

Generation Z's Communication Style on Shaping Self-Image at Sman 8 Pinrang

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Abstract

Each generation has its own characteristics, one example of a generational group is Digital Natives or often referred to as generation Z. The characteristics of generation Z is a generation that is very familiar with technology and the internet. Then this research is motivated by the communication style of generation z on shaping self-image at SMAN 8 Pinrang. In this writing, researchers use qualitative research methodology, namely with a descriptive approach, where researchers provide a description of the subject and object of research and manage and analyze qualitatively. This research is field research, where in this research the researcher makes direct observations in order to obtain accurate data about the problem in accordance with the formulation of the problem, namely (1) How is the communication style between fellow generation Z in the digital era, (2) How are the obstacles to the communication style between parents and generation Z in the digital era. Some generation z prefer to use communication styles that are trending among them for the reason that they are more slang and easier to understand. Then the communication style used by fellow generation z is assertive communication style and two-way communication style. While the communication styles used by parents in communicating with generation Z are two-way communication style, dynamic, structured communication, and weakening communication.

Keywords: Generation Z, Communication Style, Digital Era.

INTRODUCTION

Communication is a very fundamental need for a person in social life. Communication is something that happens in everyday human life. By communicating humans will achieve the same meaning that is formed based on experience and knowledge. Communication is carried out by at least two people, namely communicators and communicants. The communicator is someone who conveys a message while the communicant is someone who receives a message.

The word *communication* comes from Latin, namely *communication* which comes from the word *communis* which means making together or building togetherness between two or more people (Cangara 2016: 20). Basically, communication touches all aspects of life, even a study reveals that about 70% of human waking time is used to communicate both verbally and non-verbally. The words spoken when communicating have a certain meaning. Even the tone of voice and body language that always accompanies every word spoken still has meaning.

Similarly, with written words, humans speak and write words to express thoughts and feelings that motivate and express compassion, express anger, express a message that an order should be carried out quickly. All these combinations can be said to be "communication styles", styles that play a role in determining the boundaries of the reality of the world at hand about relationships with others about relationships with a certain concept.

One of the developments of the times that is always followed by changes in lifestyle in society is the rapid globalization in Indonesia which causes changes in all aspects of life such as information modes and communication styles. The development of the times that has an impact on the emergence of various communication styles in society causes the nation's successors to be easily influenced and have the desire to

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try new things. We always see information that every generation always has positive activities that can be used as inspiration for the next generation. (Nurhaidah: 2015)

This change in communication culture can be seen in the communication habits of the community, especially teenagers. If in the era of conventional communication, communication activities were carried out by considering and maintaining values and norms as well as social ethics using standardized Indonesian language in accordance with refined spelling (EYD). Whereas in the digital era, communication that was once full of consideration is now more relaxed and light, not always using standardized language or language in accordance with the refined spelling (EYD) of Indonesian and ignoring the values, norms and ethics of communication which results in ineffective communication.

This also happens to a group of teenagers today who have their own uniqueness. They are in a period of transition and identity search in the digital era. This reality poses a challenge for parents in their attitude towards their teenagers. Communication style is a window to understanding how the world perceives a person fully as a unique personality. According to Norton (Allen, et al: 2006) communication style can be defined as the way a person can interact in a verbal and paraverbal way to signal how the real meaning should be understood or understood. Widjaja (2000) states that communication style is influenced by the situation, not the type of person. Communication style also does not depend on the type of person but on the situation at hand. Everyone will use different communication styles when angry, happy, sad, interested and bored. In addition, communication styles can also be influenced by many factors such as dynamic communication styles and are very difficult to guess as communication culture is something relative.

According to Kopperschmidt (2000) (in Putra, 2016), a generation is a group of people who have the same year of birth, age, location and also historical experiences or events in the same individual that have a significant influence in their growth phase. The development of communication technology and digital-based information also provides challenges and implications for generations. Especially for generation Z who react quickly to everything in the life cycle, do not think long, seek entertainment so that there is an overlapping boundary between work and leisure, divided attention, no desire to understand something, lack of consequential thinking (Lasti, et al, 2000).

