

## Conference Paper

### Youth Identity in Social Media (Virtual Ethnography Studies of Youth Identity Construction on “*Kids Jaman Now*” Content Youtube Channels)

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#### Abstract

Youth is the most unique stage of development, full of dynamics and full of problems throughout the human life span. At this time there were fundamental changes in various aspects, including biological, cognitive and social aspects (Steinberg, 1993). The impact of various changes, adolescents experience various shocks, both psychologically and socially. Based on this background, researchers are interested in conducting research on adolescent identity on social media, especially on the content of “*Kids Jaman Now*” which is viral on Youtube channels using Virtual Ethnographic studies. The approach used is qualitative. This approach assumes that reality is the result of mental construction of individuals. Researchers use virtual ethnographic methods. From the results of the Virtual Ethnographic Study and also the Focus Group Discussion conducted by researchers to see how the teenager's identity is constructed on “*Kids Jaman Now*” content on the youtube channel, it can be concluded that most of the content leads to negative identities including children and adolescents. This study aims to find the problems that occur on social media. The results of this study are expected to be a model of self-development learning in digital adolescence in order to eliminate the negative image of digital teenagers. In the next stage, it is expected that the learning model can be applied in the pilot project of learning self-development in adolescents in the digital era with the aim of forming teenagers who have a positive and ethical image of communicating through social media. So that the model can be applied to a wider segment of not only teenagers but also digital literacy for their parents so that there will be good dynamics in the process of mentoring in using gadgets and internet media.

**Keywords:** Social media, Virtual Ethnography, youtube, youth

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#### INTRODUCTION

Adolescence is the most unique stage of development, full of dynamics and full of problems throughout the human life span. At this time there were fundamental changes in various aspects, including biological aspects, cognitive aspects to social aspects (Steinberg, 1993). Changes in biological aspects show signs of maturity, such as the reproductive organs have begun to work, changes in physical form which increasingly shows the physical characteristics of the type and body shape is almost the same as adults.

According to Erikson (in Marcia, 1993), adolescents are one of the most important stages of human life for identity formation. At this stage, adolescents face the main task of finding and affirming their existence and identity, knowing their own strengths and weaknesses, seeking direction and goals, establishing relationships with people they

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consider important. Convince yourself and others that they have been able to complete developmental tasks effectively prepare themselves before their adulthood

The impact of various changes, adolescents experience various shocks, both psychologically and socially. These shocks make adolescents different positions difficult to place themselves and take the right role in various settings of life. Questions about who I am, where I am, what role I can and should play, always appear in the minds of teenagers. Not infrequently teenagers become doubtful about their own existence. Therefore, at this time many also referred to as a period of searching for identity or identity. Achieving self-identity is one of the important and fundamental tasks in the lives of teenagers (Lois, 1994 in Purwadi, 2004).

In this digital era, where information is so easy to find, it makes it easier for teenagers to show their identity in various fields. The development of fashion, technology, news and lifestyle from all corners of the world can be accepted and followed by them quickly.

One of the characteristics of adolescents in the digital era is its existence in cyberspace. Their presence in cyberspace must be visible and recognized by the surrounding environment. They do this in the hope that their existence is recognized by their environment. In the end, they can do anything to just get the recognition of others who can be assessed through their posts on social media. From the start of appearances that follow his idol celebrities or the latest fashion trends so as not to be considered outdated.

In cyberspace, teenagers show their existence. Even in Indonesia according to data from kominfo.go.id, internet users up to the end of 2017 have reached 112 million people, most of whom are young people. The number that applies to everyone who accesses the internet at least once every month puts Indonesia in the 6th largest place in the world in terms of the number of internet users.

Teenagers are very active on social media such as Facebook, Instagram, and YouTube. They show their existence on social media by having many friends or followers. Their status is always updated as often as possible. Whatever they see, hear and feel in the real world can be directly updated to cyberspace. Sometimes what they write or photos and videos that they upload don't think about the impact. Though their writing can offend others. Inappropriate photos or videos can be widespread. Finally, it can be a problem. The case of a teenager who was dismissed from school because of negative comments about his teacher and school had happened several times. Likewise with photos or porn videos of teenagers. The existence of teenagers in cyberspace is increasingly viral in recent times. One of them is the posts (both in the form of pictures and videos) that use the title "*Kids Jaman Now*".

