



STRAWBERRY GENERATION COMMUNICATION TRANSFORMATION "OFFLINE AND ONLINE"

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Abstract

Generally, the strawberry generation such as students prefer to mention negative words when communicating with other people's friends. *The* purpose of this research is to find out the transformation of strawberry generation communication both *offline* and *online*. Qualitative research method with *purposive* informant retrieval technique. Data collection techniques are *in-depth interviewing* and direct observation. For analysis techniques using Data Reduction, Data Presentation and *Conclusion Drawing / Verification*.

The results showed that the strawberry generation's communication transformations such as students tend to be latent by showing negative words that are considered cool such as *anjay*, *anjir*, *bjir*, *crazy*, and others. The message is intended to call someone, praise certain things and get angry at a situation. This is used to show self-existence that they are able to adapt to the sentences that many other people use on social media and direct communication. Furthermore, other behavioral transformations shown by the strawberry generation such as students are related to the lifestyle of vacationing, culinary, *make up*, listening to music, having *gadgets*, *fashion* and gathering in a place such as a *cafe* just to spend time with less communication intensity because they use more social media on *smartphones*. The activities carried out are then *uploaded* on social media accounts as a form of self-existence in the hope of getting praise or just replying to comments from netizens.

Keywords: *Communication Transformation, Strawberry Generation, Students*





Abstrak

Umumnya generasi stroberi seperti mahasiswa lebih suka menyebutkan kata-kata negatif saat berkomunikasi dengan teman orang lain. Tujuan penelitian ini yaitu untuk mengetahui transformasi komunikasi generasi stroberi baik secara *offline* dan *online*.

Metode penelitian kualitatif dengan teknik pengambilan informan menggunakan *purposive*. Teknik pengumpulan data ialah wawancara mendalam (*Indepth Interviewing*) dan observasi langsung. Untuk teknik analisis menggunakan Reduksi Data, Penyajian Data dan *Conlusion Drawing/Verifikasi*.

Hasil penelitian menunjukkan bahwa setiap generasi memiliki cirinya tersendiri dalam berperilaku. Mahasiswa sebagai generasi stroberi, saat ini menunjukkan tranformasi komunikasi yang berbeda baik secara online dan offline. Transformasi tersebut berkaitan dengan pemahaman dalam penggunaan pesan yang menganggap bahwa kata-kata *anjay*, *anjir*, *bjir*, gila, dan lain-lain merupakan pesan yang dilazimkan untuk diucapkan kepada siapapun dan terkadang tidak memandang usia. Mereka menyamaratakan ucapan dengan teman sebaya dan orang yang lebih tua. Selanjutnya, transformasi komunikasi dalam hal perilaku lainnya yang diperlihatkan oleh generasi stroberi berkaitan dengan gaya hidup berlibur, kuliner, *make up*, mendengarkan musik, memiliki *gadget*, *fashion* dan berkumpul dalam suatu tempat seperti *cafe* hanya untuk menghabiskan waktu dengan intensitas komunikasi yang kurang karena lebih banyak menggunakan media sosial di *smartphone*. Kegiatan yang dilakukan tersebut, kemudian diupload di akun media sosial sebagai bentuk dari eksistensi diri dengan harapan mendapatkan pujian atau sekedar saling membalas komentar dari para netizen.

Kata Kunci: Tranfromasi Komunikasi, Generasi Stroberi, Mahasiswa

Introduction

The development of the times that occur in the world, causing humans to experience changes in behavior, especially in communicating both in writing, in the form of photos, videos and through live broadcasts if using social media. These changes certainly do not just happen, many factors cause such as the development of communication technology that can make other people become addicted and continue to use it. The internet is part of communication technology that can make it easier for humans to complete work or be used only as entertainment material because there are many features, especially in the use of social media.





When looking at previous generations, such as the *baby boomers generation* who were not exposed to technological developments such as the internet, of course, they have different communication behaviors from today's children who were born and raised by parents with such intense internet use that it causes addiction if not handled properly. A simple thing that happens in social life in general is that to prevent toddlers from crying, not playing outside the home, and others. Parents allow their children to use *smartphones* with a very long duration of time even up to hours to be able to watch *YouTube*, play *games* and so on. This will certainly become a habit for children until they are teenagers as it always happens among students today that the internet such as the use of social media has become a primary need.

