Analysis of Intrapersonal Communication in Increasing Self-Confidence Among Generation Z

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Abstract

The advancement of the times has greatly influenced the importance of intrapersonal communication in overcoming challenges and increasing self-confidence. In this digital era, the use of social media and pressure from the digital environment also play an important role in influencing self-confidence among generation Z. Self-confidence is very important in life because without self-confidence there will always be doubts in a person to do something. This research uses a library research method. The literature research method is research conducted using literature. The literature method plays an important role in formulating the theoretical basis and conceptual framework. In today's digital era, generation Z has been made easier by the existence of social media, with social media people are more active on social media than in the real world. In fact, even introverted people are very active on social media compared to extroverted people. Social media really helps the development of one's self-confidence and it is not uncommon for people to develop more on social media than in the real world. The results obtained to increase self-confidence in generation Z are by understanding oneself, increasing motivation and perseverance, self-talk, opening up, and talking to the closest people about their feelings and thoughts.

Keywords: Intrapersonal Communication, Self-Confidence, Generation Z

1. Introduction

Intrapersonal communication is communication that takes place within us, including talking to ourselves, observing and perceiving (intellectually and emotionally) our environment. Intrapersonal communication is communication that happens with oneself. It is an internal dialog that can even happen when you are around other people. For example, when you are with someone, all you think about is internal communication. In internal communication, the role of cognition in human behavior is often studied. In this context, it is often more frequent than other forms of communication. In particular, intrapersonal communication includes areas where we can imagine, dream, understand, and solve problems in our minds (Kustiawan, Winsa., et al. 2022).

Generation Z, born between the mid-1997s and early 2010s, grew up in a highly digitized era. According to the Ministry of Education and Culture, Generation Z has very different characteristics from previous generations.

This generation is referred to as the boundary-less generation. Generation Z personalities are more diverse, more global, and influence the culture and attitudes of most people. Through technology and social media, they are exposed to social standards, social pressure, achievement, and comparison.

Generation Z or Z, or iGen, or 100, refers to the generation born after the Millennial generation, or Generation Y. Generation Z grew up with the internet and social media, have completed college degrees, and some have graduated and entered the workforce in 2020. Generation Z grew up with internet and social media technology, which sometimes leads to them being stereotyped as techies, dependent, antisocial or socially withdrawn, Justice Warriors (Business Insider, 2019). This context has created a hypercognitive generation that is very comfortable gathering multiple reference sources and integrating virtual and offline experiences.

Self-confidence is a critical component in their personal and psychological development. Strong self-confidence is critical to one's success and well-being. Self-confidence can be greatly influenced by intrapersonal communication, i.e. the way people communicate with each other.

Some are less confident and some are more confident. Therefore, not all humans are created to be very brave, in some cases having self-doubt. This will show the difference in people's behavior. Generally we feel that we can't do much, we always hesitate to do so, don't say much if we don't have support, etc. In this perceived weakness, those with more self-confidence will be confident in their abilities until one can find a high level of courage, social connection, responsibility, and bravery.

Self-confidence is very important in life, including the struggle to find a partner. Many people think self-confidence is something that cannot be taught. They wait for courage to come from fate so that it makes them lazy to try to develop and cultivate your self-confidence. Actually, confidence can be cultivated and learned. Anyone can live with full confidence as long as they continue to train and nurture them.

Confidence is something that comes with time. In fact, it seems that some people are just born confident. Of course confidence comes from a combination of parental processes and developmental events. Of course it takes a long time to develop. However, as we continue to work on developing self-confidence, we grow as human beings for the better (Anggraini, 2018: 1).

