



Interpersonal Communication Strategy Between Parents and Generation Z Children in Minimalizing FOMO (Fear of Missing Out) in Medan Sunggal District, Medan City, North Sumatera Province

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ABSTRACT

The objective of the research is to analyze the communication process, communication strategies and interpersonal communication barriers of parents in minimizing FOMO in Generation Z in Medan Sunggal Sub-district. The research uses the communication theories such as the theory of interpersonal communication, the theory of self-disclosure, the theory of communication strategy, the theory of new media, the theory of social interaction, the theory of Generation Z, and the theory of FOMO (Fear of Missing Out). The data are gathered by conducting in-depth interview, observation, and documentation. The research uses qualitative research method with descriptive qualitative approach. The research subjects are three key informants such as parents of 2 generation, four triangulation informants such as Generation Z children, and psychologists. The result of the research suggests that the process of communication between parents and Generation Z in minimizing FOMO tends not to be optimal because there is breakup in their communication. Almost all parents in this research stand aloof from their children because of their children's indifference; besides that, there is distance which separates them which makes their communication less intense.

INTRODUCTION

The world's population continues to grow, giving birth to several generations living in the same period. Starting from the Baby Boomers Generation (the generation born between 1946 and 1960) to Generation Z (the generation born between 1997 and 2012) with an estimated current age of 12 to 26 years. Generation Z is the first generation to be exposed to technology from an early age. These technologies are in the form of computers or other electronic media such as cell phones, internet networks, and even social media applications. Generation Z was raised with the social web, they are digital-centric and technology is their identity. Generation Z is a generation that is closely related to the internet. According to (Firamadhina & Krisnani, 2021), Generation Z is referred to as Generation C, namely the Connected Generation. This means that this generation is always connected to the internet. This generation uses gadgets in everyday life. Generation Z also likes to share their photos and videos via Instagram, Youtube, WhatsApp and TikTok. Maharrani in (Pujiono, 2021) said that generation Z still holds the highest penetration in internet usage.

The internet is a form of evolution in the development of communication and technology that has an impact on humanity. The internet has caused quite influential changes in the pattern of primary social interaction between individuals. Conventional conversations or what are commonly called face-to-face have now been replaced by the internet, video calls and social media. According to Hampton, Lauren and Eun in (Estria & Nurjanah, 2020) This is because the shortcomings in conventional conversations can be covered by the internet.

According to the survey results quoted from (Annur, 2022), the largest internet users come from generation Z. From the survey results, it is known that generation Z who access the internet in the range of 7-10 hours/day reaches 20.9%. While the millennial generation is 13.7% and generation X is only 7.1%. Then, generation Z who uses the internet 11-13 hours/day reaches 5.1%. While the millennial generation is 3% and generation X is only 2.4% and generation Z who accesses the internet above 13 hours/day reaches 8%. While the millennial generation and generation X are only 3.7% and 2.6% respectively. The average Indonesian uses the internet for 7 hours 42 minutes a day. This condition shows that generation Z is very dependent on the internet. They do this to stay connected with the activities of other people. According to Fullerton quoted (Sianipar & Kaloeti, 2019) they will feel left out from their friends when they don't use social media. According to (Sianipar & Kaloeti, 2019) this can cause digital-based anxiety when not knowing other people's activities or the latest information known as Fear of Missing Out (FOMO).

According to (Maysitoh, Ifdil, & Ardi, 2020), FOMO is a condition where feelings of anxiety and fear arise about missing precious moments because they cannot connect with what other people are doing through cyberspace or the internet. Social networking sites have become a major contributing factor to this Fear of Missing Out (FOMO) sensation, making it a lifestyle for Generation Z (Aisafitri & Yusrifah, 2020). A simple example is that someone who experiences FOMO will always check their cellphone right when they wake up and even

before going to bed as if they don't want to miss any news. They also care more about social media than real life, resulting in a desire to be recognized by others in cyberspace.

High Fear of Missing Out (FOMO) is caused by accessing social media or the internet too often so that this activity creates a dependency on social media which can trigger anxiety in themselves, causing a dependency that tends to become a need for its users to continue to follow what is happening out there, and this is a characteristic of the Fear of Missing Out (FOMO) phenomenon.

