

Verbal Communication Style of Public Figures on Social Media: Responses of Generation Z in Lamongan as Fans

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Abstract

Social media seems to be a means for society to communicate and convey aspirations, inspiration, and innovation to social media users. The communication styles used vary on social media. The aim of this research is to find out the response of the people in Lamongan, especially Generation Z, who are active in social media, and to find out the influence of social media in the 5.0 era on the daily verbal communication style on social media by Generation Z in Lamongan Regency. The problem in this case is that the verbal communication style of idols or public figures is very influential. Generation Z is experiencing an addiction that makes them not want to be separated from gadgets, resulting in low socialization with other people, people who lack focus, and people whose social skills are very weak. A Google Form questionnaire was used to collect data, and the method was quantitative-descriptive with information from books, journals, online articles, and previous publications. Research findings show that Generation Z in Lamongan Regency does not follow bad verbal communication styles on social media. Generation Z in Lamongan Regency will not pay attention to negative actions such as insulting, cursing, backbiting, and sarcasm carried out by idols or public figures they like and will only consider them as material for jokes and entertainment. is in accordance with digital ethics. This research is strengthened by the use and gratification theory as a reference for uncovering this problem.

Keywords: Generation Z; Social Media; Verbal Communication Style.

Abstrak

Media sosial seakan menjadi sarana masyarakat dalam melakukan komunikasi untuk menyampaikan aspirasi, inspirasi dan inovasi bagi para pengguna media sosial. Gaya komunikasi yang digunakanpun beragam dalam bermedia sosial. Tujuan penelitian ini yaitu untuk mengetahui respon masyarakat di Lamongan khususnya Generasi Z yang aktif dalam bermedia sosial untuk mengetahui pengaruh dari media sosial di era 5.0 pada gaya komunikasi verbal di media sosial sehari-hari oleh Generasi Z di Kabupaten Lamongan dalam sehari-hari. Permasalahan dalam kasus ini adalah gaya komunikasi verbal bagi idola atau public figur sangat berpengaruh bagi Generasi Z mengalami kecanduan yang membuat tidak mau lepas dari gadget, sehingga mengakibatkan rendahnya sosialisasi dengan orang lain, orang yang kurang fokus, dan orang yang kemampuan sosialnya sangat lemah. Kuesioner Google Form digunakan untuk mengumpulkan data, dan metodenya deskriptif kuantitatif dengan informasi dari buku, jurnal, artikel online, dan publikasi sebelumnya. Temuan penelitian menunjukkan hal itu Generasi Z di Kabupaten Lamongan menunjukan bahwa tidak mengikuti gaya komunikasi verbal yang tidak baik di media sosial. Generasi Z di Kabupaten Lamongan tidak akan menghiraukan adanya tindakan negatif seperti mencaci, memaki, menggunjing dan menyindir yang dilakukan oleh idola maupun publik figur yang disukai dan akan menganggap sebagai bahan lelucon dan hiburan saja. sudah sesuai dengan etika digital dengan baik. Penelitian ini diperkuat dengan teori use and gratifications untuk sebagai acuan untuk mengungkap permasalahan ini.

Keywords: Generasi Z; Media Sosial; Gaya Komunikasi Verbal.

INTRODUCTION

The presence of Generation Z, with its diversity of attitudes and behaviours, is quite attractive to all levels of society. The generation born in 1997–2012 always receives special attention because of the

various phenomena that occur. Generation Z, currently called the i-Generation and Net Generation, was born and grew up in an era of advanced and adequate technology. This is due to his habit of never being separated from gadgets and social media. However, because they often form relationships in cyberspace, Generation Z experiences a loss of connection with the real world. In fact, as is known, social media really disturbs the mentality of Generation Z. Younger generations tend to be most negatively impacted, with Gen Z users spending more than two hours per day on social media and Gen Z users who have poor mental health suffering the most (Bestari, 2023).

Generation Z spends most of their time on social media. Considering that the COVID-19 pandemic has had an impact on society for the last two years, A person feels compelled to participate via social media in this situation (Yudhistira, 2022). One-third of Generation Z respondents use social media for more than two hours every day (Pambudy, 2023). Apart from the habitual patterns of playing social media carried out by Generation Z, the communication style produced by Generation Z in using social media mostly leads to negative things, such as speaking rudely to people, liking to swear, and being impolite to older people (Syahputri, 2022).

