



Social Media's Usefulness for the Digital Generation

Euis Nurul Bahriyah¹, Euis Heryati², Iin Laki³, Mohamad Sudi⁴, Mashudi Hariyanto⁵

¹Universitas Esa Unggul, ²Universitas Esa Unggul, ³Universitas Bina Taruna Gorontalo, ⁴Institut Ilmu Sosial dan Ilmu Politik (IISIP) Yapis Biak, ⁵IAI Nusantara Batanghari Jambi

¹euis.nurul@esaunggul.ac.id, ²euis.heryati@esaunggul.ac.id, ³iinlaky.ccm@gmail.com,

⁴sudi.iisip1976@gmail.com, ⁵masyhudhi@gmail.com

Abstract

The purpose of this study is to characterize the internet generation's experiences in assessing social media's utility. This generation has profited from its heavy reliance on social media. Five members of the internet generation who actively use social media in their daily lives are the topic of this study. This study uses interpretive phenomenological analysis techniques in conjunction with a phenomenological methodology. In-depth interviews were used to gather data, which was then categorized using the research respondents' testimonies. The research participants reported that social network usage is a highly common habit among the internet generation's daily activities. Studies reveal that the generation born after the internet values social networks for information sharing, engagement, participation, decentralization, and accountability.

Keywords: Phenomenology, Internet Generation, Social Media

Abstrak

Tujuan dari penelitian ini adalah untuk mengkarakterisasi pengalaman generasi internet dalam menilai utilitas media sosial. Generasi ini mendapat keuntungan dari ketergantungan mereka yang besar pada media sosial. Lima anggota generasi internet yang aktif menggunakan media sosial dalam kehidupan sehari-hari menjadi topik penelitian ini. Penelitian ini menggunakan teknik analisis fenomenologi interpretatif yang dipadukan dengan metodologi fenomenologi. Wawancara mendalam digunakan untuk mengumpulkan data, yang kemudian dikategorikan berdasarkan testimoni responden penelitian. Para peserta penelitian melaporkan bahwa penggunaan jejaring sosial adalah kebiasaan yang sangat umum dalam aktivitas sehari-hari generasi internet. Studi mengungkapkan bahwa generasi yang lahir setelah internet menghargai jejaring sosial untuk berbagi informasi, keterlibatan, partisipasi, desentralisasi, dan akuntabilitas.

Kata Kunci: Fenomenologi, Generasi Internet, Media Sosial

1. INTRODUCTION

The internet can offer several options for you to potentially impact your interest in participating in citizenship. Overproduction of participants online The Internet has been used for daily requirements and activities in this case. Social media is one of the most widely used digital goods in the internet generation. Social media can be classified as either public or private in this instance. While private social media like WhatsApp is public, public social media like Facebook, Twitter, Instagram, YouTube, and TikTok are all public. Despite this, social media platforms continue to adapt according to each person's unique character as technology advances. Topics that reference Hootsuite data mentions five The main social media platforms that the internet generation uses the most include Facebook, Twitter, YouTube, WhatsApp, and TikTok. favorite social media access point The internet-savvy generation in Indonesia uses social media platforms

extensively.

The internet generation uses activities in life for a variety of reasons. The generation born after the internet uses social media to find the most recent information available worldwide (Razali, 2022). Social media interactions allow message senders to obtain responses and keep tabs on the tone of conversations; thus, it's possible to view their existence as a form of participation. moment of social media This indicates that digital communication is now prevalent in the development of a two-way culture (Saepudin, 2023). bidirectional communication This, at the same time, encourages social media generational participation in culture. Because of social media's presence, distance becomes a non-existent barrier to contact. Social media has made it possible for people to actively participate and freely voice their complaints in a vertical manner. Stated differently, social media presence can foster direct communication between the general population and governmental entities. Naturally, if this issue is handled properly, it can open up a channel for the dissemination of constructive information about various government initiatives.

This transition can be linked to modifications in the social behaviors of younger generations on the Internet while interacting with friends and coworkers. Research indicates that there has been a drop in ethics or politeness among Indonesian netizens on social media, as evidenced by Microsoft's annual Digital Civility Index (DCI), which was released in 2022 (Razali, 2023). This is evident from the growing number of news stories that disseminate lies, fraud, and cyberbullying (Nurul, 2023). Social media Additionally, many provide influence for digitally-based local wisdom production culture. This can be attributed to the younger generation's ignorance of how to perceive social norms that are applicable in the real world.

