



Utilization of Social Media as a Quarter Life Crisis Education Media

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ABSTRACT

Quarter life crisis is an individual's response to moving towards the reality of life in which there is instability, continuous change, various choices and the emergence of panic due to feeling helpless. Life changes like this are accompanied by the emergence of various kinds of emotional reactions such as anxiety, panic, stress, and confusion about goals, as well as doubts about one's own abilities and fear of failure. In utilizing social media, using qualitative methods, which include collecting data by interviews and delivering material. To take an approach involving visual narratives, interviews, and practical solutions in providing a comprehensive view of the quarter life crisis and providing positive value in using social media and having a good impact on oneself. The author's video has its own interest among Instagram users, as evidenced by the author's video views reaching 3,753 and video likes reaching 89 likes. This shows that Instagram users gain knowledge about the quarter life crisis. Currently there are still students who experience changes in emotional reactions such as anxiety, panic, stress, and confusion and doubt about their own abilities. Video about the quarter life crisis by conducting interviews with students to get various perspectives on the quarter life crisis and strategies for dealing with it. The video content will be disseminated via social media such as Instagram.

KEYWORDS

Instagram, Social media, Students, Quarter Life Crisis

Received: 11 June 2023

Revised: 16 September 2023

Accepted: 31 December 2023

How to cite: Pramudya, Dandy Arie, et al. (2023). Utilization of Social Media as a Quarter Life Crisis Education Media. *Inov Lokal Keberdayaan Masy dalam Pembang Berkelanjutan*. 1(2): 116-121





INTRODUCTION

Humans are transitional creatures where each developmental process has its own challenges in life. When in late adolescence, humans will experience a transition to the adult phase or more precisely early adulthood, namely the age of 20-30 years. Early adulthood is called the Quarter Life Crisis (Muttaqien & Hidayati, 2020).

According to Robbins and Wilner (2001) a quarter life crisis is an individual response that shifts towards the reality of life in which there is instability, continuous change, there are various choices and the emergence of panic because they feel helpless. This kind of life change is accompanied by the emergence of various kinds of emotional reactions such as anxiety, panic, stress, and confusion about goals, as well as doubts about one's own abilities and fear of failure (Salsabila, 2021).

Quarter Life Crisis is often experienced by students because they are in early adulthood where they begin to dare to live their own lives. The problem that occurs is about questions about life after graduating from college, where to go after college, will you get an established job (Muttaqien & Hidayati, 2020).

The advancement of technology, namely the existence of social media, has the advantage of connecting various kinds of people. We can see their lives without meeting them in person. This can have both good and bad effects, by seeing these contents we can feel the social gap. One example of a social media platform that is often used is Instagram, according to (Akhmad & Prili, 2018) The negative impact of Instagram for teenagers is a crisis of confidence, competition for luxury life and unwillingness to accept reality. In this case, today's teenagers always follow the trends that are taking place in the world and among them, because they do not want to be considered outdated by their friends and are considered popular if they follow the times (Permatasari. A., Marsa. Ammar. Mohammad., 2022)

Generation Z grew up with the social web, they are digital-centric and technology is their identity (Singh & Dangmei, 2016). Generation Z can also be known as digital natives, they are used to using digital media for various purposes, for example, "developing and maintaining connections, building self-image, expressing thoughts and emotions, and seeking entertainment" (Nuzulita & Subriadi, 2020, p. 1). Siska Kusuma Ningsih (2016) said that generation Z is a generation that has a strong relationship with social media, and this has an impact on the way they think and also the way they see life. It is also about how they live their lifestyles (Permatasari. A., Marsa. Ammar. Mohammad., 2022).

Instagram has evolved into an educational platform through its prominent features of visual presentation focusing on images and videos. Instagram users can utilize stories, reels, and Instagram live to share knowledge, skills, and information in an engaging way, and can deliver educational content in a more dynamic and structured format. The ability to add captions and long descriptions to each post provides further context and depth to the material being shared. The interaction that occurs through comments, direct messages and other interactive features allows for discussion and exchange of ideas between content creators and audiences (Fitriani, 2021). Thus, Instagram is not just a social media or entertainment platform, but also a dynamic and accessible source of learning.

Instagram @phoffeedu exists as an educational platform that discusses and provides guidance related to the quarter life crisis, especially for college students. Through image and video visualizations, the @phoffeedu Instagram account presents informative content that details the various challenges and changes that are often experienced by students in the quarter-life crisis



phase. By utilizing Instagram features, the @phoffedu account invites Instagram users to understand, and overcome the crisis in the quarter-life phase of college students. Communication through comments and direct messages provides a space for direct interaction and exchange of experiences between students who face similar challenges. The @phoffedu Instagram account is not only a place to understand the quarter-life crisis, but also an educational resource to manage the quarter-life crisis well.

The author has created content about the quarter-life crisis that has been presented on the @phoffedu Instagram account. The content is in the form of video reels with a duration of six minutes which begins with a scene of two female students who are experiencing a quarter-life crisis. Then followed by interviews with several students from the Faculty of Sports Science, State University of Malang. The interviews aimed to get diverse perspectives on the experience of quarter life crisis among students, highlighting the challenges and strategies they chose in dealing with it. By involving university students the content became more contextualized and relevant for audiences who may experience similar situations. After conducting the interviews, at the end of the video the authors present various measures that can be taken to overcome the quarter-life crisis, providing inspiration and practical guidance for those facing this crucial phase in their lives. With an approach that involves visual narratives, interviews, and practical solutions, this content aims to provide a comprehensive view of the quarter life crisis and add educational value to Instagram users.

