Generation Z in Responding to Communication Trends on Instagram

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ABSTRACT

This study aims to find out how Generation Z responds to communication trends on Instagram social media. Using qualitative research methods with a descriptive type, researchers conducted interviews with informants related to the research. The research results show that the emergence of communication trends on the social media Instagram has made the way Bhayangkara students use Instagram diverse. The emergence of communication trends on social media Instagram, does not make us have to follow it completely. Just like other media, the use of Instagram has both positive and negative impacts on its users. Many conveniences and information as well as entertaining content are presented on Instagram. However, not a little information on Instagram social media has a negative impact. So that students must be wiser in using social media.

Keywords: Communication Trends, Generation Z, Instagram.

INTRODUCTION

The development of communication technology cannot be avoided in human life. The communication process, which was initially carried out simply, has now developed rapidly through technology. Humans who initially communicated using smoke and pigeons, now just have to type a few words they want to convey via smartphone. Such rapid development has had a broad influence on human life. This also triggers a level of change and shift in lifestyle patterns and interactions in life. From a pattern that relies on direct communication to a pattern of communication via the internet, especially via social media.

The We Are Social report shows that the number of Internet users in Indonesia at the beginning of 2023 will be 212.9 million people with 78.5% of internet users estimated to use at least 1 social media account. The number of active social media users in Indonesia is 167 million people. This number is equivalent to 60.4% of the population in the country. Based on Reportal data in 2023, 153 million active social media users are users over the age of 18, which is 79.5% of the total population (Yonatan, 2023). This shows that Generation Z is the largest user of social media. Based on research conducted by (Hastini, Fahmi, & Lukito, 2020) in one day, Generation Z spends around 9 hours using a smartphone. This shows Generation Z's very high dependence on technology.

One of the most widely used social media in Indonesia is Instagram. Instagram is the application with the second largest number of Indonesian users, namely 86.5 percent of residents aged 16-64 years. Instagram is a photo or video sharing social media application. Figures published by Meta show that Instagram had 89.15 million users in Indonesia at the beginning of 2023. Recently revised figures show that the reach of Instagram advertising in Indonesia was equivalent to 32.3 percent of the total population at the beginning of the year (Hasya, 2023).

Media Sosial Paling Banyak Dipakai Warganet Indonesia Sepanjang 2022
Menurut Survei GWI (YouTube Tidak Dilibatkan)

■ **Persentase Pengguna Internet Usia 16-64 Tahun**

Platform	Percentage
Whatsapp	92,1%
Instagram	86,5%
Facebook	83,8%
TikTok	70,8%
Telegram	64,3%
Twitter	60,2%
FB Messenger	51,9%
Snackvideo (Kuaishou)	37,8%
Pinterest	36,0%
Line	31,9%

GoodStats   Sumber: GWI (Q3 2022)
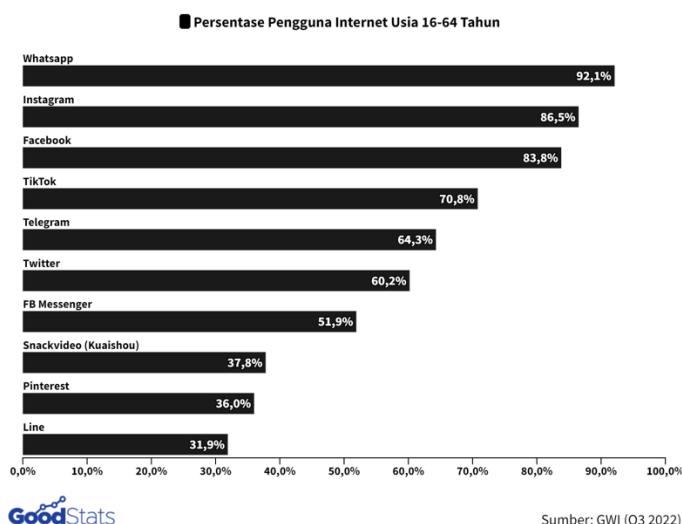
The large number of Instagram users in Indonesia makes Indonesia the country with the 4th largest number of Instagram users in the world at the beginning of 2023, namely 89.15 million users. The peak position is occupied by India with 229.55 million Instagram users, followed by the United States with 143.35 million users, and Brazil with 113.5 million users (Putri, 2023).

