



Social Pressure in The Quarter Life Crisis Through Poster Media

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ABSTRACT

Quarter Life Crisis is a time when a person experiences confusion, uncertainty and stress which is often experienced by individuals in their 20s to early 30s. One cause is social pressure. The characteristics of someone experiencing a quarter life crisis include, the individual does not know what his desires and goals in life are, his achievements at that age do not match expectations, he is afraid of failure, he does not want his childhood and adolescence to fail. This community empowerment activity is carried out online via Instagram Post from the @phoffeedu account. This activity aims to provide education to Instagram followers @phoffeedu and people who are within Instagram's reach through the hashtag (#) displayed on posts, explore, stories, etc. Regarding the definition, characteristics and methods of preventing and managing quarter life crisis, social media can be used to share health information so that it is effective in changing people's behavior. One of the health promotion media is posters. The theme of this poster is Social Pressure in the Quarter Life Crisis. 50 hours since the poster was uploaded, it has received approximately 147 likes. Of the 41 comments submitted on the poster, 100% of them showed positive reactions from the audience. There were also those who said that the poster really helped them, especially generation Z, in preparing for, preventing or overcoming a quarter life crisis. This means that the goal of the post to raise awareness about the quarter-life crisis has been achieved according to the comments.

KEYWORDS

Poster, Quarter Life Crisis, Social Pressure.

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INTRODUCTION

Quarter life crisis is a phenomenon experienced by many individuals in their 20s to early 30s. This is a period in life where a person experiences confusion, uncertainty and severe stress related to various aspects of life (Lestari et al., 2022). One of the aspects that triggers the quarter life crisis is social pressure, such as family demands that are not in accordance with individual desires, society's assumption that someone with higher education must be more successful, the effect of social media which makes someone often compare their life with other people's. others, as well as questions from people around them regarding romantic relationships (Rahmatunnisa, D., 2022). There are several characteristics that indicate that someone is experiencing a quarter life crisis, some of these signs include, the individual does not know what his desires and goals in life are, his achievements during

that age do not match expectations, fear of failure, unwillingness for his childhood and adolescence to end, fear of taking decisions, and tend to compare one's own achievements with those of others (Herawati, I. & Hidayat, A., 2020). So this makes him feel easily anxious, resigned, completely clueless when asked, and because he has too many choices he is unable to decide between them (Zwagery, R. V. & Yuniarrahmah, E., 2021). Individuals who experience a quarter life crisis feel unprepared to face adult responsibilities, feel dissatisfied with what they have achieved, and feel worried about their life in the future (Sari, M. A. P. & Prastiti, W. D., 2021).

Quarter life crisis is also a natural process in a person's development, and although it can be a difficult time, it can provide opportunities for personal growth and further exploration by trying various opportunities to gain experience with the aim of being able to predict the future direction of oneself and goals life (Putri, D., 2021). There are ways that can be done when someone is experiencing a quarter life crisis, including: (1) Train yourself and mind to have positive thoughts, by controlling thoughts negative things become things that are more acceptable and willing to be open to various things opinions and choices; (2) Do talking therapy, individuals can try to share thoughts and feelings with the people closest to them so that the individual feels not alone; (3) Set priorities, help them plan more realistic and measurable goals in their lives; (4) Maintain mental health, emphasize the importance of maintaining mental health such as exercising, meditating, and maintaining a healthy sleep routine; (5) Manage social media, remind them not to compare themselves with others on social media; (6) Learn from Experience, invite them to see this crisis as an opportunity to learn and grow;

(7) Apply coping mechanism for facing all the pressures in the quarter life crisis, this aims to improve the mood became better than before; (8) Consider counseling or therapy for professional help (Zwagery, R. V. & Yuniarrahmah, E., 2021). The purpose of making this article is to describe the results of analysis regarding viewers and comments on the content presented and how influential the information is for the audience, as well as finding out the reasons for choosing posters as a medium for disseminating information.

MATERIALS AND METHODS

This community empowerment activity is carried out online via Instagram Post from the @phoffeedu account. The activity was carried out by students from group 3 of health communication, Offering E, Public Health Study Program, State University of Malang.





The population of this activity is Instagram users. The target of the activity is followers instagram @phoffeedu and people within reach of Instagram via hashtag (#) listed on posts, explore, stories, etc. When this activity was carried out, the @phoffeedu account had around 43 people following it.

Poster media is a visual communication tool that allows strong creative expression in conveying messages and information to the audience. With careful graphic design and effective use of visual elements, this poster has great potential to influence the emotions and actions of the audience. In many cases, posters also play a role in increasing public awareness about important issues, such as the quarter life crisis issue. Poster media empowers the public

by providing relevant information and educating them about issues they may not yet know about. Therefore, this case study of a successful poster shows a variety of creative approaches to design and how posters are used in public awareness campaigns. In this poster, we will explore these various aspects to gain a deeper understanding of the power and role of the quarter life crisis.