What's more, Generation Z does have a gadget addiction problem that means they can no longer turn off their devices. As a result, they lack social skills, are disorganized, and have very low social competence. The Generation Z age group is very vulnerable to the negative impacts of social media and global trends. Generation Z members with poor mental health will imitate the communication style of their heroes. Even more surprising, Generation Z's mental health level is less than half, namely only 45% (Yudhistira, 2022). The impact of Generation Z, who are starting to be influenced by social media, is a sudden change in communication style. Changes in communication style caused by imitating their idols or people who are considered cool on social media indicate the low quality of Generation Z. Interactive interpersonal communication depends on a communication approach that is connected to what people value. Humans communicate in various ways, according to their unique personal styles. Cognitive or social cues can be used to indicate a person's communication style. Different levels of depth are involved in the communication that occurs between two people. Of course, each person has a unique communication style with their own characteristics. Exposure to social media does not necessarily rule out the possibility of having an impact on the way people communicate in real, everyday life (Mahanani, 2014).

Generation Z those in Lamongan Regency are the sample for this research, because so far there has never been any negative news about the people in Lamongan, and this seems to have made researchers curious about conducting research in that city. This research examines problems regarding Generation Z's communication styles, which are influenced by social media in Lamongan Regency. Generation Z's communication style was specifically examined in this research because it is often influenced by social media users who are considered their idols.

Several studies that became references in writing this research. Research conducted by Namira et al. (2022) stated that the importance of communication style is one of the most important aspects of communication. This is reinforced by research conducted by (Abdillah & Putro, 2022), which states that Generation Z is an intelligent generation and is able to process social media well. The verbal communication style provided by public figures on social media has an impact on Generation Z, but they are already able to choose what is good and what is bad for themselves.

When obtaining information about social media, various platforms are used, such as Instagram, Facebook, Twitter, and TikTok. Based on the research phenomenon above, researchers must conduct research to find out how social media influences verbal communication styles and the role of Generation Z as fans. It is hoped that these findings can be an example and guide for Generation Z social media users in using appropriate verbal communication techniques and avoiding the influence of inappropriate communication techniques used by celebrities or idols on social media.

This research refers to the uses and gratifications theory, which states that when using social media, media users play an active role in selecting and using media (Katz, Blumler, & Gurevitch, 1974). Generation Z, as viewers, plays an active role in goal-oriented communication processes through the use of social media. There are social and psychological desires when determining what is desired from media attacks. Several studies have chosen communication style theory, such as Abdillah & Putro (2022), who stated that generation Z tends to be active on social media, which has a big influence on what they see.

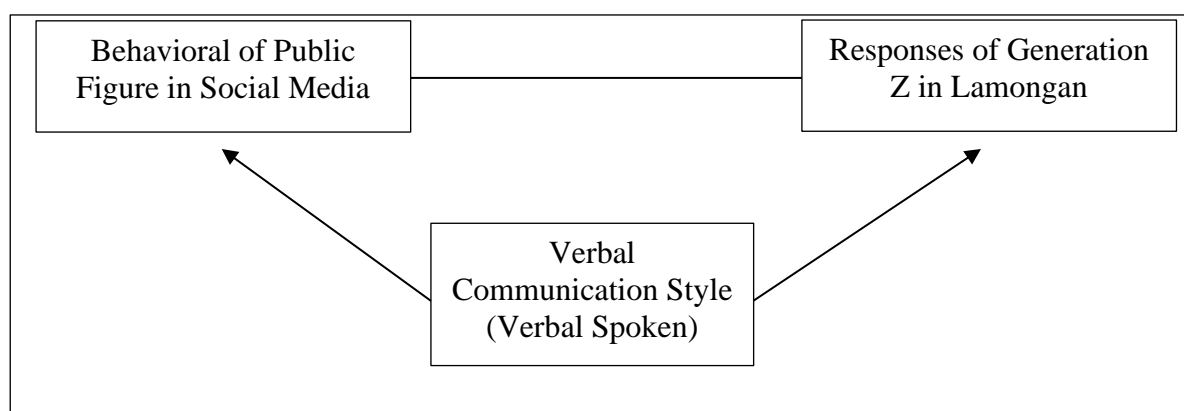
RESEARCH METHODS

This research is a type of quantitative descriptive research in which numbers, data, diagrams, and tables are calculated before being analyzed and described. Previous research or literacy, online media, journals, and books were used as data collection methods. Researchers conducted a literature review of several journals before distributing questionnaires via Google Form to collect data. This research uses research objects in Lamongan Regency because it is a city with minimal news regarding the impact of social media on Generation Z, so researchers are interested in researching what happens to Generation Z in Lamongan and whether social media also has an impact on the communication style of Generation Z in Lamongan.