Overall, the mental and emotional health impacts of FOMO on Generation Z are a serious issue that needs to be addressed. These include stress, anxiety, feelings of inadequacy, depression, sleep disturbances, and concentration problems. Understanding these impacts is important to find effective solutions to help Generation Z overcome the pressure of FOMO and maintain positive mental health.

The behavior of Generation Z who are addicted to social media cannot be separated from the role of their parents. Based on research conducted by (Huang, Hsieh, & Wu, 2014), it is known that teenagers who are addicted to social media come from families with low education or single parents or do not live with their parents. The study also stated that teenagers who are addicted to social media tend to communicate less with their parents and enjoy less family harmony. Thus, the role of parents becomes very important in anticipating the negative impacts that arise as a result of addiction in using social media, namely the FOMO phenomenon felt by Generation Z. Another important thing is that most of Generation Z still live with their parents, so the role of parents in minimizing the occurrence of the FOMO phenomenon in Generation Z is crucial and appropriate to be used as the most relevant subject.

This communication influences the elements to form agreements and agreements to achieve the desired goals. The expectation of the goal certainly changes the pattern of thinking and behaving in a way that is more beneficial for the future. Agreement in interpersonal communication between two or more people face to face to reach an agreement to achieve a goal. Interpersonal communication carried out by parents towards their children from Generation Z is to establish close relationships with children, then teach their children to be able to know themselves and provide mental support to children. Therefore, parents are expected to be able to establish interpersonal communication with their children according to the concept of Joseph A. Devito, namely openness, empathy, and support, as well as building a positive attitude. Therefore, the author feels the need to conduct research related to how the Interpersonal Communication Strategy of Parents with Generation Z Children Minimizes FOMO (Fear of Missing Out) in Medan Sunggal District, Medan City, North Sumatra Province.

LITERATURE REVIEW

Paradigm is a fundamental force that can support the existence of science. The research paradigm is a view of how researchers set the objectives and direction of research and what theories should be used to strengthen research.

Thus, researchers can see more clearly the focus of the problem in research. Paradigms help researchers articulate what needs to be studied, what questions to answer, how to ask questions, and what rules to follow when interpreting the answers received.

This study uses a constructivist paradigm, where this study is based on the truth of social reality observed as a result of social construction. Researchers examine an event or activity or group of individuals in depth using various data collection methods over a certain period of time. In this study, researchers use a constructivist paradigm using a qualitative approach. The reason researchers use a constructivist paradigm is because researchers intend to obtain meaning and understanding or information that can help researchers understand an event related to Researchers use a constructivist paradigm in this study to emphasize the subjective construction of individuals towards interpersonal communication strategies of parents in supervising generation z and social media interactions in the city of Medan.

Interpersonal Communication

Interpersonal communication is communication carried out directly so that the person carrying out the communication directly receives feedback from the other person face to face, both verbally and non-verbally (Nurbani, 2019:67). The overall meaning of interpersonal communication is a process of exchanging ideas or information carried out between the communicator and the communicant face to face and is considered the most effective in changing attitudes, behaviors and opinions through oral communication and the responses that arise when the information exchange process occurs.

Family Communication Theory

The family is the first environment for children to develop and grow with how the relationships and communication within their family. Ahmadzadeh (Homayoon & Almasi, 2021) stated that the most basic quality of life in children or adolescents depends on the family and how family members communicate with each other.

The family group consists of father, mother and child. Each family member has interests and relationships that result in communication. The relationship in a family is between husband and wife, parents and children and between siblings. This study focuses on the relationship between parents and children. The quality of the relationship between parents and children can be seen from the warmth, sense of security, trust, positive affection and responsiveness.

Self-Disclosure Theory

Self-disclosure is a deliberate act of providing information about oneself to others that is believed to be true but thought that others do not yet know. Such intimate conversations can occur with partners, friends or coworkers. Self-disclosure involves Part of ourselves with others. Until finally considering some of the risks that occur when doing self-disclosure (Floyd, 2011). The need for inclusion is oriented towards the desire for recognition as someone who is capable in a condition. The need for affection is defined as the need to establish

and maintain satisfying relationships with others in relation to (to obtain) love, affection, and affection. The need for affection at its most basic position is the need to be liked, the opportunity to build close (intimate) personal relationships with other individuals. Negative affective behavior is hatred, coldness/unfamiliarity, dislike, taking emotional distance.

