



A Podcasts Utilization Through Instagram Media in Increasing The Motivation of The Millennial Generation in The Quarter Life Crisis Phase

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ABSTRACT

Quarter life crisis is a feeling that arises when an individual reaches a quarter of a century (towards 25 years), where there is a feeling of fear about the continuation of life in the future, including career matters, relationships and social life. A person in this crisis experiences a loss of motivation to live, feels like a failure, loses self-confidence and meaning in life, and even withdraws from social interactions. Delivering motivation to the millennial generation through podcast media aims to find out how behavior changes and ways to adapt in phases quarter life crisis. The research method used is a descriptive qualitative approach, which starts with data collection through interviews with sources via an application chat audio Whatsapp on October 11 2023, then uploaded the podcast on the Instagram page and conducted a survey of podcast listeners through likes and comments on the Instagram post where the podcast was uploaded. Through this research, the results were obtained from a podcast with the title "How To Deal With Quarter Life Crisis?" This has received a lot of attention from Instagram users and can be a solution to increase the motivation of the millennial generation in facing this phase quarter life crisis

KEYWORDS

Quarter life crisis, podcast, millennial, motivation

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INTRODUCTION

Human development has very complex stages. Starting from children, teenagers, early adults, adults, to the elderly. A person's maturity process continues to develop which requires an individual to experience a transition process (Karpika & Segel, 2021). The adult phase is a phase full of various problems, a period of social isolation, the emergence of emotional tension and changes in values and adjustments to lifestyle patterns (Syifa'ussurur, Husna, Mustaqim, & Fahmi, 2021). Apart from that, in this phase an individual also experiences many changes such as physical, cognitive and psycho-social changes. An emotional crisis that occurs in individuals in their 20s is characterized by feelings of helplessness, isolation, doubt about their own abilities and fear of failure. This can be called a quarter life crisis.

Quarter life crisis is a feeling that arises when an individual reaches a quarter of a century (towards 25 years), where there is a feeling of fear about the continuation of life in the future, including matters of career, relationships and social life (Herawati & Hidayat, 2020). This phase often occurs among undergraduate or undergraduate graduates who are completing their education. A person in this crisis experiences a loss of motivation to live, feels like a failure, loses self-confidence and meaning in life, and even withdraws from social interactions. This most often occurs in individuals who experience it quarter life crisis is worrying excessively about the future, questioning and even regretting every decision that has been taken, and feeling confused about the monotony of life (Syifa'ussurur, Husna, Mustaqim, & Fahmi, 2021). Motivation is something that is really needed for individuals who are experiencing a quarter life crisis. Conveying motivation does not always have to be direct face to face, especially in this era there are many platforms which can be used to convey motivation.

The shift in people's habits and lifestyles in the 4.0 era has triggered more and more people to move from print media to digital media (Azis, 2019). Of course, mass media has positive and negative impacts. Mass media can have a positive impact if it is used properly according to needs and will be negative if it is used to spread news that does not match the facts and is provocative (Akbar, 2021). One of the mass media that can be used as a medium of communication and education is podcasts.

Podcast is content in the form of digital audio that is produced and then uploaded to the media so that it can be distributed and heard by listeners (Phillips, 2017). Podcast Currently it is not only intended as entertainment, but in its development it is currently widely used as a means of education in various fields such as health (Sugiono, 2021). Ease of access and being able to listen while doing other activities is one of the advantages of podcast. There is a survey regarding the number of podcast listeners in Indonesia, the survey stated that podcast listeners aged 15-29 years were 64.2% (Bayu, 2021). Research that discusses the influence of usepodcast and learning motivation towards students' speaking skills concluded that podcasts are better in increasing learning motivation compared to using conventional methods (Suriani et al., 2021). In other studies it also states that podcasts are effective in improving learning outcomes in the millennial era



(Mayangsari & Tiara, 2019). The aim of this research is to determine the level of effectiveness of podcast media in increasing the motivation of millennials.