Generation Z respondents in Lamongan Regency were the subjects of this research. The focus of this research is on Generation Z in Lamongan Regency. Members of Generation Z who understand social media are the sample. The Generation Z group, which often uses social media, Purposive sampling is used in the sampling method. Purposive sampling means sampling using certain considerations in accordance with the desired criteria to determine the number of samples to be studied (Sugiyono, 2019). Questionnaires were given to 1,120 respondents who met the Generation Z criteria, including men and women born between 1997 and 2012 (Abdillah & Putro, 2022). To find out how the people of Lamongan react, especially generation Z, who are active on social media.

THEORETICAL FRAMEWORK

Figure 1 Framework of Verbal Communication Style



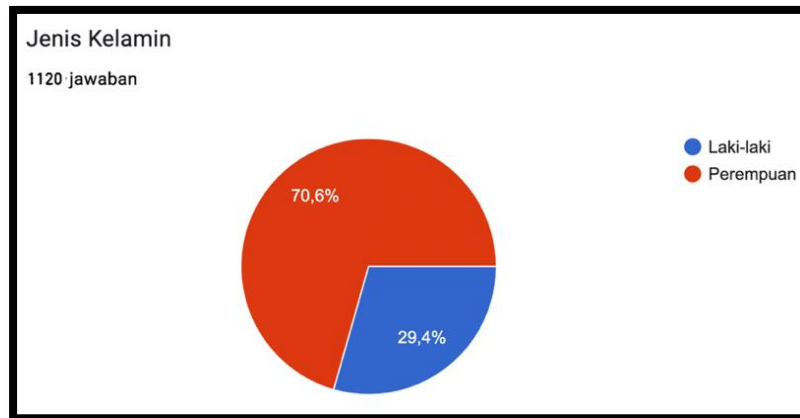
Source: Data processed by researchers in 2023

Figure 1 explains the research framework description of verbal communication styles. The communication style used in this research is either spoken or oral. The verbal communication style often used by public figures provides an overview of the public figure's attitudes and behavior. The communication style used when using social media has a big impact on the outside community, especially Generation Z. Generation Z will respond to actions taken by public figures they like, but quite a few will also ignore the treatment of public figures.

RESULT AND DISCUSSION

Based on online survey findings, Generation Z respondents in Lamongan Regency numbered 1,120 people, with a percentage of 70.6% women and 29.4% men. This shows that in Lamongan Regency, the number of female Generation Z members exceeds the number of male members in terms of filling out questionnaires and participating in research. You can see the diagram in Figure 2 below:

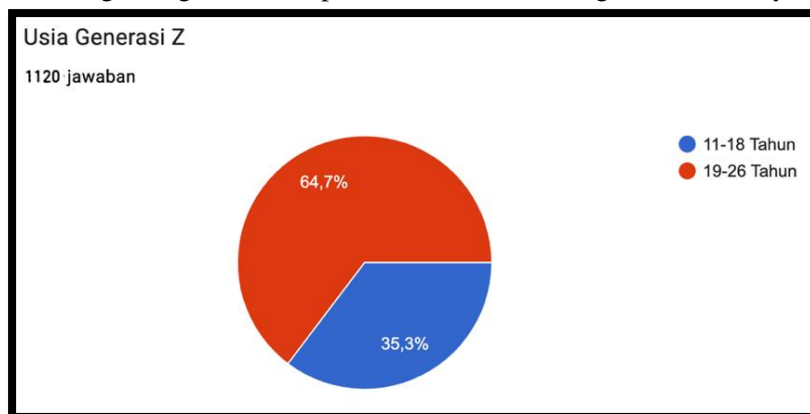
Figure 2 Percentage Diagram of Respondents Answers to Gender Generation Z