This shows that the development of communication and information technology provides two influences, first, it makes it easy for generation Z to find information and interact, while the second is that digital technology makes everything instantaneous so that it will trigger the selfish attitude and individuals of generation Z who will have a bad influence on the environment.

Each generation has its own characteristics, one example of a generational group is *Digital Native* or what is often referred to as generation Z. The characteristics of generation Z are a generation that is very familiar with technology and the internet because at the beginning of this birth year technology was developing. Generation Z, which is now in the vast age of students, is very familiar with technology from an early age even from elementary school age. Generation Z is a generation born and raised in the digital era with sophisticated technology. Generation Z is a generation born in the range of 1997 to 2012 when the use of technology and information was widely available (Yosi, Lasti et al, 2020: 12). Generation Z is a generation that relies heavily on technological advances in interacting (Hastini, et al., 2020). This generation is always in contact with technology and familiar with gadgets, which are preoccupied with their social media every day. Therefore, social media greatly influences this generation in communicating with communicators. In addition, Rohman et al. (2023) said that generation Z is the last generation after the Alpha generation.

According to Budiati (2018), generation can be interpreted as a social construction in which there is a group of people with the same age and historical experience. Generational differences are not only based on differences in age and year of birth, but also based on differences in thinking patterns, ways of communicating and ways of socializing. These generational differences are formed due to different socio-economic, historical, cultural and technological conditions. The different backgrounds of each generation raise many social issues that result in disharmony and social tension within the organization. Generational differences are one of the subjects that often appear in everyday life and even often become an issue that is widely discussed by the community. With the changes in globalization that affect the development of technology that occurs so rapidly

as it is today continues to encourage each generation to continue to adapt to technological developments and globalization.

One of the downsides of Generation Z is their lack of mental resilience in coping with stress and pressure. BBC reported that Generation Z may have lower mental resilience compared to previous generations due to pressures coming from social expectations, competitive schooling and constant use of social media. The tendency of behavioral deviations that interfere with the mental health of generation Z is the issue of bullying, flexing, excessive narcissism, acts of violence, and even the phenomenon of suicide among teenagers that often occurs. According to the Indonesia-National Adolescent survey in 2022, one in three adolescents in Indonesia has one mental health problem. Based on the background and problem formulation above, the research aims to find out.

To analyze the communication style between fellow generation Z in the digital era and find out what are the barriers to communication styles between Parents and generation Z in the digital era.

LITERATURE REVIEW

Based on the theory above, it can be concluded that the theory of communication style itself is a set of specialized interpersonal behavior in a particular situation.

Tubbs and Moss (2008) explain the following kinds of communication styles:

The Controlling Style

A controlling communication style characterized by a desire or intent to limit or coerce and regulate the behavior, thoughts and responses of others. People who use this style of communication are known as *one-way communicators*. Usually those who use this *controlling style of communication*, focus more on sending messages than they do on hoping for messages. They have no interest and concern to collect the message. They have no interest and concern for *feedback*, unless it is used for their personal benefit. These one-way communicators are not worried about the negative views of others, but instead seek to use authority and power to force others to conform to their views. One-way communicators also do not try to sell ideas to get the conversation going but rather explain to others what they are doing, and this style is often used to persuade others to work and act effectively.

The Equalitarian Style

An important aspect of this style of communication is the existence of a common ground. *The equalitarian style of communication* is characterized by the flow of verbal and written verbal messages that are *two-way traffic of communication*. People who use this equalitarian style of communication are people who have a high caring attitude and the ability to build good relationships with others both in a personal context and in other scopes. *The equalitarian style* will facilitate the act of communication in groups or between one another.

The Structuring Style

This structured communication style utilizes written and verbal messages to solidify orders that must be carried out. The sender of the message pays more attention to the desire to influence others. In this communication style is someone who is able to plan verbal messages to further solidify his or her goals.