Negara dengan Jumlah Pengguna Instagram Terbanyak di Dunia

*Berdasarkan data yang dirilis Januari 2023

■ Dalam Juta Pengguna

|	
India	229.55
Amerika Serikat	143.35
Brasil	113.5
Indonesia	89.15
Turki	48.65
Jepang	45.7
Meksiko	36.7
Inggris	28.75
Jerman	27.45
Italia	26.2
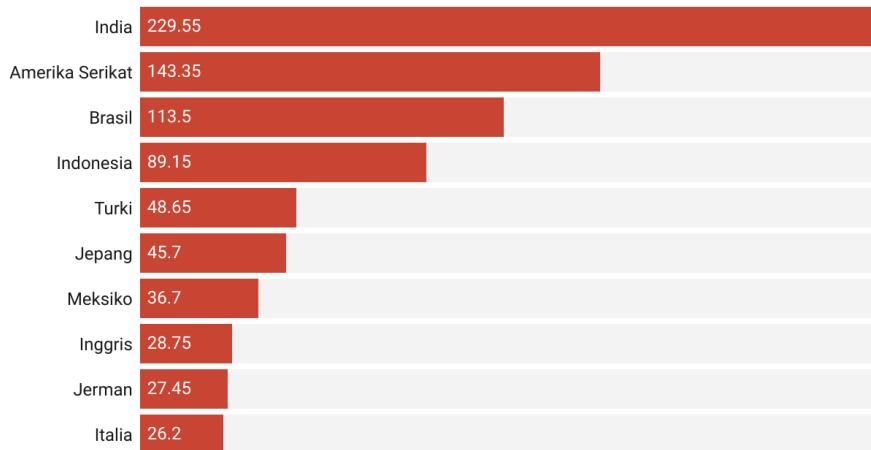
Chart: Aulia Mutiara Hatia Putri • Source: We Are Sicoial Report • Created with Datawrapper

The increase in this figure was also influenced by the Covid-19 pandemic situation. At that time, the government appealed to the Indonesian people to stay at home and carry out all activities from home with the aim of reducing the spread of the virus. During the quarantine period for the COVID-19 pandemic in Indonesia, people used social media as one of the activities that many people do every day to use it as a means of communication and also to find out the latest developments in COVID-19. Statistics show that the use of social media Instagram has increased by up to 40% during the coronavirus pandemic. Instagram as a type of social media has experienced an increase during the COVID-19 pandemic. This is because Instagram is a platform for connecting family, friends and colleagues. Not only that, the role of social media is used optimally to communicate in the midst of regional quarantine or lockdown. Other data from TechCrunch states that global use of the application jumped to 27%, then jumped to 40% (Fadilla, 2020).

People's boredom in carrying out quarantine has made people rely on their social media, especially Instagram, to communicate and fill their free time. Thus, people's creativity increases and gives rise to many new trends in the digital realm. The first trend is the Dalgona Coffee Trend. During the pandemic in Indonesia, there was a drink that went very viral on Instagram, namely dalgona coffee. This drink is used as Instagram content which is packaged into a photo and video containing the ingredients, how to make and serve. The emergence of dalgona coffee began with a trend among South Korean people's activities during the COVID-19 pandemic quarantine, which was to make dalgona coffee and then upload it on social media.