"*Kids Jaman Now*" which is a twist of the language of "children today" is indeed being hotly discussed at this time. It should be emphasized that actually even the writing of "children today" is still not in accordance with the Indonesian language rules, because the writing of "times" should have the words "epoch". Times are not standard forms, and perhaps the use of the word is considered more easily accepted by teenagers.

Although the definition of the word kids is actually children, in the context of "*Kids Jaman Now*" is more aimed at teenagers. With the emergence of the phenomenon "*Kids Jaman Now*" seems to be a necessity for teenagers to follow the trend that is up to date on social media. For example, eating at a cafe that is hitz, using branded cellphones, watching famous Korean dramas, singing famous songs, having a girlfriend to avoid being singles, location updates and holiday photos on social media and so on.

Speaking of the phenomenon "*Kids Jaman Now*", social media is the host. Instagram is primarily the most dominating social media from other social media. Any posts or uploads can be seen (with the exception of the locked account). Moreover, it is even easier to use Kids Age Now's hashtag in the search column and we can immediately find out what is the current trend.

Based on this background, the author is interested in conducting research to find out how to construct youth identity on social media, especially on the content of "*Kids Jaman Now*" which is viral on Youtube channels using Virtual Ethnographic studies.

## METHODS

The approach that will be used in this research is qualitative. This approach assumes that reality is the result of mental construction of individuals. Each individual has experience and different backgrounds and contexts so that the individual is seen as a unique person, who cannot be uninformed with one another. The differences that each individual has causes different perceptions of things.

The targets in this study were teenagers aged 12-21 years who were active in social media and involved in the use of "*Kids Jaman Now*" content on the Youtube channel. The reason for choosing Youtube is because Youtube is a social media that provides video upload applications and can be accessed by users all over the world for free. The unit of analysis of this study is information in the form of narratives obtained from the dimensions of the text on Kids Jaman Now content on Youtube Channel and the results of in-depth interviews with netizen participants.

The data in this study will be collected from (1) Documentation, namely through analysis of the dimensions of text and symbols through the content of "*Kids Jaman Now*" on Youtube Channel. (2) In-depth Interview Techniques (in-depth interviews) with "*Kids Jaman Now*" Content Creators on Youtube Channel and active participants who will be asked to issue opinions, interpretations of teenage identities in the digital era. The interview technique will be carried out in two stages: (a) The first stage is done online with the subject about what is the focus of the research problem. (b) The second stage is done offline to deepen online interviews or also clarify and confirm the interviews that have been conducted online. This online and offline interview pattern is a pattern that must be done by virtual ethnographic researchers, to prevent information bias and data validation uncertainty.

## RESULT AND DISCUSSION

The rapid development of information and communication technology, the more visible the impact of changes in various fields of life, including developments in the field of mass media. In the past, the media used were printed and electronic media, and are now turning to internet-based media, which then slowly becomes one of the fulfillment of information needed by humans. A variety of information can be enjoyed through internet media which then describes itself as a new media (Flew, 2002).

### Youtube as Social Media among Teenagers

Youtube is a popular video sharing website where users can load, watch and share video clips for free. Generally videos on Youtube are music clips (video clips), movies, TV, and videos made by the users themselves. Youtube allows anyone with an internet connection to upload videos and viewers from all corners of the world can enjoy it in just a few minutes. The variety of topics on Youtube makes video sharing an important part of the internet culture (Tamburaka, 2013).

YouTube is known for its slogan: Broadcast Yourself, which is a video sharing site that provides various information in the form of audio-visual. (Abraham, 2011). In 2011, YouTube ranked first for video sharing sites. The existence of this site that was able to attract the attention of the wider community made Google Inc. dare to buy YouTube worth US \$ 1.65 billion in 2006 (Prakoso, 2011). While the development of YouTube in Indonesia, Indonesia's Head of Communications Consumer & YouTube, Putri Silalahi, said that the number of viewers and creators of online videos on YouTube grew tremendously in Indonesia. The duration of watching people in Indonesia increased by 130% from 2014 to 2015. Similarly, the number of uploaded content increased by 600%. (Goenawan, 2014).

Youtube watching behavior now differs significantly from the way we behave when watching television. Television is used as a liaison between family members, forcing people to spend time together when they gather in the family room and watch a program. But now, such traditions have gradually begun to disappear. According to Strangelove (2010: 171) in a journal (Mironova, 2016), audiences have entered the post-television world where they

are fragmented into narrowed audiences, separated by interests and targeted to watch very specific content. In other words, if television offers certain content, we cannot reject it because we don't have many other choices. Meanwhile, Youtube supplies viewers with information everywhere and we have the right to choose whatever they want or need (Larasati, 2017).