MATERIALS AND METHODS

The implementation method for using social media uses qualitative methods, which include collecting data by interviews and delivering material. During data collection, the author interviewed FIK UM students about the Quarter Life Crisis. Then, delivery of material regarding efforts to overcome the Quarter Life Crisis. The social media that we use to utilize social media is Instagram on the @phoffedu account. After uploading the video, the author examines the comments on the upload and finds out whether the video can provide learning to students.

RESULTS AND DISCUSSION

Insight	
Account Reach	690 Account Reached
Video Played	3.786 Plays
Likes	93 Likes
Comments	31 comments
Shares	9 shares
Saves	5 Saves





The existence of technology has an impact on all users, including teenagers. The increasing number of Generation Z (Gen Z) children being born means that many people are using social media for all their needs. In the future, the use of social media will become increasingly popular and all people in the world will definitely not be separated from their daily activities. The percentage of the population aged 18-24 years has the second highest percentage of social media use (15.54% for women and 16.6% for men). This indicates that teenagers' enthusiasm for using social media is high (Ayu Khoirotul Umaroh et al., 2023).

The use of social media can be used as a place for education, as well as a campaign for the public. Nowadays, the use of Instagram is quite common among young people. Instagram is a digital social media platform for sharing photos and videos that can be edited using filters, hashtags, etc. Instagram has a hashtag feature that makes it easier to access by using the same hashtag. This has the potential to make it easier to expand the reach of health content, especially quarter life crisis content. Instagram Reels can be an effective health education medium for providing information about the quarter life crisis health. Reels is a feature on Instagram to allow users to create and display short to long videos (Nur Mistari, 2023). Instagram Reels in this research was used to explain the quarter life crisis that occurs in students and efforts to overcome the problem.

The author's content is video reels with a duration of 6 minutes which begins with a scene of 2 female students who are experiencing a quarter life crisis in their identity and life goals. Followed by interviews with several students and there were efforts to overcome the quarter life crisis. The author's video has its own interest among Instagram users, as evidenced by the author's video views reaching 3,786 and video likes reaching 93 likes. This shows that Instagram users gain knowledge about the quarter life crisis. Not only from the number of views, Instagram users gave positive feedback to the @phoffeedu Instagram account in the form of 31 comments. The average number of comments in the video shows that listeners really accept the message conveyed in the video. Instagram users who view video content that has been presented not only do not benefit themselves, but also provide it to other public audiences. This is proven by the number of shares in this post as many as 9. This shows that the use of Instagram as social media for quarter life crisis education is effective and has an impact.

Chris Heuer states that there are 4 indicators of the 4C theory regarding how to use social media to have an effective impact, namely by using context, communication, collaboration and connection (Luthfi et al., 2023). The communication strategy carried out by the Instagram account @phoffeedu is to increase knowledge about health problems, especially the quarter life crisis topic with educative and informative content with educative and informative content that utilizes the features provided by Instagram (Tulandi, 2021).

The first element, namely context, Instagram social media @phoffeedu can be called effective because it has compiled, packaged and used language that is polite and easy to understand by listeners, and is able to meet the needs of followers regarding the quarter life crisis. The Instagram account @phoffeedu aims to increase knowledge of quarter life crises, as well as prevention efforts in quarter life crises. To achieve this goal, the @phoffeedu Instagram account targets an audience aged 18 to 30 years, at that age people often experience a quarter life crisis.

The second element is communication, communication carried out by the Instagram account @phoffeedu. The communication used is formal language so that readers can easily understand. The message contained in the content is easily conveyed concisely. Content uploaded on Instagram shows credibility because it includes existing sources.



CONCLUSIONS

Quarter Life Crisis is an individual's response to moving towards the reality of life in which there is instability, continuous change and the emergence of panic because they feel helpless. Currently, there are still students who experience changes in emotional reactions such as anxiety, panic, stress, confusion and doubt about their own abilities. Bad use of social media by viewing content that can create a crisis of self-confidence, competition for a luxurious life and not wanting to accept reality is one of the biggest impacts that can make students or Gen Z feel a quarter life crisis. From the results of making a video about the quarter life crisis by conducting interviews with students to get various perspectives on the quarter life crisis and strategies for dealing with it, the video content will be disseminated via social media such as Instagram. With the aim of taking an approach involving visual narratives, interviews and practical solutions in providing a comprehensive view of the quarter life crisis and providing positive value in using social media and having a good impact on yourself.

Acknowledgement

The author would like to express his thanks to all the help from the author who has designed a video campaign on Instagram social media and created it in an article entitled "Using Social Media as a Quarter Life Crisis Educational Media". Don't forget to say thank you to Instagram users who have provided positive feedback to the @phoffeedu Instagram account in the form of likes and comments. The comments seen in the video show that listeners really accept the message conveyed in the video. Instagram users who see the video content that has been presented are not only useful for themselves, but also for other public audiences.

Conflict of Interest

No Conflict of Interest

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