ANALYSIS OF DIGITAL CULTURAL BEHAVIOR IN GEN Z STUDENTS OF UINSU COMMUNICATION SCIENCE

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Article Info

ABSTRACT

This journal discusses that digital culture has a significant role in the daily life of Generation Z students of UINSU Communication Sciences. Positive experiences using communication technology include the ease of interacting and obtaining information, but there are also risks such as the spread of false information and negative content. It is important to understand the meaning of the use of digital cultural communication through framing theory and phenomenological approaches so that Generation Z can use technology responsibly and intelligently. This study discusses the analysis of digital cultural behavior in Generation Z of UINSU Communication Science students. This study uses a qualitative descriptive approach with an in-depth interview method. The results of the study show that the motives for using Generation Z's digital communication are varied, with positive and negative experiences. The use of digital technology allows them to connect with people remotely, but it also carries risks such as the spread of false information.

Keywords: *Gen Z, Digital Culture*

1. INTRODUCTION

The main goal of phenomenology is to study how events are experienced in consciousness, thought, and action and how these events are assessed or received aesthetically. Meanwhile, digital culture can be described as patterns of behavior, norms, and values that arise from interactions with digital technology on a daily basis. This includes how individuals communicate, interact, and share information through digital platforms such as social media and the internet.

Digital culture also reflects the transformation in creating, consuming, and sharing online content and the impact of digital technology on identities, social relationships, and cultural experiences. With the rapid development of digital technology, more and more people throughout society are using it to interact and search for information. Various applications, such as social networking, mobile banking, getting news, and shopping, have been done through mobile devices, also known as mobile devices. In the ever-evolving digital era, the culture of Generation Z (Gen Z) grows up in an environment filled with digital technology and social media.

Generation Z is a generation that grows along with the development of technology, this generation is also a generation that is thirsty for access to information. This phenomenon has changed the way they communicate, interact, and shape their cultural identity. The behavior of UINSU students, especially students of the Communication Studies study program, is also seen in the academic environment. Students use internet communication devices, especially laptops for search activities and smartphones to communicate with fellow students and lecturers through various applications such as Instagram, Facebook, Path, and WhatsApp.

When agrarian societies transformed into information societies, new cultures and social orders emerged. Generation Z students don't like the process; Most of them are impatient and prefer instant things. Therefore, the purpose of this study is to comprehensively analyze the digital culture of Gen Z in the Communication Science Study Program of UINSU.

Framing theory in communication science explains how the media diverts the audience's attention from the important issues to what is expected. Framing simply means framing events, making the message stand out, and placing more information than others so that the audience is more focused on the message. "Frame" and "framing" have different meanings: frame means "frame" and framing means "forming" or "organizing". Sender, receiver, message, and culture are the four components that make up the framing of communication. Framing analysis differs from content analysis in that it aims to identify various schemas of how everyone sees the world. In communication studies, content analysis emphasizes more on the method of quantitative decomposition of facts by typing the content of messages written in media texts.

This research also builds an understanding of reality through a phenomenological approach. This understanding is built from the perspective of social actors. Facts or subjectivity that is created personally is known as the understanding achieved on a personal level. Studying how phenomena are experienced in human consciousness, mind, and action, as well as The main focus of phenomenology is how phenomena are viewed aesthetically. The focus of phenomenology is to understand how people create important ideas and meanings in the context of intersubjectivity. This phenomenological study aims to explain or uncover ideas or experiential phenomena based on consciousness that affect the behavior of digital communication users.

2. RESEARCH METHODE

The focus of the qualitative descriptive approach in this article is one aspect of the phenomenon. According to Moleong, the purpose of the qualitative descriptive method is to expand the understanding of the phenomenon experienced by the research subject. This method will conduct in-depth research and generate descriptive data that can help people understand the subject of the research.

The qualitative descriptive approach is in accordance with the purpose of this article, which is to see how the use of digital media affects the pattern of intercultural interaction between the younger generation. As for the data collection efforts, the researcher used an in-depth interview method with selected participants.

