

The Millennial Generation and the Caption Language of Social Media

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Abstract

Social media frequently trends caption hits. The captions are original and engaging, attracting social media users. From Frischa Zilvia Annesia's thesis Language Style and Function of Caption Language on Gossip Accounts on Instagram: "Caption is the writing under the picture that is usually written as a description of the picture." Photo uploads need captions, as stated above. Contemporary captions may boost account owner comments and likes. Many copies mimic contemporary captions, making them popular. Because many post the same caption, it eventually becomes controversial. This research uses a phenomenological approach concentrating on personal experience including part of the individual "individuals who exist to provide experiences to each other. Phenomenology is a tradition of study used to explore human experience. Millennials rely on social media yet lack an excellent filter to filter information. Social media users seem to disregard morality and ethics while sharing information. Ethics prevents societal strife. Thus, millennials must develop their character. Millennials must also adjust to Society 5.0. Society 5.0, which complements Industrial Revolution 4.0, should focus on the millennial generation's role in national growth. Society 5.0 is a technology-based human-centered society. Technology advances quickly, replacing human jobs with clever robots. Thus, civilization 5.0, founded on spirituality and culture, must be understood to prepare millennials for difficulties. Social media uses formal and casual terminology. Informal language is less formal and ignores Indonesian standards: Internet slang, regional languages, and foreign terminology. Social media language will progressively degrade decent Indonesian. Slang will make young people ignorant of proper language and terminology.

Keywords: Millennial, Captions, Generation, Instagram, Social Media.

Introduction

Current caption hits are often a trending topic on social media. The reason is, the uploaded captions seem unique and interesting so that they attract the interest of online social media users. Quoting from a thesis entitled Language Style and Function of Caption Language on Gossip Accounts on Instagram by Frischa Zilvia Annesia: "Caption is the writing under the picture that is usually written as a description of the picture." Referring to the thesis above, captions are mandatory and are always present in photo uploads. The existence of contemporary captions can enliven the comments and the number of likes from the account

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owner. Contemporary captions can also become hits because many reposts and imitate the captions uploaded by the first account. Until finally it becomes a topic of conversation because many upload with the same caption. These days a variety of audio-visual presentation tools are used for teaching millennial learners (Shete, Shah, Parekh, & Shah, 2019).

The focus of this research is the presence of the millennial generation Sunnatullah, the emergence of this generation as a result of scientific and technological advances. The millennial generation is a generation born from the 1980-1990s or 2000s with a creative personal character, has brilliant ideas and ideas, is used to thinking out of the box, confident, good at socializing, and dares to express opinions in public through social media. Millennials tend to always want to find out about the times. They search, learn and work in an innovative environment that relies heavily on technology to make changes in various aspects of their lives (Nasution, Halimah, Harahap, & Siregar, 2021). Millennials trust User Generated Content (UGC) more than unidirectional information, must have social media as a place to socialize, dislike conventional reading, follow technological developments, and tend to be disloyal but work effectively (Wijayanto, Sugianto, & Djuwitaningsih, 2022).

Previous researchers (Silalahi & Lukmana, 2021) Each caption is separated by clause to facilitate the transitivity analysis process. The results of this study reveal that in general the millennial generation is categorized as young people who have an entrepreneurial spirit and can solve problems. Other researchers (Sulistiyawati, 2019) Research on the use of digital language by millennial children in social media has problems, namely (1) how the use of language in millennial children's social media, (2) how the form of language in millennial children's social media. This study contributes and sheds light on the current issue of social networking apps usage intention and behaviour and looks into a key rising market segment, the Millennial users (Chua, Rezaei, Gu, Oh, & Jambulingam, 2018).

The importance of this research Millennials are very dependent on social media but they do not have a strong filter to be able to filter the information received. It appears that internet users often do not care about moral and ethical values in communicating and disseminating information on social media. Whereas ethics plays a very important role in avoiding conflict in socializing. Therefore, the millennial generation needs to prepare themselves by improving their character. Millennials also have challenges in facing a new era in their lives, namely the era of society 5.0. Society 5.0 as a complement to the Industrial Revolution 4.0 needs to be directed at the role of the millennial generation for the progress of the nation in the future. Society 5.0 can be interpreted as a concept of a human-centered society that is technology-based. The development of technology is so rapid, including the existence of human roles that are replaced by the presence of intelligent robots. For this reason, it is necessary to understand Society 5.0 based on spirituality and culture as a provision for the process of developing millennial generations who are ready for problems and challenges (Suryadi, 2022).

