

Understanding South Tangerang's Generation Z during 2019 Student Protest through Empathy Map Canvas

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ABSTRACT

During Student Protest in September 23th-24th 2019, Indonesian Gen Z succeed to give a new looks for a student protest in Indonesia through various posters and slogans that influenced by various meme in social media and also how they held the protest itself. This phenomena is something that never been seen in Indonesian student activism before. In order to get understanding this phenomena, Empathy Map Canvas has been chosen as a tool to get better insight of Indonesian Gen Z perspective. This study aimed to see Indonesian Gen Z perspective in relation with politic and democracy. Quantitative study in the form of surveys and questionnaires that covered daily visual and audio experience and also their behavior were conducted with respondents students from various universities in South Tangerang that participated in the protest. In addition, qualitative study in the form of interview also conducted to the same group of respondents. This study confirm the intimate relation between of Indonesian Gen Z and social media, that in return influenced the way they communicate, think, and how to achieve their goal. At last, this study would provide insight for any politicians and political party that would like to get better understanding for Indonesian Gen Z.

Keywords: 2019 Student Protest, Indonesia, Generation Z, Empathic Map Canvas.

1. INTRODUCTION

Generation Z (Gen Z) is the group of generation classification after Millennial who born from early 1990's until early 2000's [1]. Corey Seemiller stated that Gen Z identify themselves as loyal, compassionate, thoughtful, open-minded, responsible, and determined [2]. Unlike millennial, Gen Z considered Digital Natives due to have internet technology readily available at a young age [3]. Therefore Gen Z also quite familiar with social media. In fact, the use of social media has become inseparable part of their daily lives [4]. Gen Z also use internet to show their creativity, with young artists, musicians, photographers, directors and influencers eagerly finding their voices in a new world of content creation, from YouTube and Instagram [5]. Gen Z will reach 2,5 billions globally in 2020 and they will took over around 20% of workplace [6]. Therefore understanding Gen Z is to understand the future. However the study about Gen Z in Asia is quite rare, especially in Indonesia [6]. Currently, there are few studies about Indonesian Gen Z. Most of studies are about the difference between Indonesian Gen Z and Gen Y [6]. However, the recent student protest in Jakarta gives new looks on how we

should define the relation between Gen Z and democracy. One of the methods to study that is by implementing Empathy Map Canvas.

Empathy Map Canvas (EMC) is an empathic study tool that was created by Dave Gray [7], that would assists designers/researchers to produce solution according to user perspectives. It goes beyond demographic characteristics and develops a better understanding of the user's environment, behavior, aspirations, and concerns [8]. While using EMC is useful in many cases, at the same time EMC has potential to provide Indonesian Gen Z perspective especially in the relation of democracy and politic. This study aims to determine the characteristics of Indonesian Gen Z in the context of democracy and politic with the study case of 2019 Student Protest. The study will contribute to literature on Gen Z in Indonesia.

2. METHOD

As mentioned before, this research aims to get Indonesian Gen Z perspective regarding politics and democracy with 2019 Student Protest as the study sample. Quantitative study in the form of surveys and questionnaires were conducted from September 24 - 30, 2019. There were 20 questions that covered visual and audio experience from what they have seen everyday or which news source that they used to read/hear and also their behavior. Questions were created with the guideline from on Social Science Research Methods book by AnolBhattacharjee [9]. In addition, qualitative study in the form of interview also conducted to the same group of respondents. The respondents were students of year 1 - 3 from various universities in South Tangerang that participated in 2019 Student Protest, this category matched with the specification of Gen Z.

3. RESULTS AND DISCUSSION

Seventy percent of the respondents are male while thirty percent of them are female. All of them are students in the year 1-3 from private universities in South Tangerang area, Indonesia.

