ANXIOUS INDONESIA 2045

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Many characters are famous because they are introduced by famous person such as K-pop idol. Labubu, for example, is famous because Lisa BLACKPINK, has it. Another example is Pucky which is famous because Jessica Jung Girls' generation posted her collection on her personal Instagram. It shows the power of celebrity to influence people to follow the trend or to advertise the product.

The store so-called pop-mart is a place where people can buy such character. There are many other characters that are famous such as Molly, Skullpanda, and The Monster. Wherever pop-mart is opened, people were swarming the store; they were even willing to wait in long queue just to buy somewhat over-priced character. They do not want to miss the new-released collection and sometimes they are looking for the rare type. To do that, they often need to spend a lot of money. For them, it is worth to do for their satisfaction (sometimes they call it self-reward) or recognition among their peers.

Those characters are easy to get famous because people nowadays are easily influenced by what they watch and what their idols are doing. The sense of exclusivity triggers the virality since the buyer does not know what character they get because the market employs blind box system. The cute and unique design is known to be the factor that make those characters are loved by many millennials and generation Z, especially, since they are "trapped" in Fear of Missing Out (FoMO) and like cute things with the design like Korean or Japanese culture.

What can we infer from this phenomenon? FoMO is proven to give negative impact towards one's mental state. Many researchers have found out that mental health is closely related to FoMO. Since FoMO is caused by the social media addiction, as Tao et.al found out in their research that self-withdrawal or escape and fear of missing situations and between feeling anxious and concentration lost are strongly related to FoMO since FoMO was caused by the interaction with smartphone (Tao, et al., 2023).

Another research conducted by Yaputri, et.al showed that FoMO phenomenon led to the consumptive behaviour in millennials (Yaputri, Dimyati, & Herdiansyah, 2022). These behaviours, further, leads to the characteristic of young generation as the generation which suffers from mental health problem, a bad decision maker, and losing self-identity. Getting addicted to social media also causes to the low rate of concentration and productivity; people who spend their time with scrolling on social media tend to have poor social relation.

This tagline *Indonesia Emas 2045* (Golden Indonesia 2045) was formulated as the guidance to reach better Indonesia in 2045. In that year, based on the statistic, Indonesia will have what so-called by demography bonus. There will be more young people in their productive age compared to older age people who have reached their retirement. At the same time, this high expectation will hallmark the 100th celebration of Indonesia's independence.

Indonesia government puts a high hope for Indonesia's future by having a long-term agenda to increase Indonesia's ability in competing globally. Indonesia is expected to have greater role globally in term of technology, per capita income, and human capital quality. Surely all those expectations rely on the young generation who will drive Indonesia to the brighter future. Will they be able to do it? Since many doubt the young generation ability to fulfil *Indonesia Emas 2045* due to their recent behaviour and characteristics, no wonder people often make a joke *Indonesia Cemas 2045* (Anxious Indonesia 2045). This anxiety raises because people, the older generations, see how unreliable the young generations are. Based on what the older generation see on the social media in which elementary or even junior high school student who still cannot read or solve simple math or answer the general knowledge, no wonder the agenda of *Indonesia Emas 2045* seems impossible to achieve.

This doubt makes the tagline *Indonesia Cemas 2045* is famous. People are afraid of the quality of young generation who will be the foundation for nation in 2045; old generation will retire and be replaced by younger generation (they are Millennial or generation Z even

Generation Alpha now). Many schoolteachers commented on how *Kurikulum Merdeka* (the direct translation will be Freedom Curriculum) which focuses on the freedom for students to choose what lesson they want to take at school. Teachers criticised the implementation of *Kurikulum Merdeka* since this curriculum requires more load for administrative things and there is a gap in facility and students' readiness in learning using new method; in *Kurikulum Merdeka*, teachers are required to have a little intervention towards students' works while students are required to do more on their improvement by doing many projects and self-directed learning.

Despite what factors are the most prominent ones in forming younger generations' character, one thing that should not be neglected is how influential many things are in forming one's mindset. Proper and customised curriculum can improve students' readiness in their higher education or choosing their speciality at the early age so they can be a n expert in the future. However, this customisation may not be in line with freedom in choosing the program since not every student is ready to weave their future; some are still unsure what they will do or be after they finish their study. Phone and social media addiction can form one's mindset through the content they consume; but it is the sole cause of one's character? Often the answer relies on the quality of the content they consume. We can find many educational and enlighten content to make us be more open minded and knowledgeable on what happened in our surrounding.

Is it impossible to increase the young generation quality? Despite they are already in young adult or even adult phase, they still can build a new habit. Based on psychology theory, human form a new habit when they do the same thing regularly for 3 weeks; which means, the young generation need to try minimizing their screen time for 3 weeks to make themselves accustomed to this new habit. Previous expectation shows that FoMO and lack of social competence are caused by excessive spend of screentime; thus, by decreasing the screentime, people will have more time to socialize and develop their other ability such as soft skill and critical thinking. Their life will be more productive as well.

The fact that millennials and generation Z are easy to get influenced can be the strength point to drive them to the greater purpose. Many experts in psychology, sociology, and management mentioned that millennial and generation Z are very adaptive, creative, tolerant, and more purpose-driven than previous generations. From this, we can get a clue how to attract those generations' attention: provide a positive message content, so they will follow positive trend. Let's take an example of many young people has become a YouTuber and they often

provide a good impact to the viewer. When we ask the younger generation (generation Alpha maybe) what they want to be, most likely they will answer to be a YouTuber; it is because they see how easy it is to get famous and rich by becoming a YouTuber. More and more celebrities open their own culinary business can indicate the same reason as being a YouTuber.

A long journey begins with one step. Looking at 2045 which is still 20 years ahead seems so long. Golden Indonesia 2045 agenda needs to be prepared from now. To get the young generations' attention towards this concern, providing educational and meaningful content is important. Collaborating with public figures who are close to those generation can be a smart move to lure them to the direction we want. As Craig Groeschel said, "If your character is not strengthening, your future is weakening.", the young generations need to strengthen their will to build strong character to build better Indonesia./AR.

References

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