Based on a survey conducted by digital entertainment company Defy Media quoted from Metrotvnews.com (2018), generation Z and young millennials consider digital video as an important part of their lives. In Defy Media's annual report entitled "Youth Media Diet", it is seen that most (65%) of people aged 13-24 years continue to consume videos since the beginning of the day from before going to school or going to work until the afternoon.

### **Youth Representation in "Kids Now" Content on Youtube**

From the researcher's results in finding content on Youtube, 781,000 results were obtained when typing the words "Kids nowadays". And researchers will look at teen representation through content content that researchers have chosen based on the most viewers. Through these three youtube content researchers want to see how teenagers and children are represented in each of these contents.

#### **1. Kids Jaman Now vs Kids Jaman Old Identity**

*Kids Jaman NOW//Beli bakso MICINNYA BANYAKAN Kompilasi Video* contains a compilation video made by a videogram content creator (video posted on Instagram) from cianjur named Ahmad Fikri Fadlurohman (@fikridadlu). This content illustrates the identity of the kids of today versus old kids. Here are the differences represented through this content.

##### **a. Micin Generation**

In the first scene there was a conversation between a high school student and an elementary school child when buying meatballs.

Senior High School student : *Mang beli bakso satu. Sambelnya agak banyakan.*  
(Sir, buy one meatball. The sauce is a bit overwhelming)

Elementary School student : *Mang beli bakso. Micinnya agak banyakan.*  
(Sir, buy meatballs. Micin is a bit overwhelming)

Later, the term micin generation is widely used to describe children's behavior today that is incomprehensible, especially on social media. Whatever the conversation, it must be brought by micin.

##### **b. Narcissistic Generation**

The second scene shows high school teenagers eating meatballs that have just been bought, while elementary school children do the photo shoot first on the newly purchased meatballs. Narcissistic phenomenon, in general, is the habit of mejeng and snap in front of the camera then post and upload it to social networks, so that it is known by the general public. His appearance was caused by several things. First, narcissistic phenomena are a manifestation of freedom of expression and opinion. In Indonesia, freedom of expression and opinion are guaranteed and protected by law, namely; Article 28 of the 1945 Constitution, Law No. 12 of 2005.

Second, if asked when the narcissistic phenomenon appears, a definite answer will not be found. If guessing based on social reality, it can be concluded that the emergence of narcissistic on social networks along with the emergence of tools of communication itself.

**c. Hedonism Generation**

In the third scene, high school teenagers bought the smallest silverqueen chocolate, while the elementary school students bought the biggest silverqueen chocolate at a price that doubled from the chocolate purchased by high school teenagers.

Hedonism among teenagers has developed rapidly following the times. The mindset that is only concerned with fun makes teenagers lulled into a life that is sometimes unrealistic. For those who are important, happy, happy and happy. By being too deified the pleasures, worldly, will make someone lose the direction of his life so that it can cause poverty because he is too wasteful of material for the sake of mere pleasure. Achieving this goal is what makes it enjoyable or satisfied.

**d. Dating Style of Kids Jaman Now**

In the fourth scene, high school teenagers were seen looking for a hangout and enjoying the chocolate he bought himself. While elementary school children look to their knees while offering large size chocolate that he bought to the girl he adored. After that, it seems the elementary school student walks hand in hand with a girl with a proud smile.

**e. Fashion Style of Kids Jaman Now**

In the fifth scene, a teenager dressed in a high school uniform with a shirt was inserted into his pants and holding a textbook. While there is an elementary school next to her in an uncluttered dress style, her shirt is not inserted into her pants, both palms are inserted into her pants pocket and in swag style.

**f. Cabe-Cabe Generation**

The sixth scene showed high school teenagers buying fried food and asking the seller for chili. After that there was an elementary school student who said "Bu bought chillies using motorbikes" then continued with the request of the next elementary school child "Same one cigarette".

**g. Nowadays Teachers and Students**

In the seventh scene, it was shown how a teacher scolded his students who did not understand the lesson. At first the student felt guilty and then complained to his mother. Furthermore, his mother was shown to scold the teacher of his child.

At present the relationship between teacher and student is more fluid. Sometimes students are like friends for teachers. The teacher is no longer as scary as before. First, the teacher is the main source of knowledge. From the teacher's mouth and speech the students open their insight window. Books are not as many as they are now available in bookstores or the internet. Teacher's authority is still felt. One of the keys to student success is because of the teacher's dominant role in shaping behavior, character, and students' resilience in absorbing knowledge (Djoko, 2018).