According to a number of earlier studies, social media is beneficial in a number of areas and can serve as a conduit for decentralization, civic engagement, and ambitions. The beginning of this is the role and function of social media in numerous areas, such as: First, social media is a source of information that forms the basis of an informed citizenry. Second, social media as a medium for communication Media social can foster a strong sense of interactivity among its users, enabling information recipients to engage in interactive conversations with information providers. Thirdly, as involvement in the channel As a result of public involvement, participation results in the realization of public interest in social media timelines. Fourthly, to support decentralization. Social media can

reduce the gap between the people and the government, allowing the public to participate indirectly in a variety of democratic processes, neither on a local nor a national level (Hamid, 2014).

This aspect of social media's utility has produced numerous roles that are crucial for bolstering democracy at the popular level. Begin with issue advocacy and empowerment, then move on to social movements built on public engagement. Thus, the press It is quite accurate to describe social media as a vehicle for strengthening digital activism and social movements (Leong, Pan, Bahri, & Fauzi, 2019). Thus, it is acceptable for many members of the public to use social media as a vehicle for engagement, communication, information sharing, and involvement. The study's findings, which indicate that the Japanese public views social media as a crucial conduit for civic communication, demonstrate this (Kaigo & Tkach-Kawasaki, 2012). A similar process is happening in Indonesia, where the majority population in Sumatra West uses media for social contact, communication, and information gathering to create new social patterns (Sahputra, Young, Hidayat, & Warida, 2020). Social media Serving as a conduit for civic information at different levels is undoubtedly advantageous for the general public since it can encourage involvement and stringent policy oversight. Because of this, social media can be used as a tool for public accountability and transparency creation, which is crucial.

The public is using social media to build participation in a wider range of issues as a result of its use at the community level in both rural and regional locations as well as internationally. Social media has evolved to become a space for public participation in order to foster involvement and facilitate public civil activity (Saepudin, 2023). comprising To create a forum for social critique of citizenship, advocacy and empowerment should be prioritized (Bahriah, 2023). That is the reason social media is crucial in today's lobbying efforts. Put differently, as part of the democratic process, social media can be utilized to create networks of advocates for many modern issues that the general public faces (Bahriah, 2023).

II. APPROACH STUDY

Within the complex social media of the Internet age, researchers employ qualitative methodology and technology phenomenology. Phenomenology seeks to clarify two aspects: the subject's experience and the subject's interpretation of that experience. Measurements A factual encounter with an impartial subject figure comes first. Although

the second dimension is subjective, the primary phenomenology must be presented as a foundation for the analysis of data-based experience subjects (Hasbiansyah, 2008). Using a phenomenological method, it seeks to expound on the diverse experiences of Bandung's Internet-generation inhabitants in utilizing social media on a regular basis for activity. The process of gathering information through in-depth (deep) interviews with key informants is known as internet generation in Bandung City. Key informants were chosen based on their age range (19–25) and their intention to enroll in College Tall in Bandung, West Java. Aside from that, using social media for more than five hours a day is another factor used to identify informants. In the course of the semi-structured interview procedure, the necessary information was obtained. In addition, certain informants conducted digital observations to account for media and social belongings.

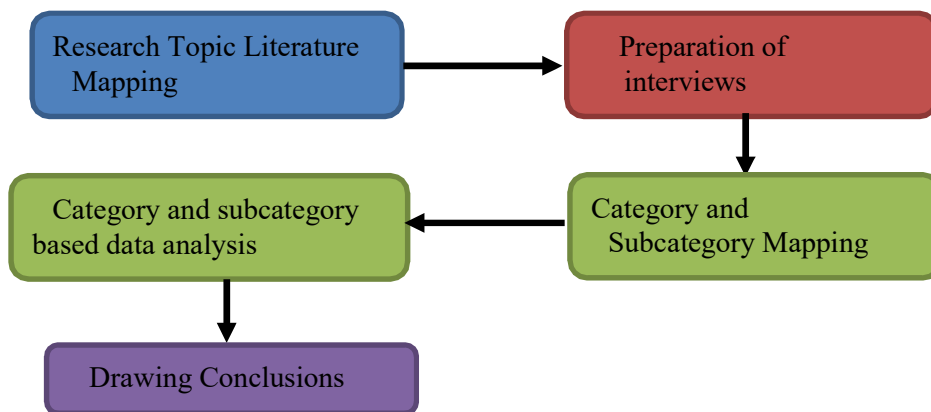


Figure 1: Design Research

The NVivo 12 plus program is used for additional research data processing, allowing for inductive sharing of categories and subcategories. Using an inductive election technique, the Nvivo 12 Plus analysis may obtain a variety of novelty-based data from the parainformant key. The stages of study-based phenomenology are as follows: (1) mapping literature supporter according to topic study; (2) grouping (coding) based on problem categories and subcategories; and (3) creating a map of the problem category and answer to the pattern in order to see the problem category and answer visualization. Aside from conducting direct observation across several media channels, the fourth step is the withdrawal conclusion, which involves formulating and summarizing the research findings derived from observations and conversations with sources that support the topic study.