Purpose of this Research Through Society 5.0, artificial intelligence will transform millions of data collected through the Internet in all areas of life (the Internet of Things) into new things, which will be dedicated to improving human capabilities to open up opportunities for humanity. This transformation will help humans to live a more meaningful life, improve their quality of life and be able to realize a society that can enjoy life to the fullest. In this era, technology has developed tremendously and has brought drastic changes to the millennial generation. Changes are starting to be felt from socializing, how to communicate, and obtaining information to how to think and act on the problems faced. In this instantaneous era, various problems such as the rampant practice of politicization of religion, misuse of da'wah, exploitation of the people, to the many hate speeches, hoaxes, and slanders now flood the face of the nation's diversity. Facing an era like this, it is time for the millennial generation to take part in spreading positive content. Every nation hopes

to be able to present a quality and balanced millennial generation, both in religious aspects (aqidah, sharia, and morals), aspects of education and skills, aspects of civilization (culture, values, and technology), aspects of welfare (economic and non-economic) and social aspects (community and nationality). Companies can use digital media in promoting their business or social media like Facebook, Instagram, and YouTube (Febriyantoro, 2020).

Methodology

This research uses a phenomenological approach concentrating on personal experience including part of the individual "individuals who exist to provide experiences to each other. Phenomenology is a tradition of study used to explore human experience.

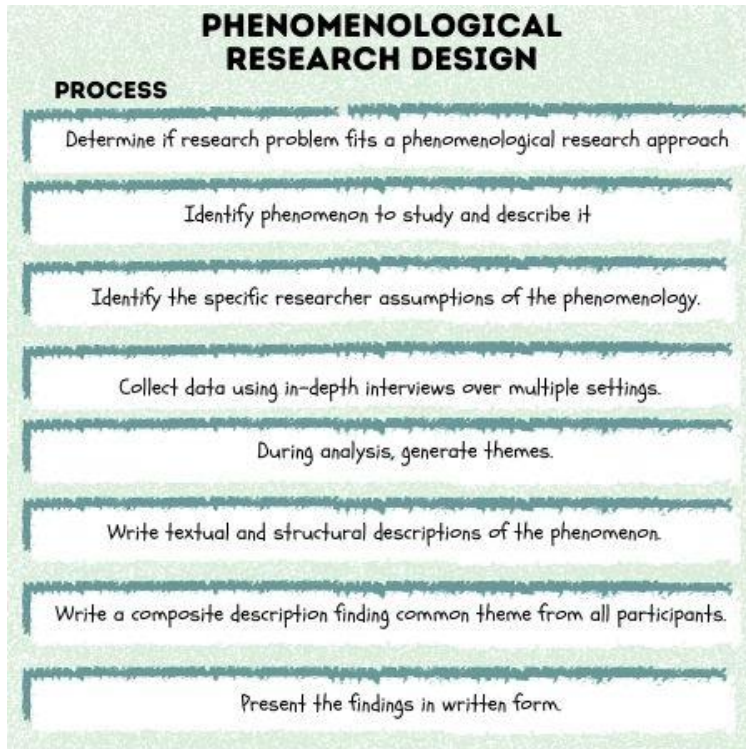


Fig 1 Phenomenological research design

Results

Today, the development of information and communication technology flows rapidly. Social media has become a means, a channel, as well as a force in the pattern of information dissemination, and this pattern of information dissemination takes place quickly and covers the entire world. Events that occur in Europe, such as Russian attacks on Ukrainian areas are quickly known by all residents of the world and become the attention and center of empathy of the global community. The development of technology has unwittingly transformed the elements of human culture globally and comprehensively. In anthropology, there are 7 elements of culture, namely; language, art, livelihood, organization, belief system, and science (Loebis, Ginting, Simanjuntak, & Jamaluddin, 2018).

Of these seven elements of culture, language plays a very important role, because language is a symbolic element that carries and gives an understanding of human reality. Language becomes a bridge of recognition and understanding between humans by nature. With language people can communicate, relate, cooperate, and live together in a harmonious order. In today's communication, especially in social media, there is a unique part that is a

little unsettling and also confusing, namely the transformation or evolution in the realm of language. This kind of change is arbitrary and spontaneous. There is no longer any concern about the language or vocabulary used. Digital platforms have empowered individuals and communities to re-negotiate long-established notions of religion and authority (Zaid, Fedtke, Shin, El Kadoussi, & Ibahrine, 2022).

