that while reading it, right... So when we affirm, we haven't achieved it yet, but we position it as if we already have it, so we're happy, right? So it's as if it's already happened, we've already experienced it, that's how affirmation works." (Yanti).</i>
Integrating affirmations, visualization, and	<i>"So the sequence is... scripting. We already know what we want, and then we determine our prayer. We</i>

scripting into a daily routine. *affirm it because it is a statement. Then visualize while imagining it. Those three things are affirmation, scripting, and visualization. That is what will be progressed, progressed by our body that will produce the manifest, the result of it. It is best to do it every day, and we know the safe time when there are no disturbances... For me, it is at night, right before or after the Tahajjud prayer...*” (Dewi).

Table 5. LoA Series Carried Out by Informants

All three informants followed the same routine, which included affirmations, scripting, and visualisation. This aligns with Supadmi's (2023) research, which found that LoA practices involve writing a gratitude journal (scripting), communicating positive self-statements (affirmations), and mentally visualizing the desired goal (visualization). Although they employed different scripting techniques, they were highly focused and consistent in executing the LoA sequence.

Figure 1. Informant's diary used to conduct the scripting technique

Source: Researcher's documentation, 2025



Insurance agents' experiences in implementing LoA in their careers and personal lives

The LoA routines that informants follow reflect their commitment to achieving their goals, including pursuing their career dreams.

Subtheme	Informant Quote
The belief that the LoA affirmation can change the course of life.	<i>"My mindset was that I didn't need a large company, a company with, say, 25 employees, but could close a deal in a month... Finally, I did. At that time, there were around 17 to 20 employees... If I hadn't had that desire... these affirmations wouldn't have been interesting, life would have been the same." (Lilis).</i>
Applying the LoA to achieve annual work targets.	<i>"At Company Z, I often applied the LoA to targets. The proof is that they increased every year. Moving up a class means moving up a class every year, and that's what the target is. " (Yanti).</i>
Spiritual and instinctive experiences while applying the LoA.	<i>"For example, when I went to Sydney, I immediately achieved it. At that time, I was still far from my October target, even though I had only two and a half months left. But once I implemented it, it was like my body immediately picked up a signal, asking me what I needed to do. It was like someone was guiding me..." (Dewi).</i>

Table 6. Real Experience of LoA in Career Realm

The informants shared evidence that the LoA they implemented in their work has been realized. Another example, Dewi, experienced, was that the LoA was considered a capital of self-confidence and self-assurance. Dewi bought seven cakes before making an appointment with someone else, and was optimistic that if she had a customer in the morning, she would be more confident that more fortune would come her way. Thanks to her optimistic attitude, she succeeded in getting a new customer that day. The implementation of the LoA carried out by the three informants was not only at work but also in their personal lives, particularly in their families.

Subtheme	Informant Quote
LoA is used to help children every step of the way.	<i>"My child got married at a young age, that's what I planned, and God agreed... I affirmed that. One day, I'll be able to show off on Facebook... my child was accepted into a state university, just like I felt..."</i> (Lilis).
Visualisation and Spiritual Affirmations for Children's Success.	<i>"When I prayed Duha, he did it... I did it, I immediately did something like that, 'Thank God, my child was accepted at UI,' like that. I imagined myself taking him there... I imagined him already at UI (University of Indonesia), like that."</i> (Dewi).
LoA as a strategy for coping with crises in parenting.	<i>"The most amazing LoA in my life that I remember was when I was managing my first child. I really worked on it... It was really intentional because, oh my gosh, my first child was really about to be expelled from school..."</i> (Yanti).

Table 7. Real Experiences of LoA in the Family

In addition to applying it to work and family, the three informants also used LoA to fulfill life's needs, such as purchasing a dream home, a long-desired car, and undertaking the Umra pilgrimage with their family, as well as to face significant personal life challenges. This demonstrates the breadth of LoA and its potential to achieve overall well-being.

Although many good things have come true as a result of LoA, the three informants acknowledged that not all of their wishes came true, and they classified LoA as unrealizable if they exceeded the specified timeframe. Lilis and Dewi admitted that their LoA did not come true because they rushed through it, felt self-doubt, and were inconsistent. This aligns with Losier's statement in Kusumaningrum (2021) that there is one final stage in implementing LoA: allowing or letting go of negative vibrations such as doubt. Yanti, on the other hand, felt that her LoA always came true. She even admitted that sometimes it provided better results than Yanti expected.