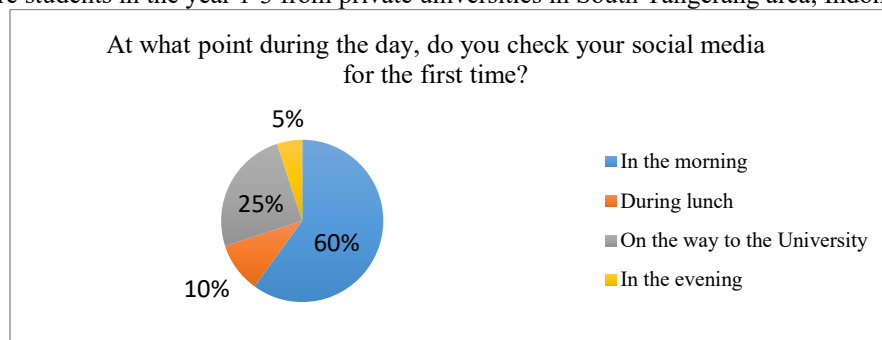


Fig. 1. Pie Chart that shows at what point during the day, Gen Z checks their social media for the first time.

The survey showed that sixty percent of respondents checking their social media in the morning, comparing to twenty five percent that checking during their commute to the University. While ten and five percent of them checking their social media during lunch and in the evening.

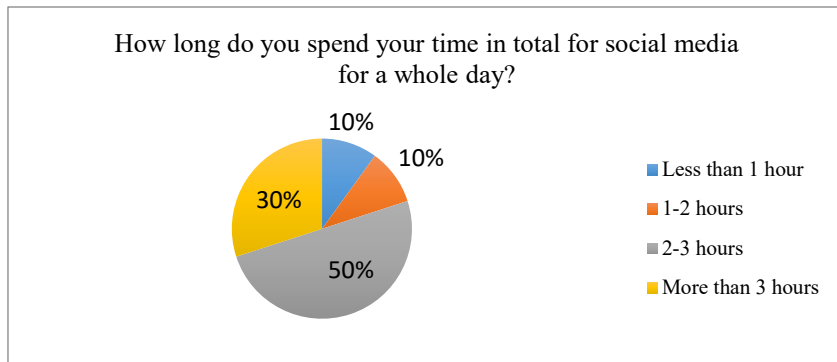


Fig. 2. Pie Chart that shows the amount of time that Gen Z has been spent on social media everyday.

Half of the respondents stated that they spend 2-3 hours a day in social media and thirty percent of respondents even spend more than 3 hours a day.

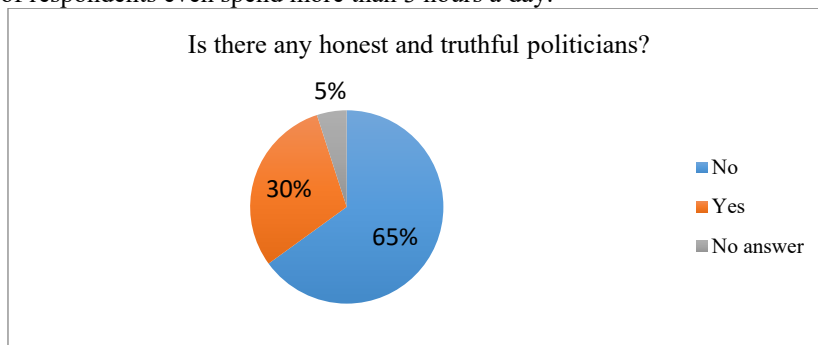


Fig. 3. Pie Chart that show Gen Z opinion regarding honest and truthful politicians

Sixty five percent of the respondents losing hope for Indonesian politicians while thirty percent of them still have some hope for honest and truthful politicians.