FOMO (Fear of Missing Out)

Social media is a medium on the internet that allows users to represent themselves or interact, collaborate, share, communicate with other users to form virtual social bonds. However, this can turn into anxiety when they check their social media and see the various excitement that their friends are doing. FOMO is a social anxiety syndrome characterized by the desire to stay connected with what other people are doing (Przybylski, 2013). As an impact of the development of technology and the internet, this syndrome has brought humans to a position of determination regarding the need for telecommunications.

People who suffer from this social anxiety disorder experience feelings of inferiority, humiliation and depression because they are afraid of being judged by others the results of a study conducted in February-May 2017 by the RSPH (Royal Society of Public Health), an independent institution for public health in the United Kingdom, England, stated that the survey stated that around 40% of social media users suffer from FOMO. FOMO has been studied in depth and published in the journal *Computers in Human Behavior* in 2013. The results of the study conducted at that time showed that sample objects under the age of 30 had the highest tendency to experience FOMO.ypothesis one and so on here.

To deal with this, one does not have to leave their social media, staying connected with people who are going through the same thing is also important, so that one does not feel alone, and in that case, it is certainly a good thing. The key is how one can shift their mindset, realizing that the phase of life is not just one size and not everything will fit each individual. The point is how one can define success and happiness well.

METHODOLOGY

Provide clear and concise versions of your methods of conducting research, population and samples, and data analysis tools.

Methodology comes from the combination of the words 'metodos' which means way, technique, or procedure, with the word 'logos' which means science. So, methodology is a science that studies certain procedures or techniques. Research methodology is a study of the regulations contained in the research method. While the method is a procedure or way of knowing something that has systematic steps (Suriasumantri, 2001:119).

The researcher argues that the phenomenological approach is the most appropriate approach to use in this study considering that the main objective of this study is to analyze the communication process between parents and their children who are generation Z to minimize FOMO, then to analyze the obstacles that occur during the process, and about how interpersonal communication strategies are carried out by parents in dealing with Generation Z. These three objectives are things that require in-depth answers with respondents. Those who

can answer these objectives are respondents who have experience with these phenomena, therefore the phenomenological approach is the most appropriate to apply in this study.

Data Collection Techniques

Researchers in determining their research samples must first collect data using certain techniques. Data collection is an activity with a procedure that greatly determines whether the research is good or not, because if data collection is not designed properly, the data obtained will not be in accordance with the research problem. Researchers should obtain data that is up-to-date and relevant to the problem to be studied (Kriyantono, 2020).

1. In-depth Interviews

In-depth interviews are a type of unstructured interview that is often also called qualitative interviews, ethnographic interviews, intensive interviews, or open interviews (Mulyana, 2020). However, the way we ask people should be different if the positions of the informants being studied are also different, for example, the president director, manager, to security officers. The selection of research subjects is of course also adjusted to the research objectives (Mulyana, 2020).

2. Observation

Observation here is defined as the activity of observing directly without a mediator to closely observe the actions taken by the research subjects related to the object to be studied (Kriyantono, 2020). In this study, researchers conducted observations by observing the lives of generation Z through social media.

3. The documentation

The documentation method model is a research model that searches for data on things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, lenger, agendas and so on (Arikunto, 2010).

Data Analysis Techniques

Data analysis in qualitative research is basically carried out before entering the field, during the field, and after the field. As expressed by Cresswell (2016), in conducting qualitative analysis, researchers are bound to a data analysis process that moves in an analytical cycle. (Sugiyono, 2018) states that qualitative analysis is carried out interactively.

Data Validity Technique

Data validity testing in qualitative research is generally known as triangulation. Triangulation is checking the level of trust and validity of data using several different data collection techniques, and/or checking several data sources with the same method, (Kholil, 2016). Triangulation techniques are divided into four types, namely triangulation as an examination technique that utilizes the use of sources, methods, investigators, and theories.