Source: Google Form, processed by researchers in 2023

If we examine the age range of Generation Z, research findings show that 35.3% of Generation Z is between 19 and 26 years old, and 64.7% of Generation Z is between 11 and 18 years old. This shows that Generation Z respondents are between 11 and 18 years old. The 11- and 18-year-old age group is the majority of the Generation Z group in Lamongan Regency. The generation closest to technology and frequently using the internet is Generation Z, who were born between 1997 and 2012. The group of people who are "digital natives" includes Generation Z. Generation Z does not need to make a transition from analogue into the digital world. Social media is something that Generation Z is used to and accepts (Kertanegara et al., 2020). These results can be seen in the following diagram in Figure 3:

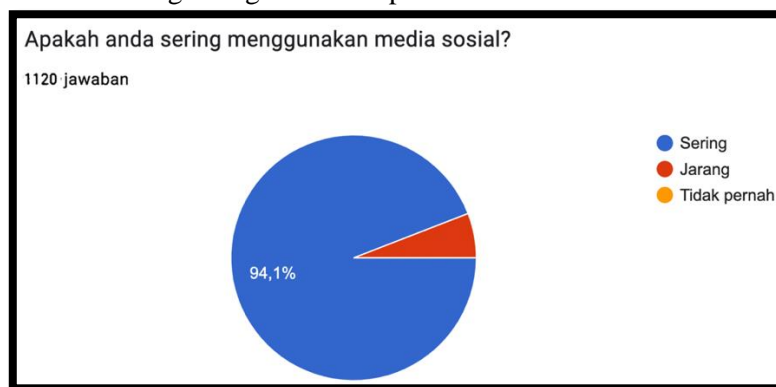
Figure 3 Percentage Diagram of Respondents Answers to Age Vulnerability Generation Z



Source: Google Form, processed by researchers in 2023

The research results show that 94.1% of Generation Z actively uses social media, and the remaining 5.9% admit that they rarely use social media. This shows that Generation Z in Lamongan Regency is still relatively active in using social media. The existence of a subject that is a point of view for Generation Z in Lamongan Regency makes them interested, and they often watch social media to get the latest news updates from their idols. Researchers believe that this issue needs to be thoroughly investigated because Generation Z uses social media at a high rate but does not balance that use with a strong understanding of media literacy (Kertanegara et al., 2020). The following is a diagram of the three percentages of social media usage below:

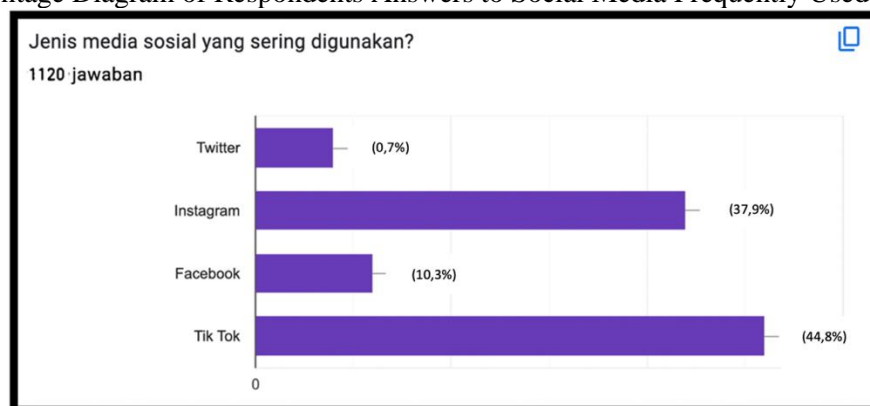
Figure 4 Percentage Diagram of Respondents Answers to Social Media Use



Source: Google Form, processed by researchers in 2023

Social media has been a place that has received special attention from Generation Z. The most crucial element is social media because it not only functions as a source of information but also as a simple communication tool so that the dissemination of news appears more effective and efficient and has an influence on the communication style of Generation Z in Lamongan Regency. It was explained that 44.8% of Generation Z discovered their communication style through TikTok, 37.9% used Instagram, 10.3% used Facebook, and 0.7% used Twitter. Based on the results of this research, it is known that Tiktok and Instagram are the main targets that most influence the communication style of Generation Z in Lamongan Regency. The popularity of TikTok and Instagram as communication media has caused changes in communication styles through these social media. Instagram and TikTok are the second and fourth most popular social media sites in Indonesia, respectively. There are around 86.5% for Instagram and 70.8% for TikTok, which are requested by people in Indonesia, especially Generation Z (Saskia & Nistanto, 2023). The percentage diagram in Figure 5 displays the results based on respondent responses:

Figure 5 Percentage Diagram of Respondents Answers to Social Media Frequently Used by Generation Z