Discussion

This study makes a unique contribution to understanding belief in the LoA through a sociological approach, specifically by examining how individuals who believe in it shape its meaning and practice in their daily lives. The findings indicate that all three informants possessed desires that led them to realise it. This aligns with a self-fulfilling prophecy, which is an initial belief that is inaccurate about a situation, but because it is strongly believed, it drives new actions that ultimately align with that initial belief (Merton, 1963). LoA and self-fulfilling prophecy share the same meaning: an individual's belief can influence behavior and outcomes. All three informants were in the same situation: finding clients, and they believed they could meet their targets if they implemented the LoA. They set specific targets to clarify their desires, ensuring that their actions aligned with them. These actions included intensive client seeking outside of work hours, setting annual sales targets, and continuously affirming themselves to ensure that the desired opportunities would materialize. These various efforts yielded results consistent with their initial envisioned outcomes.

Furthermore, the informants also repeatedly performed a series of LoA processes, including affirmations, script writing, and visualization, which increased their chances of success through actions they believed would be successful. Similarly, the informants experienced experiences where their LoA did not materialize according to their expectations. Some informants experienced doubts about their goals during the LoA process, resulting in the outcome not being realized. This also applies to the context of self-fulfilling prophecies; if beliefs are weak, behavior will not support the goal, and the results will not achieve the goal. Credibility is the first requirement for a prediction to become reality, meaning a belief must first be deemed credible in order to influence action (Mertens, 2024).

A self-fulfilling prophecy occurs when a person is influenced by statements from themselves or others, which then impact their behaviour, which aligns with those statements. For example, someone experiencing romantic problems and believing in a horoscope that their love will blossom again will be motivated to improve their relationship, ultimately leading to a genuine improvement. In this case, Lilis and Dewi were confident that their children would be accepted into state universities, so they supported them with strong motivation and provided additional study until their dreams finally came true. Yanti also managed to get promoted because she was confident from the start and consistently sought out clients. All of this demonstrates that their success

was not merely luck, but the result of faith and genuine effort.

The three informants' belief in the LoA did not form spontaneously, but instead was influenced by ongoing social construction. Berger and Luckmann (1966) stated that social reality can be formed through a process of social construction that occurs in everyday life. This process involves three dialectical moments. First, externalisation occurs when individuals express their subjective experiences to the social world. Second, objectivation, when these expressions become a reality that is considered objective, and third, internalization, when other individuals absorb this reality as part of their consciousness. In the context of this research, informants were able to believe in the LoA because they were influenced by social interactions and personal experiences, such as training seminars held by the office, purchasing motivational books, and attending motivational seminars. These activities also provided meaning for the informants and formed a belief system that was institutionalized through social construction.

Merton explained the good fortune that occurred in the informants' lives as a process by which a belief can create reality through action. This aligns with Dixon et al.'s (2025) research on manifestation belief, which states that by speaking positively, imagining success, and acting as if success has already occurred, individuals tend to experience the corresponding reality. Both illustrate that beliefs and mental actions can create desired realities, even in uncertain contexts, such as the insurance industry, where agents depend on market conditions. The meaning of the LoA for the informants is the power of words, thoughts, and sincerity. This means that these are the informants' backgrounds when they act. Words manifested through prayer or mentioning good things, positive thoughts implanted in the brain, and sincerity in surrender guide the business choices and behaviors taken. With the power that the informants believe in, they increasingly believe that the LoA has control over their future. However, in modern society, this practice also reflects instrumental rationality as proposed by Weber, where individuals use the LoA as a strategic tool to achieve worldly goals such as career, financial, and social relationships.