III. FINAL RESULTS AND TALK

Social Media As An Information Channel

The public's acceptance of the altered landscape brought about by digitalization, particularly among the internet generation, has changed. Please be advised that the public only receives information from mass media news outlets, which include print, radio, television, and everyday discussions. On the other hand, the advent of digitalization has given rise to a new information channel. Social media presence is one of the new information venues. It is well known that the Internet generation, which is made up of Generations Z and Y, was born at a time when social media was one of the main demands of the general public. This implies that the generation born after the internet will undoubtedly use social media to find the most recent information. This is a result of the internet generation's personal reliance on social media. The role of social media cannot be divorced from the internet generation's quest for up-to-date information.

Social media is not just for Bandung City's internet generation searching for information about everyday tasks; it also serves as a platform for related content to go viral or spark community discussion. The public frequently discusses information, which is then verified by parageneration Internet searches on social media. The generation born online follows suit, using social media and channels to search for information on sports, entertainment, and other topics. Momentary As opinions concerning political and governmental issues evolve, social media channels like Twitter are becoming the primary choice for the Internet age. Things that led to the creation of the Internet I firmly think that information regarding politics and the administration is updated on the Twitter platform quite quickly.

As a result, social media has emerged as the primary resource used by younger Internet users to find the most recent information that is widely discussed. Momentary The visually appealing content on Instagram is among the factors that draw in the younger generation of internet users. Internet users, particularly younger ones, share a variety of content linked to everyday activities on a regular basis. Statement Wrong One informant, who is a young generation after, serves as an example of this. This:

"I can obtain a wide range of information more quickly through social media, particularly material that is widely debated by the public. That's excellent; I will undoubtedly learn about company items and social media trends. Therefore, social media

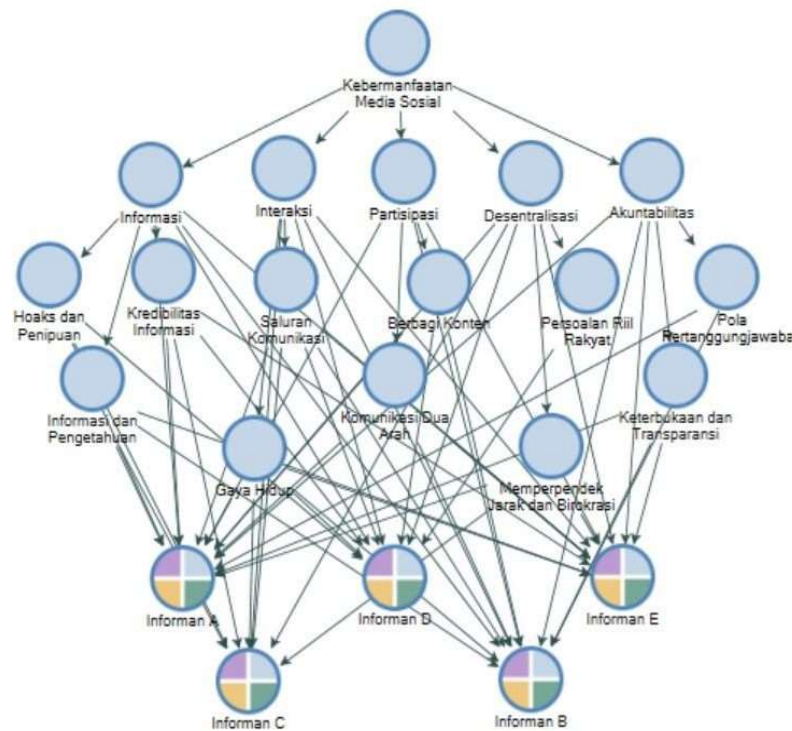
greatly aids us in locating news and information. (Related B).

As a result, the way that the internet generation looks for news or information is changing. In the past, finding news online was more of a priority for reporting media; but, in the modern era, social media searches for information and news will take precedence over other platforms because the younger population is so accustomed to social media.

Social Media as a Channel for Communication

For the age of the internet Social media's existence has been utilized as a platform for communication. A lot of new friendships are formed via the internet. beginning with social media activities. This is a result of social media encouraging the generation to actively publish personal photos, movies, and other media on the Internet. Post a range of private content until it is made public by the creator. The internet has accelerated the process of interaction on social media timelines. It implies that Internet generation users now engage in dynamic interactions in social media usage due to the dynamics between content. In addition, the social media presence has encouraged younger people to use the Internet and participate in more active debates about ideas on social media. This can be linked to the online generation's propensity to post diverse comments on social network timelines.