The right and wrong of certain vocabulary is no longer an issue. The important thing is that the people who communicate or interact understand each other. Here, the millennial generation, as the children of today, plays a central role in this change process. So it can be mentioned that the language variety is called "Millennial Language". The language in question is not a collaboration of foreign languages from various types of languages in the world, but a new form and form that comes from the creativity of digital humans. This creativity is clearly and straightforwardly conveyed in social media. So, the phenomenon of 'millennial language' is only found in social media as a means of communication that includes all people from all walks of life around the world. We recommend the media specify the strategy in social networks, train professionals and get initiatives of multimedia and transmedia journalistic interest towards new social networks such as Tik Tok or Twitch (Learreta, Ayerdi, Dasilva, & Galdospin, 2021).

The first millennial language variety is in the form of abbreviations and acronyms. Often in captions or social media conversations, we hear or see words such as; jombi (confused singles), tbl (really afraid of you), pansos (people who like to seek attention), santuy (relaxed), nongky (hanging out with us), otw (on the way), gabut (blind salary), and others. Words like these are very often used in the communication of millennial children. Sometimes there is confusion to understand, but then they will get used to this style of language. The second millennial language variety is the use of English. The most commonly used are the following vocabulary; sorry, by the way, prefer, speak up, job, lol, CMIIW, OMG, bestie, and others. All of these words are very often used in millennials' daily conversations. There is even a trend that millennials are better at using this kind of language than their language, Indonesian. This paper focuses on Indonesian millennial Muslims' experience in using Instagram and how this influenced their hijrah and the articulation of Islamic identity as millennial Muslims (Rahman, Nurnisya, Nurjanah, & Hifziati, 2021).

The third variety of language comes from sounds. This kind of language is very unique because there are only a few vocabulary words. For; "dukduk...dukduk..." or "dagdigdigug..." which implies nervousness, then there is "tulalit..." which means wrong number or failure to focus. Then "ccccchh..." indicates admiration. There may be other vocabulary, but the ones listed here are words that are often used in today's communication. The fourth millennial language variety is in the form of emojis and thumbnails or often called stickers. The use of this language variety usually leads to the expression of certain feelings. So when people are sad, they don't need to type "I'm sad again" but simply choose a sad emoji and other people who see the emoji will immediately understand that the person concerned is sad. A social network site that is of specific importance to many global marketers, especially those targeting the millennial generation, is Instagram (Human-Van Eck, Pentz, & Beyers, 2021).

These emojis vary in appearance according to one's emotional state. Some are faces, some are food, fruit, holidays, animals, trinkets, and others. All of them are a form of human expression of something experienced or felt. Slightly different from emojis, stickers are more creative. There are usually pictures of people or animals (real) and then added with text or captions that also express someone's feelings. Emojis are usually in keyboard format from Android, but stickers are usually made manually using specific photos or images. This can be seen and understood in the variety of millennial language that is currently trending. All these varieties of language want to communicate an experience and the feelings that

accompany it to others on social media. However, as users of social media and children of today, we should behave wisely in the use of this media, especially in communication. Because in essence, communication is an activity to convey information and that information must be the truth. At this point, there is an intriguing question; Does the variety of 'millennial language' above really convey the truth to others? Or is it just seeking public attention for the sake of pseudo-fame? The results present that if a brand is using a celebrity influencer, the influencer needs to be interacting with the followers on Instagram more often whereas a brand needs to be transparent on Instagram to gain the trust of millennials through open conversations (e.g. what they offer, sustainability, communication, etc.)(Copeland & Lyu, 2020).

Millennial language is clear evidence of the advancement of information and communication technology. This fact should not be seen as something unimportant, useless, taboo, or dangerous. Indirectly, this millennial language is a source of reflection for everyone to transform themselves. Transformation here does not mean 'following along' but we should know what the essence of millennial language is and then use it wisely. The phenomenon of 'millennial language' is not a negative thing that must be avoided. This kind of thinking is certainly not wise. Let's get to know and use 'millennial language' to express the truth so that this truth can live amid an increasingly advanced human civilization. To this end, it focuses on the Instagram social network, which is prominent in the user groups corresponding to the Millennial and Z generations due to its high visual and multimedia content, its capacity for uncovering trends, and its integration with social commerce(Martínez-Cardama & Gómez-López, 2023).