Students are the next generation of the nation who are very creative and innovative but have a mentality that is not strong enough (fragile) if they experience a life problem. Rahayu and Ratih (2023) explained that current students do not have a *survival* spirit, easily give up, despair, weak physical condition, easily carried away by feelings and have low competitiveness because they do not like the process. Students who live in the current digital era fall into the category of the strawberry generation, which is beautiful on the outside but easily fragile and destroyed when stepped on (Aulia et al., 2022). Mentally, the strawberry generation is not strong enough to face a life problem, because in their minds they only want pleasure, convenience and a life full of joy with other people such as friends and family. However, they forget that to be able to get a better life, everyone will experience various social problems, such as disagreements and criticism conveyed by others. The phenomenon of these life problems makes the strawberry generation unable to overcome them, because they have a fragile mentality and are easily angered. This is as stated by Kasali (2017) that the strawberry generation that has been exposed to the internet is the nation's successor who has creative ideas but easily gives up and gets hurt.

The internet in the digital era has become the closest friend and primary need for the





strawberry generation because it can make it easier for them to find various kinds of information that are informative, educational and entertaining. However, what should be a concern is that the ease of accessing information is not only used for positive things, they are more comfortable and survive on negative things such as spreading hoaxes, and the worst is showing photos and videos to the public through social media accounts such as bullying, fighting, drinking alcohol and easily latched onto the use of negative words such as *anjay*, *anjir*, *devil*, *pig*, and so on. This proves that there has been a shift in communication ethics in the strawberry generation, especially on social media. They feel comfortable with such behaviour that can actually lead to the brink of destruction. Those referred to in this case are the strawberry generation who have a creative level but a weak mentality in facing life's challenges. Basically, the strawberry generation looks good from the outside but is very vulnerable when pressed, (Fadli, 2023).

The strawberry generation has a character that easily gives up, has low fighting power, is easily discouraged and physically weak (S. Aulia., 2022). This generation arises due to the parenting of parents who spoil their children more and do not accustom their children to challenges. According to Musyorafah, et al (2023) that the strawberry generation is stuck in a comfort zone such as in the use of negative words, lacking a sense of responsibility, giving up easily and being unrealistic because they only want pleasure without following the process. This happens due to excessive internet usage from childhood to adolescence. As a result, they are exposed and addicted which causes the strawberry generation to experience communication transformation such as the use of negative messages. Edwan, et al (2023) explained that the current generation has ethical standards for communicating with peers, such as the use of the words *anjay*, *anjir*, mentioning animal names, genitals, demons, stress, mentioning parents' names and others that are considered normal. But basically it is very concerning and can damage social harmony when interacting in the community environment both *offline* and *online* (social media). Changes in communication in the use of messages





are part of the transformation of messages that were originally unusual to use negative words, but now it has turned into a common thing and is considered not to violate ethics when talking to anyone.

The occurrence of communication transformation by the strawberry generation, in this case students, can be seen from the habitual pattern of using social media which causes them to be exposed to negative messages, without filtering, and absorbing all available information, recur towards the use of *trending* messages to be called slang as a form of self-existence. Furthermore, related to mental fragility, the strawberry generation often writes the word *healing in captions* on social media. Though if analyse that *healing is* only intended for people who experience psychological disorders or trauma, it is also called mental self-healing. Why is the mentality of the strawberry generation like students easily disturbed? This is due to poor communication transformation and not being able to respect others, especially in students when interacting with lecturers who were born as *baby boomers*, so it is not surprising that students often get sanctions in the form of additional coursework and are scolded for being unethical which ultimately makes students feel mentally depressed. Even though what is given and conveyed by the lecturer has a good purpose for a good future as well.

Literature Review

Communication Ethics

Axiologically, ethics in communication is expected to be able to find the right ethical standards used in communicating through social media. Communication ethics will try to find what ethical standards should be used by communicators in assessing between the technique, content and purpose of communication. Communication ethics will certainly talk also about the delivery of language. Symbols, language, or verbal messages are all types of symbols that use one or more words. Language can also be considered as a verbal code system (Mulyana, 2014). The nature and role of ethics in communication, namely: The process of conveying





messages from communicators to communicants with intent and meaning. This means that in conveying the message there needs to be ethics or rules. This is so that the communication message to be conveyed has the same meaning from both the communicator and the communicant (Mannan, 2019).

