

THE IMPACT OF DIFFERENCES BETWEEN MILLENNIAL GENERATION AND GENERATION Z ON COMMUNICATION PATTERNS AT MADRASA ALI IMRON

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Abstract. This study seeks to determine the effect of generational differences between millennials and generation Z on Madrasa Ali Imron's communication patterns. The research procedure employed is qualitative and descriptive in nature. On the basis of observations and interviews, it has been determined that there are disparities in the communication styles of the two generations due to the increasing sophistication of technology. Thus, communication patterns with multiple directions entice students to interact in cyberspace until they become addicted and directly affect student interactions. The influence of differences in communication patterns is the occurrence of discommunication, which results in students not comprehending the message conveyed, and the occurrence of discommunication, such as misunderstandings when receiving messages.

Keywords: millennial generation; generation z; communication patterns

I. INTRODUCTION

Generation Z, which followed the millennial generation, consists of those born between 2001 and 2010. Generation Z is also referred to as the natives of the digital age because they were born into a digital world with complete technology, including mobile phones, gaming devices, and the internet [1]. Consequently, this generation tends to spend their free time surfing the Internet and playing online games, rather than venturing outside to play. This generational shift occurs as a result of the accelerated advancement of global technology [2]. Generation Z has a close relationship with technology, the need to rely on the internet in the social world, education, and knowledge of something that makes it challenging for them to communicate in real life [3]. Researchers observed a communication disturbance while observing the issue of changes in communication behaviour between the millennial generation and generation Z in the field. This is impacted by the growth of industry 4.0. Generation Z is more likely to communicate with friends in their social media groups than with those who are physically next to them, as a consequence of their increasing reliance on technology. It appears that interactions and joking mirth with peers are diminishing [4]. Whether we like it or not, industrial life 4.0 has altered the influence of technology-based communication products on social connectivity. Based on data acquired from the Padang Ekspres newspaper on Tuesday, 05 November 2019. Professor's writings. According to Nursyirwan Effendi, technological communication has altered social connections.

Non-interactive behaviour in face-to-face communication at the Ali Imron Madrasa school is the change that appears startling and threatens the existing social culture.

The phenomenon of communication appears to have shifted from face-to-face to virtual (virtual) world as the trend. Have a propensity for playing online games rather than interacting directly with peers, as they are more interested in technology than social interaction. This slowly erodes children's social skills, and it is anticipated that this will lead to inverted behaviour. Students are typically negatively affected by the fluctuating currents of social culture they encounter. This is a result of the pervasive development and use of ever-more-advanced technology, which gave rise to Generation Z, which has a mindset that tends to desire instant gratification [5].

It is essential to study the phenomenon of changes in millennial and generation Z communication patterns at Madrasa Ali Imron because there are shifts in communication behaviour that result in new approaches to direct communication. Observing the effects of the sustainability of phenomena that tend to rely on technology or devices, leading to antipathy in social life, decreased mutual respect, and student self-harm. Based on the explanation above, the authors put forward a question that forms the background of the problem, namely: What is the impact of the differences between the millennial and Z generations on communication patterns at the Ali Imron Madrasa?

Communication pattern is the method or form of interaction used in the communication process; in each communication pattern, there is a process of sending the message (communicator), the message being conveyed, the communicant, and the response or feedback from the communicant. (Adhypoetra & Putri [6]). Joseph A Devito is a communications professor who has written many books on communication topics. According to Devito [6], there are four different communication patterns, namely;

1. Interpersonal Communication: communication between two or more people who interact indirectly and directly. This pattern involves exchanging messages through verbal and nonverbal language [7] [8].
2. Group Communication: this pattern involves three or more people who interact with each other to achieve a common goal. Group communication involves social dynamics, such as influence and roles, as well as various strategies for achieving common goals.
3. Organizational Communication : this pattern involves communication interactions that occur within organizations or companies, where individuals or groups communicate with the aim of achieving organizational goals [9].
4. Mass Communication: this pattern involves communication that involves many people simultaneously, such as through mass media. Messages in mass communication are sent by a single source and directed at a wide audience [10].

According to Devito, these four communication patterns influence one another and are interconnected. It is crucial to comprehend this communication pattern in order to communicate effectively in a variety of situations (Saputra [11]). In addition, according to Devito [6] there are five forms of communication patterns that are often used to communicate in groups, namely:

1. Wheel Pattern (*Wheel*)

Wheel communication patterns or central communication models, is an approach that describes how messages or information move between individuals or members in a group or team.

2. Continuous / Chain Pattern (*Chain*)

linear communication model, is an approach that describes the linear flow of messages or information from one individual to the next in a group or organization. This model describes communication as a chain consisting of a sender, a receiver, and a number of people between them.

