Parent's Communication Style in Shaping Positive Self Concept in Generation Z Adolescents in Polonia Village, Medan Polonia Subdistrict, Medan City, Sumatera Utara Province

Josua Dvp Panjaitan[1]*, Iskandar Zulkarnain[2], Sakhyan Asmara[3]
Program studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Sumatera Utara
Corresponding Author: Josua Dvp Panjaitan joopochi30@gmail.com

A R T I C L E I N F O

A B S T R A C T

This research aims to analyze parents' communication styles in forming a positive self-concept in generation z teenagers in Polonia sub-district, as well as analyzing what factors support the formation of positive self-concept in generation z teenagers and to find effective communication styles in forming a positive self-concept in Generation Z teenagers. In this research, researchers used the Communication Style theory initiated by Norton in Liliweri (2011). This research uses a qualitative approach to analyze the finding data which is then developed into research results. Researchers use data collection techniques through interviews, observation and supported by documentation. Researchers used data analysis using the Miles Huberman and Saldana method which includes data condensation, data display, and then drawing conclusions. Researchers obtained data from the Polonia sub-district, where there were more parents working in government than private sector employees, 50 were civil servants and 25 were private workers. After experiencing data saturation, the researcher involved 5 informants. The research results that researchers found were that several parents with different professional backgrounds used communication styles, including dominant style, dramatic style, open style, friendly style, attentive style, expensive style, and controversial style as dominant communication styles that shape self-concept positive in Generation Z teenagers.

INTRODUCTION

Communication is a very fundamental need for a person in social life and is a prerequisite for human life. According to Effendy (2007: 28) there are 4 goals of communication, namely: changing attitudes, changing opinions, changing behavior, social change. Therefore communication has become an inseparable part of life. The communication process is essentially the process of conveying one person's thoughts or feelings (the communicator) to another person (the communicant). Thoughts can be ideas, information, opinions and feelings that emerge from the communicator's mind. Feelings can be confidence, certainty, doubt, worry, anger, courage, excitement, and so on that arise from deep within the heart.

One of the most common forms of communication that we do every day is interpersonal communication. Interpersonal communication is communication between individuals and is personal in nature which occurs directly (without a medium) or indirectly (through a medium). Activities such as face-to-face conversations, telephone conversations, personal correspondence are examples of interpersonal communication. The process of interpersonal communication occurs in every environment, such as the family, wider community, workplace, school, organization, etc. Among existing environments, the family environment has an important role in the life of every human being because its intensity and frequency tend to be constant and routine. Interpersonal communication in the family is the most ideal form of communication because there is a hierarchy between parents and children which does not cause formal communication between them.

Each generation will have interpersonal communication characteristics with different communication styles adapting to the times. According to Manheim, generation is a social construction in which there are groups of people who have the same age and the same historical experience. Individuals who are part of one generation are those who have the same birth year within a 20 year period and are in the same social and historical dimensions. This definition was specifically developed by Ryder (1965) who said that a generation is an aggregate of a group of individuals who experience the same events in the same time period. Kupperschmidt (2000) states that a generation is a group of individuals who identify their group based on the same year of birth, age, location, and events in the lives of that group of individuals that have a significant influence on their growth phase. According to popular opinion, the characteristic of Gen Z is their high understanding of technology. This is because since birth they have been in contact with gadgets (Zorn, 2017). Gen Z are people born in the 1995-2010 period. They are called digital natives because they have been exposed to the internet and mobile phones from an early age (Francis & Hoefel, 2018). Generation is a social construction in which there are groups of people who have the same age and historical experience (Budiati, 2018). The habits of each generation also have their own characteristics according to current developments. Gen Z are people born in the 1995-2010 period. They are called digital natives because they have been exposed to the internet and mobile phones from an early age (Francis & Hoefel, 2018). Gen Z's changes in communication

behavior are not going well. Looking at the reality in the field, there is a kind of communication disruption that can eliminate the meaning of communication itself. Communicators who are neglected can feel disappointed or angry when interacting with communicators who are still engrossed in their digital activities. Therefore, there is a negative potential if the message is misinterpreted or does not receive a response (Tubbs & Moss, 2012). Based on observations, Gen Z is quicker to respond to what they see via digital devices. Even without studying or being taught, Gen Z can use it. The phenomenon of the emergence of Generation Z amidst advances in the world of information technology needs to be addressed and receive a special response from society. Generation Z is the first generation to grow up in the internet world, where their understanding of access to information and the world has been formed with a different perspective from previous generations (Betz, 2019).