Behavioral Theory

Attribution theory by Fritz Heider in Madiistriyatno and Dudung (2019) is a theory that refers to how a person explains the causes of the behavior of others or himself due to internal parties such as nature, character, attitude, and others. As for the external, for example, the pressure of certain situations or circumstances that will influence individual behavior in his life, a person will form ideas about other people and situations around him that cause a person's behavior in social perceptions called *dispositional attributions* and *situational attributions* (Luthans: 2012). *Dispositional attributions* or internal causes refer to aspects of individual behavior that exist within a person such as personality, self-perception, ability and motivation while *situational attributions* or external causes refer to the surrounding environment that can influence behavior such as social conditions, social values, and community views. in other words, every action or idea that will be carried out by a person or is influenced by internal factors and external factors of the individual.

Strawberry Generation

Generation Z is one of the generations that is very attached to technology and the internet. This generation has a different way of thinking and dealing with life. So they are often associated with the Strawberry generation, Generation Z can be associated with the Strawberry generation because they have a very soft mentality when facing pressure from life, therefore they are associated with strawberries which are strawberries that are very easily destroyed if they get pressure. There are various ways that can be done so that they do not become a





strawberry generation, including parenting, giving trust when they want to explore the outside world and not spoiling them when they are young.

Generation Z is also often associated with the Strawberry generation where generation Z now has a mentality that is not strong and tends to give up easily when doing something. Generation Z is called the strawberry generation at first because they have self-diagnosis, spoiled upbringing from parents and some labelling from their families or parents that sometimes have negative things and they also happen to be born in an era of rapid technological growth (Hia et al., 2023). So Generation Z is a generation that can be considered soft in various ways, especially in the field of work because they are very easy to give up and easily baper when responding to the pressure of their work. Generation Z according to Renald Khasali (2017) is a generation of digital natives where he says this generation is a child born after technology. So it can be concluded that the strawberry generation is a generation that is technologically literate and good at using technology. So this generation is very smart nowadays even though they don't need to learn to know new things and just use their smartphones to access everything they want to know.

On social media, the strawberry generation displays a consumptive lifestyle by relying on their fragility. For example, in the caption on Instagram that writes healing after the exam. Whereas literally based on the Psychology Lab article (Musyorofah, et al, 2023), *self healing* can be defined as activities or behaviors that aim to heal themselves. Meanwhile, if we look from the scientific field, *self healing is* defined as a healing process that is driven or motivated by oneself and is usually caused by psychological disorders or trauma.

Research Methods

This research uses a qualitative method. Bogdan and Tahlor explained that qualitative is a method that describes the results of research findings in the form of words arranged in writing or in the form of writing from people based on observation (Murdiyanto, 2020). In this case,





researchers try to describe matters related to the transformation of strawberry generation communication such as among students. The research subjects amounted to 8 students. The data collection technique consists of observation, which according to Soemitro in Subagyo (2011) is a form of systematic observation of social phenomena with a focus on psychological symptoms. The aim is to record data regarding the transformation of the strawberry generation as in college students. Furthermore, in-depth interviews are also used which are related to recording the outlines of the problems that will be asked to the informants (A. Muri, 2014). The data analysis technique used is according to Miles and Huberman cited by Subagyo (2011) that consists of three streams of activities that occur simultaneously, namely: data reduction, data presentation, and conclusion drawing/verification.

Results and Discussion

Strawberry generation is the latest term aimed at the next generation of the nation such as students. This term explains that like strawberries, they are beautiful to the eye but fragile when pressed (Rachel, 2016). This is the description of the behaviour of students who are referred to as the strawberry generation. Changes in behaviour that are very different from previous generations, such as *baby boomers*, make the strawberry generation often show behaviour that can violate social norms, especially with regard to ethics in the community. According to Fauzi and Fatin (2023), *strawberry generation* occurs due to parenting in education and raising their children. Fadli (2023) explains that the presence of parents, especially a father figure, must be able to have the character of a role model, be democratic and dialogue in solving problems in the family. Basically, being a good example and implementing two-way communication are part of a positive family education pattern to shape children into quality individuals. However, on the contrary, if parents are not able to provide good examples or role models with their children in today's digital era, it is certain that children will be easily fragile and do things that not only endanger themselves but also the





people around them.