3. Circle Pattern

The circle communication pattern is a communication pattern that is built like a continuous pattern but is closed. That is, the sender of the message will evaluate the results and implications of the first message he sent from the last person who received the message.

4. Overall Pattern (*All Channel*)

The overall pattern or called *all channels*, is a communication pattern in which all members and leaders have the same opportunity to convey messages or information as a form of communication. This pattern of communication usually occurs during meetings, discussions, or in a participatory group.

In recent years, the definition of generation has evolved, one of which is Kopperschmidt's (2000) definition, which states that a generation is a group of individuals who identify their group based on the similarity of year of birth, age, location, and life events that have a significant influence on their growth phase. The fundamental understanding of generational grouping is based on the premise that generations are a collection of individuals whose life stages are influenced

by historical events and cultural phenomena. These occurrences and occurrences contribute to the formation of collective memories that influence their lives. Therefore, historical events, social and cultural influences, as well as other factors, will influence the development of individual behaviour, values, and personality. Several research results consistently compare differences in generations, with samples ranging from the 1950s to the early 2000s, showing differences in the characteristics of the 3 generational groups, namely the baby boomers generation, generation X and generation Y (Millennials), Generation X is the generation that was born in the early years of technological and information developments such as the use of computers, video games, cable television, and the internet. The characteristics of this generation are: being able to adapt, being able to accept change well and being called a tough generation, having an independent and loyal character, prioritizing image, fame and money, the type of hard worker, calculating the contribution that the company has made to the results work.

Generation Y is also referred to as the millennial generation. In August 1993, the term Y generation first appeared in prominent US newspaper editorials. This generation makes extensive use of immediate communication technologies such as e-mail, SMS, instant messaging, and social networking sites like Facebook and Twitter. In other terms, the Y generation was raised during the internet era boom. Further revealing the characteristics of the Y generation are: the characteristics of each individual vary depending on where he grew up and the economic and social strata of his family, the pattern of communication is very open compared to previous generations, the users of social media are fanatical and their lives are greatly affected by technological advancements, and they are more receptive to political and economic views, so that they are viewed as being very reactive to their environment. The difference in visible communication between the millennial generation and generation Z is in the expressions of interaction. The reason is that the millennial generation starts life as a digital generation slowly. This means that the millennial generation are people who are learning digitalization. In general, the interaction between teachers and the millennial generation is massive because teachers and students from the millennial generation are both generations who started living digitally. Meanwhile, the Z generation is a generation that was born when the digital era became more sophisticated, so it tends to place more importance on gadgets in filling their daily time. As a result, generation Z is a little difficult in terms of direct interaction because of this habit.

II. RESEARCH METHODS

This study uses a descriptive qualitative research method. Using a type of field study, this type of study collects data in the field from agencies, communities, community organizations, and educational institutions [12]. Qualitative research methods are methods that are carried out in natural settings, because previously this method was often used in research in the field of cultural anthropology, namely

qualitative because the data and analysis carried out were qualitative in nature [13]. Qualitative research aims to study phenomena related to the experience of the object of research, such as a person's actions, cognition, motivation, and behavior holistically and uses various natural methods in certain natural contexts through explanations in words and language [14]. The research location took place at the Ali Imron School, Jl. Letda Sujono, Bandar Selamat Village, Medan Tembung District. The time for conducting the research is carried out in the span of May 2023. Sources of data used in this study are primary data and secondary data. Primary data is data obtained directly from informants through the interview stage and is the main information that is directly related to the subject matter of the research. Informants in the study consisted of Ahmad Fauzi as the Principal of the Ali Imron School, Ms. Halimatusa'diyah as the Ali Imron School Foundation, and Choitun Nisa as the permanent teacher of the Ali Imron School. Efforts to collect secondary data in this study were obtained from references to literature and records or documents, books, reference journals, thesis results, magazines, documents, or internet site sources and previous research that were considered relevant or appropriate (Hardani, Nur Hikmatul Auliyah, Helmina [15]).

According to [13] data collection techniques are the most strategic techniques in research, because the main purpose of research is to find and collect data. Data collection techniques used are in-depth interviews, observation and documentation.

III. RESULTS AND DISCUSSION

The school is a formal educational institution designed to teach and educate students of varying grade levels. The primary purpose of the school is to provide formal education and prepare students to acquire the necessary knowledge, skills, and understanding for their daily and future lives. As a result of differences in culture, technology, and way of life, various generations frequently exhibit distinct communication styles in school settings. Based on the outcomes of the conducted interviews, the researchers discovered the following general differences in communication styles between generations at Ali Imron School:

1. Baby Boomer Generation (born 1946-1964)
 - a. More likely to rely on face-to-face communication and direct verbal communication.
 - b. Less familiar with digital technology and social media.
 - c. Prioritizing formal communication between teachers and students.
2. Generation X (born 1970-1980)
 - a. Get to know computer technology and mobile phones.
 - b. Be more open to using email and text messages as a form of communication.
 - c. More independent in seeking information using external sources such as books and libraries.