RESULTS AND DISCUSSION

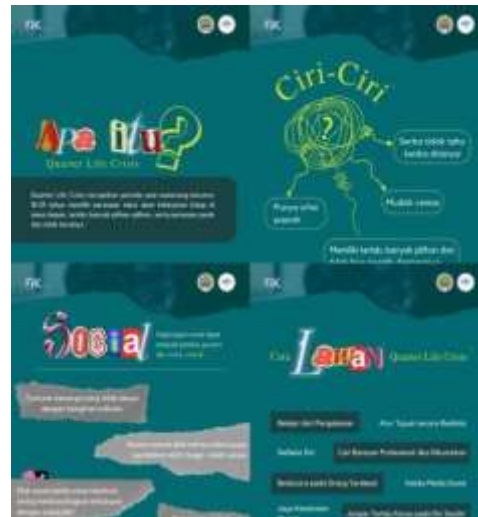
At this time there are many parties who use social media. Examples of social media that are often used are Instagram, Facebook, X, YouTube, and others. Social media can be used to share information, so it is effective to change people's behavior with information shared on social media. This can be used to conduct health promotion on social media.

There are many media that can be used to promote health. One of them is a poster. A poster is a medium that contains a short message in which there are pictures and words that aim to influence someone to be interested in something and can influence someone to act on something. Posters use sentences that are short, concise, and easy to understand and are informative (Sumartono & Astuti, H., 2018).

The theme of this poster is "Social Pressure in the Quarter Life Crisis". In the poster, several aspects are explained, such as the definition of quarter life crisis, characteristics, examples of triggering factors from the social environment towards quarter life crisis, and how to fight quarter life crisis. This poster is summarized with an attractive appearance. Concise and informative sentences, varied images and writings.



Figure 1. Content of the Poster



(<https://www.instagram.com/p/CyYFCTeLOYh/?igshid=MzRlODBiNWFlZA==>)

According to (Doney et al., 2020), there are various methods to measure the effectiveness of an instagram post, a large number of likes or comments may indicate positive signs for active engagement. Other ways to measure engagement and effectiveness include evaluating reach and impressions, or analyzing the content of comments (a type of qualitative measurements). 50 hours since the poster has been uploaded, it has received approximately 147 likes. This number is 341% higher than the account (@phoffeetu) total followers of 43.

Other indicators on figure 1 show a positive response on the post with 14 shares, 41 comments, and 2 accounts save the post. In the overview section, we can see that there is a big ratio between accounts reached and followers. According to instagram, account reached is the number of unique accounts that have seen this post at least once. The numbers of accounts engaged also showed positive remarks with 152 accounts engaged (number of accounts that have interacted with your post, including likes, saves, comments, and shares). Good numbers in engagement can show a sign that the audience relates to the post, feeling benefited from the post, or share the same understanding with the post.

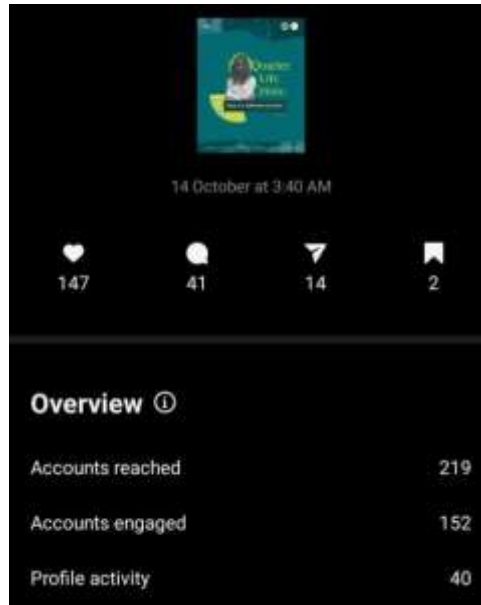


Figure 2. Post Engagement Insights

From the 41 comments sended on the poster, 100% of them show positive reaction from the audience. Some say that the poster is very helpful for helping them, especially gen z to prepare, prevent, or tackle the quarter life crisis. Some audiences find it relatable to their condition. Insightful, inspirational, informative, useful, and worth reading also appears in the comment section. This means that the post's purpose to raise awareness on the quarter life crisis has been served according to the comments. The unfortunate thing is that @phoffeedu account does not meet the instagram requirement to unlock followers demographic insights because the minimum is 100 followers. It becomes not possible to analyze deeply whether the target audience (18-29 years old) has met, nor to analyze the gender, the countries and the regional reach.



Figure 3. Comment Section of The Poster

CONCLUSIONS

Quarter life crisis is often experienced by individuals in their 20s to early 30s. One of the triggers is social pressure from family, friends and society. Efforts that can be made to prevent a quarter life crisis are by providing social support in the form of a campaign in the form of posters uploaded to Instagram. campaign posters uploaded to Instagram can reach many accounts, thereby increasing someone's potential to get information about the quarter life crisis. The upload also received positive comments and many related it to his life. So it is hoped that the public can know and implement prevention and management of the quarter life crisis for themselves.

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Conflict of Interest

No conflict of interest.

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