The Dynamic Style

Dynamic communication styles have aggressive tendencies, because the sender understands that the environment is action-oriented. The main purpose of this communication style is aggressive communication, this aggressive communication aims to stimulate the recipient of the message to do something better. This communication style is quite effective if used in solving problems. But usually the recipient of the message does not understand what the sender means.

The Relinquishing Style

This communication style reflects more a willingness to accept suggestions, opinions or ideas of others, rather than a desire for orders, although the sender of the message has the right to give orders and control others. The intent of this communication style is for the *sender* to work together with others. Communication style is more effective, for people in a group or organization that involves many people. Because what is conveyed by the sender of the message can be accounted for.

The Withdrawal Style

If this communication style is used, it weakens the act of communication, meaning that there is no desire from people who interpret this style to communicate with others, because there are some interpersonal problems or difficulties because there are some interpersonal problems or difficulties faced by these people. This communication style can be said to be a diversion of problems. For example "I don't want to interfere with this business" this statement means that he is trying to escape responsibility, but also indicates a desire to avoid communicating with others.

Generation Z are people born in the internet generation, a generation that has enjoyed the wonders of technology after the birth of the internet, in general generation Z was born between 1997-2012, also known as the *igeneration*. A generation that is almost the same as generation Y, but has started multitasking activities, namely doing activities at one time. Activities such as posting, browsing, listening to music, are done with the virtual world at one time. This generation was born with a very complex environment that affects their views on work, learning and the world. This generation also has high technical skills, different views on the workplace, and a high command of language. In addition, Generation Z is often considered a digitally connected generation, tends to have a more inclusive outlook and has a tendency to prioritize values such as diversity, sustainability and well-being. However, generation Z is like any other generation in that it has its own set of experiences, values and characteristics.

According to Oktifa (2022) states that generation Z is more likely to like the style of communication with the virtual world or virtually using internet networks. Therefore, generation Z needs a change in their behavior in communicating so that it can be done directly or face-to-face and understand that communication does not only depend on the internet but can also be done by any method.

Schmidt (2000) says that a generation is a group of individuals who identify the group based on birth year, age, location, and events in the life of the group of individuals who have a significant influence in the growth phase. Stillman (2007) in his research said that generation Z is the latest working generation, born between 1997-2012, which is also known as the net generation or internet generation. Based on this research, generation Z is different from generation y or millennial in Stillman's (2017) book "*How the next generation is transforming the Workplace*", which explains one of the differences between gen Y and Gen Z, generation Z masters technology with more advanced, more open minded and less concerned with norms.

The increasingly easy access that makes all generation Z easily explore in the digital era is less like the process, generally less patient and prefer things that are instant (Rini & Sukanti (2016). Noordiono (2016), generation Z is a generation that has been exposed to technology and the internet as early as possible. A generation that is thirsty for technology, new technology is fresh water that must be sipped immediately in order to feel the benefits. Generation Z or better known as the digital generation grows and develops with dependence on technology and various other technological tools.

Generation Z is known as the *Igeneration* or internet generation (Wijoyo, 2000). Generation Z has different characteristics from previous generations, namely (Seemiler and Meghan Grace 2019), as follows:

Tech-savvy, appfriendly generation, as well as their daily life interests. According to David and Jonah Stilman, Gez said that generation Z is a "digital generation" that is widely knowledgeable and has a passion for information technology and various computer applications. Then David also said that the real world and the virtual world overlap and the virtual is part of their reality.

Having a social nature. Generation Z is quite sociable, they are very intense in communicating and interacting with all groups, especially with peers through social media networking sites. They assert that social media helps them feel authentic and makes them confident. Social media is not the enemy of authenticity but can provide a space for growth. For Stillman, one of the main characteristics of Generation Z is hyper-customization, the generation or customization of their own identity to be known to the world through social media.

Expressive. They tend to be tolerant of cultural differences and care deeply about the environment. Three out of four Generation Z in the United States indicate that they have friends from different backgrounds, races and beliefs.