A recent report from the marketing agency We Are Social and social media management platform Hootsuite revealed that more than half of the population in Indonesia has been "literate" or actively using social media in January 2021(Romli & Alenxander, 2021). The report said that out of a total of 274.9 million people in Indonesia, 170 million of them have used social media(Sihombing & Aninda, 2022). According to some reports, we spend an average of two hours every day sharing, liking, tweeting, and updating these devices. And millennials, commonly referred to as Generation Y and Generation Z, dominate the use of social media in Indonesia, with most young people aged 25-34 years old and almost all (99.1 percent, 168.5 million) social media users accessing via mobile devices such as smartphones.

This illustrates to all of us how powerful and influential social media is in various dimensions of our lives. And the presence of Social media influencers has more or less influenced the lives of today's younger generation. Many of them agree with their opinion about something, buy the products they use, and follow their habits and lifestyle. Because of its power to influence many people, becoming a social media influencer is now in high demand. Whether as an individual or an organization, becoming a social media influencer can be an option for activists of social, educational, environmental, and human rights issues to campaign and advocate for various issues related to the focus of the activity. Social Media Influencers are considered people who express their opinions and experiences in both broad and focused ways. Social media influencers are people who influence a specific online target audience or media that can be utilized by companies to sponsor their products with their content or interact with their audience to increase reach, sales, and engagement through positive interactions.

Popular Caption Hits

Quoting from the oberlo.com website which has been translated into Indonesian as well, here are examples of contemporary caption hits; (1) Whatever is good for your soul, do that; (2) I'm not high maintenance, you're just low effort; (3) Stress less and enjoy the best; (4) Get out there and live a little; (5) Look for the magic every moment; (6) I'm not gonna

sugar coat the truth, I'm not Willy Wonka; (7) Life is better when you are laughing; (8) I was born to shine; (9) Do whatever makes you happiest.

Baper, kuy, julid, bosque, micin generation to tercyduk are contemporary words or terms that are often spoken by millennial generation children. These words are not standard language and are sometimes strange to hear. Even so, many millennials use this language in everyday life or when doing activities on social media to make it seem more contemporary. summarizes some of the terms that are trending among millennials, here is the list:

Kids zaman now

The term 'kids zaman now' is trending on social media. Many millennials embed these words in a caption or even in the comments column. The term 'kids zaman now' is usually used to comment on the behavior of children today.

Kuy

The term 'kuy' is the opposite of 'yuk'. Usually, millennials use these words to invite their friends/girlfriends/boyfriends/girlfriends to go somewhere.

Sabi

Just like 'kuy', 'sabi' words are also the opposite of the word 'can'. These words are usually used by millennials when they agree to something.

Sabeb

The term 'sabeb' is the opposite of 'free'.

Takis

Just like the previous term, the term 'takis' is also the opposite of the word 'brush'.

Unch

The term 'unch' seems to exist in almost every conversation. This term is commonly used by millennial children to make them look cute. However, lately, there has been a lot of controversy over this term. Some say that this term has an impolite meaning.

Julid

The term 'julid' is very familiar on gossip accounts like @lambe_turah or @lambenyinyir. But who would have thought that this term was popularized by the sensational celebrity Syahrini, which comes from the word binjulid (Sundanese language), which means envy or spite?

Unlike the meaning of Syahrini, the term 'julid', which is enlivened by Instagram gossip accounts, is used to refer to someone who is often nyinyir or too caustic in commenting on something.

Gemay

The term 'Gemay' is synonymous with the word 'Gemes' which means cute. This term is usually used when someone sees something funny or adorable for example 'Ih there are gemay dedek-dedek'.

Ingin berkata kasar

Now this one term is also often used by millennials when they want to swear, but don't want to say harsh words. Instead of talking too frontally and damaging the image, that's why millennials usually use this term.

Generasi micin

Another term that has been trending recently is 'micin generation'. This term describes the incomprehensible behavior of people today, especially on social media. Whatever the topic, it always ends up with the term 'micin'.

Pelakor

The term 'pelakor' has recently been used by millennials on social media. This term stands for 'people's man grabber'. This term is often used by millennials because many cases of infidelity occur in the country's entertainment world.