This study uses a source triangulation technique which according to Maleong (2019:330) is conducting interviews with other sources who are

considered to understand and understand the social phenomenon being studied. Triangulation in this study is Generation Z.

RESEARCH AND DISCUSSION

Parental Communication Process in Minimizing FOMO in Generation Z

The communication process is an event or activity that must be gone through by the communicator and the communicant so that a message can be conveyed. This is in accordance with the theory presented by (Wiryanto, 1997: 19) which states that the communication process begins with the communicator who delivers the message and ends with the communicant as the recipient of the message.

In this study, the subjects were parents with a focus on dealing with generation Z in minimizing the phenomenon of Fear Of Missing Out (FOMO), on social media continuously. Based on the results of in-depth interviews with researchers with key informants and triangulation informants, researchers realized that the communication process that occurred between parents and their children who were generation Z occurred without prior planning.

The interpersonal communication process created by parents towards generation Z did not begin with a particular interest, but rather the need for interpersonal relationships. The communication process just flowed. For example, what the first main informant did to his second child where interpersonal communication created between the two occurs routinely every time the child comes home from school.

Regarding the communication process carried out by parents in minimizing FOMO in Generation Z, based on the results of the interview, it is known that the process begins with the phenomenon of excessive use of social media by children, making parents worried about this behavior. Parents communicate personally with their children to provide education that not all behaviors and trends on social media must be followed because not all trends are necessarily positive. Moreover, if the trend has an impact on other people such as weakening the parents' economy.

If examined backwards, one of the causes of the FOMO phenomenon in children is because of the rift in interpersonal communication between children and parents. This is reflected in the statements of the three parents as the main informants in this study. Based on the informant's statement, this happened because it was caused by several things. Some of them stem from the nature of children who tend to be indifferent and do not care about their surroundings so that parents have difficulty communicating with their children. There are also children who initially had a close relationship in communication with their children, but were separated by distance because their children had to continue their studies in a faraway place, so that their communication became increasingly strained. Children who are far from their parents have less control so that they tend to follow their friends because of the lack of supervision from their parents towards them.

In essence, parental involvement is essential in determining a child's nature. Therefore, parents need to monitor every child's behavior before it becomes a habit that is difficult to change. In addition, closeness with children can also build

bonds so that they feel more appreciated and considered so that they never worry about unnecessary things outside.

Meanwhile, according to a statement made by a psychologist and guidance and counseling teacher as another triangulation informant, it shows a condition where many parents do not carry out their role as parents properly in educating their children. They only provide money to fulfill their children's desires where they feel that this method is the right way to educate them, but this has the opposite effect where it can make children feel like they are always lacking and afraid of being left behind when their desires are not fulfilled. On average, children who are affected by FOMO do not often communicate interpersonally with their parents and there is no monitoring from their parents, so FOMO is inherent in the lives of Generation Z children. Interpersonal communication relationships with children are something that parents need to pay attention to.

Interpersonal communication, according to Devito, is the best process and is seen as a circular process that will always change. Through the communication process between parents and children, it is hoped that it can change the behavior and actions of children. This can also minimize Fear of Missing Out (FOMO). The communication process between parents and children can also change the environment for children. The results of this study state that FOMO followed by children in supporting informants is generated from their environment which is not filtered in advance for good or bad. Social media support for FOMO in this era is also very strong and cannot be separated. Parents have an important role in creating an effective and efficient communication process with Generation Z.

Sociology literature published by the Ministry of Education and Culture in 2020 states that social interaction is factored by imitation, suggestion, identification, sympathy and motivation. Fear of missing out (FOMO) is one of the factors in the communication process and is included in the imitation factor where social actions or behavior are imitated excessively. Therefore, parents have a special communication process with generation Z to minimize FOMO. Referring to the Sociology module published by the Ministry of Education and Culture (2020), there are three types of social interaction processes in interpersonal communication carried out by parents, namely suggestion, sympathy, and motivation. Suggestion is the giving of influence or views from one party to another. In this case, parents give suggestions to children that each child has advantages in their respective fields, so that they do not always have to follow every activity carried out by others. Because people's skills and interests are different. Parents give suggestions to children that each child needs to develop their own talents without having to follow other people's wishes, just because of trends.