II. Research Methodology

This research uses library research so that the method used in the research is the library research method. The literature research method is research conducted using literature. The literature method plays an important role in formulating the theoretical basis and conceptual framework. The specific characteristics that are used as the basis for the development of research science include: This research deals directly with the data or text presented, not with field data or information. Through witnessing events, researchers only access directly from sources that are already available in libraries or from ready-made data, as well

as secondary data used (Snyder, 2019). The desk research process is conducted by reviewing literature and analyzing a combination of related topics. Desk research can use sources such as journals, books, dictionaries, documents, magazines, and other sources without conducting field research. (Mendes, Wohlin, Felizardo, and Kalinowski, 2020). Providing new theories with the support of appropriate data collection techniques is a form of literature review (Apriyanti, Syarif, Ramadhan, Zaim, and Agustina, 2019). The technique used in secondary data collection is indirect data collection.

There are many reasons for conducting literature research. The first reason is that research can only be done through library research, data cannot be obtained through field research. The second reason is that library research is its own stage to conduct preliminary research to better understand new phenomena developing in society. The third reason is that library data.

III. Results and Discussion

1. Self-Confidence among Generation Z

Generation Z lives in an era of modern technology and is often perceived as having high self-confidence. However, there are also some factors that can make generation z easily feel insecure and lack confidence, such as unpleasant experiences in the form of negative comments from others. Therefore, it is important for generation z to boost their self-confidence in order to succeed in life.

Confidence is considered a key asset to a successful and happy life. One of the factors that is considered to affect a person's self-confidence is appearance, but in addition to physical factors, self-confidence also comes from oneself, from the way people think, and achieving that self is worthy and capable. At the stage of adolescence, individuals realize changes in physical and psychological conditions that can affect their emotional development. Appearance, especially the face, is the part of the body that is most easily judged by oneself and others. This is a factor that can affect the self-confidence of adolescents, especially adolescent girls. It is not uncommon for young women to feel insecure about their appearance because of acne on their face. A face full of acne will affect mental health, affecting thoughts, opinions, emotions and feelings, causing 4,444 people to close themselves, avoid communication with others for fear of ridicule and possibly causing harm. These people will perceive their appearance as a deficiency, feel unattractive and not in accordance with what they want because they will feel they are not normal and can then be viewed negatively by society.[1]

This is supported by research conducted by the British Skin Foundation in an article (CNN Indonesia, 2015) which found that 60% of acne sufferers have experienced verbal abuse because of their skin condition, 20% of the 2,299 respondents stated that they had experienced abuse. have planned to commit suicide and because of the

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[1] Dwi Ida Ayu dan Rita Destiwati, "Komunikasi Intrapersonal Remaja Putri Berjerawat Dalam Meningkatkan Kepercayaan diri" (Bandung: Medialog, 2022), hal. 260.

pressure they face, some of them even thought about suicide. The remaining 20% were affected by failed love relationships due to facial acne.[2]

Another thing that triggers the insecurity of a teenager, especially teenage girls, is their skin color and weight, because in today's era more or less people judge others based on their appearance, be it face or skin color and weight. Beauty standards have now begun to be determined by a clean face without acne, ideal weight, and white skin. This is a slap in the face for those who don't meet these standards and makes them feel even more insecure. Their appearance is often the subject of jokes that may traumatize them. Therefore, many people sometimes prefer not to expose themselves so as not to feel humiliated again and prefer to remain silent without making any changes.

In contrast to people who do not have facial skin problems, weight, and skin color differences with others, in general they will love themselves more so that they are more confident when interacting with the community, then these individuals will think more positively and positively in their activities, and be much bolder in expressing themselves in community activities.

Therefore, it is important to foster intrapersonal communication in everyone, especially generation Z, so that they can better recognize themselves and try to fight the insecurity by daring to open up, believing that we are capable and able to fight the feeling of it all. Self-confidence must be cultivated within ourselves

because with a sense of trust in ourselves, there will be confidence that we can and are able to show the abilities we have. So, it is very important to cultivate self-confidence and a sense of self-love so that insecurity turns into gratitude.

In this digital era, Generation Z has been made easier by the existence of social media, with social media people are more active on social media than in the real world. In fact, even introverted people are very active on social media compared to extroverted people. Social media really helps the development of one's confidence and it is not uncommon for people to develop more on social media than in the real world.

