

PERSPECTIVE OF GENERASI Z FASHION AS MANIFESTATION OF SOCIAL CONSTRUCTIONISM

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ABSTRACT

This study explores Generation Z's view of fashion as a manifestation of social constructionism. This research attempts to answer questions about how Generation Z understands and responds to fashion trends and how fashion trends play a role in the social construction of their identities. The research problem studied is the role of fashion in shaping self-perception and how social views influence the acceptance and interpretation of fashion trends by Generation Z. The basic design of this study uses qualitative methods with a phenomenological approach. Data was collected through observation and distribution of questionnaires with several participants from Generation Z, who represented various social and cultural backgrounds. The collected data is then analyzed thematically to identify key trends and emerging findings. The analysis shows that Generation Z sees fashion as a means to express their identity and build a social image with community groups. Fashion for them is not only about personal style but also a form of expression of their culture and social values. The main trend found is that Generation Z tends to be more inclusive and accepting of differences in fashion, rejecting stereotypes and rigid social norms. The interpretation of the results of this study shows that fashion for Generation Z is not just a tool to follow trends, but also a form of self-expression and social identity. In addition, they tend to reject social boundaries and fight for inclusivity in fashion.

Keywords: *Fashion, Social Constructionism, Generation Z, Phenomenology*

ABSTRAK

Penelitian ini bertujuan untuk menggali pandangan Generasi Z terhadap *fashion* sebagai manifestasi dari *social constructionism*. Penelitian ini mencoba menjawab pertanyaan mengenai bagaimana Generasi Z memahami dan merespon tren *fashion* serta bagaimana tren *fashion* berperan dalam konstruksi sosial identitas mereka. Masalah penelitian yang dikaji adalah peran *fashion* dalam membentuk persepsi diri dan bagaimana pandangan sosial mempengaruhi penerimaan dan interpretasi tren *fashion* oleh Generasi Z. Desain dasar penelitian ini menggunakan metode kualitatif dengan pendekatan fenomenologi. Data dikumpulkan melalui observasi dan penyebaran angket kuesioner dengan sejumlah partisipan dari Generasi Z, yang mewakili berbagai latar belakang sosial dan budaya. Data yang terkumpul kemudian dianalisis secara tematik untuk mengidentifikasi tren utama dan temuan yang muncul. Hasil analisis menunjukkan bahwa Generasi Z melihat *fashion* sebagai sarana untuk mengekspresikan identitas mereka dan membangun citra sosial dengan kelompok masyarakat. *Fashion* bagi mereka bukan hanya tentang gaya pribadi, tetapi juga menjadi bentuk ekspresi budaya dan nilai-nilai sosial yang mereka anut. Tren utama yang ditemukan adalah bahwa Generasi Z cenderung lebih inklusif dan menerima perbedaan dalam *fashion*, menolak stereotip dan norma sosial yang kaku. Interpretasi dari hasil penelitian ini menunjukkan bahwa *fashion* bagi Generasi Z bukan sekadar alat untuk mengikuti tren, tetapi juga sebagai bentuk ekspresi diri dan identitas sosial. Selain itu, mereka memiliki kecenderungan untuk menolak batasan sosial dan memperjuangkan inklusivitas dalam *fashion*.

Kata Kunci : *Fashion, Social Constructionism, Generasi Z, Fenomonologi*

INTRODUCTION

Fashion is an important aspect of human life because it plays a role in reflecting the social and cultural identity of individuals and groups (Misbahuddin, 2018: 125); (Lisdiantini & Afandi, 2019: 10); (Rahmawati, 2020: 218). The development of fashion always changes over time and is colored by people's views on certain trends and styles (Rizqia et al., 2021: 27). Generation Z, which is a group of individuals born between 1995 and 2010, has taken center stage as an influential future consumer group in the fashion industry (Amalia & Sagita, 2019: 52); (Diantari, 2021: 2). In an era of technology and global connectedness, Generation Z's views on fashion are key in understanding the manifestation of social constructionism in today's modern era.