Then, sympathy is also given by parents to children. This is a form of equality where it can arouse children's feelings so that they feel important to their parents. By sympathizing, it means that parents care about their children, so that children feel more appreciated. Likewise with motivation, parents always provide this so that children appreciate their own abilities more without having to be afraid of being left behind by others. Motivating children to remain grateful

and always try according to their abilities can make children more principled so that they are not easily affected by the FOMO phenomenon.

Interpersonal Communication Strategy of Parents in Dealing with Generation Z to Minimize FOMO

A communication strategy is the overall planning, from building understanding, attitudes, and overall behavioral changes. The communication strategy has three goals, namely, ensuring that the message is received by the communicant. The message that has been created does not mean that it is not checked whether it reaches the communicant or whether they understand the message conveyed. Furthermore, the recipients of the message are guided so that the message that has been conveyed can be received well and understood, so that in the end it will affect the change in attitude made by the communicant.

This is in line with what was done by parents in Medan Sunggal District where there are several forms of implementation of interpersonal communication strategies that they do in order to get a change in their children who are generation Z, namely in the form of reducing the frequency of dependence on smartphones and social media which has an impact on reducing the behavior of Fear of Missing Out aka FOMO in generation Z.

Based on the results of in-depth interviews with key informants, researchers found that most of them did not have a specific strategy in implementing interpersonal communication in generation Z. As expressed by the first and third key informants who stated that they did not have a specific strategy in carrying out interpersonal communication with their children. However, he always tried to give advice to his child in order to get sympathy from the child. Sympathy is one of the factors of social interaction according to the Sociology literature published by the Ministry of Education and Culture in 2020, that interaction between people to feel interested and understand the feelings of others or work together. This is done by parents so that their words can be heard and followed by their children.

As in Santoso's research (2015) that the characteristics of generation Z are having ambitions supported by the role models they have, everything is instant, likes freedom of opinion, freedom of creativity, is proficient in digital and information technology. The results of this study state that generation Z must be followed by their will for the FOMO they get. Some informants appreciate the child's request if it is communicated well. Other informants tend to be contrary to their parents' principles, thus hampering interpersonal communication between the two.

In contrast to the second key informant who stated that he had several strategies in building interpersonal communication between himself and his child in order to reduce FOMO behavior, namely by involving children in certain events that are more social in nature. This aims to make children more aware that the virtual world does not always reflect real life and so that they do not focus too much on social media which tends to have a negative influence such as the FOMO phenomenon. In addition, parents also carry out interpersonal communication strategies by spending time on weekends with their children so that a closer bond emerges between them. Another interpersonal communication

strategy implemented by parents is through open discussion. This is related to the child's emotions.

Parents provide a reasonable understanding by inviting children to think more realistically and openly about their decisions about something, parents accompany and explain that we must be able to determine the scale of priorities. The communication strategy carried out by parents with open discussion is relevant to self-disclosure. According to Floyd (2011) self-disclosure is a deliberate action by providing information about oneself to others that is believed to be true. This is an effective communication strategy to minimize the Fear of Missing Out that occurs in Generation Z children.

Based on the communication process and interpersonal communication strategies carried out by these parents, researchers argue that indirectly parents in carrying out interpersonal communication with Generation Z are using the theory of interpersonal relationship needs proposed by William Schutz (1958) where in this theory it is explained that every human being has three interpersonal needs, namely inclusive, control, and affection.

Inclusive is an effort to create satisfying communication with a satisfying type that is different for each individual. For example, the type of social individual who is satisfied when their communication is balanced. Control is a feeling of mastering a communication pattern by leading, dominating, influencing and rebelling. While affection is something related to feelings of affection and emotion. In this case, the researcher concluded that the type of interpersonal needs between parents and their children in this study is affection, namely interpersonal needs related to feelings of affection and emotion, namely feelings of affection and emotion towards their children in order to become better people in the future.

As parents who have different generations with their children, of course they have their own challenges in dealing with changes in trends that are different from their generation. However, parents will always try to do their best so that their children do not fall into negative things that can have an impact on their future, one of which is the Fear Of Missing Out (FOMO) phenomenon.

