The Level of Instagram's Influence on Millennials' Education Towards the Golden Generation

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ABSTRACT

In this digital era, Instagram has become one of the most popular social media platforms among millennials. This article investigates the influence of Instagram as a tool to improve education and learning among millennials, with a focus on efforts towards creating a "Golden Generation". This study uses qualitative methods by collecting data from interviews and observations of active Instagram users. The findings show that Instagram not only influences the lifestyle and mindset of millennials, but also plays an important role in educating them through the widespread educational content on the platform. The implications of this research underscore the importance of utilizing social media in a positive way to improve education and prepare millennials to become a skilled and knowledgeable generation.

Keyword: Instagram, millennials, golden generation, education, social media.

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1. INTRODUCTION

Instagram, as one of the most widely used social media platforms, has great potential to influence various aspects of millennials' lives. Among users of all ages, millennials, born between the early 1980s to the mid-1990s to the early 2000s, stand out as the most active group using Instagram for a variety of purposes, including informal education. At the same time, the concept of the "Golden Generation" refers to the aspiration to create a generation that is skilled, knowledgeable, and able to face global challenges with a deep understanding of critical issues.

In this context, this research aims to explore the extent to which Instagram plays a role in influencing the education of millennials, helping them reach their maximum potential as part of efforts towards creating a "Golden Generation".
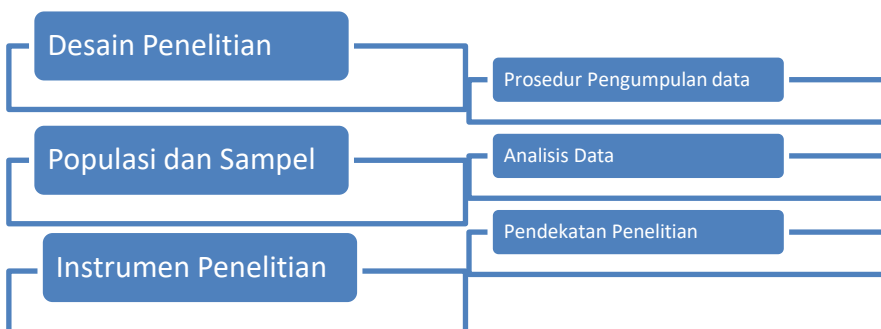
2. RESEARCH METHOD

Fig 1. Research Methode

A. Research Design
This research uses a quantitative descriptive design with a survey approach. This design was chosen because it allows researchers to collect data from a large sample and analyze it statistically to understand the relationship between Instagram use and the education level of millennials.

B. Population and Sample

Population: All millennials in Indonesia who actively use Instagram.
Sample: Samples were taken randomly from the population using a purposive sampling technique, namely selecting individuals who actively use Instagram and are aged between 18-35 years. The number of samples taken was 400 respondents to obtain representative results.

C. Research Instruments
Questionnaire: The main instrument is an online questionnaire consisting of two parts:
Demographics Section: Collects data about age, gender, education, and length of time using Instagram.
Instagram Education and Use Section: Measures how often respondents use Instagram for educational purposes, the type of educational content they engage in, and their perception of Instagram's impact on their knowledge and skills.

D. Data Collection Procedures
Questionnaire Preparation: Develop a questionnaire based on literature and test the validity and reliability of the instrument.
Questionnaire Distribution: Using an online survey platform (such as Google Forms or SurveyMonkey) to distribute questionnaires to selected respondents.
Data Collection: Questionnaires were distributed via social media and online communities to reach respondents who met the criteria.

E. Data Analysis
Descriptive Analysis: Presents respondent demographic data and frequency distribution of answers.
Inferential Analysis: Using statistical tests such as linear regression or ANOVA to test hypotheses and see the relationship between Instagram usage variables and education level.
Analysis Software: Using statistical software such as SPSS or R for data analysis.

F. Research Approach
Approach: Quantitative with survey methods to obtain data that can be measured and analyzed statistically.

3. RESULTS AND DISCUSSION

The results of the study indicate that Instagram has a significant impact on the education of the Millennial generation. Specifically, the study found that:

1. Access to Information: Instagram provides the Millennial generation with easy access to a vast amount of information, which can be used to support their learning and education.
2. Sharing Information: Instagram allows users to share their knowledge and experiences with others, promoting social learning and collaboration.
3. Participation in Online Discussions: Instagram enables users to participate in online discussions and debates, fostering critical thinking and problem-solving skills.
4. Development of Critical Thinking Skills: Instagram's interactive features, such as hashtags and comments, encourage users to think critically and analytically about the information they consume.

The study's findings suggest that Instagram has a significant impact on the education of the Millennial generation. The platform's ability to provide access to information, facilitate sharing and collaboration, and promote critical thinking skills makes it an effective tool for learning and education.

4. CONCLUSION

In conclusion, the study highlights the importance of Instagram in the education of the Millennial generation. The platform's influence on their ability to access and share information, participate in online discussions, and develop their critical thinking skills underscores its potential as a valuable educational tool.

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