Multitasking. Generation Z is used to multitasking. They can read, talk, watch or listen to music at the same time. They want everything to be done and run fast. They don't want things that are long-winded and convoluted.

Generation Z is quick to move from one thought/job to another (fast switcher).

Happy to share.

The short comings that occur in generation Z are as follows:

Dependence on Technology

A generation that grew up with sophisticated digital technology and became highly dependent on technology such as excessive use of social media or lack of direct interpersonal communication skills.

Lack of Emotional Resilience

Some research suggests that Generation Z may have higher levels of anxiety and stress than previous generations. This could be due to social pressures, academic demands, or uncertainty about the future. Emotional resilience and coping skills could be areas of concern.

Short Interest

Accustomed to technology that provides information quickly, Generation Z is more likely to have a short interest or lack of patience in undergoing longer processes. This can have an impact on the ability to persist in long term projects or perseverance in achieving goals.

Reliance on Social Validation

Having grown up in the digital age of social media, Generation Z may have a tendency to seek validation or recognition from others through the number of "Likes" or "Comments" on social platforms. This reliance on social validation can affect self-esteem and self-perception.

Lack of Direct Experience

Reliance on digital technology may limit hands-on experiences and engagement in real-world activities. Generation Z may be less engaged in physical activities or social interactions that involve direct contact with others.

Challenges in Concentration

In the age of information overload and distractions in the digital age, Generation Z may face difficulties in maintaining concentration and focus. This ability can affect learning deeply or completing tasks efficiently. To recognize these frequent shortcomings in generation Z would be an opportunity for growth and development. It is also important to look at the strengths and uniqueness of each member of Generation Z and provide the right support and guidance to help them overcome these challenges and reach their full potential.

METHODS

In this writing, researchers use qualitative research methodology, namely with a descriptive approach, where researchers provide a description of the subject and object of research and manage and analyze qualitatively.

This research is field research, where in this research the researcher makes direct observations in order to obtain accurate data regarding the problem in accordance with the research title.

In this study, the presence of researchers as a key instrument that functions as a data collector that cannot be represented by others because researchers must create a good relationship with data sources or informants at the research location. This must be done since seeking initial information related to the communication style of generation Z in the digital era. Obtaining accurate initial information before entering the field is mainly related to the uniqueness or special characteristics, habits, figures, problems contained in the research. Besides that the presence of the researcher as a full observer and his presence is known by all parties involved in this study.

The approach used in this research is a qualitative approach, so that in collecting research data, informants are the main consideration. Informants are people who have data and information related to the object of research who can be asked for information or information related to the object of research and are able to provide an explanation of an event to researchers when conducting interviews, namely generation Z children born in 1997-2012, and parents who have generation Z children. According to Sugiyoni (2017) purposive sampling is a technique used to determine research samples with certain criteria or considerations. In this study, researchers determined the research location of informants at SMAN 8 Pinrang by considering the criteria, namely determining the character of the sample who is considered to know best about what researchers expect or may be the authorities so that it will make it easier for researchers to explore the object/social situation being studied.

RESULTS

The history of other kingdoms in the archipelago that were always involved in wars that always brought losses and casualties in vain. It was only because of the greed of other kingdoms and their attempts to defend their rights and lands. Later, this kind of incident often struck other Bugis Makassar kingdoms as well. This also happened to the kingdom of Sawitto during the reign of La Paleteang, the fourth king of Sawitto. At that time there was a war between the kingdom of Sawitto and the kingdom of Gowa.

This war occurred because Gowa, as a large kingdom at that time, sought to control the fertile Sawitto. Gowa had used various efforts to realize its dream, but to no avail. So it took the last resort to control Sawitto, namely by way of aggression, then this war took place around 1540. Of course, this event brought deep anxiety to the Sawitto community, so that efforts to free the Sawitto king became the discussion of Sawitto kingdom traditional leaders. In a royal meeting, they agreed to send two brave men, To Lengo and To Kipa to the kingdom of Gowa to free the king of Sawitto because at the time of the war the Sawitto king Lapaleteang surrendered and was taken prisoner by the kingdom of Gowa, and thanks to the services of the two brave men the king Lapaleteang could be released and returned to Sawitto.