Tercyduk

This term was first popularized by the gossip account @lambe_turah on Instagram. The word 'tercyduk' comes from the word 'terciduk' which means caught, caught, or caught. With so many millennials using this term, other similar terms that start with ter- have emerged, such as 'terkejoed', 'best', and 'terpoteque'.

Bosque

The term 'Bosque' comes from the word 'My Boss'. This term is often used by millennials on social media. This term is also used as a nickname that can be used by anyone. With so many millennials using this term, other similar terms have emerged such as 'panutanque', and 'bebeque'.

Tsadeest

The term 'Tsadeest' comes from the word 'Sadist'. It became popular when Al Ghazali used the term as jargon in a commercial advertisement. This term is commonly used when seeing something wow or extraordinary.

Haqq

The term 'Haqq' comes from the word 'Hakiki'. Usually, millennials use this term to be grateful for something. This term is also often used in the sentence 'Haqq enjoyment'.

Sans

Who doesn't know the term 'Sans'? This term is not an abbreviation but comes from the word 'Santai'. Usually, millennials use this term as a response when others can't do something.

Unfaedah

The term 'Unfaedah' comes from the phrase 'no benefit'. Faedah itself means beneficial, so unfaedah is the same as not beneficial. This term first became popular in the comment sections, when millennials saw news or issues that were not useful.

Ntap

The term 'ntap' comes from the word 'steady'. Millennials usually use this term to praise something.

Leh Uga

Just like the term 'ntap', the term 'leh uga' also comes from the word 'boleh juga'.

Receh

This term means 'cheap'. Millennials usually use this term to complete sentences such as 'Your jokes are cheap'.

Building Branding and Relationships

The rapid development of technology has made various types of social media emerge with a high level of users. If used wisely, social media can have a good impact on you. One of them is that you can build your self-image, more commonly called personal branding (Aisa & Ratnawati, 2022).

According to Jeny Karay (Papua Social Media Influencer, Co-Founder Sehati Sebangsa Foundation Commodity Ambassador of Papua & West Papua) personal brand is one thing that distinguishes you from others and each of us has a different form of self. Then, how to create a good self-image in the digital world, and how to build relationships? Here are Jeny's tips: You must first find your passion, and what you love to do the most. Next, what do you want to be known as? How do you want to be seen? It's then your target audience that will influence the content you use. After that, create a digital footprint that has been found and identified, this is useful for building your credibility. Finally, evaluate your content frequently to learn about your audience's interests and attractiveness.

In addition to building a self-image, it is important to build and maintain relationships, there are several things to consider, namely: being authentic, being yourself, maintaining professional relationships, actively collaborating with various parties, and joining communities, Jeny believes that by building collaborations, the amplification is wider.

Creating creative content

According to Jimmi Silitonga (Digital Manager of BBC Media Action), creative content is content that hits the spot, meaning content that is appropriate between segments and targets with their respective needs. The aim of this research was to determine the economic effectiveness of adopting two alternative formwork systems between traditional wood formwork and semi-modern formwork systems by recycling post-casting scaffold wood for ceiling frame components (Adriadi, Ariostar, Irawan, & Andiyan, 2023).

The purpose of creating content is basically to communicate our messages or ideas to a wide audience by telling stories either through photos, videos, or comments and captions. From the content that is shared, people will respond to it with likes, comments, shares, and follows, thus our followers will be informed and the long-term hope is that there will be a successful behavior change with the content that is shared. To get to behavior change, before creating content we must pay attention to the following: geographic, demographic (age, gender, education, occupation, etc.), psychographics (related to interests, lifestyle, beliefs), and socio-cultural aspects (religion, social class). This study provides an algorithm that begins with the user pressing the push button to turn on the light and ends with the activated motion sensor (Suprihartini, Taryana, Andiyan, Cakranegara, & Dwiwandana, 2023).

With many social media users and many content creators being unique, different, and daring to do new things is the key to attracting the attention of your followers. The point of content that hits is storytelling ability. Strong visuals, able to tell stories and delivered with a variety of interesting approaches so that the message/idea can reach followers and encourage people to get to know more deeply and even take further action. In future studies, it is necessary to do more in-depth study on behavioral and psychological adjustments and perspectives (Andiyan et al., 2021).