Likewise, the parents who were informants for the study also said that they had made several efforts so that their children would not be affected by FOMO. These efforts include conducting interpersonal communication with children by providing advice that aims to make the child understand that not all new things must be followed, and we do not always have to have what other people have because the needs, economic and financial levels of each person are different. With this emotional approach, parents hope that their children can understand that developments in the era must be followed, but still maintain the existing reality. Another effort made by parents in dealing with Generation Z children who are affected by FOMO is to involve them in social matters in the real world. This will provide a new paradigm for children that apart from the virtual world, there is a real world life that is more realistic and not always perfectionist as shown on social media. That way, Generation Z will open their hearts and realize that not everything on social media is as it seems so not everything must be followed. Similarly, the fourth additional informant as a guidance counselor and

psychologist also applies several strategies that are almost similar to parents in minimizing the FOMO phenomenon that occurs in their students. However, the informant explained that the strategies applied are adjusted to the problems they encounter in each of their students.

However, in general, several strategies applied by the additional informant in minimizing FOMO include, first, directing students to divert their attention to areas of interest outside of social media. This aims to allow students to develop their respective talents without having to follow other people who may not be in accordance with their interests. Furthermore, the strategy applied by the additional informant is to have intense positive chats with students, follow their activities, and provide motivation to students who experience FOMO, provide logical directions to them so that they can think clearly that following other people who are not in accordance with our own desires will only torture ourselves because basically everyone has their own fields and interests.

Parental Obstacles in Implementing Interpersonal Communication Strategies

In practice, of course, there will be obstacles that are never expected. According to the results of the study in the previous chapter, the obstacles that occur in interpersonal communication between parents and generation Z to minimize FOMO are because the child's attitude or behavior tends to be closed to their parents, so that parents have difficulty in carrying out interpersonal communication with their children. This closed behavior is also inseparable from the influence of the relatively high intensity of social media use so that they tend to be more individualistic.

Another obstacle for parents in implementing interpersonal communication strategies is because the habit of parents who follow their children's wishes since childhood makes their personalities difficult to advise and prohibit from something. In addition, generation Z often feels oppressed when their requests are not followed by their parents, this certainly creates a dilemma for parents, when they want to teach their children a lesson, they feel guilty seeing their children showing this feeling of being oppressed, so naturally as parents they will definitely give in to their children's requests.

Another obstacle is the lack of openness between parents and children. Children tend to decide something without wanting to talk or ask permission from their parents first. This will make parents feel disappointed and disrespected, so that it can hinder interpersonal communication. Based on the obstacles from the results of this study, parents have a very large and important role in shaping the environment, actions, and communication in generation Z. Soekanto (2013) to produce social interactions, can make touching social contacts, listen to each other's opinions during communication, adapt to each other because parents and children of generation Z are different generations which means they have different characters. These social interaction requirements can provide solutions to obstacles in implementing communication strategies and minimize the Fear of missing out.

CONCLUSIONS AND RECOMMENDATIONS

Based on the findings of this study, the following conclusions were obtained:

1. The communication process of parents in generation Z in Medan Sunggal District tends to be suboptimal because they experience a strained relationship in their communication. Almost all parents in this study felt distant from their children, which was caused by several things such as the nature of children who tend to be indifferent, then the distance that separates children and parents makes their communication relationship not intense. Parents have an important role in creating an effective and efficient communication process with generation Z.
2. The interpersonal communication strategy implemented by parents is through open discussion and involving generation Z in socializing with the surrounding community.
3. The obstacles experienced by parents in minimizing FOMO in generation Z in Medan Sunggal District are resistance due to the attitude or behavior of children who tend to be closed to their parents, so that parents have difficulty in communicating interpersonally with their children. This closed behavior is also inseparable from the influence of the relatively high intensity of social media use so that they tend to be more individualistic and the influence of the generation Z friendship environment. Another obstacle is the habit of parents who follow their children's wishes since childhood, making their personalities difficult to advise and prohibit from something. After that, the lack of openness between parents and children becomes an obstacle. Children tend to decide something without wanting to talk or ask permission from their parents first.

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