Previous research has explored fashion trends and preferences of consumers from various age groups. However, specific studies on Generation Z's views on fashion as a manifestation of social constructionism are limited. In the digital and social media era, generation Z has extensive access to information, influencing their perception of fashion and social construction of identity through the acceptance and interpretation of evolving trends Lubis & Ricka Handayani, 2023: 22); (Herniah Syamsudin, 2023: 84).

This research aims to make a significant contribution to the field of fashion and generation Z studies. Through a qualitative approach, this research will explore Generation Z's views on

fashion as a form of social expression and how these views reflect social constructionism. This research can provide new insights into how fashion plays a role in shaping identity and social diversity in modern society.

The role of fashion in social constructionism becomes a crucial question in the context of generation Z. How generation Z understands and responds to fashion trends and how these trends contribute to shaping the social construction of their identity is an issue that needs to be understood in depth. This study will answer these questions and highlight how generation Z interprets fashion as a manifestation of social constructionism in their daily lives.

This study aims to present an indepth research on Generation Z's view of fashion as a manifestation of social constructionism. This research will reveal the role of fashion in shaping Generation Z's social identity and how this view reflects diversity and inclusivity in today's fashion world. Thus, this article is expected to provide an important contribution to the development of the study of fashion, generation Z, and social constructionism, as well as its relevance in an increasingly globally connected modern society.

METHODS

This research will use qualitative methods, Basrowi & Suwandi (2008:2) said that researchers can recognize the subject, feel what the subject experiences in everyday life. The qualitative

approach was chosen to gain an in-depth understanding of Generation Z's perceptions and interpretations of fashion, as well as how fashion contributes to shaping the social construction of their identity. Data collection techniques through surveys (questionnaires) so as to get results about the influence of social constructionism in Generation Z's fashion point of view.

For the case study used, this research will use a survey method with a focus on the generation Z community in the city of Bandung. This research will involve direct observation, survey data, and review of the observation results. Data will be collected by questionnaire through google form. In addition, the survey results will be reviewed with reference theories regarding social constructionism theory so as to produce conclusions from the research.

The research location will be in Bandung City, West Java Province. Researchers took this location because as Simatupang, et al (2009: 3) stated that Bandung is known as a city of art whose people have high creativity, both in terms of unique fashion designs, to food creations that are always experiencing the latest developments ". So that the Generation Z community has the potential to support this research.

The application of the technique used is data collection from a questionnaire. Data collection techniques with questionnaires are techniques that use a list of questions to be responded to

by several respondents, thus providing data and information with a high level of validity (Arifin, 2012); (Prasetyo, 2012); (Makbul, 2021).

The research method will be supported by a phenomenological approach. Phenomenology comes from the Greek language, etymologically, the term phenomenon or phaenesthai, which has the meaning of bringing up, elevating, showing itself (Hasbiansyah, 2008: 166); (Nuryana et al., 2019: 20); (Sutisna, 2021: 13). The existence of symptoms is the basis so that it is a requirement in all scientific activities. To bring someone to a phenomenon, a writer needs to invite to witness a phenomenon directly or show it through a language. For Brouwer (1984) in Hasbiansyah (2008: 163) that:

"Phenomenology cannot be lost and is an absolute requirement for someone who wants to think about the basis of scientific endeavor or the basis of his own life. Furthermore, phenomenology teaches us to get used to, no longer seeing objects, but seeing phenomena".

Phenomenology becomes an attitude towards life, phenomenology teaches us to accept various information widely, without immediately judging or even punishing or evaluating based on our own preconceptions. It will be good when we communicate with the phenomena we will face. Hasbiansyah (2008: 163) says:

"We let the phenomenon 'open its mouth', tell

about itself: we ask, listen, and capture its patterns and meanings”.

So there are two important elements that become the basic study, namely, the group aspect in society and the interaction aspect between individuals.