Parents' communication patterns with children are influenced by the communication style played by parents towards children. This communication style can be seen verbally (words) or non-verbally (gestures, facial expressions, linguistics and so on). There is a unique communication style played by parents from one family with another family. Specifically, communication style is a characteristic that each person has. Differences that can be seen in the communication styles of each person include the model of communication, communication procedures, ways of expression   and the responses given or shown   when communicating. Every day humans communicate with other people, but often the Interpersonal Communication that is carried out is faced with problems, there are times when requests or orders to someone are not obeyed, you may also experience an interesting experience because you can conquer stubborn people, someone can also miscommunicating with other people which makes people angry, disappointed, and offended, all of what is described here are examples of how humans must attach importance and pay attention to "communication style".

Based on the background description above, as has been explained how important communication is in the family, of course by using communication strategies with an Interpersonal Communication approach, to form a positive self-concept in generation Z teenagers. And based on Pre-Research it was also found that there is a lot of juvenile delinquency in the area Medan Polonia sub-district.

THEORETICAL REVIEW
Understanding Communication

In his book entitled "Communication Dynamics", Onong Uchjana Effendy believes that the meaning of communication must be seen from two points of view, namely a general understanding and a paradigmatic understanding. The general understanding of communication must also be seen from two aspects, namely the etymological understanding of communication and the terminological understanding of communication. Etymologically, communication comes from the Latin communicatio which comes from the word communis which means the same. The same words are meant to have the same meaning. So in this sense, communication takes place when the people involved

in it have the same meaning regarding something that is being communicated. In other words, if the people involved in it understand each other what is being communicated, then the relationship between them is communicative.

Interpersonal Communication

Interpersonal communication was defined by Joseph A. Devito in his book "The Interpersonal Communication Book". "The process of sending and receiving messages between two persons, or among a small group of persons, with some effect and some immediate feedback" (Devito, 1989: 4) small number of people, with few effects and some immediate feedback."

Interpersonal communication can take place between two people who are together, such as a husband and wife having a conversation, or between two people in a meeting, for example between a paper presenter and one of the participants in a seminar (Effendy, 2003: 60).

Interpersonal communication is very important because interpersonal communication involves the personality of two or more people directly, namely face to face. as R. Wayne Pace said in Haffied Cangara that "Interpersonal communication is communication involving two or more people in a face setting" (Cangara, 2008: 32). Apart from that, Onong Uchjana Effendi stated that interpersonal communication is considered the most effective in changing attitudes, beliefs, opinions and behavior of communicants (Effendy, 2003: 62).

Self Concept

Self-concept is the image a person has about himself which is formed through experiences obtained from interactions with the environment. Self-concept is not an innate factor, but rather develops from continuous experience. George Herbert Mead said that every human being develops a self-concept through interaction with other people in society and this is done through communication (Mulyana, 2010: 11)

One of the most important things in influencing human behavior is self-concept. Before discussing self-concept, to be clearer, you need to know the meaning of self-concept. There are various opinions trying to explain the concept of self. Burns (1993) states that self-concept is

the overall view that an individual has about himself and consists of beliefs, evaluations, and behavioral tendencies. Self-concept is also an individual's

view and attitude towards his or her situation (Pudjijogyanti, 1988). Chaplin (2001) said that self concept is an individual's evaluation of themselves; assessment or assessment of oneself by the individual concerned. Apart from that, other experts say that self-concept is the way an individual sees their own image, which is formed based on the individual's thoughts from their interactions with other people (Tanamal, 2004).

METHODOLOGY

This research uses a descriptive method, which correctly describes the reality experienced by the subjects of this research. This research seeks to provide a description of how parental communication styles shape children's positive self-concept in generation Z. Qualitative research aims to reveal certain social situations by describing reality correctly, formed by words based on relevant data collection and data analysis techniques. obtained from natural situations

(Ghony and Almanshur, 2012:26). Qualitative research emphasizes the depth (quality) of data rather than the amount (quantity) of data. (Kriyantono, 2009: 56). The research object that will be studied is the communication style of parents in forming a positive self-concept in generation Z.

RESULTS

Factors for the Formation of Positive Self-Concept in Generation Z Adolescents. Based on the research objective, namely to find out what factors form a positive self-concept in Generation Z teenagers. Researchers conducted direct observations and interviews with each informant who was the subject of this research. The factor in the formation of a positive self-concept in children from Informant I, Informant II, and Informant III is the application of Interpersonal Communication. The forms of implementation come from the function of parents according to Sahlan (2002: 37), namely: educating, nurturing and guiding their children to reach certain stages that lead Generation Z teenagers to be ready for social life, and the existence of interpersonal communication characteristics (Devito, 1997:259-268).

The formation of self-concept in Generation Z Adolescents through repeated experiences and interactions in the family and social environment. Self-concept is not innate, but in this case, according to Tanamal (2004), Gunarasa (1999), Symonds (in Fitts, 1971) they agree that self-concept is the result of an individual's interaction with their environment. Through this interaction, a Communication Style arises.