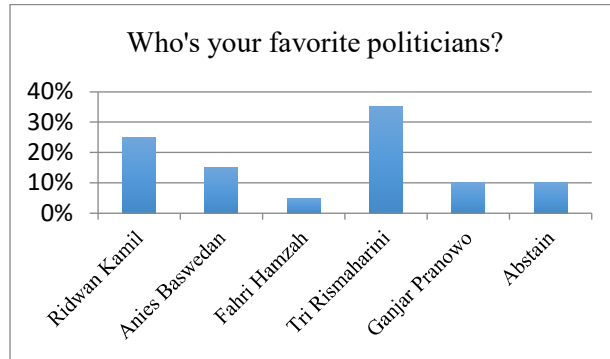


Fig.4. Bar Chart that shows Gen Z's favorite politicians.

When they were asked about their favourite politicians, more than thirty percent said Tri Rismaharini, while RidwanKamil comes in second place with twenty five percent. AniesBaswedan and GanjarPranowocome in third and fourth place as their favorite politicians.

All the data that has been collected then processed with Empathy Map Canvas, an empathic study tool that could reveal reason behind someone's action [10]. Empathy Map Canvas below filled based on answers that received from questionnaires and interviews. It could provide more information regarding Indonesian Gen Z who participated in the protest. The explanation of the canvas will be discussed started from column number 3 to number 7 as below:

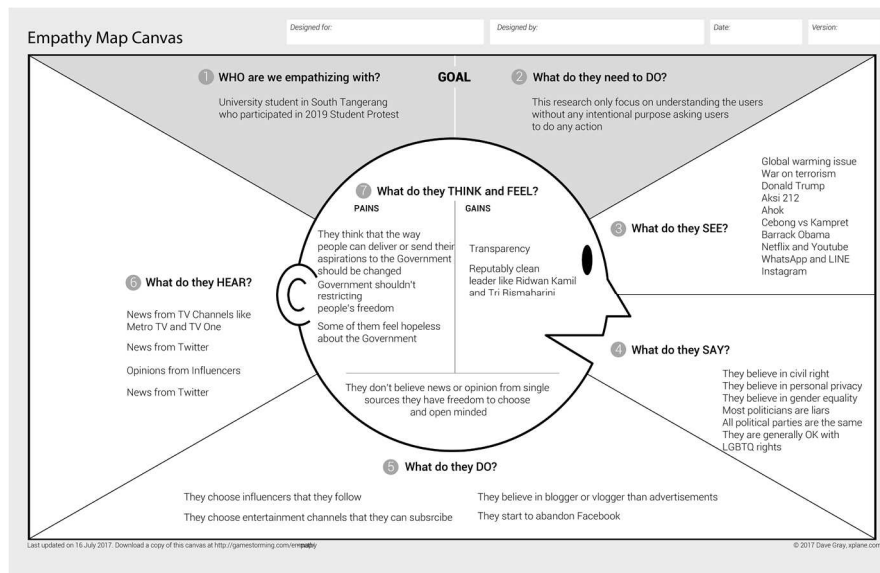


Fig. 5. Empathy Map Canvas

WHAT DO THEY SEE?

This study confirms that social media has become inseparable part of Gen Z's daily lives [4]. They received visual stimulation from social media and internet platforms such as Netflix, YouTube, Instagram, WhatsApp, and LINE that they used almost daily. Therefore, their first information input during the day is the updates from their friends. Whether it is a new photo, new comments, new 'likes' or a new opinion. They want to be always being updated and they concern about their personal existence to be accepted. However, they do realize the harmful of social media, especially the spreading of hoaxes and fake news that they saw in WhatsApp group.

WHAT DO THEY SAY?

Indonesian Gen Z expressed their protest and opinion during 2019 Student Protest with quotes and slogans that used to be used only in social media. Interestingly, some of them also correlate the issue with social media and popular culture such as pop songs (*Figure 6*). According to the interview with some respondents, this doesn't mean that they do not take the issue seriously, but rather than this is their way to express or communicate their opinion with their language. This shows how deep their connection with social media and popular culture.



Fig. 6. Protest signs that refer to Instastory and Indonesian popular songs. (Source: Twitter)

WHAT DO THEY DO?

