

ABSTRAK

KARAKTERISTIK GENERASI Z DI YOGYAKARTA TAHUN 2019

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Penelitian ini bertujuan untuk mendeskripsikan karakteristik generasi Z di Yogyakarta yang terdiri dari empat karakteristik, yang meliputi figital, realistik, *Fear of Missing Out* (FOMO), dan terpacu. Karakteristik ini berpedoman pada tujuh ciri kunci generasi Z yang dirumuskan oleh David Stillman dan Jonah Stillman.

Penelitian ini merupakan penelitian deskriptif. Penelitian dilaksanakan di empat universitas, yaitu Universitas Sanata Dharma, Universitas Atma Jaya Yogyakarta, Universitas Gadjah Mada, dan Universitas Pembangunan Nasional "Veteran" Yogyakarta. Populasi penelitian ini adalah generasi Z di Yogyakarta di rentang usia 18-23 tahun sejumlah 829.900 jiwa. Sampel penelitian sejumlah 243 mahasiswa dan diambil dengan teknik *multistage sampling*. Teknik pengumpulan data dalam penelitian ini menggunakan kuesioner dan wawancara. Teknik analisis data dalam penelitian ini menggunakan analisis data deskriptif.

Hasil analisis data menunjukkan bahwa: (1) generasi Z masa kini di Yogyakarta memiliki kencenderungan figital pada kategori figital; (2) kencenderungan karakteristik realistik menunjukkan generasi Z masa kini di Yogyakarta adalah generasi yang realistik; (3) kecenderungan karakteristik *Fear of Missing Out* (FOMO) generasi Z di Yogyakarta telah muncul; dan (4) generasi Z masa kini di Yogyakarta adalah generasi yang terpacu.

Kata kunci: karakteristik, generasi Z, figital, realistik, FOMO, dan terpacu.

ABSTRACT

THE CHARACTERISTICS OF Z GENERATION IN YOGYAKARTA IN 2019

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This research aimed to describe the characteristic of Z generation in Yogyakarta covered four characteristics that are figital, realistic, Fear of Missing Out (FOMO), and driven. Those characteristics are guided by seven key traits of the Z generation that were formulated by David Stillman and Jonah Stillman.

This research is a descriptive research. This research was conducted in four universities were Sanata Dharma University, Atma Jaya University, Gadjah Mada University, and National Development University of Yogyakarta . The research population were used were Z generation whose age were 18-23 years old about 829.900 lives. The research sample covered 243 students from four universities, and the sampling technique was multistage sampling technique. The data collection technique were questionnaire and interview. The data analysis technique was descriptive technique.

The results of data analysis: (1) Z generation in Yogyakarta have figital characteristic trend in the figital category; (2) Z generation in Yogyakarta have realistic characteristic trend in the realistic category; (3) Z generation have Fear of Missing Out characteristic trend in the early FOMO category; and (4) the present time young generation in Yogyakarta is a driven generation.

Keywords: characteristics, Z generation, figital, realistic, FOMO, driven.