Teenagers who are often restricted or punished often grow up to be shy, unconfident and hesitant, always anxious and afraid and do not feel comfortable with the conditions of the surrounding environment, so that the child's self-esteem cannot develop optimally. In addition, children with low self-esteem experience a lot of failure in showing their potential because children lack the opportunity to build self-confidence. The influence of the environment on children's growth and development is so great that a good environment will have a positive impact on children. Conversely, a bad environment has a negative and major impact on the development and growth of a child in all fields. (Hasyim and Saputri, 2021; Susanti, 2018).

Factors that cause a lack of self-confidence in generation Z (1) lack of opportunities for children (2) children who are often humiliated in public for their mistakes (3) children who are always punished (4) authoritarian

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[2] Ibid

parenting. These factors certainly cause low self-confidence in children. Therefore, there must be a way to minimize the occurrence of these causes and can be handled properly to ensure the continuity of optimal child development.

Public speaking does not only use words, but it can also use body language or what is commonly called non-verbal language. Words can express something, but there are many things that can be expressed with language. Therefore, proper use of body language is one of the techniques of public speaking. Anyone can communicate effectively and efficiently as long as they are active and do things with the right method (Oktavianti and Rusdi, 2019).

The importance of speaking skills for public speaking is absolute. This ability is the foundation of everyone's success in various fields. A public speaker, whose job is to make the audience feel comfortable with him, must appear convincing. All his words, appearance and actions can be an inspiration for his listeners. For this reason, one of the motivations of communication must be present in the speaker in order to avoid worries that make him or her feel uncomfortable Public speaking does not only use words, but it can also use body language or what is commonly called non-verbal language. Words can express something, but there are many things that can be expressed with language. Therefore, proper use of body language is one of the techniques of public speaking. Anyone can communicate effectively and efficiently as long as they are active and do things with the right method (Oktavianti and Rusdi, 2019).

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In addition, self-confidence is a person's belief in all aspects of his advantages and this belief makes him feel able to achieve various goals in his life. self-confidence also makes a person do positive things as self-actualization in front of the community (Anthony, 1992; Bandura, 1997; Hambly, 1992). A person's self-confidence can also increase his motivation in learning because with self-confidence, a person will have confidence in doing something without fear of mistakes that will appear afterwards. Confidence is generated by starting to appreciate the talents that others have so that they feel valuable and have the right to show themselves.

2. **Intrapersonal Communication in Increasing Self-Confidence among Generation Z**

Intrapersonal communication or intrapersonal communication is communication that occurs within a person (Rosmawaty, 2010). Intrapersonal communication plays an important role in boosting self-confidence, especially in generation z. Through reflection and inner dialog, a person can develop a better understanding of himself, his life goals,

and the values he holds. Through reflection and inner dialog, a person can develop a better understanding of himself, his life purpose, and the values he holds. This helps to strengthen personal identity and form better self-confidence.

With intrapersonal communication one can understand themselves better, especially on one's strengths and weaknesses. In intrapersonal communication, one can help boost self-confidence by giving positive self-suggestions and focusing on the positive things one has.

According to Rakhmat (2009), the intrapersonal communication process goes through four stages, namely: Sensation, Perception, Memory and Thinking. The explanation of the stages of interpersonal communication is as follows:

1. Sensation. Sensation is the first step in receiving information. Sensation comes from the word sense which means a sense tool that connects the organism with its environment. Sensation is the human ability to absorb everything that is received by the five senses. Information absorbed by the five senses is called a stimulus, which then causes a sensory process. Therefore, sensation is the perception of a stimulus. The function of the sensory organs in receiving information is very important. Through the sensory organs, humans can understand the physical nature of their environment, gain knowledge, and have the ability to interact with their world.

