



Exposure to Technology and Social Media: A Study of Generation Z's Consumerist Culture in South Jakarta

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ABSTRACT:

This study investigates the cultural phenomenon of Generation Z consumerism in South Jakarta. Generation Z is one group that is highly exposed to the influence of social media and technology in the era of globalization and technological progress. This influence impacts the way they think and behave in terms of consumption. South Jakarta, a lively and representative city, is an interesting place to find out how consumerist culture influences the daily lives of the younger generation. The method used in this writing is by observation participatory and literature study with secondary data obtained from journal search websites such as Google Scholar and Scopus. To make it easier to search for data, the author also uses the Harzing: Published or Perished application. The relevant data is then converted into RIS data via the Mendeley Application. The RIS data is then reprocessed using the Vosviewer application, which is software that displays data visualizations containing the most research articles on culture. Generation Z consumerism. In writing an article this is what readers expect can understand how this consumerist culture not only creates specific shopping patterns but also influences the outlook on life and values believed by Generation Z. With a deeper understanding of the complex interactions between technology, social media, and consumerist culture, it is hoped that this research can provide contribution to sociological literature, especially in the context of social change caused by generational dynamics amidst urban development.

Keywords: Generation Z, Consumerism, Culture, Social Media, Technology.

INTRODUCTION

Generation Z, or the newest generation, lives their daily journey which is full of challenges and dynamics in the midst of metropolitan life in South Jakarta (Akbari & Pratomo, 2021). Generation Z in South Jakarta, growing up in the technological era and swayed by the flow of digital information; they become not only witnesses but also perpetrators of the social transformation that continues to occur around them (Nurjanah et al., 2024). Many things

influenced them during this journey, including technological advances, the culture of consumerism, and the region's strong multiculturalism. In the last decade, technological developments and globalization have given rise to new cultural dynamics in society, with the main focus on Generation Z. South Jakarta, as one of the centres of urban development in Indonesia, is an interesting stage for understanding how consumerist culture shapes thought patterns and behavior, and the identity of Generation Z in everyday life.

South Jakarta is a vital component of urban life in Indonesia, offering not just the allure of modernity but also the intricate tapestry of challenges and opportunities it presents. Boasting towering shopping complexes, prestigious educational institutions, and receptiveness to diverse cultures, South Jakarta significantly shapes the identity and behaviour of its Generation Z residents. In the context of social media evolution among preceding generations, there existed no substantial variance in social media reliance between Generation Y and Generation Z in the research locale. However, disparities emerge in the choice of social media platforms utilized. Generation Y tends to favour WhatsApp and Facebook, whereas Generation Z gravitates towards WhatsApp and Instagram. Additionally, their supplementary activities differ; Generation Y leans towards online selling or shopping, while Generation Z is more inclined towards online shopping and gaming. The profound reliance on social media engenders implications for the quality of societal communication and social life (Febry & Safitri, 2021).

The Generation Z phenomenon in consumption culture includes consumer tendencies which are influenced by factors such as the desire to gain recognition from the surrounding environment, lifestyle, attractive promotions, and ease of shopping. They often differentiate between needs and wants, with wants often being the primary consideration in purchasing. Apart from that, views and trends in society, as well as technological capabilities, also influence the consumption behavior of Generation Z, who tend to be more individualistic and egocentric and want instant gratification. These things influence the way Generation Z shops, with a tendency to use social media such as TikTok as a means to fulfill their needs and desires (Sulistianti & Sugiarta, 2022).

In this context, the research aims to dig deeper into Generation Z's culture of consumerism in South Jakarta. As a Sociology PhD student who cares about social dynamics, the author answers the question of how exposure to technology and social media influences Generation Z's consumerist culture in South Jakarta.

Through an in-depth exploration of this phenomenon, the author seeks to focus attention on the complex interactions between technology, social media, and the urban environment. Furthermore, it is hoped that the understanding obtained can provide new insights regarding cultural changes and consumer behavior in contemporary urban society, as well as their implications for the development of large cities in Indonesia).

RESEARCH METHODS

This article was written using the observation method of qualitative data collection and was carried out with method do observation in a way near people or a researched group, where the researcher is involved in activity everyday people who are observed or used as research data sources. In observation, a researcher called the participant observer, that is, the writer participates in the activity group at a time to observe behaviour and interactions in the group (Colbry et al., 2014). The purpose of the method of observation is To obtain an understanding of the culture, beliefs, and practices of the group from an insider perspective. Observation participative aim For build connection with local people as method learn culture. The writer used secondary data from several journal search websites, such as Google Scholar and Scopus. Apart from that, the Harzing: Published or Perished application is used to make it easier to find journal information. Using Mendeley, relevant data is collected and converted into RIS data. Next, Vosviewer, a program that allows data visualization, was used to re-edit the RIS data to identify the most frequently discussed topics. about social media and culture consumerism.