The phenomenological method is used to analyze the social construction theory that causes influence on generation Z fashion. According to Wardi Bachtiar (2006: 140)

“Lange further reveals that to understand the social construction of a society, social scientists must reach the intelligible world, which is a place where social facts experienced by each individual are collected so that they can understand the pure consciousness of each individual which triggers social action. Such a method is used by social phenomenologists to analyze a social phenomenon”.

Steps in the phenomenological approach:

1. Concept of Sociology

The concept of sociology in the phenomenological approach is the process of determining or selecting a sociological concept that will become the main topic. In an ongoing phenomenon there are several triggers for the occurrence of circumstances and can have consequences that occur in an environment.

2. Relevance Structure

The relevance structure process is a social

phenomenon that the author will research. By ‘separating itself’ (bracketing) from the relevance structure that surrounds it (reduction).

3. Analysis

Analysis of complete data about the object under study. Sometimes at this stage phenomenologists often have differences but these differences lie only at the operational technical level.

RESULTS AND DISCUSSION

Social constructionism is a theory from the family of communication science and sociology. The theory states that a person's knowledge is a product of symbolic interaction (Nurdin, 2020: 21).

Social constructionism theory was introduced by Berger and Luckman (1966) in the book “The Social construction of Reality” which explains that humans actually have the ability to see the reality of this world as a whole (Potter, 2021: 55); (Husni & Putranto, 2022: 15). It means that humans cannot see the actual reality, but humans can only create something with “perceived reality” (Zucconi, 2011). Perceived reality is the reality that has been perceived from social construction that is built from a person’s perspective.

Through communication science, the theory of social constructionism is in line with the symbolic interactionism of Mead and Blumer (1969) which assumes that people are active to change, process, and store information only what they need culturally (Subadi, 2009: 19).

Through social constructionism, information can be studied by how the relationship between the human mind and the social context of thought arises, develops and is determined. The flow of social constructionism is also known as the social construction of reality, a theory that assumes that people share an understanding of reality and are agreed upon. This results in a shared meaning, but can continue to evolve in ongoing agreement (Noname, 2018: 3).

Social construction theory can also cause people to realize that they have established an understanding of the world based on critical majority perspectives. Social construction theory can also understand the viewpoints of different races, ethnicities, religions, politics, sexual orientation (Dharma, 2018).

In 1710, Vico in 'De Antiquissima Italarum Sapientia', expressed his philosophy by saying that only God can understand this universe. Because only he knows how to make it and what he made it from, while people can only know something that has been constructed (Firdausi et al., 2020: 288). Social constructionion gives people an understanding to think that everyday things that are considered common sense and the objective social world are also the result of the construction of human actions and interactions with one another.

Social construction interaction is closely related to the times that can affect subjective understanding

because each generation of the times has a different culture, uniqueness, characteristics (Maksum, 2016). One of the generations that has seen rapid development is Generation Z, moreover Generation Z is now influenced by technology and has almost changed the perspective of society.

Generation Z, also known as the iGeneration or internet generation, is a transitional generation from the Millennial Generation which is characterized by growing technology, even since childhood has been familiar with technology and familiar with sophisticated gadgets Zis et al., 2021: 71); (Kholis, 2021: 161); (Burhan & Asmiraty, 2022: 38 & 50); (Salsabila et al., 2022). So it has the ability to influence their daily fields including, politics, economics, religion, social, culture, and others. The influence of technology provides the development of all aspects of Generation Z's daily life, one of which is when dressing produces a unique and interesting style. The unique style of Generation Z's dressing development is also influenced by social constructionism that creates the perception of fashion. Dharma (2018: 1-2) asserts that, "Social construction of reality is defined as a social process through actions and interactions in which individuals create continuously a reality that is subjectively owned and experienced together".

