

MILLENNIAL GENERATION UTILIZING SOCIAL MEDIA INSTAGRAM @LAMBE_TURAH IN REPORTING VIOLENCE AGAINST WOMEN

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Abstrak

Tujuan penelitian ini dilakukan untuk mengetahui generasi milenial menentukan pilihan berita pada instagram @Lambe_Turah pada berita kekerasan terhadap perempuan dan respon generasi milenial pada pemberitaan kekerasan terhadap perempuan di akun instagram @Lambe_Turah. Penelitian ini menggunakan metode penelitian kualitatif dengan teori new media dan teori uses and gratifications. Penelitian dilakukan dengan pengumpulan data melalui wawancara. Penelitian berlokasi di Universitas Muslim Indonesia. Hasil penelitian menunjukkan bahwa generasi milenial menentukan pilihan berita kekerasan terhadap perempuan pada akun instagram @Lambe_Turah karena sebagai salah satu platform yang populer dengan berbagi jenis konten, termasuk berita kekerasan terhadap perempuan dan akun instagram @Lambe_Turah juga salah satu akun instagram yang banyak diikuti oleh kalangan generasi milenial karena kemampuannya mengungkap dan membahas mengenai gosip dan fakta-fakta lain seputar kehidupan para artis, tokoh, publik figur serta informasi yang sedang viral termasuk informasi mengenai kekerasan terhadap perempuan. Respon generasi milenial pada pemberitaan kekerasan terhadap perempuan di akun instagram @Lambe_Turah menunjukkan adanya rasa empati, kepedulian dan ingin memperluas pemahaman tentang isu tersebut.

Kata kunci : *Millenial, Instagram @Lambe Turah, Kekerasan*

Abstract

The purpose of this study is to determine the millennial generation's choice of news on Instagram @Lambe_Turah on news of violence against women and the millennial generation's response to the news of violence against women on the @Lambe_Turah Instagram account. This research uses qualitative research methods with new media theory and uses and gratifications theory. The research was conducted by collecting data through interviews. The research was located at Indonesian Muslim University. The results showed that the millennial generation made a choice of news about violence against women on the @Lambe_Turah Instagram account because it is one of the popular platforms with various types of content, including news about violence against women and the @Lambe_Turah Instagram account is also one of the Instagram accounts that is

widely followed by the millennial generation because of its ability to reveal and discuss gossip and other facts about the lives of artists, figures, public figures and information that is going viral, including information about violence against women. The millennial generation's response to the news of violence against women on the @Lambe_Turah Instagram account shows a sense of empathy, concern and a desire to broaden their understanding of the issue,

Keywords: Millennials, Instagram @Lambe Turah, Violence.

INTRODUCTION

The development of digital technology is currently growing rapidly, the digital revolution or also known as Era 4.0 makes everything run practically with various aspects of progress in various fields. Technological progress can be felt, one of which is in the development of social media, the digital era has concentrated all aspects on digital media, because everything can be done easily, quickly and practically. The millennial generation and social media have become two things that cannot be separated, they continue to communicate via social media, even now they do more of their activities on social media (Mansyur, Umar., Rahmawati, Sitti., Muhajir, 2023). Technological developments have also increasingly penetrated the world of the internet, namely with the emergence of various types of social media such as Instagram, Facebook, Twitter. Social media is not a private space but a public space for teenagers. Based on observations, they can spend hours using social media, whether to upload or share images, photos, videos, just looking around.

Talking about social media news, especially on Instagram @Lambe_Turah, there is a lot of news uploaded by one of me, gossip, one of which is about physical and psychological violence, violent crimes, generally speaking, people immediately imagine what is called physical violence. Violent crime is synonymous with physical violence, especially according to law and legislation in Indonesia, violent crime is regulated. A person who commits a violent crime will be prosecuted according to his actions. Starting from mild to severe abuse. The rise of the news issue "Violence against women" has become a series of vocabulary that is quite popular in recent years. It is very ironic that in the midst of a society that is said to be 'modern', because it is built on the principles of rationality, democracy and humanism, which in theory should be able to suppress acts of violence, the culture of violence is increasingly becoming an inseparable phenomenon.

METHOD

Based on the problem studied, the research approach used in this research is to use a qualitative approach, namely a research procedure that produces descriptive data carried out by collecting data through interviews. A qualitative research approach is research that provides an objective description of a problem in research. This research was conducted for one month, namely 01 May 2022 – 01 June 2023 (1 month) and took place at the Indonesian Muslim University Jl. Urip Sumoharjo Km. 05 Makassar 90231 South Sulawesi, Indonesia. In this research, the research subjects were communication science study program students who follow the Instagram account @Lambe_Turah. The technique for obtaining subjects in this research is based on the principle of subjects who master the problem and are willing to provide information.