RESULTS AND DISCUSSION

Exposure to Technology and Social Media

In the middle of the boisterous life of urban South Jakarta, Generation Z discovered that the interaction is increasingly determined by exposure to technology and social media (Cervero et al., 2017). Phenomenon This Not only creates method-unique interactions but also absorbs dynamic social connections. First of all, exposure technology has changed the method Generation Z in South Jakarta forms and maintains social connections. Generation Z, especially teenagers between ages 11 and 18, spend part of their time on social media, especially on Instagram and TikTok. They tend to become user active, often sharing content they own, and more like content from pictures and videos. Apart from that, research also shows that teenagers follow friends and their families on social media, with a sufficient amount of significant following influencers and brands. Additionally, the study results show trend generation is for becoming independent in seeking and consuming information and content on social media. This shows How generations have changed the method they interact with social media and their content. The deep context which influenced the COVID-19 pandemic also involves influencing dynamics of connection with social media (Solís & Critikián, 2022).

According to (Laila et al., 2023), social networking has influenced the life of daily public in general, who uses it part big for communication. Social media has changed become place the main thing where people share experiences, views, and moments. Instagram, Twitter and TikTok have become platforms that allow people to express themselves and their identity, form online communities, and build networking that transcends physical boundaries. Networking is considered important and has a big influence on life in the public. People consider it easy to use,

and it makes it easy to search for information and communicate with people from a distance (Laila et al., 2023).

One example case shows How exposure to technology and social media form a method of Generation Z interacting in South Jakarta through the "Foodie Influencers" trend among teenagers. A number of teenagers, Generation Z in South Jakarta, are actively involved in activities, tasting food and sharing experience culinary experiences via social media platforms, such as Instagram and YouTube. They do not only become consumer food but also create interesting content To inspire and influence followers (Martensen et al., 2018).

For example, a teenager with an Instagram account @JakartaFoodExplorer has a thousand followers. Every time I visit a restaurant or cafe in South Jakarta, I upload pictures, interesting and review the food and atmosphere. His followers, some of Generation Z, are also big and often respond with comments, asking, or even recommendations for places to Eat others.

Interaction in this "Foodie Influencers" community No only happens in cyberspace. Sometimes, they also hold direct or meet-up events at various places that are culinary popular. Although meeting the initiated via social media, the aspect of physique still becomes an integral part of experience interaction. However, challenges appear when participants meet up and are sometimes more comfortable speaking through online comments than in conversation directly. Generation Z is very familiar with the development of social media and has a level high dependency on social media use, esp applications such as WhatsApp, TikTok, YouTube, Instagram, and Facebook (Magan & Anggara, 2022). It creates dynamics where sophisticated technology facilitates the formation of community, but at a time, it gives rise to questions about social skills in the real world. Example: This reflects How exposure to technology and social media in South Jakarta can create an active and connected community while also delivering challenges in building social skills outside cyberspace.

Overall, exposure to technology and social media influence methods Generation Z interacts in South Jakarta with create dynamics more relationship open and connected digitally (Tayibnapis, 2020). However, along with that, it's important for dig impact potential to interaction social in life daily they.

Consumerism culture in South Jakarta

According to Wikipedia, consumerism is an ideology that makes somebody or a group carry out the consumption process, or use of goods, resulting in in production a way excessive without consciousness and sustainability. Purchase goods only based on whether you want or not consider need. Fulfilment of desire bigger than need is the reason the main appearance understands consumerism (Goodwin et al., 2013). Man's own wishes aren't limited, although they own the ability To fulfil them. As a result, humans always want to fulfil their wishes, although they cannot do it. Consumerism is something reasonable Because man No will Once Be satisfied with his behavior. Based on the results of the research, there are findings that modern society tends to fall into the behavior of tough consumerism . This matter aligned with Herbert Marcuse's

thoughts, illustrating modern society as a public dimension, one that is tied to cultural consumerism. Consumerism is understood as a part not inseparable from identity and style life, where prestige becomes the main pusher in pattern consumption (Ling & Segre-Reinach, 2018). The impact includes fine control, emergency control, repressive behavior, and lost thinking critical to the existing system. Apart from that, research also highlights dependence on technology and its impact on modern life, and Herbert Marcuse's views are related to consumerism as a tool to control life in man (Octaviana, 2020).

According to (Nasution & Indria, 2022), social commerce is one of the media used by Generation Z to shop online. Social media give convenience in getting information about products through reviews and rankings from consumers previously before making a purchase (Nasution & Indria, 2022). There are platforms on social media where cultural consumerism can impact economics, the environment, and social values. On another platform, Windah Basudara, on his YouTube channel, has fulfilled concepts. The main personal branding for marketing and delivering content uniquely created by him. In the current digital era, This No can, regardless of personal branding communication on social media. In communicating personal branding, it is important to choose social media that is the right target, as well as create content with differences to have a Power pull (Al Farisi & Sukendro, 2023).