Dalgona coffee is known as whipped coffee in Pakistan, India and Macao. Meanwhile in South Korea, this coffee is called dalgona because its taste is similar to dalgona candy (Putsanra, 2020). This trend in South Korea has also been carried over to Indonesia. Indonesian people are starting

to flock to make Dalgona coffee, then upload it on Instagram. As a result, more and more Indonesians are making this drink and Dalgona coffee has become a content trend on Instagram. Apart from that, this drink is widely made because the ingredients are easy to obtain during activities at home. Based on searches, the hashtags #dalgonacoffee and #dalgona have 530,000 and 230,000 photo and video content, respectively. This hashtag is quite popular because it has reached hundreds of thousands of posts per different hashtag (Fadilla, 2020).

The next trend is the #PasstheBrushChallenge and #LathiChallenge trend. A challenge in this context is an activity or action carried out by a person or group that is shared on social media with the aim of being imitated by other people/groups. Challenges on social media contain indications of the existence of a network of friends. During the quarantine period for the COVID-19 pandemic in Indonesia, there were two challenges that were very viral and became trending content on Instagram, namely the Pass the Brush Challenge and the Lathi Challenge. These two challenges are related to the activity of applying make-up and the form of transformation before and after using make-up. However, these two challenges also have different content. #PasstheBrushChallenge is a challenge to dress up by 'throwing' makeup brushes from one person to another. The brush is thrown after the recipient of the challenge successfully applies make-up. When the brush touches the face and the cellphone camera, the person changes to the appearance of a face that has been made up. After that, the brush was dropped as if given to someone else to do the same. Using the hashtag #PasstheBrushChallenge contains more than 204,000 video and photo uploads on Instagram. Then, when receiving the brush, the face of the person being challenged is still not wearing makeup and usually only wears home clothes. When the brushes are received, they are challenged to apply make-up and 'transform' in a glamorous style. Generally, #PasstheBrushChallenge is a compilation video of several people who are not in the same location or place. In this upload, the brushes in the #PasstheBrushChallenge are thrown virtually (Fadilla, 2020).

Meanwhile, the #LathiChallenge trend started with an upload by beauty vlogger Jharna Bhagwani on her Instagram social media feed via the account @jharnabhagwani on May 18 2020. Jharna started this video with her appearance wearing black batik clothes while dressing up with a fairly quick transition. After finishing applying makeup, in the next transition Jharna wore one of the traditional Indonesian clothes and then started dancing traditional dances. When dancing, the lyrics that are sung are, "kowe ra iso mlayu saka mistakes, ajining Diri ana ing lathi" (you can't run from mistakes, a person's self-worth is in his tongue/words). Then the next transition, suddenly Jharna has changed into a character who looks scary and full of emotions. Overall, this uploaded video is also accompanied by snippets of Lathi's song and Jharna is also seen lip-syncing as if she is singing this song. This video has been watched 15,798,729 times and liked 2,697,459 by Instagram users. After uploading Jharna's video, similar content appeared in the form of photos and videos using the hashtag #LathiChallenge. Content with the hashtag #LathiChallenge created more than 240,000 posts on Instagram (Fadilla, 2020).

After the quarantine period ended, people continued to use Instagram as a communication medium because they were used to this social media. Until now, trends on Instagram continue to grow. Starting from creative content created by Instagram users, to trending sticker features such as Add Yours on Reels and Stories. The use of Instagram social media as a communication medium certainly brings changes and trends in the development of communication. Various communication trends have emerged along with the development of communication technology (Syaputra & Sabri, 2023). The trend of sharing reels with friends and using popular audio is one

of the communication trends that has emerged in the use of Instagram. Based on this background, this research aims to see how Generation Z responds to communication trends on Instagram.

Generation Z are individuals born after 1995. This generation is considered very technologically savvy because they have never known a world without smartphones and social media. So this generation is often referred to as Digital Natives, namely those who have lived side by side with digital technology since childhood.

Wood (2013) emphasized that there are four tendencies of Generation Z, namely: interest in new technology, insistence on ease of use, desire to feel safe, and desire to temporarily escape from the reality they face (Qurniawati & Nurohman, 2018).