The strawberry generation has characteristics such as not being able to accept criticism due to mental fragility, easy stress, anxiety, overwhelmed in facing difficult situations and the influence of technology they are very difficult to have social interactions, and are easily influenced in communicating by mentioning negative words. This is a very detrimental transformation (Schott and Ben, 2008; Azmi, 2023; Supriyanto and Muhamad, 2023).

Nadya (20 years old) who is a student explained that we strawberry generation are mentally fragile individuals, although in the thinking part, we show innovative and creative things. But if the work is full of challenges, then the strawberry generation generally gives up easily with the situation. The behaviour shown by students as the strawberry generation is basically very concerning because they are the successors of the nation and as agents of change. The nation will progress depending on its successors such as students.

The strawberry generation is a young generation who is also an agent of change in a nation, the good and bad of the Indonesian nation all comes from how the behaviour patterns of its successors, namely the nation's children (Apriando, 2021). Furthermore, Anisa and Eky (19 years old) explained that they are also concerned about the development of adolescent behaviour today, because it is quite a lot found in real life that many strawberry generations cannot show positive behaviour such as in speaking with negative words when interacting socially with peers or people in the surrounding environment. If this continues to happen, it is certain that the strawberry generation will not be able to bring the Indonesian nation to be better in the future.

Students as the strawberry generation must be able to maintain their behaviour properly, especially in communication, because before them, many previous generations were born and educated with full ethics in behaviour, especially communicating both verbal and non-verbal. In contrast to today, forms of violence shown on various occasions such as





social media or *face to face* are considered a matter of course and a form of "fairness". Such as calling peers *anjay*, *anjir*, *devil* and many more words that are not good to hear and see in the form of behaviour. The strawberry generation very often shows a sense of egoism, arrogance, pessimism in fighting and slowness when acting (Fauzi and Fatin, 2023). This happens a lot among students who when given coursework by lecturers, ask to be given dispensation, give up on doing coursework, feel burdened because they have a weak mentality and do not like the process. This is certainly very different from previous generations who liked challenges including processes and showed more positive ethics when communicating.

The transformation of communication by today's students is due to latent behaviour and wanting to look slang even though it is detrimental. Sumarni (59 years old) explained that students today have a very different communication change from students in the past. In the strawberry generation, they like to show their self-existence but are concerned about such things as saying bad sentences with peers, mentally weak and cannot be yelled at for their mistakes, arrogant and less able to respect others and generally not loyal either in making friends or establishing interpersonal relationships. If it is observed that today's students have innovative creativity that is good to develop but it is only limited to words that are not implemented properly. If the straw generation such as students are able to apply their innovations, it is certain that the ideals of the 2045 golden generation can be achieved (Febrianti, 2020).

The application of the level of creativity and innovation in thinking basically starts from the upbringing of parents who must also have good thinking skills in educating their children (Adriana and Zirmansyah, 2021). This educational pattern also aims to be able to build a good mentality for children, bring emotional ties closer, provide opportunities for children to make decisions and instil a *growth mindset* (Fauzi and Tarigan, 2023). If children as the strawberry generation can receive good parenting from parents, there will be no transformation of communication that is less or even unethical and causes social problems.





Basically, being better is an obligation that must be pursued by every human being, especially for the current strawberry generation. Students who are unable to maintain their behaviour when interacting in the social environment can be caused by many factors, one of which is parental education in shaping good character. The character that is formed in every child is morals, ethics and morals (Siregar, 2023). In this case, morals are related to the quality of student actions when communicating is very concerning, such as preferring to give bad comments on a post on social media or communicating directly. Furthermore, ethics are related to norms that apply in society but are often violated, such as daring to speak harshly to peers and elders, lacking empathy and being more selfish. Related to morals in humans have embedded beliefs, but the violation that often occurs is that the strawberry generation tends to be unsure of themselves because of their fragile personality and dislike pressure such as criticism from others.