Source: Google Form, processed by researchers in 2023

Changes in communication styles for Generation Z are largely due to the influence of idols or artists they like. Generation Z tends to imitate and be attracted to the activities and speaking styles of idols (Mahanani, 2014). Based on research results, it shows that 41.2% feel confused about their attitude towards feelings of attraction to their idols, which indirectly influence communication style; 29.4% feel confident that communication styles are transmitted by their idols; and 29.4% feel unsure that communication styles are transmitted by their idols. This shows that Generation Z in Lamongan Regency is still unable to recognize changes in attitudes and behaviour as well as communication styles caused by the impact of seeing the social media of idols or artists they like. There are also those who feel that they have experienced changes due to the impact of social media on their activities and styles. communication between artists or idols they like, and there are also those who feel they are not influenced at all by social

media. The following is the percentage diagram of respondents in Figure 6 about their interest in communication styles on social media:

Figure 6 Percentage Diagram of Respondents' Answers to Interest in Communication Styles on Social Media



Source: Google Form, processed by researchers in 2023

Generation Z in Lamongan Regency has a response when idols and artists use bad communication styles on social media. Based on the research that has been conducted, 94.1% said they did not agree with this, and 5.9% said they probably agreed with it. Generation Z in Lamongan Regency tends to disagree with the communication style used by artists or idols who use dirty and harsh language because it will have a bad impact on Generation Z, but on the other hand, quite a few also admit that this might happen because of the cause and effect of the artist and idols using bad communication language because of conflicts and trying to defend themselves on social media. It can be seen in the diagram in Figure 7 below:

Figure 7 Diagram of the Percentage of Responses to Approval of Dirty and Rude Language Styles on Social Media



Source: Google Form, processed by researchers in 2023

The diversity of communication styles is a benchmark for assessing and knowing a person's nature and character. Based on research results, it is stated that 88.2% of Generation Z in Lamongan Regency do not agree that the communication style is to the point of cursing and insulting, which leads to bad things by idols and artists on social media, but 11.8% may agree and may disagree with some of the reasons and assumptions. Generation Z, who do not agree, thinks that insulting and cursing is something that can damage their opponents mentally and psychologically, which will lead to bullying and attacks from other social media users. It can be seen in the following diagram in Figure 8:

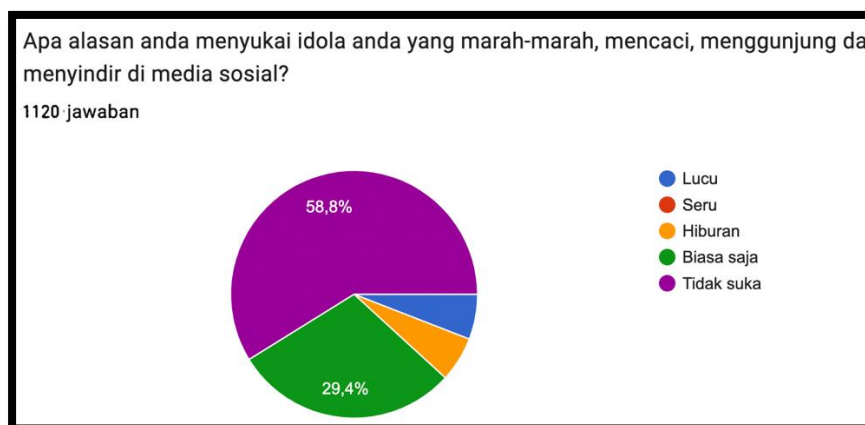
Figure 8 Percentage Response Chart of Fairness of Poor Communication Style on Social Media



Source: Google Form, processed by researchers in 2023

Sometimes Generation Z is not aware that acts of anger, insults, gossip, and sarcasm on social media carried out by their artists and idols are not good actions. Generation Z's love and attraction to their idols seem to close their eyes and minds. Based on research results, it is stated that Generation Z in Lamongan Regency believes that idols or public figures who are angry, insulting, gossiping, and sarcastic think that 58.8% do not agree, 29.4% are normal, and 5.9%, respectively, think that it's funny and for entertainment. Disagree because it is a bad thing; normal because they think it is because of the public figure's own character; funny and entertaining because they think it can raise a positive mood by seeing idols getting angry, insulting, gossiping, and making insinuations. made Generation Z in Lamongan Regency laugh because of the public figure's own behavior. It can be seen in the following diagram in Figure 9:

Figure 9 Percentage Diagram of Respondents' Favored Responses to Poor Communication Styles on Social Media



Source: Google Form, processed by researchers in 2023

Social Media Perspectives on Generation Z Life

Generation Z is familiar with gadgets and the world of technology. So that you get used to social media life and always update your respective virtual world account platforms with your activities, Generation Z in Lamongan Regency regularly communicates both with their own generation and other generations in addition to reporting their activities. Here are two frequently used apps that have recently gained popularity: Instagram and TikTok. With technology in this digital world, Generation Z is able to do anything. In reality, impersonating someone else or even yourself (Syahputri, 2022). If you look at the map, it is clear that the influence of social media on the lives of Generation Z will have a significant impact on Indonesia's future development in terms of communication styles.

Warnings regarding problems and solutions for increasing awareness of all cultures and information conditions that invade everyone are provided by the condition of Generation Z, which is easy to adapt, easy

to find all the differences, and easy to apply. and participate in the latest trends on social media. Social media and modern life in the digital era (Abdillah & Putro, 2022). Providing Generation Z with the opportunity to become Agents of Change (agents who bring about change), with the responsibility of managing, mediating with others and themselves, providing advice to each other, and constantly being aware of all new ideas, innovations, diffusion, and various adjustment strategies, is required (Abdillah & Putro, 2022).

Based on research findings, Generation Z in Lamongan Regency is very active on social media. Most people realize how important it is to control their thoughts and differentiate between good and bad actions. Acts of sarcasm, slander, and insults are seen as not worthy of imitation. Lamongan Regency's Generation Z is known to be open to making new friends online through platforms such as Instagram and TikTok.

Generation Z Behaviour on Social Media and Its Impact on Communication Style

The generation called Generation Z is a generation that has access to digital social media networks connected to the internet and is fluent in obtaining information. This generation was born in an era of sophisticated technology and grew up knowing how to use it. Computers, other electronic devices such as smartphones or other gadgets, internet networks, and social media platforms are examples of this technology. This, of course, has an impact on daily life because this generation is used to taking advantage of technological advances. Because of its ease of access, the internet has become the main source for information seekers.

Based on research results, it shows that Generation Z in Lamongan Regency has habits that cannot be separated from social media. What is on social media, especially the behaviour and activities of idols and the communication style of popular public figures, will be imitated and demonstrated in everyday life. It doesn't stop there. Generation Z in Lamongan Regency also doesn't immediately follow everything about their favourite idols and public figures; most of them still have clear minds and can still differentiate between positive and negative things, such as Swearing, cursing, backbiting, and sarcasm about grades are bad things and should not be imitated because the bad impact will be on oneself and others. A thorough understanding is needed to interpret everything that happens on social media. When they see idols or public figures insulting, cursing, gossiping, and making sarcasm, Generation Z in Lamongan Regency only considers it a joke or entertainment to make their mood better.

The uses and gratifications style theory in this case is described based on the habits of Generation Z in Lamongan Regency when using social media. Generation Z's strong motivation in Lamongan Regency comes from what they see on social media. Generation Z in Lamongan Regency is able to differentiate between good communication and bad communication. The communication style of idols or public figures on social media has a great influence on mental and psychological aspects. Generation Z will imitate verbal communication styles based on what they see on social media. This research is in line with research conducted by Mahanani (2014), which states that the importance of using social media can influence communication styles for Generation Z.

CONCLUSION

Based on the results and discussions of research conducted by Generation Z in Lamongan Regency, they do not agree with rude and dirty communication styles; they can behave correctly by not following bad communication styles on social media. Generation Z in Lamongan Regency will not pay attention to negative actions such as insults, slander, and sarcasm carried out by idols or public figures they like and will only consider them as material for jokes and entertainment. This is in accordance with digital ethics. It is hoped that the findings of this research can contribute and become a resource for Generation Z so that they can use social media responsibly and communicate well and appropriately, provide an example for members of other generations, and provide advice to them about what to do if they experience this. the. This research was created to provide information about what actions should be taken when Generation Z is dependent on gadgets and therefore has a low social level, lacks focus, and has weak social skills. The fact that this research only examines areas in Lamongan Regency limits the amount of data that can be collected, and the sample used only represents one generation, so future research should expand the sample area and use samples not from just one generation.

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