Modern society is known as a society that prioritises rationality. Tesalonika et al. (2024) stated that modern society tends to prioritize rationality as the primary foundation for living life. Weber argued that rationality is inherent in industrial-capitalist societies that prioritise reason (Weber in Safudin et al., 2022). This statement describes modern society as one that is logical and takes actions based on efficient calculations to achieve its goals. The Law of Attraction (LoA) can be described as an abstract concept, but for individuals who believe in it, the LoA is an effective means of achieving their goals. Not

only is the LoA an example of an abstract concept believed in modern society, but there are also horoscopes or zodiac signs that are similar to the LoA but are more popular and believed by many. People often use zodiac predictions as a guide for action. Usually, they will adjust their attitudes and actions to see if the prediction is proven or not. The zodiac is often used as a guide for life by some people, especially teenagers, as its predictions depict daily events, allowing them to feel an emotional connection when reading them (Widiastuti et al., 2022).

Unlike the LoA, which is classified as an instrumental action, zodiac predictions are an example of value-oriented rationality, meaning that someone believes in it not because of its practical effectiveness, but rather because of its symbolic or spiritual value. Value-oriented actions are actions based on subjective belief in a particular value, without considering the success of the outcome (Fathiha, 2022). The LoA may seem abstract, but for the three informants who chose to believe in it, it was a rational decision because the results they experienced aligned with their expectations. They chose to believe in the LoA because it has a purpose. This is why the action remains rational, even though the method of implementing it is not concrete or scientific. The actions taken by the three informants are based on the influence of the subconscious and their individual beliefs, which they believe are effective in achieving specific goals.

Weber considered rationality to be a matter of subjective meaning in social action. The three informants consistently performed the LoA series, such as writing their wishes 100 times, always including the words "*Basmallah*" and "*kun faya kun*", and taking the time to write their wishes in the early hours of the morning. These ritual actions are described as irrational, as the way they performed the LoA ritual defies rationality. However, these actions are considered meaningful to the individual, aligned with their character, and driven by values they believe to be true.

The findings of this study indicate that, amidst the dynamics of modernisation, some people still hold onto non-empirical beliefs. This is contrary to the direction of development of modern society and can be interpreted as a "form of regression." Currently, the world has entered a positive phase based on Comte's three laws (Yusuf, 2025), specifically one that is grounded in science and technology. As a result, society has a clear perspective on progress and certainty. However, these findings suggest that the three informants still believe in abstract concepts, specifically the Law of Attraction (LoA), as a guide for living their daily lives. It can be concluded that, amidst the ongoing and developing modernization, not all groups in society are moving towards this

development. This means that modern society, which is a reflection of a positive society that is always based on scientific and rational things, still has room for the existence of value-oriented things, such as the LoA.

The phenomenon of modern society embracing the Law of Attraction (LoA) is inextricably linked to a social condition marked by uncertainty. The three informants indirectly implied that, in both their work and personal lives, they face uncertainty and cannot fully control the outcomes of their efforts. Therefore, the LoA becomes an adaptive and reliable strategy, while also serving as a support for the informants. Affirmations, scripting, and visualization are three sets of LoA routines employed by the informants as a form of self-strengthening against uncertain situations and events that occur beyond their control. The application of the LoA in modern society can be interpreted as a way for individuals to adapt to uncertain situations, reflecting a shift in society's perspective on a fate that can be influenced.

CONCLUSION

The Law of Attraction (LoA) has become a belief for the three informants, as they believe that thoughts, words, and sincerity can attract reality. They believe LoA can control the future through the subconscious, and their conviction grows stronger when it is proven true. LoA is considered an adaptive strategy for informants to face life's uncertainties, especially for those in insurance-related roles. It also helps in achieving work goals and personal dreams. Affirmations, scripting, and visualization are routine LoA practices. For informants, LoA combines scientific knowledge, specifically alpha frequencies and waves, with spiritual knowledge related to religious values. LoA and self-fulfilling prophecy both demonstrate that strong belief can create reality. LoA has become a form of value-oriented action in modern society. Although modernity is characterized by rationality, the informants' actions when believing in LoA are still interpreted as rational. This is because Weber considered rationality to be a matter of subjective meaning, even though the methods used in the LoA are not concrete or irrational. The practice of the LoA can be said to represent the meeting between metaphysical values and the logic of rational action in modern society. The three informants also indicated that they were still in the metaphysical stage according to Auguste Comte. This also proves that the modern world, which continues to strive for progress and development, will not be able to eliminate a belief in abstract concepts such as the LoA. Furthermore, in social

life, the process of modernisation can coincide with the persistence of non-empirical values, even though the two appear to be in conflict.

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