FINDINGS AND DISCUSSION

Determining Choices for Women's Violence News on the Instagram Account @Lambe_Turah by the Millennial Generation

The millennial generation has a greater tendency to consume news and content via social media platforms, namely Instagram on the @Lambe_Turah account because Instagram is a platform that is easily accessed via smartphones, and many millennials use Instagram actively in their daily lives. They can quickly view news and content related to violence against women without having to search on other platforms. Instagram also After getting results in the form of data, interviews from observations and documentation carried out by researchers, research results were obtained regarding why the millennial generation believes more in news of violence against women on Instagram @Lambe_Turah than other media. The findings of this research are based on the theory used in choosing to consume news on Instagram compared to other digital media, namely in New media theory, which is a theory developed by Pierre Levy, he stated that new media is a theory that discusses current media developments, one of which is social media is a new media, so researchers consider new media theory to be relevant to the existence of social media.

New media Now it has become an inseparable part of everyday life, more precisely, many of the millennial generation are currently using it because of its ease of access and it has become a lifestyle that provides selectivity characteristics that allow someone to adapt messages to their needs. The millennial generation determines the choice of news about violence against women on the Instagram account @Lambe_Turah which is also based on the uses and gratifications theory as the theoretical basis. In this case, the millennial generation determines the choice of news about violence against women on the Instagram account @Lambe_Turah which is considered as an idea that views the media as having a limited effect on the audience. Uses and gratifications theory shifts the focus from how media influences individuals towards how individuals choose and use media to meet their own needs. The uses and gratifications theory emphasizes that individuals actively select media content based on their needs and motivations. The millennial generation chooses media that is in line with their goals of fulfilling their satisfaction, the choice of media platforms and content can vary depending on individual characteristics. With the uses and gratifications theory, a communication theory that focuses on understanding why the millennial generation actively searches for and uses social media, namely Instagram @Lambe_Turah because it provides satisfaction to fulfill desires, especially news about violence against women. In the uses and gratifications theory, the selection and use of media, namely on Instagram @Lambe_Turah, is influenced by individual needs and desires, so that responses to news of women's violence on Instagram @Lambe_Turah can vary from one user to another.

In other words, this theory guarantees individuals' ability to exercise control over the media they consume. Dependency theory is based on the assumption that media influence is determined by the relationship between the wider social system, the role of media in that system and the audience's relationship with the media. The use of social media today can no longer be separated from the daily lives of today's people because everyone can access it easily. Currently, many millennial generations are making social media the main medium for searching for information, especially on Instagram @Lambe_Turah which can be very easy to access. anytime and anywhere with news information that is very easy to understand. Instagram, which is used as a disseminator of information, is also very effective for certain groups because currently Instagram has a feature that allows you to upload photos along with captions.

Millennial Generation's Response to Reporting on Violence against Women on the Instagram Account @Lambe_Turah

The millennial generation in general has a more sensitive attitude towards social issues, including violence against women. Many members of this generation are actively involved in fighting violence against women and promoting gender equality. They use social media platforms and information technology to spread awareness, mobilize support, and mobilize change. Violence against women is in the spotlight, namely violence against women which is widely publicized through the media. Currently, the news presented by the media, especially on Instagram on the @Lambe_Turah account, is worrying many groups, especially women in the millennial generation. Currently, news of cases of violence against women haunts society, especially as acts of violence against women seem more open nowadays because they are openly exposed by the media. In this case, the media, as one of the parties that has a big role in constructing acts of violence against women, seems to still focus on commercial reporting, so that even though many cases have been broadcast, there are still many cases that have not been revealed, especially regarding the issue of violence against women. because only a few cases of violence are followed up. In this case, many of the millennial generation feel disappointed and anxious about violent behavior against women and those who support and encourage the victims are also quite a few who try to question or even blame the victims.

The millennial generation responds to news about violence against women on social media in various ways, namely sharing information using hashtags. The millennial generation often creates or joins hashtag campaigns aimed at confronting violence against women. For example, they can use hashtags by doing this, they can expand the reach of the message and mobilize support from other Instagram users. They use Instagram as a platform to amplify narratives and depict the emotional, physical and psychological impacts of violence against women. This can help inspire empathy and build awareness about violence against women. The millennial generation often uses Instagram as a space to start discussions and exchange ideas about violence against women. They can ask questions, create thought-provoking captions, or ask their followers to share their views on the issue. By engaging their followers in these conversations, they hope to spark greater reflection and awareness.

CONCLUSION

Based on the results of research regarding the millennial generation in utilizing the social media Instagram @Lambe_Turah in reporting on violence against women, the following conclusions were obtained:

1. The millennial generation determines the choice of women's violence news on the Instagram account @Lambe_Turah because social media platforms such as Instagram @Lambe_Turah provide easy and fast access to the latest news and Instagram has features that allow users to share information easily, even through Instagram stories or reposting. The millennial generation determines the choice of news about violence against women on the @Lambe_Turah Instagram account because several people use Instagram because the information is very quickly received by other users, one of which is the @Lambe_Turah Instagram account, which is one of the Instagram accounts that is widely followed by the millennial generation because of its ability to reveal and discusses gossip and other facts about the lives of artists, figures,

2. The millennial generation's response to news about women's violence on the Instagram account @Lambe_Turah responds to issues reported on the social media platform, namely Instagram @Lambe_Turah, in the form of providing a sense of empathy, providing support by voicing opinions through reposting, making discussion material, and increasing awareness about the issue of women's violence.

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