2. Perception. Perception is an experience involving objects, events, or relationships obtained by inferring information and interpreting messages. The relationship between sensation and perception is that sensation is part of perception. Perception is influenced by sensations generated from the five senses, also related to attention, expectations, motivation and memory. Perception gives meaning to sensory stimuli. Perception, like sensation, is determined by personal and situational factors. Richard S. Crutchfield states there are functional elements and structural elements functional determinants. Perception come from needs, past experiences, and other personal (biological) factors. This argument means that objects that are emphasized in perception are generally objects that meet the goals of the individual doing the perception. Structural factors arise solely from the nature of physical stimuli and the neurological effects they have on the individual's nervous system. According to Gestalt, the principle of perception is structural, when we perceive something, we perceive it as a whole without looking at the parts and putting them together. According to Kohler, if we understand an event, we cannot look at the events in isolation, but we must see them in their context, their environment, and the problems they face. A factor that greatly influences perception is attention. Attention is a mental process in which stimuli or stimuli become salient in perception when other stimuli are attenuated (Kennenth E. Andersen, 1972). Attention occurs when a person focuses on one of his

sense organs and ignores input through other sense organs.

3. Memory. According to Bruno (1987), memory is a mental process that involves encoding, storing and recalling information and knowledge, all of which are concentrated in the brain. If information is received through the senses of the eyes by seeing symbols/writing or if the ears hear information, the information first enters short-term memory or working memory/short-term memory. The information is then encrypted with a special code. After the encryption process is complete, the information is entered and stored in long-term or permanent memory. Memory is the psychic ability to remember, store and reproduce impressions. Therefore, there are three aspects to the functioning of memory, namely: remembering, storing, and reproducing. According to (Dakir, 1986) in reproducing there are also people who can do it easily and quickly, but there are also people who find it difficult and slow.

4. Thinking. The thinking process is a series of mental processes that occur naturally or planned and systematic in the context of space, time and media used, and results in changes in objectivity. The thinking process is an event of mixing, combining, exchanging, and structuring concepts, perceptions, and previous experiences. When thinking, the human mind carries out the process of asking and answering with its own mind, in order to integrate the relationship between the parts of the knowledge it acquires, this is what is called the thinking process. From a question will give

direction to the human mind, so that a person will carry out thinking activities after a trigger that affects him, both internal and external. In thinking, a tool is needed, namely reason (ratio).[3]

Then it can be elaborated:

Sensation: The first stage is sensation, which is receiving information from the surrounding environment. At this stage, Generation Z pays attention and observes the surrounding environment to get useful information to increase self-confidence.

Perception: The second stage is perception, which is understanding and interpreting the information received. At this stage, Generation Z understands and interprets the information obtained from the environment to better understand themselves.

Memory: The third stage is memory, which is storing the information received in memory. In this stage, Generation Z stores information obtained from the surrounding environment in memory for future use.

Thinking: The fourth stage is thinking, which is processing the information received and making decisions. At this stage, generation Z processes the information that has been received from the surrounding environment and makes the right decision to increase self-confidence.

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[3] Cheirunnisa Gunawan, Nasichah, dan Arini Bunga Firdaus, "Peran komunikasi intrapersonal dalam meningkatkan motivasi diri mahasiswa UIN Syarif Hidayatullah Jakarta". Vol. 1, No.3, September 2023, hal. 82-83.

In increasing self-confidence through intrapersonal communication, generation z can do some strategies, such as understanding themselves, increasing motivation and perseverance, self-talk, opening up, and talking to the closest people about their feelings and thoughts. Thus, intrapersonal communication can be one of the effective ways to increase self-confidence in generation Z.

a. Understanding yourself
Understanding ourselves starts with communicating positively with ourselves, this can develop a better understanding of who we really are. Understanding oneself is also very helpful to overcome negative thoughts and feelings about oneself because replacing negative self-talk with positive words and affirmations can change one's outlook to be more optimistic, believe in one's abilities and build positive self-esteem.

b. Increase motivation and perseverance
Increasing motivation and perseverance must be a belief from ourselves that we are capable and worthy of achieving what we want to achieve and make ourselves more motivated to face challenges and move forward.

