



The Video Campaign: Decision Making in The Quarter Life Crisis Phase

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ABSTRACT

The development of media technology is very rapid and with advances in technology that are increasingly developing day by day, the use of social media which can be accessed from mobile phones, the dominance of social media which is widely used, such as Instagram, is a favorite among Indonesian people, especially young people, with the number of users accessing it. Instagram is around 79% with various campaigns or interesting content. The campaign regarding the Quarter Life Crisis that has been created will be uploaded to Instagram with the aim of finding out how informative and interesting the campaign uploaded to Instagram is for teenage Instagram users. A quarter-life crisis is a crisis condition experienced in their 20s. Someone who is in Quarter Life Crisis often experiences emotional problems, where he is always confused about the various available options. The method used to create the campaign was data collection method through random interviews with FIK students and using the publication method via Instagram. The results obtained were seen through Instagram insights with a total audience of 497 users, 106 users liked, 35 users commented and 21 users shared.

KEYWORDS:

Campaign, Quarter-life crisis, Instagram

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INTRODUCTION

The development of media technology is very rapid and advances in technology are increasingly developing daily, both in Indonesia and the world. In this case, especially in Indonesia, there has been an increase in the use of Social Media which can be accessed from mobile phones as various kinds of usage processes can be seen and many sources state that Indonesia is experiencing growth in the use of social media which places Indonesia currently in 3rd place with largest internet user after China. In





this case, social media is used by various groups of Indonesian society such as students, researchers, scholars, and the general public.

The dominant social media that is widely used, such as Instagram, is a favorite among Indonesian people, especially young people, with the number of users accessing Instagram around 79% social media WhatsApp at 84% access, YouTube at 88%, and social media Facebook at 79%.%. These results show that social media users in Indonesia are quite large and the users also vary from ages 16 to 64 years. Many people use social media using cellphones for various purposes and various people can reach and see it. This can have several impacts on society, such as a lot of hoax news and inappropriate content.

From the data above, it can be seen that the development of social media in Indonesia has experienced very significant development and progress. In this case, the virtual community seems to pay a lot of attention to social media so the dissemination of information must be sorted well so as not to give rise to hoax news and users must also be wise in disseminating information. We chose to use Instagram social media to spread the campaign because our campaign is aimed at teenagers. And the highest number of Instagram users are teenagers (Hendra & Laugu, 2020).

A quarter-life crisis is a crisis condition experienced in your 20s. Someone who is in a quarter- life crisis often experiences emotional problems such as feeling anxious about the future, being indecisive in making choices, feeling unsure about themselves, liking to compare themselves with other people, feeling depression because of the demands placed on them by the surrounding environment and society, and are often involved in problems in friendships, finances, work and problems surrounding opposite-sex or romantic relationships (Sari,2021).

MATERIALS AND METHODS

- Data Collection Method

In this activity, the method used to obtain information/data is to use a random interview method with FIK UM students. The use of this method is very efficient because the answers vary from each person and can be identified from various opinions.

- Publication Method

The publication tool used is social media in the form of Instagram. This is because there are many users of this social media, especially in adolescence. The use of content created is in the form of a video campaign which is now a trend in various social media. With a duration that is not so long, brief and easy to understand delivery, interesting video shooting and editing that makes it easier for information to be conveyed and useful for the general public, especially teenagers.

RESULTS AND DISCUSSION

	Man	Woman	Total
Viewers			497
Likes	22	84	106
Coments	10	25	35



Shares			21
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Based on research results in 2021, there are 202.6 million Indonesians using the internet, and 170 million of them actively use social media. The use and use of social media can change communication patterns, culture, and even information acquisition in everyday life (Rahardaya & Irwansyah, 2021). Based on the results, the number of viewers in the campaign regarding the quarter-life crisis was 497 viewers. The large number of viewers indicates that the information in this campaign has spread widely. This can happen due to developments in information technology, namely the internet and social media. Social media is a place to share and exchange information quickly. With social media, information consumption can be enjoyed freely by anyone (Eka et al., 2019).

In the results also show that the number of likes for this campaign was 106 likes, consisting of 22 likes from men's Instagram accounts and 84 likes from women's Instagram accounts. There were also 35 comments consisting of 10 comments from men's Instagram and 25 comments from women's Instagram. This is because women are more active in social media compared to men (Rosyidah & Nurwati, 2019). Apart from that, there are also differences in the use of social media between men and women, women are more likely to like content that contains information about lifestyle, health, entertainment, or gossip. Meanwhile, men prefer content that contains information about sports and technology. In the campaign, there were also positive comments stating that the content in the campaign was useful, informative, and educational. Especially for someone who is experiencing or is in the quarter-life crisis phase. This shows that this campaign has helped some people who need a solution to face the quarter-life crisis, especially uncertainty in making decisions.

From the uploaded campaign, results were also obtained with 21 people sharing this quarter-life crisis campaign video. This is due to the growing culture of content sharing on

social media. The culture of sharing content is one of the fastest-growing activities on social media (Agustina, 2020). What motivates someone to share content on social media is the quality of the content and who created the content (Sutamaji & Rohman, 2022). Apart from that, the large number of people who share the posted campaign videos can be a benchmark that this video campaign has many benefits for everyone.

CONCLUSIONS

The development of media technology is very rapid and technological advances that are increasingly developing daily, both in Indonesia and the world. Social media users in Indonesia are quite large and the users range from 16 to 64 years old. In this case, social media is used by various groups of Indonesian society such as students, researchers, scholars, and the general public. A quarter- life crisis is a crisis condition experienced in your 20s. Someone who is in the Quarter Life Crisis often experiences emotional problems such as feeling anxious about the future, being uncertain about making choices, feeling unsure about themselves, and so on. Based on the results the number of viewers in the





campaign regarding the quarter life crisis was 497 viewers. The large number of viewers indicates that the information in this campaign has spread widely. This can happen due to developments in information technology, namely the internet and social media.

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Conflict of Interest

No Conflict of Interest

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