This generation is characterized by the phenomenon of 5.1 billion information seekers on Google per day, 4 billion YouTube viewers, more than 1 billion Facebook account users worldwide, and more than 1 billion users of the iTunes music application. Currently, 62% of teenagers and 49% of children access the internet at home. In fact, four out of five teenagers and seven out of ten children access the internet via smartphone. Apart from accessing the internet and sending messages, Generation Z also uses technology to take photos, listen to music and play games. The available internet network and smartphones they own mean that Generation Z spends more and more time with their cellphones (Pujiono, 2021).

This generation is not only comfortable with technology but also dependent on technology. Research by Rideout, Foehr, and Roberts (2010) reports that Generation Z does more online activities than other activities besides sleeping, which is an increase of 67 minutes per day spent interacting with media in 2009 compared to 2004 (Qurniawati & Nurohman, 2018).

Human life today is closely related and interdependent on technology. Tovler said that indirectly the technological environment can change culture, social norms, interaction patterns and societal organization. O'Brien holds the view that there is an interaction between human behavior and technology in the socio-technological environment. In addition, Marshall McLuhan, through media ecology theory, revealed that humans are very dependent on technology and the order of human life is formed based on the ability to use technology (McLuhan, 1962; Griffin, 2003). There are three assumptions of media ecology theory regarding the relationship between technology, media and society, namely (1) media influences people's actions; (2) media improves perceptions and shapes experiences; and (3) the media binds the world into one system called the global village (Fadilla, 2020).

Basically, McLuhan revealed that technological developments have had an influence on people's lives where they live in the imagination of shared spaces. This is likened to a global village. The global village is an imaginary world that was formed due to the phenomenon of dependence between world citizens caused by technological developments. The emergence of oral society has become the basic human characteristic of the global village where there is dependency and interaction in one imaginary space. Another impact is that currently human society also lives under the world of the global village (Fadilla, 2020).

Another view states that the global village is a picture of a world that is electronically connected and complex. Conceptually, this can be used to analyze society's relationship with the media today and in the future. The existence of the global village causes virtual relationships or interactions to increase. The concept of a global village unites the world's people in a bond or network of media and communication as something that provides many benefits. The image of a "big village" with a "single constructed space" indicates a situation that has connotations of harmony, unity, which is based on a spirit of mutually beneficial relationships (Fadilla, 2020).

The existence of a global village can be seen from the disappearance of regional and social boundaries. Another portrait is the creation of social life that is increasingly integrated with a pattern of relationships that are bound to one another. Thus, the global village cannot be interpreted as a new order of life that ignores cultural, economic, political and geographical boundaries, but rather emphasizes the flow of information, a network of communication and comparison. One of the implications of a global village phenomenon is that the world's population is increasingly brought closer together, so that the forms of interaction and borders of a country become increasingly narrow and intertwined in social processes, such as popular culture in new media (Fadilla, 2020).

Ron Rice defines new media as communication technology that involves computers in it which facilitates users to interact with fellow users or with the information they want (Syafrina & Alfarisi, 2021). Meanwhile, Dennis McQuail (2011), explains that new media is information and communication technology with a social context that is related to bringing together three elements: technological tools and artifacts, activities, practices and uses and the social order and organization that is formed around the tools and the practices (Tosepu, 2018).

New media are various communication technology devices that share the same characteristics, namely that apart from allowing for the digitalization process, there is wide availability for personal use as a communication tool. New media, symbolized by the internet, has several characteristics, namely: first, the internet is not only related to the production and distribution of messages, but is also equated with processing, exchange and storage. Second, new media is a public as well as private communication institution, and is properly regulated. Third, their performance is not as regular as the mass media (Tosepu, 2018).

New media opens up opportunities to expand the volume of information that allows individuals to select the information they receive. Ward (1995) stated that new media seems unmediated because it can be used directly without going through old or traditional media organizations. Furthermore, McQuail (2000) explains that most new media enable interactive two-way communication while enabling the collection and transmission of information (Kurnia, 2005).