For example, the results observation writer towards Nisa (23 years), who works at a South Jakarta Law Firm, Nisa and her friend's environment his office almost No Once shop at the store physique. Most of the purchased products, including clothing, accessories, and cosmetics, are carried through online e-commerce platforms. He believes that shopping online not only saves time, but it is also possible to access to various popular brands and goods (Berger, 2016). Nisa often looks for reviews and recommendations on social media every time he is looking for a new product. The decision To try a product is often influenced by the influencers he follows on Instagram. For example, after seeing digital celebrity reviews, Nisa tried a skincare brand and finally entered it into her treatment. Social media marketing own influence positive to image brand, image brand influential positive to intention buy Generation Z, and social media marketing has too influence positive to intention buy Generation Z with mediation image brand. This study describes the importance of responsive and effective social media management in influencing perception and intention to buy Generation Z against a brand. The existence of networking in promotion also influences behaviour purchases in Generation Z (Suwarsih et al., 2021).

Then there are also roles the online communities formed by Generation Z are not only become places to share information but also strengthen cultural consumerism (Priporas et al., 2017). Through discussion, exchange of experiences, and recommendations, the community strengthens the desire to try and have the product and strengthens the identity group based on the preferences of consumers. Values consumptive Generation Z in South Jakarta experienced a striking shift. They more tend to evaluate experience and ownership of material as an integral part of happiness and success. The concept of "FOMO" (Fear of Missing Out) is gaining ground

push. They Are involved in trend consumption. They use guard connectedness socially and status in the environment.

Thus, exposure to technology and social media Not only creates change in pattern consumption but also shapes the style, life, values, and structure of Generation Z urban environment in South Jakarta concrete. Phenomenon This has become an interesting subject . For analysis, more carry-on in context change is continuous social development in urban areas. In South Jakarta, which is part of developing urban areas rapidly growing in Indonesia, cultural consumerism has a concrete impact on the values held by Generation Z in aspect life daily they. The following is impact concretely according to the observation writer:

1. Change pattern purchase: Generation Z in South Jakarta has shown an interest in technology and social media. Compared to the previous generation, which likes to shop at physical stores, they tend to purchase online via e-commerce and social media applications. This phenomenon shows that adapting to enabling technology makes online shopping more fun.
2. Influence Social Media Content: content on social media, such as review products, style tutorials, and endorsements by digital celebrities , makes Generation Z more interested in buying uploaded items or suggested by influencers you follow. This causes a continuous cycle continues in trend consumers.
3. Role of Online Community: Generation Z makes online communities that don't only share information but also constructive cultural consumerism. Through discussion, exchange of experiences, and recommendations, the community Pushes the desire To try new products and buy product new ones, strengthening the identity group based on the preferences of consumers.
4. Shifting Consumer Values: values consumptive Generation Z in South Jakarta experienced a striking shift. They are more tend to evaluate experience and ownership of material as an integral part of happiness and success. The concept of "FOMO" (Fear of Missing Out) is gaining ground push. They Are involved in trend consumption. They use guard connectedness socially and status in the environment.
5. As Culture in the Urban Environment: Culture consumerism Generation Z has a significant influence on the environment of the city of South Jakarta. Shopping centers, with their contemporary and central style of life, have become more dominant, creating change in the city's spatial planning. Developing commercial areas fast reflects the request for continued consumption growth from this generation.

Thus, exposure to technology and social media Not only creates change in pattern consumption but also shapes the style, life, values, and structure of Generation Z urban environment in South Jakarta concrete (Akbari & Pratomo, 2021). The importance of a literacy economy for somebody is to reduce behavior-impactful consumption. Literacy, finance, and digital awareness can influence the behaviour of the consumptive public. Factors including suitability literacy economy with condition finances, income, and the influence of social media

have been identified as factors important in understanding the behaviour of consumers (Aditya, 2023). Phenomenon This has become an interesting subject. For analysis, more carry-on in context culture continued consumerism developing in urban areas.

CONCLUSION

Consumerism, with exposure to progress technology, especially through social media, creates pressure To follow a standard style of life and appearance. Generation Z in South Jakarta has a pattern of consumerism coloured by information instant and fast growing trends , which produces an environment where values consumption becomes part of social identity. Of course, with a deep effort to maintain lifestyle consumerism, this generation faces a number of necessary challenges that have been recognized and resolved.

Although the study Does not in a way discuss mental health, a culture full of consumerism with pressure and expectations can impact the mental health of generations. So, it's important To see the impact of trend consumptive and encouraging reflection critical about espoused values of Generation Z in South Jakarta. This conclusion emphasizes the importance of understanding in a way holistic influence of technology and social media on culture consumerism among Generation Z, including implications potential in dimensions of well-being.

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