Upon the return of King Lapaleteang to Sawitto, many things changed in the Bugis language called Pinra including himself, pale and thin, so the community discussed and said "pinra kanani tappana addatuangta pole ri Gowa. After the addatuang heard all the talk of people who said pinra on his return from Gowa, then after arriving at the king's palace Lapaleteang said that this place was named Pinra-Pinrae. From this word pinra, the development was later influenced by the intonation and dialect of the Bugis language so that it turned into Pinrang.

There are several versions of the origin of the name Pinrang that developed in the Pinrang community itself. The *first* version says that Pinrang comes from Bugis language language, namely the word "*benrang*" which means "stagnant water" can also mean "swamps". This is because at the beginning of the opening of the Pinrang area was still a low area that was often flooded and swampy.

The second version, says that when the King of Sawitto named LaDorommeng La Paleteange, was free from exile from the kingdom of Gowa, his arrival was welcomed with joy but they were surprised because the face of the king changed and they said "*Pinra bawang ngitap pana puatta pole Gowa*", which means just change the face

of Our Lord from Gowa. After that the people called the area "*Pinra*" which means change, then gradually became Pinrang.

Then some other opinions say that the settlement of Pinrang which was once a swamp always inundated with water made the community move around looking for settlements free of stagnant water in the Bugis language called "*Pinra-Pinra Onroang*". After finding a good settlement, the place was named "*Pinra-pinra*".

Sophisticated technology has become a part of generation z's life. The use of gadgets (digital media) has become a figure that always fills their time every day. The development of such sophisticated technology has made generation z live in an instantaneous era (Hutahaen, 2021, pp. 57-58). Generation z lives and grows up in the midst of technological developments that offer a variety of sophisticated facilities (media), so that these developments also influence the personal life and communication style of generation z.

The involvement of technology in the lives of generation z has had a major and progressive impact (Dingot et., al. 2022). However, on the other hand, the use of technology in human life has had an unfavorable impact. The negative impact is that many of the current generation z experience degeneration ranging from moral decline, identity, spirituality, character, and behavior. One part of technology that is relatively much enjoyed or in demand and used by generation z today is social media.

Jean Twenge, a psychologist and author of the book "*iGen*" states that generation z is a generation that grew up and interacted in the era of smartphones and social media, they will tend to have different characteristics from previous generations. Sociologist and author Jason Dorsey says that generation z is the first generation born in the middle of the digital era, so they have a unique way of thinking and communicating. Generation z tends to prefer instant and fast experiences, and is more open to change and diversity.

Each individual or group may have a distinctive communication style or language style that may reflect social group identity, age, gender, education, or geographical environment. Communication styles can also change depending on the situation or other context of communication such as, when talking to peers, adults, or parents. By understanding communication styles, we can recognize the communication characteristics of a particular person or group and how they interact with others in various situations. This is the case with generations born in the same year (Subandowo, 2017). Lifestyle changes encourage people to become more modern, as can be witnessed by the current generation (Hidayatullah et al., 2018). Like generation Z, born in the digital era, which refers to a group of individuals born between 1997 and 2012. This generation has grown and developed in the rapidly developing digital era. They have different characteristics and experiences compared to previous generations. One of the main characteristics of generation z is their strong technological proficiency. They have grown up with constantly advancing technologies such as the internet, mobile devices, and social media. Generation z naturally has a deep understanding of digital tools and an exceptional ability to operate electronic devices.

In addition, the generation is also famous for its extraordinary multitasking because gen z can navigate digital platforms, access information quickly and communicate through various applications and social media. Gen z is also famous for its ability to multitask such as simultaneous tasks/activities like, doing schoolwork while watching videos, accessing social media.

Generation z also demonstrates capabilities with skills honed through their upbringing in an environment full of diverse and fast-paced stimuli. *First*, integrated technologies have given them unlimited access to information through mobile devices and the internet (Nusaibah, 2023), allowing them to seamlessly multitask such as responding to messages, reading news, and listening to music simultaneously. The availability of integrated technologies facilitates quick transitions between activities.