OLD MODEL

Limited supply — Homogeneous content — Passive mass audience — Undifferentiated reception/effect

NEW MODEL

Many different — Diverse channels and — Fragmented and active — varied and Sources   channels and contents   users/audience   unpredictable reception/effect

sumber : (Kurnia, 2005)

McQuail (2002) as quoted from (Kurnia, 2005) made changes to the communication media model. If in the old model, information sources were very limited, then in the new media model, information sources are very numerous. Furthermore, in terms of media content, in old media the content and media channels which were initially homogeneous become very varied in new media. In terms of audience, when old media had a passive and mass audience, it turned into a fragmented and active audience. Changes also occur in media responses and effects. The responses and effects

of old media which were previously unredefined have become very varied and unpredictable (Syafrina, 2023).

Antony Mayfield (2008) defines social media as media where users easily participate, share and create roles, especially blogs, social networks, wikis/online encyclopedias, virtual forums, including virtual worlds (with avatars/3D characters). Andreas Kaplan and Michael Haenlien explain that social media is a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and that enable the creation and exchange of user generated content. Meanwhile, according to Sam Decker, social media is digital content and interactions created by and between each other (Syafrina & Alfarisi, 2021).

Instagram (also called IG) is a photo and video sharing application that allows users to take photos, take videos, apply digital filters, and share them on various social networking services. Instagram comes from the word "insta" which comes from the word "instant", like Polaroid cameras which at that time were better known as "instant photos". Instagram can also display photos instantly. Meanwhile, the word "gram" comes from the word "telegram" which works to send information to other people quickly. Likewise, Instagram can upload photos using the Internet network, so that the information you want to convey can be received quickly.

RESEARCH METHODOLOGY

This research uses a descriptive qualitative approach with the aim of observing how Generation Z responds to communication trends on Instagram. Qualitative research is a research and understanding process where the researcher creates a complex picture, examines words, detailed reports from respondents, and conducts studies in natural situations (Creswell, 1998). Qualitative methods are useful for finding hypotheses in certain cases or limited samples (Sugiyono, 2015). Nawawi and Matrini (1996) explain that the descriptive method is a problem solving technique by describing the current state of the research object, based on visible facts. The researcher used interview techniques with two informants who were deemed to have the data needed in the research. The selected informants met the research category, namely belonging to the Gen Z category and using Instagram. In this research, the qualitative descriptive method was chosen by the researcher because it is used to reveal or describe facts, circumstances, phenomena and situations that occur when the research is running based on real data (Syafrina & Alfarisi, 2021).

RESULT AND DISCUSSION

Researchers conducted interviews with two informants who were categorized as Generation Z and used the social media Instagram. The first informant was DLA, a 21 year old student. The second informant is MNC, a 20 year old student. When researchers asked about the definition of social media, DLA informants answered:

"In my opinion, media is a tool or intermediary that can transmit messages or information from one person to another, ma'am."

Meanwhile, the MNC informant answered:

"In my opinion, media is eee... a tool eee.. or a platform that eee... has eee.. function eee.. as a distributor of messages or information eee... to people."

Furthermore, when the researcher asked about the definition of online media, the DLA informant answered:

"In my opinion, online media means communication channels that occur online via the internet network, in other words, all types of communication channels that exist on the internet are online media."

Meanwhile, the MNC informant answered:

"In my opinion, online media is an information channel that can be accessed eee... via the internet in the form of a website or application in the form of text, images, sound or video."

In looking at the differences between old media and new media, the DLA informant answered:

"The difference between new media and old media is that nowadays electronic communication media have been discovered, but the existence of old media still exists today, for example newspapers, magazines, tabloids, still exist even though electronic media users are much more dominant. But we also can't that new media is able to replace old media because here the function of new media is actually like perfecting the existing media, ma'am."