Berger and Luckmann (1966), experts in the theory of social constructionism, provide an understanding that people's intuition plays an

important role in social construction so that it provides a new view of the world of fashion, although society and social intuition look very objective, but in reality everything is formed in a subjective definition by the interaction process. In adjusting their behavior to the norms of society, individuals usually look to their reference group. Reference groups are social groups that become a reference for someone (not a member of the group) to shape their personality and behavior (Dharma, 2018: 5).

So that many people apply their social constructionism in the world of fashion, they assume that social status and even the socio-economic status of society can be formed by the style of one's dress. The phenomenon of social constructionism that influences the perception of clothing styles in Generazi Z, so that some people are worried about the fashion trends they use and demand themselves to be someone else.

The results of data collection with an online questionnaire that has been distributed using google form, obtained 61 respondents who can prove some of Generation Z's fashion views as a manifestation of social constructionism. The questionnaire guide includes questions related to participants' views on fashion, their understanding of social constructionism, how fashion trends affect their social identity, and their views on inclusivity in the fashion world. Respondents are categorized into groups based on gender, age, occupation and domicile. Respondent

characteristics and respondent answers will be processed descriptively in the research.

Respondent Profile's

The results of the online questionnaire resulted in 61 respondents, consisting of two characteristics, 48 women (78.7%) and 13 men (21.3%). This shows that respondents with female gender have dominated the results of the research questionnaire.

No	Category	Amount	Percentage (%)
1	Woman	48	78,7%
2	Male	13	21,3%

Results of the Questionnaire

The data collection technique in this study used a questionnaire technique with google form. The questions totaled 13 items with respondents able to choose the answers strongly agree, agree, neutral, disagree, and strongly disagree. There are two nature of questions in the discussion of research results. First, the nature of the question refers to the freedom of respondents to provide initial views related to social construction in fashion. Second, the questions will be specific in nature which aims to find out whether Generation Z in Bandung has the influence of social construction when assessing a fashion. in the discussion of this research will discuss specific questions that refer to the meaning of social construction.

Respondent answer categories:

1. SS: Strongly Agree
2. S : Agree
3. N : Neutral
4. TS: Disagree
5. STS: Strongly Disagree **Question 1**

I think that following fashion trends is very important in my social life.

No	Category	Amount	Percentage(%)
1	SS	13	21,3%
2	S	21	34,4%
3	N	25	41%
4	TS	2	3,3%
5	STS	-	0

The results are relatively dominant, showing a neutral attitude towards fashion trends being very important in social life. Followed by the choices of agree and strongly agree, the respondent's opinion shows an agreed attitude that fashion trends are important in social life.

Question 2

Culture and social class greatly influence me in buying fashion products.

No	Category	Amount	Percentage(%)
1	SS	4	6,6%
2	S	27	44,3%
3	N	23	37,7%
4	TS	6	9,8%
5	STS	1	1,6%

Culture and social class are considered by respondents in fashion consumption. This shows that people will consider the environment even for their personal needs. However, for some respondents culture and social class are not a consideration in their fashion consumption.

Question 3

Fashion can show one's social status.

No	Category	Amount	Percentage(%)
1	SS	3	4,9%
2	S	28	45,9%
3	N	20	13,1%
4	TS	8	13,1%
5	STS	2	3,3%

The question was one of the key ones in the questionnaire. Respondents gave representative answers from each category, but the dominant answers were agree and neutral. This shows that some individuals determine their answers based on their social construct considerations.

Question 4

I feel confident when I wear brand-name clothes.

No	Category	Amount	Percentage(%)
1	SS	-	0
2	S	16	26,2
3	N	27	44,3%
4	TS	11	18%
5	STS	7	11,5%

Question 5

I think fashion is to maintain status, appearance and prestige.

No	Category	Amount	Percentage(%)
1	SS	1	1,6%
2	S	14	23%
3	N	26	42,6%
4	TS	18	29,5%
5	STS	2	3,3%

This question was one of the key questions in the questionnaire. There is an equal ratio of agree and disagree answers, indicating that each individual's answer is subjective but in some social environments, their answers or perceptions can appear objective due to the social construct of a reference group.