Unlike student protest from previous generation, the call for protest in September 23th 2019 was first spread through social media, in particularly Twitter through hashtag #gejayanmemanggil or in English mean Gejayan Calling. Gejayan is an area in the city of Yogyakarta that was chosen to be the place for the rally due to its historical spot during 1998 Reformation Movement. Recent research from Drone Emprit showed that the hashtag #gejayanmemanggil was started in September 21st and increased exponentially in the following days (*Figure 7*) [11]. Interestingly, the hashtags also being tweeted by many accounts that never tweeting about political issue before (*Figure 8*). Even though Gen Z has minimal experience to held protest, they can find a way to overcome every problem, such as lack of logistics. A musician and influencer AnandaBadudu set up a crowd-funding campaign in socio crowd-funding platform KitaBisa to raise fund for logistics and medical needs during protest in Jakarta September 24th and reached around US\$12.000 [12]. This study confirms that Indonesian Gen Z is socially responsible; they are willing to donate for a cause that matches with their perspective [6].

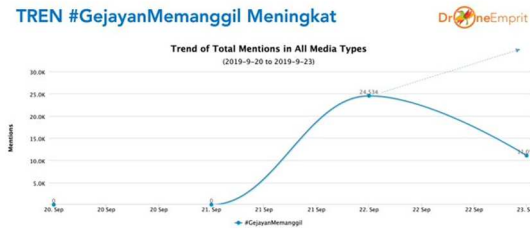


Fig. 7. Trend of #gejayanmemanggil in Twitter from 21 - 23 September. (Source: Drone Emprit)

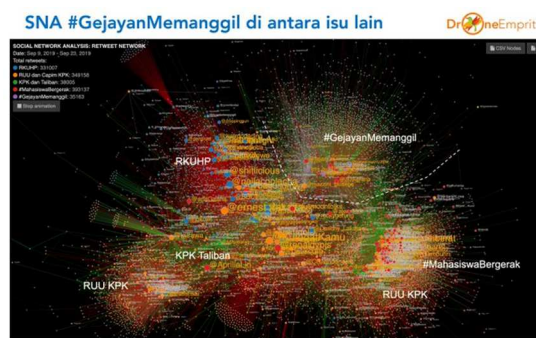


Fig. 8. Social Network Analysis of #gejayanmemanggil in Twitter from 21 - 23 September (Source: Drone Emprit)

WHAT DO THEY HEAR?

Gen Z is digital native who grew with internet and social media. This made them as one of the most well informed generation; due to they are just a tap away from many sources of information. This is evidence from during the interview when the respondents were asking about the variety of their news sources. They said that they received information from major TV station that specialized in news like TV One or MetroTV, Wikipedia, online media like Tirta or Kompas, until social media like Twitter especially from trusted influencers that they follow. They said that they did not rely on single source in order to maintain objectivity. Gen Z is considered one of the generation cohorts that have less interest in politics comparing to the previous generations [13]. However, this study has proven otherwise. Indonesian Gen Z has certain degree of awareness regarding politics. This is evidence during the interview about their favorite politician, most of them could explain their reason with reasonable parameters.

WHAT DO THEY THINK & FEEL?

Gen Z is an instant generation. Their daily interaction with social media provides them instant gratification experiences through 'likes', 'comments', or other engagements that they received from their friends or networks every time they post their content in social media. Unfortunately they said that they would expect similar experience in other services, such as how they delivering their aspirations to the Government.

4. CONCLUSION

Gen Z is the future of Indonesia. Therefore, any political party or politician candidates

should understand them, think like them, communicate like them, and appreciate their opinion. In order to get their heart and their trust, which in turn will transform into their vote. This study has limitation due to the small size of the sample of respondents. In addition the sample also quite homogeny in terms of socio-economic background. Further studies with bigger sample size and more heterogenic respondents would provide more information. This study contributes on the evidence-based knowledge of Indonesian Gen Z's perspectives in relation with politics and how far they can utilize social media as political tools.

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