M. Nasir in his book "Research Methods" defines an interview as a communication or interaction process to collect information by means of questions and answers between the interviewer and the respondent with or without using interview guidelines. The in-depth interviews were chosen because they allowed researchers to explore participants' experiences, views, and understanding in more depth regarding their digital cultural behaviors. Interview questions will focus on several aspects, including:

1) What is the concept (for) of using communication technology such as cellphones/laptops?
2) Experience in using communication technology (positive and negative)?
3) How do you behave in handling question number 2?
4) What does digital cultural communication mean to you?

In this study, there were four speakers, namely (1) M. Nur Fadli Nasution, Stambuk Communication Science Student 2018, (2) Ahmad Yasin, Stambuk Communication Science Student 2021 (3) Ardiansyah Hafis, Stambuk Communication Science Student 2022. (4) Muhammad Haritz, 2021 Stambuk Communication Science Student.

3. RESULT AND ANALYSIS

This research will discuss aspects of the concept, experience, meaning, and behavior of digital communication users from the perspective of researchers and resource persons.

The Concept of Digital Cultural Communication Users

This research will shed light on the reasons why users use digital cultural communication. The resulting concept falls into two types: the concept of "for" (for the purpose) and the concept of "because" (because of the concept). The concept because it refers to a person's past experience, that is, a person refers to several causes related to what was experienced in the past by the source. The concept that makes the resource person a user of digital communication can be seen in several answers from the resource person:

Mr. Fadli Nasution, a UINSU Science student, started using digital media such as mobile phones because (because) it greatly affects daily life, using these devices as a medium to find information, interact, enjoy entertainment, and even to meet the needs

of online business. For various reasons, everyone needs and depends on the medium to perform their communication functions. Modern life requires technology, especially communication technology. Not much different from his college friend, Yasin, a UINSU Communication Science student, has a concept when using digital devices while communicating for various needs depending on the communication technology. But specifically, I use communication technology as a medium to interact indirectly with family, friends or various other people who are in need of it. But not only that, I use communication technology also for entertainment needs such as playing online games or social media.

Then from Mr. Ardiansyah mentioned that the concept of using technology such as cellphones and laptops varies, depending on needs and situations, including for communication, accessing information, education, and entertainment. This is in line with the findings in the article that show that college students use digital communication devices for various purposes, such as seeking information, communicating, and entertainment. Some of the statements that have been presented, the researcher concludes that the concept of using digital communication Generation Z of UINSU Communication Science students varies, with user experience that includes both positive and negative aspects. The use of digital technology allows them to connect with people remotely, but it also carries risks such as the spread of false information or negative actions.

This reflects the importance of understanding how individuals construct meanings and concepts in digital interactions, which can be analyzed through framing and phenomenological theories. Framing theory helps in understanding how individuals understand and respond to information received through digital media, while phenomenological approaches make it possible to explain the behavior of digital communication users based on individual awareness and experiences experienced.

Digital Culture Communication User Experience

The interaction of nature with the human senses results in experience. The term comes from the word "experience". Experience makes a person know, and knowledge is the result. Specifically, experience refers to how people use technology to communicate. Let's see what was revealed from each of the following sources. Starting with the experience of Mr. Ardiansyah, the experience of using digital communication that has become a culture, namely getting a wide range of information, being able to communicate with brothers and sisters in different locations. However, through this digital communication, there is often also false information or hoaxes.

Of course, the experience is different from Yasin's brother. He shared positive and negative experiences in using digital communication. The positive experience of using communication technology is being able to easily get news from family members who are at a distance, quickly connect with online package workers or drivers and make new friends from social media. The negative experience is being terrorized by irresponsible people, getting swear words by people who are not satisfied with me, or getting violent or inappropriate videos/images.

Some of the statements that have been presented, the author concludes that digital culture has a significant role in the daily lives of Generation Z students of UINSU Communication Sciences. Digital culture includes patterns of behavior, norms, and values that arise from interactions with digital technologies, such as social media and the internet. The development of digital technology has significantly changed the way individuals communicate, interact, and share information, and has been integrated into society. This shows that digital culture has a great impact on the identity, social relationships, and cultural experiences of Generation Z today.

In this context, framing theory can be helpful in understanding how individuals understand and respond to information received through digital media, while phenomenological approaches make it possible to explain the behavior of digital communication users based on individual awareness and experiences experienced. Thus, through framing and phenomenological theories, we can better understand how digital culture influences the way Generation Z understands and interacts with digital technology and its implications in everyday life.