Question 5

I'm happy when people praise my performance.

No	Category	Amount	Percentage(%)
1	SS	9	14,8%
2	S	14	44,3%
3	N	26	34,4%
4	TS	18	6,6%
5	STS	2	0

Generation Z tends to answer in agreement with the statement that they are happy if their fashion style or appearance is praised by others. This is also one of the factors driving an individual to always follow his reference group so that he can always be accepted in the social environment.

Analysis of Questionnaire Questions

Data collection through questionnaires revealed that fashion has now become an important aspect of daily life. Fashion has become a lifestyle because the way of dressing follows fashion trends and shows one's idealism and even personality. The application of fashion is closely determined by the preferred style, personality and time span. This results in the way or application of fashion in each person can be different but will be bound by the time span that is being passed.

Ni Kadek Yuni Diantari (2021: 70) explains that fashion itself has many meanings, fashion can be defined as a style that is accepted and used by the majority of members of a group at a certain time. Groups at one time were able to provide a distinctive style in fashion trends, this is related because the habits that people went through at that time were relatively the same. The research focuses on the view of fashion in the Generation Z era.

The generation that lived in 1997-2000s and is proficient in the world of technology, ambitious and spends more time alone. Generation Z's mindset tends to be more open to change and has a distinctive innovation in developing new things.

The innovation developed by Generation Z can be found in each of their lifestyles.

Based on the results of the research, Generation Z's lifestyle is based on several factors, namely fashion trends, convenience and usability functions in supporting daily activities. There are several factors of influence from social construction that arise based on other people's perceptions of Generation Z's fashion, this can be proven in the research results that culture, social status, character become a consideration for someone's fashion in social life.

The fashion views of Generation Z reflect unique attitudes and perspectives, where fashion trends are not only considered as a form of personal expression, but also as a reflection of their social values and group identity. Here are some characteristics of Generation Z's fashion outlook:

- a. Digital Context: For Generation Z, social media and digital platforms play a central role in influencing their fashion outlook. They often seek inspiration and information on the latest trends through platforms such as Instagram, TikTok and YouTube.
- b. Conscious Fashion: Many members of Generation Z are conscious of the environmental impact of the fashion industry. This has led to an increased interest in sustainable fashion, such as fashion from eco-friendly materials and supporting companies committed to work ethics.
- c. Digital Identity: Generation Z often uses

fashion to create a digital identity, especially through social media. They share photos and content about their fashion choices to gain validation and support from their peer group.

Generation Z's fashion outlook reflects an era of advanced technology and global connectedness, where personal style and social identity are integrated in a vast digital environment. Generation Z's fashion outlook based on social construction shows how fashion and style trends function as manifestations of social construction in respondents' lives.

Conclusion

Fashion is one aspect that always follows the times. From the development of this era, it creates a generation that has different characteristics and mindsets. Generation Z in viewing fashion is influenced by several factors, namely technology, culture, and ongoing fashion trends. These factors provide an understanding of how fashion contributes to the social construction of identity and how trends and styles play a role in shaping self-perception and social affiliation. In an increasingly globally connected and technologically advanced society, this social construction becomes relevant in understanding diversity and inclusivity in Generation Z's fashion world.

The social construction of society can provide a person's consideration of fashion, because now fashion can be one of the visual communication tools to show social status and character. Of

course this can have a positive or negative impact according to the wise choice of an individual in overcoming social construction in his reference group.

In the phenomenon of social constructionism, it gives Generation Z several mindsets that give them the demand to be accepted in their reference group.

This for some individuals can give a sense of insecurity and even force themselves to be someone else in socializing. The reality is that fashion never pushes someone to be someone else, those who judge fashion from social status are only social construction or people who judge others based on an appearance. The essence of fashion is art, the result of work and sincere expression that exists in an individual.

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