At the end of his presentation, Jimmi advised "There is no exact science in creating creative content, it all depends on uniqueness, sensitivity, keeping up with popular trends, innovation, experimenting often, and doing research. Only shingles are included in building materials that meet the green criteria (Munawaroh, Cardiah, Persada, Andiyan, & Ariostar, 2023).

Insights & Analytics to Add Content Weight

It's not enough to just post content. To do so, you need a social media analysis strategy that can provide important data about our social media accounts. Starting from the level of engagement, which hashtags are suitable for us, to strategies to increase account popularity. As well as being a tool to evaluate the strategies we have used so far, whether the content we use is correct, whether the content we create is following the content that followers like, and when is the right time for us to post.

Quality content is not just about originality, word length, and grammar. Rather, it is more detailed than others and can be judged by providing information and guidance that can solve problems. So how to present content so that it always attracts the attention of followers?

Mutia Assyifa Social Media Analyst from BBC Media Action Indonesia shares her experience of using social media metrics to make informed decisions on content design. In the world of social media, each platform has tools to do Analytics and insights that make it easier for users to make weighted, data-driven decisions (Palmo, Rex, & Newman, 1989). Choose metrics to analyze your social media according to communication needs such as increasing views, followers, changing followers' knowledge, and followers' attitudes to followers' habits. Based on Wah and his discussion, he was surprised to find evidence of the studies developing Islamic economics and its principles, welfare, and economic democracy based on Pancasila (Guritno et al., 2023).

Measuring social media performance is done periodically by measuring the interaction rate of posts for the duration of the post. Interaction rate is the level of interaction measured by total interaction/number of reach (Facebook and Instagram) and engagement rate is the level of interaction measured by total interaction/how many times the post is viewed (Twitter). Sentiment analysis is a way to automatically understand and process text data to figure out how someone feels about an opinion sentence (Rijal et al., 2023).

Creating quality content does take longer than regular content. Even the time lag can be multiplied because there is a research process first to produce quality content above other content. The proposed system leverages high performance when compared to the existing models (Kumar et al., 2022).

Social Media Etiquette

In this era of growing technology and with the internet network there is what is known as "Content Creator". According to the State of Digital Publishing, a content creator is someone responsible for any information in the media, especially digital media. These elements become a unitary landscape which is expected to increase the comfort of activities in Ganesha Park (Cardiah, Andiyan, Rangkuti, & Firmansyah, 2023).

Content Creator on social media is about building your reputation. Here are some tips from Mataharitimoer (Program Officer ICT Watch/Internet Sehat) to build your reputation on social networks, namely:

The following are some important points of etiquette in using social networks:

Ethics in Communication

In communicating with others on social media, we must respect the rules of the game, sometimes we forget the ethics of communication. We should use appropriate and polite words in our social networking accounts. Use the right language with whom we interact and always comply with the community standards that have been set and can be obtained through <https://www.youtube.com/howyoutubeworks/policies/community-guidelines>.

Avoid Spreading Racism, Pornography, and Violence.

It is better not to share information related to SARA (ethnicity, religion, and race) and pornography on social networks. Spread useful things that do not cause conflict between people on these networking sites. Avoid uploading photos of violence such as photos of victims of violence, victims of traffic accidents, and other violent photos.

Check the Truth of the News

News that demonizes other people is very often encountered on social networks. Social media users are required to be smart in capturing information, if we want to participate in disseminating the information, it is better to check the truth of the information first.

Respect the Privacy of Other People's Work

When sharing information, be it in the form of writing, photos, or videos belonging to others, it is better to include the source of information as a form of appreciation for one's work. In addition, sharing positive things, showing your abilities and experiences, creating a good digital footprint, and always checking your opinions and emotions on social media are important things to always remember when you want to share content on social media to provide benefits and positive changes for you and the wider community in general.

Conclusions and recommendations

The language contained in social media generally has two forms, namely formal language and informal language. Informal language is the language that is used more casually and does not pay too much attention to correct Indonesian language rules. The use of informal languages such as regional languages, absorption of foreign vocabulary, and slang, called internet slang. The inaccuracy of language use in social media is caused by the technology itself and is influenced by culture, regional languages, and language absorption in other social media from foreign languages that massively affect the national language (Helmiawan & Nasution, 2022). The use of language that continues to develop and expand in social media will gradually erode the integrity of the use of correct and good Indonesian. Slang that is used continuously will cause young people to not know about standard vocabulary and good and correct language.

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