The Meaning of Digital Cultural Communication Users

Meaning is the invisible component of communication. Therefore, our current focus is on mediums, channels, senders, receivers, interrupts, and feedback, as all these terms are related to the process of sending messages. However, communication also provides meaning. In everyone's mind, their perspective is shaped by the stimuli of the message, which is made up of various physical signs that we can observe.

The author began his interview with Yasin, he said that digital cultural communication is intercultural or cross-cultural communication carried out on digital media. So that digital cultural communication is a form of communication carried out on digital media by involving 2 or various parties from different cultures, either with fellow individuals from the same country or completely different. Meanwhile, Mr. Haritz said that digital communication culture is a culture where we all use technology to make our work easier.

Some of the statements that have been presented, the author concludes that the concept of digital culture communication users Generation Z of UINSU Communication Science students is varied and can be classified into the concept of "in order to" and the concept of "because". The concept of using digital technology by students includes the need for information, interaction, entertainment, and online business activities. Every individual has a need and dependence on digital media for a variety of purposes, reflecting the importance of understanding how individuals construct meanings and concepts in digital interactions. Framing theory can be helpful in understanding how individuals respond to information received through digital media, while phenomenological approaches allow to explain the behavior of digital communication users based on individual consciousness and experiences experienced.

User Behavior of Digital Cultural Communication

With the internalization of culture, humans have several traits that affect their behavior. Technology, cultural artifacts, is the subject of this research. Three components make up

the classification of human behavior: cognitive, affective, and conative. The cultural values contained in digital communication are more prone to excesses because individuals can create anything without censorship.

Although the user, Fadli, a student of UINSU, pointed out that his behavior is part of society that uses digital devices to communicate, such as in assessing the impact of communication technology. The party that has the authority to handle technological developments must be stricter and stricter in their duties. Because it has always been in the spotlight of cases of technology misuse, especially in Indonesia. Therefore, the government must block access that makes technology users deviant such as pornographic sites or websites, online gambling and that damage intellectual rights. However, users must be more careful. Especially parents must also supervise their children more in using technology so that deviant behavior does not occur. Meanwhile, Yasin said that in dealing with negative experiences of digital culture, among others, it is ignoring incoming contacts from the perpetrator, blocking contacts from the perpetrator, and becoming more private with people on social media.

From the results of interviews with several speakers, the author concludes that the meaning of digital cultural communication users for Generation Z students of UINSU Communication Sciences involves aspects that are not directly visible. Digital communication is not only about sending messages from one party to another, but it also involves the process of creating meaning that occurs in the minds of individuals through their respective perspectives. The meaning of digital communication is formed from the stimuli of messages received and processed by the individual's senses, reflecting the complexity in the interpretation and understanding of digital information.

In this context, framing theory can be helpful in understanding how individuals process and give meaning to information received through digital media. Framing theory makes it possible to analyze how individuals choose, organize, and interpret information according to the framework of their thinking. Meanwhile, a phenomenological approach can be used to explain how individuals perceive and experience digital cultural communication directly, as well as how those experiences form an understanding and meaning that is unique to each individual.

4. CONCLUSION

Based on research and interviews with several resource persons regarding the digital culture behavior of Generation Z students of UINSU Communication Sciences, it can be concluded that digital culture plays a significant role in their daily lives. Generation Z grew up in the era of abundant digital technology and social media, so the use of communication technology became inevitable. Although it provides a positive experience such as ease of interacting and obtaining information, the use of digital technology also carries risks such as the spread of false information and negative content. The importance of understanding the meaning of the use of digital cultural communication involves aspects that are not directly visible, so framing theory and phenomenological approaches can be helpful in understanding how individuals respond to and experience digital communication.

In addition, the behavior of Generation Z digital cultural communication users is also influenced by cultural artifacts such as technology. Therefore, supervision and decisive action are needed in overcoming the negative impact of technology in their lives. Proper education and coaching need to be given to Generation Z so that they can use technology responsibly and intelligently. With a deeper understanding of digital culture and its impact, it is hoped that Generation Z can become wise users of technology and be able to use it positively in their daily lives and in their field of study in Communication Sciences.

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