Meanwhile, the MNC informant answered:

"In my opinion, the difference between new media and old media lies in eee... just the way it is presented, eee... and if new media is faster and easier to access and more up to date, what about the news? "It's just quicker to get it, as I've already said, the old media usually eh... after an incident it's only reported the next day, ma'am."

Furthermore, when the researcher asked about the informant's interest in communication media, the DLA informant answered:

"In my opinion, new media is better, ma'am. Because new media is also a complement to old media, new media tends to be more sophisticated, for example, if we look at advertisements shown on radio or on TV, the advertisements shown there have limited information, now that they have been around, "In new media, people tend to look for information directly on the official website because usually the information presented there is more complete."

Meanwhile, the MNC informant answered:

"Personally, I prefer new media or new media, why is that because eh... I already said that new media is more up to date eh... it spreads really quickly to people who use the internet and doesn't require additional costs because we also definitely eee... have a quota to access eee... social media and for example, old media requires additional costs to buy magazines, newspapers, etc... eeem.. but you don't have to buy it either. I can watch TV too, but I prefer new media."

Furthermore, when the researcher asked about frequently used social media, the DLA informant answered:

"The social media that I often use is Instagram, ma'am."

Meanwhile, the MNC informant answered:

"The most frequently used social media is Instagram, of course."

When researchers asked the reason for using Instagram, the DLA informant answered:

"Because I often get up to date information, mostly from Instagram."

Meanwhile, the MNC informant answered:

"In my opinion, there are many advantages to the social media Instagram, ma'am. The first is that it is definitely very easy to use or use. The second is... Instagram is also used by a lot of people, compared to other social media besides that, eee. .. Instagram can be used for business and people, like I said earlier, there are so many people who use Instagram, so it's certain that their business will sell quickly... eee... and Instagram can also be connected to other social media. Just like that."

Furthermore, when researchers asked whether there were any negative impacts from using Instagram social media, the DLA informant answered:

"The negative impact of using Instagram is that there are many people who share pornographic content and there are also people who are irresponsible in taking photos of   other people at random and then spreading false information."

Meanwhile, the MNC informant answered:

"In my opinion, the negative impact of Instagram is that it is very vulnerable to people being bullied or being bullied because if something we post is a little wrong, it will definitely be bullied by Instagram users. So what do I think about Instagram? "Competition is like that, ma'am. Competing to be the cutest person with the most hits of all kinds is what makes people feel insecure, so they don't feel confident in themselves after they, uh... see what's on social media like that."

Furthermore, when the researcher asked about the duration of use of Instagram social media, the DLA informant answered:

"Honestly, I can't count how long I use Instagram in a day, ma'am. Because almost every time I open Instagram... I don't open Instagram in the morning, afternoon, evening, but I definitely open Instagram."

Meanwhile, the MNC informant answered:

"If I'm honest, I can use Instagram 5 hours a day, 24 hours a day, 5 hours a day using Instagram."

Furthermore, when the researcher asked whether the duration of use of social media Instagram made the informant lose track of time, the DLA informant answered:

"Never lose track of time either, ma'am."

Meanwhile, the MNC informant answered:

"I've ever really lost track of time while playing social media, Instagram, because for example, eee... I'm really having fun, eee... watching videos on Instagram like IGTV, it makes it hard for me to sleep."

Furthermore, when researchers asked what they did when using Instagram, the DLA informant answered:

"Open Instagram, usually...scroll the timeline, ma'am. Keep on loving people's posts looking for information and also open it and explore. Sometimes I like to find funny things when I explore."

Meanwhile, the MNC informant answered:

"What are you doing if you open Instagram... Open the Instagram stories of the friends I follow and open explore most often, okay?"

When researchers asked about favorite content on Instagram, DLA informants answered:

"The content I like on Instagram is... cooking content and funny content."

Meanwhile, the MNC informant answered:

"The content that is most often opened on Instagram is... what is it... eee... I like watching music covers and I like looking at eee... what is it called a video of rich people dancing on TikTok like that... Make up tutorials are like that, too."