DISCUSSION

Based on the research objective, namely to analyze the factors for the formation of positive self-concept in Generation Z teenagers. After looking at the research results, researchers found that the communication styles used by parents tend to be the same as several communication styles initiated by Norton, 1983 (in Liliweri, 2011: 309)As the results of the research that researchers found, the first informant I, namely Mr. Ahmad Yudhie Dalimunthe, is the parent of Farhan, who works as a TNI-AU whose wife is Mrs. Sudarwati, who works as an elementary school teacher.

Based on the research results, it was found that the application of interpersonal communication in this family is in the form of communication style. The form of interpersonal communication that researchers found in the research was that when there were differences of opinion, Mr. Ahmad gave his children the freedom to express their opinions. Then, when his son Farhan was in trouble due to the mischief he had done, Mr. Ahmad always asked what was happening to the child and the reasons for his deviant behavior, then provided good motivation so that Farhan would not make mistakes in his social life. From the research results, researchers also found that Informant I's family, Mr. Ahmad Dalimunthe, was rarely at home. He is home only once a week, or maybe longer than that. The form of communication that occurs between fathers, mothers and children is more often established through gadgets as a form of direct communication to continue to provide attention to the family. Mr. Ahmad Dalimunthe often asks about news and provides motivation for his children through gadgets because he is rarely at

home. Researchers found that there was a Quality Time application that was carried out at night, this was applied by Ahmad to Mrs. Sudarwati to always control Farhan when he was not at home due to work demands. The communication style used by Mr. Ahmad aims to control children so that they do not fall into further juvenile delinquency.

In the family that was informant II, the researchers found that Mr. Ali was the parent of Venny, a Generation Z teenager who committed juvenile delinquency in this research. Mr. Ali Wardana Siregar works as a police officer and his wife, Mrs. Neni Wahyuni, is a civil servant (TNI-AU Civil). In this study, researchers found that the supporting factors for the formation of self-concept in this family came from interpersonal communication. From the words of his parents in interviews conducted with researchers, Venny as a child felt happy if communication was carried out directly, because if via gadgets Venny felt less effective in conveying messages, so interpersonal communication that was felt to be effective was an approach using a friendly communication style and attentive style.

Based on the results of interviews and observations, researchers found that Mr. Ali was a parent who was strict in educating his children amidst the rampant juvenile delinquency that occurred in Polonia Village. He implemented this strict upbringing so that his children remained obedient to their parents' orders. According to Sahlan (2002:37), the function of parents, namely educating, nurturing and guiding their children, has been established in this family. This is implemented by Mr. Ali as the head of the family by always providing positive support to their children , and giving sincere praise when they achieve something successful. Mr. Ali did this so that children feel appreciated, confident and do not return to juvenile delinquency like the children in their neighborhood in Polonia Village.

In this family, both parents implement Quality Time. This aims to get the things that children want, and maintain harmony in the family by consistently using a friendly and attentive style that is closely related to the characteristics of deepening children's emotions so that children know their parents as figures who can be trusted and listened to. The third family that the researcher interviewed was the family of Mr. Boy Sugi Kurniawan, the parents of Generation Z teenagers who were the third informant. He works as an entrepreneur, then his wife works with him as an entrepreneur. In this family, based on the interview approach that the researcher conducted, it was found that in this family there was good communication using a consistent communication style with the child from childhood. In the midst of the rampant juvenile delinquency that is currently occurring in Polonia Village. Informant III always continues to try to talk to his children even though his children may not always want to listen. Mr. Boy's child is a child who is difficult to manage because of the influence of his social friends in Polonia Village.

CONCLUSIONS AND RECOMMENDATIONS

Based on the findings and discussion, the following are the conclusions that can be obtained in this research. After the research process carried out by the researcher, in this chapter, the researcher will draw conclusions, including the following:

Based on the analysis that researchers carried out on Informant I, Informant II, and Informant III in Polonia Village. The supporting factor for the formation of a positive self-concept is through the Interpersonal Communication Approach. The supporting factors for the formation of a positive self-concept in Generation Z teenagers from Informant I, Informant II, and Informant III come from the characteristics of Interpersonal Communication which have a humanistic perspective, namely openness, empathy, supportive attitudes, positive attitudes, and equality provided by parents. towards Generation Z Adolescents. These characteristics of Interpersonal Communication are in line with the Roles and responsibilities of Parents in forming a Positive Self-Concept for Generation Z Adolescents.

FURTHER STUDY

Every research certainly has limitations. Limitations in the sense of research limitations that influence the researcher's ability to explore the data being studied, limited data available, or external research factors such as limited time and resources. So further research is needed to complete this research.

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