As a result, social media's existence has actually strengthened the way that internet users communicate on social media timelines. Making new acquaintances or having conversations among groups can be the extent of this interaction. Fascinatingly, though, this exchange is reciprocal and interactive as well. This issue shows more and more that social media has facilitated two-way exchanges that can significantly affect internet users. Through these exchanges, netizens will gain a great deal, including up-to-date knowledge and information. But this sort of engagement also frequently results in cyberbullying. Which, of course, is preventable by avoiding social media presence. Social media can generate new knowledge for the internet generation by facilitating responsibility for planning and budget realization. This is because social media is more comprehensible. Social media may therefore only impart new information to the Internet generation through material that is shaped by accountability-related activities and work programs. This study's final description can be given as follows: design study-based findings data study use analysis HTC 12 Plus:



Source: Nvivo 12 Plus Results Processing Data Study

Reputation Information-Based Social Media

Modern knowledge is available so quickly because of digitalization, especially in the social media sphere. The growth of currently circulating information has been accelerated by digitalization. Items that attest to Metropagi.com's daily news activity Metropagi.Fest 2023 notes the expansion. Currently, the world's population is growing 21 times slower than the number of social media users. Observation The volume of information that is spreading on social media presents a new issue for the Internet generation (metropagi.com, 2023). Patterns The contemporary internet age has turned social media into a role model for activities; as a result, social media is now an integral part of their everyday lives. The internet's generational nature and the desire for information sharing with up-to-date status updates on social media are to blame for this. Information sharing might range from a simple everyday task to sharing a routine. This is the issue that causes the younger generation to rely heavily on social media, especially for the dissemination of knowledge. Insider knowledge becomes more visible in the digital sphere thanks to social media.

Ultimately, the deluge of recent information that is spreading through social media has become an unavoidable necessity. On the other hand, this data needs to be handled well by the para-generational Internet. Strength balance is necessary in order to

lessen the amount of different information that is shared on social media. Encouraging business actors in the business sector is one of them. Information must be updated by the public sector with innovative and upbeat material. Due to the rise of numerous hoaxes and disinformation, these two factors may act as a verification mechanism against information that is becoming less credible. The availability of information that balances the needs of the public and commercial sectors can improve digital literacy. and correct current, high-quality information that is circulating via social media.

IV. SUMMARY AND RECOMMENDATIONS

The more beneficial aspects of social networking for the younger generation include: Information channels come first. The greatest resource for the most recent information may be social media. The digital generation will give social media searches for relevant information precedence over other sources of information. Additionally, social media has emerged as the most effective platform for the general population to learn new information through creatively packed content. Social media not only provides the most recent information from all angles, but it also offers a variety of fresh knowledge for the Internet age. The prevalence of hoaxes and fraud on the Internet still plagues the younger generation, which casts doubt on the veracity of information.

Channel contact comes in second. Social media can be used to facilitate communication among internet-generation users. This can be linked to the online generation's habits, which involve frequently uploading private images and videos for a variety of uses. Begin with the intention of existing for oneself in front of loved ones, friends, and coworkers. Social networks Additionally, you can broaden your networks of acquaintances even across geographical boundaries. Additionally The Internet generation's preferred method of communication is through social media. Social media is one way that the online generation can interact with one another.

Participation channels come in third. Social media has fueled the generation of internet users. In order to exchange content and establish a two-way conversation. There is a trend among the younger generation of Internet users to share things on social media that they find valuable or significant. As a result, two-way communication techniques can be established, as content on the internet can be re-uploaded, liked, and commented upon by different generations.

Decentralized channels are the fourth. Distance restrictions no longer exist since

social media has reduced both space and time. Even the internet generation is free to speak with their role models and idols without being hindered by red tape. Government areas and centers are now able to communicate directly with the public without any restrictions. so that the public's comments and uploads on social media can be the only way for the regional and national governments to comprehend the true issues that the people are facing.

Accountability channels come in fifth. The most effective way to promote transparency and openness in any work program is through social media. It means that social media can be used to disseminate both public and business actions, particularly when it comes to budgetary matters. Internet generation is capable of comprehending budget realization and channel planning, particularly for the general public. Openness and transparency in the process This has the potential to create a new pattern of accountability in the digital age. As a result, this research discovers that social media can serve as the primary medium for public accountability, decentralization, engagement, and information for the generation raised online.

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