c. Building healthy relationships
In building healthy relationships, we need to have strong self-confidence to be able to communicate clearly, show our authenticity or seriousness, and build healthy and meaningful relationships.

d. Overcoming failures and obstacles
Communicating with the self in a positive way helps to overcome failures and obstacles in a constructive way. Self-talk can be used to learn from experiences and try to move forward. Use constructive words and give yourself credit for small achievements and also don't hesitate to accept or ask for support from others. By developing positive self-communication, one can face challenges with a more positive attitude, and achieve greater potential.

e. Positive Self-Talk
Encourage Generation Z to speak positively to themselves. This can help boost confidence and reduce feelings of lack of confidence.

f. Being Present in Consciousness
Train generation Z to be present in the present moment, reduce anxiety about the future, and let them feel their accomplishments and growth.

g. Managing Social Media
Generation Z should manage their social media usage wisely. Reduce social comparison and filter out negative content that can affect their confidence.

h. Personal Goals
Setting personal goals that can help Generation Z feel more confident. Planning the steps to achieve these goals and celebrating small achievements is also important.

i. Social Support
Encourage Generation Z to seek support from friends, family, or professionals when they feel the need. Intrapersonal communication can also help them understand when it's time to seek help

j. Fostering Social Motivation
Social motivation plays an important role in learning. To maximize the achievement of learning goals, teachers must be able to foster the

social motivation of their students to always be active in the student learning process. A teacher must be able to provide an interesting learning atmosphere and generate enthusiasm for learning in students.

k. Instill a good attitude

Our attitude is a large part of who we are as per our perception of reality the point is how we choose to deal with each situation or way and the consequences of each choice we make whether we have behaved in a positive negative way we alone can determine what we do.

l. Building self-confidence

Self-confidence, which is a combination of belief in ability and self-esteem, is a very important aspect of a person's life (Mind Tools, 2019: 1). Self-confidence is the feeling or belief that one is capable of performing various tasks or achieving life goals. Self-esteem is similar, but it is more of a belief that we are generally competent in all things and deserve to be happy in life.

In analyzing self-confidence among Generation Z, it is important to pay attention to how these factors interact and how they affect the self-confidence of individuals in this generational group. Surveys and research studies can provide deeper insights into this issue.

IV. Conclusions and Suggestion

The conclusion and suggestion that can be made in this paper is that intrapersonal communication highlights the importance of self-understanding and the ability to communicate with oneself for generation Z. Based on the analysis, it can be concluded that intrapersonal communication plays a key role in shaping the self-confidence of individuals in this age group. Generation Z faces unique social and digital pressures, so the ability to communicate positively with oneself can be an effective means of boosting their self-confidence. Society is expected to be aware of the importance of incorporating intrapersonal communication approaches in formal and informal education. Schools and educational institutions should provide training programs that teach generation Z intrapersonal communication skills. In addition, family support and an environment that supports emotional growth are also very important. Further research also needs to be conducted to identify the most effective strategies in improving Generation Z's intrapersonal communication and self-confidence.

In order to improve Generation Z's self-confidence, the analysis shows that factors such as physical appearance, social media pressure, and unpleasant experiences can significantly affect their self-confidence. Intrapersonal communication is key in building confidence, where self-understanding, positive self-talk, and internal reflection play an important role. Through this approach, it is hoped that Generation Z can grow up with strong self-confidence, be able to face challenges, and achieve success in their lives. Furthermore, further research and in-depth understanding of the factors that influence Generation Z's self-confidence can provide a more comprehensive view and more effective solutions in supporting their personal development. Self-confidence is not something static, but can be developed through effort and self-

awareness. Generation Z can utilize intrapersonal communication as a tool to understand themselves, overcome uncertainty, and build confidence in their abilities. By understanding the stages of intrapersonal communication, such as sensation, perception, memory, and thinking they can recognize and manage internal influences that can affect self-confidence. Suggestions that can be given to increase Generation Z's self-confidence through intrapersonal communication are to familiarize yourself with speaking positively to yourself, to follow the steps of intrapersonal communication.

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