Nuraisyah (60 years old) revealed that as a lecturer who was born during the *baby boomers* generation, *she* often encounters poor behaviour from students, especially in the form of speech and mental fragility. Strawberry generation students are less social and more individualistic, because they have mastered communication technology with various features that can make themselves feel at home in the room or in certain places. However, the technology used has a bad impact when communicating, because it is latent in using messages to be said to be slang. When examined between the positive and negative sides of the strawberry generation will only be described in the abstract, sometimes the positive things that are owned such as being able to master technology and being brave in their opinions are a boomerang for themselves, (Hia, Claudia and Monica, 2023). This is because the strawberry generation does not have good control, mastery of technology is sometimes misinterpreted and courage in expressing opinions both *online* and *offline* makes students violate the limits of social rules that are not written but agreed upon together.

The role of parents and educators in shaping positive character for the strawberry generation is certainly needed, every mistake made by this generation must be advised even





though the message tends to be criticised but has a good purpose in the process of achieving the future of the strawberry generation who are students. According to Siregar (2023) that the therapeutic model in strengthening the character of the strawberry generation such as students is by increasing parenting that is advisory. This means not just letting children make mistakes, but giving a persuasive warning so that behaviour patterns can change to be good and useful for many people, such as maintaining speech when communicating with anyone, not mentioning harsh words that are considered normal and cool but mentally harmful. When they are given a reprimand in using harsh sentences, the strawberry generation quickly feels offended and hurt so that sometimes they commit acts of violence (Kasali, 2018).

Solutions to minimise children becoming Strawberry Generation include: 1) mental building; 2) giving trust to children to do responsibilities that can make them learn and upgrade themselves, so that children feel they are contributing and feel valuable; 3) attachment between parents and children; 4) training children to make decisions; 5) always understanding children's conditions; 6) instilling a *growth mindset* (Fauzi and Fatin, 2023).

In some studies, it is mentioned that why current students have a fragile mentality and do not like challenges, this is due to parents who only focus on the welfare of their children which makes them spoiled and dislike the process (Prihatina, 2022). When analysed, the process will make children mentally and physically stronger and not easily give up with circumstances and have a commitment to maintaining behaviour when interacting with other people, namely speaking good words. Furthermore, sometimes parents have excessive worries about children making many restrictions so that children cannot do things without the knowledge of their parents, causing children to lack courage in acting and being more individualistic (Kasali, 2017).

The strawberry generation consists of children who are self-centred, arrogant, sluggish, easy to give up and always pessimistic about things. The strawberry generation arises because of self-diagnosis too early without involving experts, the way parents educate because





they grew up in a more prosperous situation than the previous generation, the speech of parents who are less knowledgeable, easily avoiding the difficulties faced (Musyorofah, et al, 2023).

The behaviour shown by students as the strawberry generation who are latent with negative remarks is considered a natural thing and is part of a cool lifestyle. Not only in the form of speech, but the lifestyle of holidays, listening to viral music, culinary, having *gadgets*, *fashion*, using *makeup*, and really like to gather in a *cafe*. This is part of the priority scale that must be fulfilled in order to show self-existence to be recognised both in person and recognition on social media (Musyorafah, et al, 2023). Being a student in this day and age certainly has many challenges because you have to compete with previous generations. To be a better person, you must be able to show positive behaviour by speaking according to social norms, even though it is not written, but it must be applied so that efforts to compete healthily can be realized. Abusive remarks delivered *offline* and written in *online* media must certainly be eliminated, because to be able to survive in the form of work life and social life in society, this is not related to educational status but rather to how to respect each other.

Conclusion

Each generation has its own characteristics in behaviour. Students as the strawberry generation, currently show different communication transformations both online and offline. The transformation is related to the understanding in the use of messages that assume that the words *anjay*, *anjir*, *bjir*, *gila*, and others are messages that are prevalent to be spoken to anyone and sometimes regardless of age. They generalise speech with peers and elders. Furthermore, communication transformation in terms of other behaviours shown by the strawberry generation is related to the lifestyle of vacationing, culinary, *make up*, listening to music, having *gadgets*, *fashion* and gathering in a place such as a *cafe* just to spend time with





less communication intensity because they use more social media on *smartphones*. The activities carried out are then *uploaded* on social media accounts as a form of self-existence in the hope of getting praise or just replying to comments from netizens.

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