Furthermore, when researchers asked about new communication trends on Instagram, DLA informants answered:

"In my opinion, the emergence of a new phenomenon on Instagram is exciting, so I don't get bored of opening Instagram all the time because there is a lot of interesting content there."

Meanwhile, the MNC informant answered:

"Eee... in my opinion, because of the emergence of a new phenomenon like that on Instagram, eee... it makes eee... actually there are 2 people's perceptions, one positive and one negative. So I'll just discuss one phenomenon or phenomena that are really viral on Instagram, which at that time was the mugshot challenge, I'm one of those people who, eh... why don't you like the challenge because I think it has a eh... very negative effect for people who have mental illnesses or mental disorders? because eee... with eee... people wearing make-up eee... like it's ugly like that after being punched in the face by someone like that makes people who have mental disorders become eee... reminded of problems again "What I've experienced before, in my opinion, has had a negative effect, but there are some positive ones, that's one example."

Furthermore, when researchers asked about the influence of new communication trends on Instagram, DLA informants answered:

"It's very influential, because there was a lot of varied content."

Meanwhile, the MNC informant answered:

"Eee... in my opinion how big is the new phenomenon on Instagram social media eee... the influence is quite big eee... because what I said earlier is that the mugshot challenge has a very big negative impact on people who have mental disorders like that."

Furthermore, when researchers asked the cause of the emergence of new communication trends on Instagram, the DLA informant answered:

"The things that make Instagram give rise to a new phenomenon, in my opinion, are people who are bored, fed up, so they create challenges or games that can fill their free time."

Meanwhile, the MNC informant answered:

"Eee... anything that can make Instagram create a new phenomenon because what is it because there is eee... the level of people's boredom, especially earlier eee... what you asked me about was eee... after this pandemic people "They are competing to create a new phenomenon so that other people don't get bored."

CONCLUSION

The presence of new media, especially social media, has had a huge influence on human life. The presence of new information and communication technology has changed human behavior in using technology. This makes humans find new ways of communicating. Communication that is carried out no longer only relies on two-way communication, but can be carried out in real time anywhere via social media where each communication participant simultaneously acts as a message sender as well as a message recipient.

From the research conducted, the two informants explained that they were used to using Instagram every day. The ease and all the information presented on Instagram social media made the two informants spend hours using this media. The informants felt many benefits, but there were also quite a few negative impacts felt when using Instagram. One informant stated that he did not always agree with the new communication trends that were forming on Instagram. According to him, this trend does not respect certain groups of society. Apart from that, there are many other negative impacts such as pornography and bullying.

However, this negative impact did not become a barrier for informants in using the benefits of Instagram. According to the two informants, the new communication trend on Instagram is caused by people who easily get bored with using the media.

Based on the research results, it can be concluded that the emergence of communication trends on Instagram social media has varied the way Bhayangkara students use Instagram. The emergence of communication trends on Instagram social media does not mean that we have to follow them completely. Just like other media, the use of Instagram has positive and negative impacts on its users. There is a lot of convenience, information and entertaining content presented on Instagram. However, quite a bit of information on Instagram social media has a negative impact. So students must be wiser in using social media.

Social media is an online platform for communicating and interacting remotely without being limited by space and time. Social media that is often used by everyone is Instagram. Instagram is a social media for sharing photos and videos, even now Instagram has many features such as Instagram stories, direct messages, IGTV, etc. The social system on Instagram is to follow other people's accounts. In this way, communication between fellow Instagram users can be established by giving likes or comments on other people's photos uploaded to Instagram.

The use of Instagram can certainly influence a person's attitudes and behavior. There are those who change into someone who is more creative, looks attractive, there are also those who always show off the things they have, as if Instagram has become a place for competition. The lifestyle of today's teenagers is more about getting recognition from the virtual world than in the real world. Many of them post photos or videos just to get likes and comments from other people on social media.

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