Secondly, living in a fast-paced and information-rich environment has familiarized generation z with the continuous flow of data from social media, apps and online platforms. To cope with this, they have developed effective multitasking skills. *Third*, their extensive experience and practice with technology from a young age has enabled them to engage in multiple activities simultaneously, thus contributing to the development of their multitasking agility.

Apart from Proficiency generation z also faces challenges in performing many tasks, such challenges include: a) reduced concentration; b) decreased efficiency; c) errors; d) negligence. According to (Rahmah & Khoirunnisa, 2021) said that multitasking continuously can cause stress and mental fatigue. Thus, causing excessive pressure and draining energy.

According to Ajeng Putri, Tedy Sutandy Komaruddin, 2022, said that to overcome this generation z must develop effective strategies, including setting priorities, managing time efficiently and cultivating strong focus skills. Meanwhile, according to psychology, gen z's multitasking abilities and challenges can be explained by factors such as divided attention, cognitive work capacity, distraction, transfer effects and stress (komaruddin et al., 2023).

Generation z is a generation that is very close to digital technology. Even David Bell states that generation z is the "*internet-in-its-pocket*" generation. This illustrates how familiar they are with digital technology. In fact, generation z can spend almost nine hours a day with their digital communication media.

DISCUSS

Communication Style Among Generation Z In The Digital Era SMAN 8 Pinrang

As internet technology develops so rapidly, the order of communication styles that were originally carried out formally and met in person, now communication styles are often used non-formally for gen Z circles. Communication style is the way a person can interact with verbal and non-verbal to signal how the actual meaning should be understood or understood. In addition, the communication style that gen z often uses with fellow gen z is short language such as abbreviations or popular phrases circulating on social media. Gen z also likes to use emojis and memes to convey messages more expressively.

The general characteristics of generation z's communication style based on trends use different communication styles when they are happy, sad, angry, interested or bored. Likewise, generation z communicates with their best friends, or with new people they know, they will speak with different communication styles. Generation Z in this digital era tends to be more connected and is often done through online platforms.

"Since I am the head of MPK, I have to understand all the characters of my classmates, so as much as possible I use affective language or communication styles because it makes it easier for me to mingle with my classmates".

The response from one of the informants met by researchers who used an assertive communication style. Then there are also informants who use a two-way communication style.

"To communicate with other people I prefer direct interaction or face to face, because it reduces misunderstandings and is more fun in my opinion. Moreover, it must be more exciting to communicate directly than to communicate through social media".

In contrast to some informants who prefer to communicate through their mobile phones, as said by one informant during the interview.

"I often communicate with my friends through social media. Because I rarely have free time so if there is free time I use it by communicating with social media friends or spending that free time playing social media, this also makes me more introverted".

Even some of Generation Z prefer to communicate with other generations using devices. Generation Z tends to use many abbreviations and acronyms in their conversations, especially on social media platforms. Some of the communication styles commonly found among Generation Z through social media using the current language such as *P* which means greeting or the beginning to start a conversation and according to some generation z children the word *P* means trying to find out the other person *online* or *offline*. Generation z will wait for a reply from the *P* and then start a conversation. Then, there is also the abbreviation *OTW* from the word *On The Way*, which means on the *way*. Generation z is familiar with the word *OTW* so they understand

what the other person means. *Mager*, an abbreviation of the word lazy to move, generation z can also be said to be lazy in typing to reply to their interlocutors via *Chat* so they shorten the word.

There is also the word *Santuy* which means relaxed, they are generation z children who often twist words that they think are cool. Usually, generation z children also like to reverse words or read words from behind such as *Skuy* which means *yuks* to invite the other person to travel. Then there is also the word *Gaje* which means unclear, *Kepo* which means just want to know and many other abbreviated words that are often used by Generation Z in communicating with their fellow generations. However, this of course only applies when they are communicating with each other.