MATERIALS AND METHODS

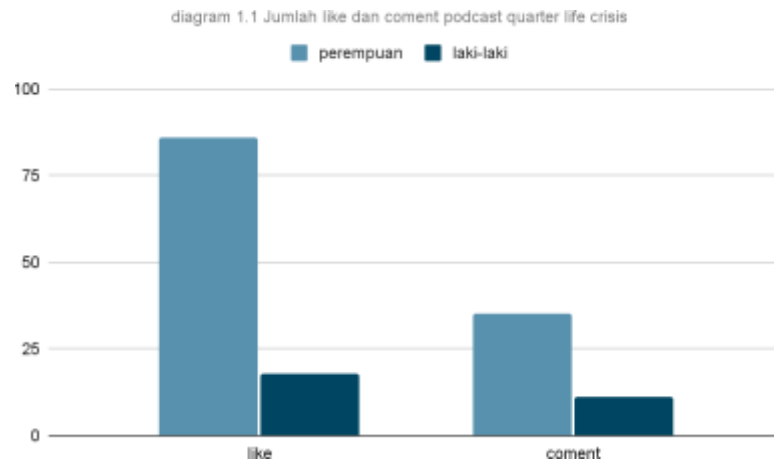
This research uses a descriptive qualitative approach with the aim of knowing behavior change and adaptation in the quarter life crisis phase using podcast media. According to Bogdan and Taylor, qualitative research is a procedure that creates descriptive information in the form of written or spoken words from a person and attitudes that can be observed (Syarafina et al., 2021). The descriptive method is a problem solving technique by describing the current state of the research object, based on visible facts. The descriptive method focuses on finding facts (fact finding) with the actual situation (Syafrina, 2022).

The data collection process was carried out using an interview method conducted with a source or podcaster Those who are considered to have the data needed for research are people who are currently experiencing a phase quarter life crisis and aged between 20-30 years or millennials. Researchers conducted interviews via the Whatsapp audio chat application on October 11 2023, to find out the changes and adaptations made by the interviewees when facing this phase quarter life crisis. Researchers also conducted a survey of podcast listeners through likes and comments on Instagram posts where the podcast was uploaded, namely on the Instagram page @phoffedu. The survey results were then analyzed using a descriptive method, namely by describing the information obtained through sentences. The survey results are then used to see how much influence the information contained in the podcast has on the general public

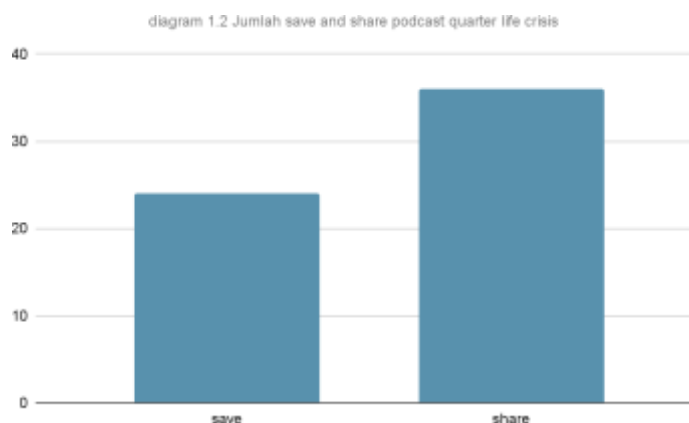
RESULTS AND DISCUSSION

Currently, podcast media is very famous and popular with many groups, because the delivery of information seems relaxed and entertaining, making the information easier to understand. The discussion in this podcast is about the Quarter Life Crisis experienced by the resource person named Kak Ajeng. This Quarter Life Crisis makes things easier for Sis Ajeng Overthinking thus causing poor sleep patterns. Podcasts make it easier for the audience to understand our core content because the topics and points of view are not so diverse.





Based on diagram 1.1 which was analyzed on October 15 2023 at 19.30, 104 accounts liked the podcast upload about the Quarter Life Crisis, of which 86 female Instagram accounts and 18 male Instagram accounts. The podcast upload also received 46 positive comments, including 35 comments from female Instagram accounts and 11 male Instagram accounts. Comments given by the audience include revealing that the information broadcast via podcast media is very informative, educative and inspiring. This topic has many benefits for teenagers who will experience a quarter life crisis.



Based on the diagram above, it can be seen that the audience is enthusiastic about the importance of Quarter Life Crisis information. Apart from providing positive comments with self-awareness, they also share and invite other people to listen to this podcast. A total of 32



accounts have shared this post, and 206 accounts have been reached, including 41 from followers and 106 from non-follower accounts. Apart from that, 11 accounts saved this post. Between the two insights above, it shows that many accounts are interested in this podcast.

CONCLUSIONS

Based on research related to increasing the motivation of the millennial generation regarding the quarter life crisis using the podcast method uploaded on the @phoffedu Instagram page, the results showed that there were 104 accounts that liked the podcast upload about the quarter life crisis, where the majority of Instagram account users were women (86 female accounts and 16 male accounts). This podcast upload also received 46 positive comments, where the content of the comments stated that the information presented in the podcast was very informative, educative and inspiring. Not only that, the audience also mentioned that the topics discussed had many benefits for teenagers who were going through a phase quarter life crisis. Apart from providing positive comments, the enthusiasm of the audience can also be seen from the large number of audience members who share and invite other people to listen to the podcast. This shows that the podcast with the title "*How To Deal With Quarter Life Crisis?*" This has received a lot of attention from Instagram users and can be a solution to increase the motivation of the millennial generation in facing this phase quarter life crisis.

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Conflict of Interest

No conflict of interest





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