3. Generation Y or Millennials (born 1997 to date)
 - a. Growing up with the development of digital technology such as the internet, social media, and instant messaging.
 - b. Rely more on digital communications such as email, text messages, and social media.
 - c. Looking for information online and familiar with fast access to information via the internet.

These variations in communication styles can impact how students interact with their peers, instructors, and school personnel. Educators and school personnel must be aware of these differences and adapt their communication strategies to ensure that all generations receive messages effectively.

Changes in Millennial and Gen Z Communication Patterns

According to the informants' communication experiences with millennials and generation Z, there are indeed fundamental changes. According to the findings of interviews with Madrasa Ali Imron teachers, interactions during the teaching and learning process and during free time altered. This can be observed in the communication patterns between the millennial generation and generation Z. The presence of communicators, communicants, and the interchange of information between them demonstrate that the millennial generation has a wheeled communication pattern, as revealed by informants. According to informants, in the past humans relied more on face-to-face communication in conveying messages to communicants in social life. This happened because the minds and attention of the students were not diverted to gadgets and the internet so that the teacher completely took over to get massive interactions. Whereas in generation Z, where the interaction patterns are multidirectional, it is what causes children to be enthusiastic about engaging in social media as their daily social interaction activity. Thus, informants saw differences in the attitudes and communication of Generation Z, which tended to act separately. This is the difference between the millennial generation which has a wheel communication pattern and the Z generation which has a secondary communication pattern.

Communication Process from Active to Passive

According to the results of interviews, millennial communication and Generation Z used to be active in communication. This dependence on technology and the internet has altered the millennial generation's communication pattern from a wheel pattern to a secondary pattern. This is evident from the teacher's erratic response, as the other person is often preoccupied and focused on their electronic devices, leaving the communicator neglected. Generational differences that occur during the development of an era have an impact on human existence, as a result of the transfer of culture and habits between generations. Before the internet, the millennial and Gen Z generations were active communicators; however, with the current developments, they have become passive. This is due to the millennial generation's increased reliance on the internet, which has altered their communication habits. Based on the findings of Choitun Nisa's interviews, this occurred due to a delay in

the communication between the communicator and communicant. This occurs because the other individual is preoccupied or fixated on his mobile, causing the other individual to be neglected. After the advent of the internet, there has been a change in the behaviour of millennials and generation Z, who have become more passive. Because they care about each other's handsets, the behaviour of Generation Z is deemed indifferent to life around them. Changes in communication behaviour that pay less attention to the communicator have the potential to lead to misunderstandings and impede the growth and development of students. In addition, the Internet has spawned a new culture that is indifferent to its surroundings, resulting in a decline in face-to-face communication. According to the findings of the conducted interviews, this indifference stemmed from their exclusive focus on their respective handsets. This shift in behaviour induces alterations in communication patterns that result in information delays and misunderstandings during the process of receiving information. The generational shift in communication has an effect on the lack of concentration in communication activities, leading to a breakdown in communication. Interpersonal communication between individuals is impeded by the use of mobile phones. Observations and in-depth interviews with research informants led researchers to the conclusion that these obstacles exist. Due to the phenomenon that occurs when someone in the communication elements uses a cellphone, face-to-face communication no longer occurs as frequently as it did in the time of Generation Z, which used cellphones sparingly.

Based on this, the teacher and school are attempting to remind parents and guardians to prevent their children from bringing electronic devices to school. This is intended to prevent children from becoming so reliant on electronic devices that they neglect face-to-face social interactions. In addition, Ali Imron, a Madrasa teacher, would confiscate his pupils' mobile phones if they brought them to class and return them after the teaching and learning process was complete.

IV. CONCLUSION

On the basis of the research conducted, it is evident that the communication patterns of millennials and generation Z differ from wheel communication patterns to secondary communication patterns. This is due to the fact that students are more interested in technology than in interpersonal interactions. Before the internet, Generation Z and millennials exhibited interactive behaviour. The occurrence of cultural changes in terms of interaction creates communication barriers that increase the likelihood of miscommunication and misunderstanding; consequently, face-to-face communication is reduced. The Madrasa Ali Imron school's solution for overcoming these communication barriers is to punish students who are discovered carrying cellphones while studying, as well as to give parents of students the understanding to always limit and caution their children. The use of cellphones and the internet must be governed by

oneself and guardians in terms of limiting their usage according to necessity. There is evidence from the new media theory that technological advancements cause changes in human behaviour, so it is crucial for schools to pay attention to each generation.

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