But of course it is different with generation z communicating with their parents. Generation z communicating with family certainly does not use words like *P*, *OTW*, *Geje*, *YUKS*, they only use these words through social media with their peers.

Generation z often uses emoticons and emojis to express their feelings or reactions in texts or online conversations. Emoticons such as :) (☺) or :((☹) and emojis such as 🙄 or ❤ are widely used, sometimes generation z is also unaware of using the love sign or the trending "sharangeo" which means love when they want to separate or end their meeting.

Generation z tends to use a relaxed and informal communication style in everyday conversations, especially in social and digital environments. Generation z often uses slang words and expressions that are popular among their peers. Generation z tends to display creativity in their communication including creating new phrases and modifying words and combining them in unique ways.

Communication Style Barriers Between Parents And Generation Z in the Digital Age

According to Singgih 1983, parents are two different individuals who enter life together by bringing their views, opinions and daily habits. Meanwhile, the Big Indonesian Dictionary (KBBI) states that the meaning of parents is biological father and mother. So, it can be concluded that parents are fathers and mothers who are bound in marriage and are ready to have responsibilities as parents of children who are born and different individuals enter life together by bringing views, opinions and daily habits.

According to Suryo Subroto (in Ilyas., 2004) communication with parents with their children is very important for the development of the child's personality. Parental communication is very influential with their children and can stimulate good development for their children. According to Soelaiman and Shochib (2000: 17) states that a family is a group of people who live together in the same residence and each member feels an inner regulation so that there is mutual influence, mutual attention and mutual submission. Parental communication is the process of conveying information between children and parents so as to cause certain attention and effects.

According to Rahmat (2007) Communication between parents and children is said to be effective when both parties are close to each other and like each other and communication between the two is fun and there is openness so that confidence grows. Effective communication is based on openness and positive support for children so that children can accept what is conveyed by parents. Each parent has a characteristic of communication, this can be divided into verbal and non-verbal implementation of parents to children.

Husserl said that the initial stage should be done for generation Z, which is very identical to digital literacy so that to respond to this kind of thing, awareness is certainly needed as an open, international, and active requirement. The openness in question is the willingness of parents who must first realize that the time they experienced as a child was very much different from generation Z to dictate generation Z is not a solution. So that openness to accept the child's world and understand the child as a whole is the initial alternative that parents take. Intentionality is what is next needed to realize the existence of generation Z with all the sophistication that exists. The clarity of the direction of education for generation Z in the existing reality should be compiled comprehensively and holistically. The last stage to stimulate awareness for generation Z is active. A passive attitude from parents to generation Z is not the right step in responding to children. An active attitude

of seeking and providing information to him is a good alternative in order to raise awareness in children from an early age for the growth and development of further life.

In carrying out the communication process, it cannot be denied that there must be communication barriers. This can come from communicators (internal), communicants, tools or media used and the environment (external). Basically, obstacles do not only always come from the communicator because the obstacles experienced by communicants in receiving messages also result in the communication process being ineffective. Communication barriers or social companions (2018) by imam Alfi and Dedi Riyadin Saputro say that obstacles are anything that can distort messages both in terms of sending and receiving messages.

The communication style between parents and children does not always run smoothly as expected by all parents. Moreover, generation Z children are still classified as early adolescents who are still experiencing the transition of character maturation. Therefore, the role of parents is very necessary in any case. Things like this then become obstacles in conveying something to children. In this study, the barriers are categorized into two, namely internal barriers and external barriers, as follows:

Internal Barriers

Differences in the use of Technology

Parents who are unfamiliar with new technology or don't understand how Generation Z uses social media and other digital applications.

Parenting Style

The parenting style that parents can apply can also affect communication with generation z. Most parents adopt an authoritarian parenting style that may tend to limit communication and order rather than listen and interact empathetically. On the contrary, parents who apply a democratic parenting style will tend to be more open to opinions and care about their children's feelings, thus creating a more balanced communicative environment.

