

Dichotomy Of Digital Media Use Between Parents And Children In Searching For Information

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Abstract

Nowadays, people, especially those who live in urban areas, are very dependent on digital technology. This technology is used in almost all aspects of life, such as in the context of work, shopping, financial transactions, communicating, and so on. Digital technology indeed provides extraordinary convenience for human life. This lifestyle is targeted at all levels of society, young people and adults. This article attempts to explain people's habits in using digital media, focusing on the context of information seeking. One interesting thing about using media is that there are differences in how to search for information, especially between generations X and Z. Currently, generation X represents the elderly, and generation Z represents teenagers who are generally the children of generation X. Since digital technology has developed, the dichotomy between these two roles in media use has always been an interesting issue to discuss.

Key words: children; dichotomy; digital technology; parent; social media

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I. Introducing

In the era of industrial revolution 4.0, the use of technology, information and communication is increasingly able to influence people's lives in various ways. This development embraces various forms of change, starting from artificial intelligence, digital commerce (e-commerce), giant data (big data), financial technology (Fintech), to the use of robots. In this era, the process of using digital systems or the digitalization process began to take effect. [1]

Digitalization is presented with the aim of helping to make all activities and work easier. This goal provides quite effective benefits in optimizing many things. [2] For example, when someone is on holiday in a city they have never visited before. Then he wants to try the city's typical food, try the best-selling snacks there, buy souvenirs to take home, or even wants to go around the city without a vehicle. So with digitalization, information can be obtained easily, through various applications which are sources of information regarding food, restaurants, instagrammable holiday destinations, as well as recommendations for places selling souvenirs that can be tailored to our needs.

It is clear that digitalization is able to lead society to various improvements in efficiency and comfort, able to change people's daily lifestyles, both in the context of work, social life or communication. [3]

The luxury offered by technological developments has also led society to the digital divide. The Organization for Economic Co-Operation and Development [4] defines this condition as a gap, which occurs between individual levels, households and geographic areas that have different socio-economic levels based on opportunities to access technology, information and communication. According to him, the digital divide can be seen from three levels of difference.

Kotler explained, the first level, the digital gap is from ICT access, the second level is the digital gap from the use of ICT, and the third level is the digital gap from the output or results of ICT [5], [6] This opinion is enough to illustrate that the digital divide in terms of levels can be compared across generational groups. One of the digital gaps that is of serious concern today is the gap between generations x and z.

Each generation is shaped by a different sociocultural environment and life experiences, so that each group will have a different set of values, attitudes and behavior. Generation This group understands the concept of "friends and family" well, therefore they are very good at interacting directly [5]. X's character, who is independent, intelligent and creative, is considered to influence their perspective and lifestyle patterns.

Generation Z, also known as Centennials, is a group of people born between 1997 and 2009, this group is the descendants of generation without internet. Their daily lives are connected to the internet via digital devices, whether for studying, shopping, networking on social media or looking for news or information.

In the context of Bandung City High School teachers in online learning during the Covid-19 pandemic, there is a digital gap between generations Y and Z, in sub. Internet use behavior variable, which refers to differences in computer use, internet use, and purposes of accessing the internet. [7]

The digital gap was also found in the use of the Grab and Gojek digital applications in the city of Malang. Each generation is considered quite easy to understand the main features of Grab and Gojek, and then gradually master their main uses. If each generation is said to be shaped by a different sociocultural environment and life experiences, then each group has a different set of values, attitudes and behavior.

So the generational digital gap in Indonesia is interesting material to study. For example, based on Google's internal research, Generations Meanwhile, Gen Z prefers to search for information on Tiktok rather than Search products. [8] The information sought is generally about lifestyle, namely holiday planning, skin care products, restaurants, places to hang out and food.

Based on this description, the author intends to find out the comparison of the digital gap between generations X and Z, regarding the sources of searching for lifestyle information from each generation.

II. Research methods

The method used to dissect the gap in media use in seeking information between generations X and Z is through a quantitative tradition and based on a positivistic paradigm. Quantitative methods can describe phenomena, events, symptoms and occurrences that occur factually, systematically and accurately. [9]

The problem-solving approach in this research will carry out an in-depth analysis and understanding of the two generations: The first step is to carry out an in-depth analysis and understanding of the characteristics and preferences of Generations X and Z regarding information search sources.

These differences include media preferences (e.g., print, television, online), platforms (e.g., social media, web-based applications), and information consumption styles. Next, surveys and research will be carried out involving both generations in the Jabodetabek area.

The aim of this research is to understand the behavioral patterns, preferences and challenges faced by each generation in accessing information about lifestyle. These surveys may involve questions related to media use, trust in information sources, and barriers faced in accessing certain information.

The sample was chosen randomly but refers to clusters which are divided into five regions, namely Jakarta, Bogor, Depok, Tangerang and Bekasi. Data collection was carried out by distributing questionnaires online via Google Form. The sample size was determined using the Slovin formula of 100 respondents then divided into 50 generation Y and 50 generation Z.

III. Result and Discussion

The use of media in searching for information in the Jabodetabek community, which includes Jakarta and its surroundings, is a complex and dynamic phenomenon. Increasing internet access in Indonesia, especially in the Jabodetabek area, the use of digital media such as social media, online news portals and instant messaging applications has become the main source of information. Platforms like Facebook, Instagram, Twitter, and YouTube are becoming popular for sharing and receiving information for generation X and generation Z.

Based on the results of the analysis, it is clear that there is a relationship between information seeking and the lifestyle of the people of Jabodetabek of 0.666**. This data shows that there is a significant relationship between information seeking and the lifestyle of Gen X and Gen Z in the Jabodetabek area.