**2. Pursuing Popularity with Tik Tok Generation**

Content titled *TikTok Jaman Now Alodia VS Helena (Kalian paling suka yg mana?) #KIDS* has been watched by more than ten million viewers since uploaded on YouTube on June 17, 2018, more precisely it only takes one month this content penetrates 10 million viewers. The account owner is named Mer Siska with 491,036 subscribers.

*TikTok Jaman Now Alodia VS Helena (Kalian paling suka yg mana?) #KIDS* content contains a compilation video of the tiktok application made by two toddlers named Alodia and Helena. Alodia and Helena became viral because of the tiktok action he posted in style and music like adults.

The full name of alodia is Khansa Alodia with an Instagram account @ hello.alodia has been followed by hundreds of thousands of followers by fans. While on the official Youtube channel on hello alodia, around 955

subscribers have followed the beautiful girl and continue to grow. Before the video clip of Tik Tok from Natasha, Bowo, Dhillia, Danis Danial and Aziz Fachr had a chance to viral, to become an idol was only blocked by the milenal generation.

While Helena's long name is Helena Ervano and has her own Instagram account with the name @helena\_ervano. Helena became viral when she did the ticking action with songs from Ramayana ads. He looks very expressive singing the song. He also uses tissue to describe money. Changes in the facial expressions of this child seem to be successful in making this video widely watched by netizens. Not yet 24 hours uploaded, the video has been watched more than eight hundred thousand times. In addition to the Ramayana advertisement, Helena also sang many adult songs in the Tik Tok application with various expressions like adult women. Among some of the songs in the content, almost all were adult songs and about love.

### 3. Delinquency of Kids Jaman Now

Content titled **ECKO SHOW – Kids Jaman Now [Prod. By JATAN & POPOBEAT]** It has been watched by more than three million eight hundred thousand viewers since uploaded on YouTube since nine months ago.

**ECKO SHOW – Kids Jaman Now [Prod. By JATAN & POPOBEAT]** is a video clip of Kids Jaman Now song sung by a rapper with the stage name Ecko Show. The song that tells the story of juvenile delinquency led Ecko to unexpected popularity.

Initially, Ecko used to move through the genre of movement, having been a child of pop, punk and hip hop bands. Until finally he decided to focus on becoming a rapper since 2006. The following is the juvenile delinquency depicted in the video clip:

#### a. Dating Style of Kids Jaman Now

*In the initial scenes, it was shown how junior high school students had dared to smoke and look sexy. The lyrics of the songs and scenes in the video seem to explain a reality that at this time, many Indonesian generations are contaminated with western culture. The free promiscuity style can no longer be found through Hollywood films but can also be seen in the relationship of Indonesian teenagers who are not reluctant to indulge in romanticism with their boyfriend on social media.*

#### b. Phenomenon of Cabe-Cabean

The next scene in the video tells about the phenomenon of chili-bean. The term "chili-bean" began to boom in early 2014. Some people previously knew them as children play seen from how to dress up to how to speak. The names of chilies are intended for young women who like to wander at night and hang out in wild places. Their dress style is sexy, often three-starred and often shows a vulgar dating style.

The term refers to young girls selling themselves. Known for underage girls who usually hang out on the spot. Actually, this phenomenon is not something new. According to sexologists and andrology specialists, Prof. Wimpie Pangkahila, teenagers who peddle sex have been going on for a long time. He said, since 1981, research shows a change in adolescent sexual behavior. Sex is no longer considered sacred, but everyone, including teenagers, can do it.

#### **Phenomena LGBT**

Seen in the video of a high school student male but uses full makeup and styled. Associate with female students and use a fan so that they don't overheat, because they fear the powder wears off.

LGBT stands for lesbian, gay, bisexual, and transgender. This LGBT phenomenon is increasingly prevalent in schools and colleges. Not only in big cities have even reached small towns and villages because of the influence of television and social media.

## CONCLUSION

From the results of the Virtual Ethnography Study and also the Focus Group Discussion conducted by researchers to see how the construction of teenage identities on “*Kids Jaman Now*” content on the youtube channel can be concluded that most of the content leads to negative identities including children and adolescents today represented as 1) Narcissistic and individualist generation. 2) Hedonism Generation. 3) Cabe-Cabe Generation. 4) Declining Morality Value. 5) Popular Generation. 6) LGBT phenomenon.

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