Personal Experience

Personal experience is also a major trigger for the lack of communication with children, because the consequences of parents' experiences in terms of education, work, and social life can affect the way they communicate with z-generation children.

Lack of Time Together

Busy lives can lead to a lack of shared time between parents and the z-generation which can hinder deep communication and empathy.

Different Communication Styles

Now generation z tends to use more casual and short language in communicating directly or on social media. Whereas parents are more likely to use formal or longer language in communication.

External Barriers

Pop Culture Influence

Generation z is often influenced by pop culture that is different from that favored by their parents. These differences in cultural preferences can make it difficult to find common ground in many areas such as communication style, education.

Social Media Pressure

Generation z is often exposed to the pressures of social media that can affect the way they communicate and interact with their parents, so this makes parents and generation z less comfortable if they talk directly and prefer to communicate through social media which results in a lack of open communication.

Peer Environment

Peers have a huge influence in the lives of the z generation, if their peer environment has different values or communication styles to their parents this can create a communication gap.

Rapid Technological Development

The rapid development of technology can make it difficult for generation z to explain to their parents about how digital works now. This makes it difficult for parents to communicate and keep up with the new trends that are emerging among generation z.

Generation Gap

The difference in age and life experience between parents and generation z can create gaps in understanding and perception of various social, cultural and technological issues.

Some of the results of informant interviews based on the communication style between parents and generation z children, especially in Pinrang, are still many who are not open with their respective families. Most of the z generation parents use the *controlling* communication style, where parents are more likely to control their will when they are communicating with their children. But not all parents met by researchers who use this communication style, there are also those who use a two-way communication style that has a caring nature towards what is currently the problem of their children.

Then it cannot be denied that with the development of the internet in the lives of parents who tend to be said to be a generation of snobs also have their own headaches in terms of communicating with their children. This can be indicated by the results of the interview of one of the parents met by *the* researcher who uses the *Withdrawal style* of communication or the communication style of weakening the communication action, which means that there is no desire from people who interpret this style to communicate with others, because there are some interpersonal problems or difficulties faced by that person.

"I am more flexible in following my child's wishes in positive matters and I never impose my wishes as a parent, and my child rarely expresses what he wants, I can say that I very rarely communicate with my child".

This weakens the communication between the two parties due to the lack of communication interaction that occurs between them, making it one of the barriers that often occurs. Generation z is accustomed to communication styles through texts, short messages, or social media while parents tend to prefer using in-person communication styles or through phone calls. In addition, differences in values, worldviews and life experiences can also influence each other. Then there are gaps in the use of language, culture, or popular references that can make effective communication between generation z and parents difficult.

The effective communication style used by all parents and generation Z children is a two-way communication style and communication that is open and understands each other. Then the dynamic communication style, where this communication style tends to be more aggressive towards an action in the environment with the aim that children are right in making decisions and do not seem rushed. *Third*, structured communication style, this communication style also includes the most effective communication style in communicating with children because this communication style provides direction to children.

CONCLUSIONS

Communication styles among generation Z at SMAN 8 Pinrang, from some generation z are more comfortable using communication styles that are trending among them on the grounds that they are more slang and easily understood by them alone if they use these communication styles. Then the communication style they use in communicating with fellow generation z is assertive communication style and two-way communication style.

Communication style barriers between parents and generation z in Pinrang, some parents use a one-way communication style with a controlling communication style. They reasoned that many parents today have difficulty recognizing and communicating with generation z. Parents often misunderstand, respond incorrectly and misguide their children. Parents often misunderstand, respond incorrectly and misguide their children. On

the other hand, Generation Z often feels that they are not understood by their parents. The result is often a weakening of communication between the two.

Based on the results of the research above, the advice that researchers can give is the generation z who now coexist with technology at SMAN 8 Pinrang. Indeed, communicating using social media is more fun than communicating face-to-face, but it will hinder interaction with friends and family in the environment. For the parents of generation z and the next generation, it is important for them to learn to understand how their children really are, what their traits and characters are and what they want, and learn to be more open with each other so that communication in the home is maintained between the two.

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