The results of the correlation analysis show that there is an indication of a very significant correlation with a value of 0.666**. Overall, in Jabodetabek, there is an increasing trend in the use of digital media to search for information to meet lifestyle needs.

In the Jabodetabek area, socio-economic and technological changes have resulted in a shift in the way these two generations access information, especially related to lifestyle. Today, with high internet penetration and the availability of various digital applications and platforms, these two generations show similarities in accessing lifestyle information. Both generations now tend to use the internet to search for information about restaurants, fashion trends, entertainment and health. Mobile applications, social media such as Instagram and Twitter, and search engines such as Google, have become the main tools for searching for this information. Additionally, the influencer and vlogger phenomenon also influences both generations, with content that often crosses generations.

However, differences remain, especially in content preferences and ways of interacting with technology. Generation X prefers in-depth and analytical content, while Generation Z prefers visual and interactive content. Additionally, Generation Z tends to be more open to new technology and emerging trends more quickly than Generation X.

At the level of credibility, the search for information between generation X and generation Z from various media and their lifestyle requires an understanding of the differences in behavior and preferences of these two generations. Generation X tends to rely more on traditional media such as television, newspapers and magazines, while generation Z has a greater tendency to rely on digital media, especially social media and blogs. These differences influence the way they obtain information and validate its credibility [10] Generation Z is heavily influenced by social media in terms of lifestyle, from fashion to health and fitness. Influencers and celebrities on platforms like Instagram and TikTok play a huge role in shaping trends and their preferences.

Based on the test results using the Spearman rank correlation test, it was obtained 0.521. Differences in Accessing Information: Generation X tends to access information through traditional media such as television and newspapers, as well as through the more static web. Generation Z, on the other hand, is highly integrated with social media, online video, and interactive platforms to search for information. Both generations find the relevance of information in different contexts, which influences their lifestyle decisions. [11]

Generation Z grew up with mobile technology and social media, which has shaped their habits in seeking information and interacting with the world. This is different from Generation X which experienced a transition from the analog to digital era. These differences are reflected in lifestyle choices, such as how to shop, social interaction, and entertainment consumption [12]

Generation Z is often more focused on issues such as sustainability, social justice and inclusivity. They look for information that is relevant to these values. In contrast, Generation X may be more focused on financial security, work-life balance, and long-term health. Based on the test results using the Spearman rank correlation test, it was obtained 0.589.

In a health context, Generation Z tends to search for health information online, including on social media, while Generation X is more likely to consult a health professional or use more traditional sources of information. This reflects in their lifestyle decisions regarding health and fitness. [13]

Generation Z tends to be more influenced by influencer marketing and trends they see on social media, while Generation X is more likely to be influenced by traditional advertising and product reviews. This influences the choice of products and brands they consume.

This understanding is important for marketers, policy makers, and educators in designing communication strategies and products that are relevant and effective for both generations. Different approaches are needed to respond to the different information needs and lifestyles of Generations X and Z.

Generations X and Z show significant differences in how they seek and assess information from various media, which has a direct impact on their lifestyles and decisions. Generation X tends to be more conservative and cautious, making decisions based on accurate and verified information, while Generation Z is more spontaneous and trend-oriented, often influenced by social media and influencers.

Generation X tends to rely on sources of information that have been tested and trusted, such as print media, television news and established news websites. They also tend to verify information found online. This reflects their desire for information accuracy. The accuracy of this information is important in their decision making, especially in matters of health, investment and children's education. They are more likely to make informed, data-driven choices.

However, this is different with Gen Z, who are more likely to get information from social media and online influencers. They are quicker to accept new information but may perform less in-depth verification. [10] This lack of accurate information can lead to lifestyle choices based on trends and peer pressure. This includes fashion trends, lifestyle and perhaps more impulsive consumption decisions. Based on the test results using the Spearman rank correlation test, it was obtained 0.402.

Generation X has a tendency to rely on accurate and verified information leading to wiser purchasing decisions and long-term considerations. They may be more interested in quality and value than the latest trends (Gilboa & Vilnai, 2018). Generation Z has a higher chance of being influenced by advertising and promotions on social media. They tend to follow trends and make purchasing decisions based on what is popular or trending, which can vary rapidly.

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Generation X, born between 1965 and 1980, are not specifically associated with any particular media preferences in the sources I found, but they are known for balancing work and family life, as well as prioritizing a more traditional social life.

Generation X tends to be involved in activities such as caring for children and aging parents, while holding down a full-time job. Their focus on these responsibilities influences how they access and use media, perhaps gravitating more towards reliable sources and easing their time management. They are also interested in

rebellious hobbies, sustainable investments, and looking for ways to extend their lives, such as through re-education and career changes in midlife

Generation Z tends to access social media several times a day, with 48% of Generation Z respondents reporting this behavior. This shows their high dependence on social media compared to other generations, including Generation X. Generation Z is the first digital generation, they are very influenced by technological developments. This reflects how they access information and media, namely through digital platforms such as social media and e-commerce, especially during the COVID-19 pandemic, they are also more interested in looking for news through social and digital media networks.

IV. Conclusion

Basically, generation X and generation Y have a minimal gap or inequality regarding the use of media in the context of seeking information. These two generations, who generally live or have an urban perspective, already have similar habits, namely using media more on online-based digital platforms, such as online news media, social media and other new media.

The differences between generation X and generation Y in the context of seeking information are in more substantive matters, for example, to trust information, generation Likewise, by ensuring the level of credibility, generation X tends to understand the background of the media conveying information. Therefore, in the context of the substance of information, generation X is still more careful than generation Z.

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