



INTERNET AND CROSS-CULTURAL COMMUNICATION TO GENERATION Z

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Abstract

Generation Z can be regarded as a generation that since they were born have grown up with the internet. The digital generation's reliance on information and communication technologies in both personal and professional affairs may be at an all-time high. Because they are "technologically proficient," they have some competitive advantages over previous generations. As a result, Gen Zers are prepared and motivated to work in a multicultural business environment, contributing to the advancement of globalization and interconnection. Without a doubt, in today's environment, the transformation of the global workforce is the most globally oriented. With globalization and technology continuing to have an impact, Gen Zers' way of thinking supports cross-cultural social engagement and communication, making bridge leadership skills and strategies increasingly more crucial for CEOs of large and small businesses.

Keywords: *generationZ, cross-cultural communication, globalization, technologies, internet.*

Abstrak

Generasi Z dapat dikatakan sebagai generasi yang sejak lahir dengan internet. Ketergantungan generasi digital pada teknologi informasi dan komunikasi baik dalam urusan pribadi maupun profesional berada pada titik tertinggi sepanjang masa. Karena mereka "mahir secara teknologi", mereka memiliki beberapa keunggulan kompetitif dibandingkan generasi sebelumnya. Akibatnya, Gen Z dipersiapkan dan termotivasi untuk bekerja di lingkungan bisnis multikultural, berkontribusi pada kemajuan globalisasi dan interkoneksi. Di lingkungan saat ini, transformasi tenaga kerja global adalah yang paling berorientasi global. Dengan globalisasi dan teknologi yang terus berdampak, cara berpikir Gen Z mendukung keterlibatan sosial dan komunikasi lintas budaya, menjadikan keterampilan dan strategi kepemimpinan semakin penting bagi CEO bisnis besar dan kecil.

Kata kunci: Internet; Lintas Budaya; Komunikasi; Generasi Z

INTRODUCTION

In our lifetimes, change is indeed present. However, different new interactions are presently being used to carry out numerous adjustments in organization, social, and knowledge seeking. Everyone is going to follow along, probing deeper, noticing more, and





some have even attempted to make the breakthrough. Many individuals believe that change is a terrifying experience that causes anxiety and uncertainty (Carleton, 2016). Through innovation, business strategies, and disruption, change is sometimes understood as a process of destroying current standards. The pandemic has affected every aspect of our lives in recent years, including university teaching and learning. The tension emerges when students and lecturers have varying levels of understanding and experience with technology.

The contrast between them demonstrates that each of them has their own opinions, assumptions, and expectations, which they hold to themselves rather than discussing openly, and something that many may not realize is that communication and technology are not value-free nowadays (Adiyanto, 2020) When there are no new ways or paradigms that are considered excellent or best, bickering ensues; individuals begin to doubt and question one another, attacking in the face of difficulties, rather than supporting and seeking answers together.

Disruption, particularly digital interruption, is accompanied by significant social shifts in consumption habits and daily interactions (M., Rauch, & Wagner, 2016). As a result, we need to obtain a more sophisticated knowledge of how we might adapt to the disruptive influence not just of single path - reliant enterprises, but also of the entire globe and far-reaching implications of social changes.

Changing and disruption are interpreted differently by different generations and sectors. For example, the health care sector has a significant role in encouraging equity in the context of growing global social and health imbalances (Browne, et al., 2018), so disruption was viewed as an opportunity. Indonesia is a 33-province archipelago with six religions (or more) and roughly 150 ethnic groupings dispersed over the archipelago. Unity is a way of acknowledging and appreciating the diversity that exists in the world. Diversity isn't a place for competition; it's a place for socialization, where everyone gets to know one another and works together to make the country a better place. Diversity should be preserved because it is Indonesia's soul.

These megatrends in the social and corporate environment increase the demand for cross-cultural communication and management skills. Every year, goods, services, finance, people, and data travel significantly faster and easier. More businesses are forming multinational teams, and even small and medium businesses are attempting to compete on a global scale with local customers and partners. The paper's main goal is to investigate Generation Z's attitudes toward various areas of cross-cultural interaction.

We assumed that Generation Z need to be able to connect and engage with people from different cultures means that they are required to master cross-cultural communication. They are adaptable, digitally skilled, and exposed to alternative opportunities and ideas, both at local and international. On the other hand, there are a number of significant challenges such as languages to successful cross-cultural communication.

1. Literature Review

Hofstede's findings are extensively influential between academicians and researchers. E. Hall's theory underlines the significance of contextual in cross-cultural communication (Hall, 1989). The deployment of dimensions of culture to quantify culture





is still prevalent among cross-cultural management researchers (Taras et al., 2009). We agree with Gerhart, however, that "significant intra-country heterogeneity in culture factors may render national culture mean scores less informative" (Gerhart, 2008). N. Adler, who evaluated the influence of culture on multiple organizational roles, made another making major to cross-cultural management research. Cross-cultural management, according to Adler, is to define and compare organizational behavior in different cultures in order to improve interactions between coworkers, partners, clients, managers, and others from different countries or cultures (Adler, 1983, 1991).

In today's international business world, a manager's cultural intelligence (CQ) is critical (Earley and Ang, 2003, Velez-Calle et al., 2018). Using specific crosscultural approaches can aid in acting efficiently in diverse workplace cultures (Primecz et al., 2011) and successfully negotiating across cultures (Sderberg and Romani, 2017). The outcomes of the GLOBE (Global Leadership and Organizational Behavior Performance) study program show how important culture is for organizational and leadership effectiveness (House et al., 2004).

This writing will focus on the unique role of a new generation known as Generation Z, which is currently entering the job market. Nowadays, examining generational disparities is a common topic. An identifiable group that shares birth years, age, geography, and key life events at critical developmental periods is referred to as a generational cohort (Kupperschmidt, 2000). One of the most widely used classifications (Pew Research Center, 2014; Bencsik et al., 2016) is as follows: Silent Generation (born 1928–1945), Baby Boomers (1944–1964), Generation X (1965–1980), Millennials or Generation Y (1981–1995), and Generation Z (born 1996–present) (1996 to 2010).

Gen Zers (Generation Z representatives) have been exposed to globalization, digitalization, and cultural variety since childhood (McCrinkle, 2014; Kirchmayer&Fratriová, 2018). Many parts of their lives were changed by the internet and new technologies. The norms and standards of behavior that Gen Zers adhere to are distinct from those of earlier generations. They utilize a variety of phrases, slang, and expressions, which might lead to major miscommunication with their parents (Bencsik et al., 2016).

While Generation Z resembles Millennials in certain ways, it is a distinct generational group (Seemiller, C., & Grace, M., 2017). If Millennials were the first generation to be labeled "digital natives" (Prensky, 2001) or "net generation" (Tapscott, 1998), Generation Z could be described as a "living-online" generation. The reliance on information and communication technologies by these "digital age youth" in both personal and business matters is maybe at an all-time high. They have some competitive advantages over earlier generations because they are "technologically proficient" (Fratriová&Kirchmayer, 2018).

Generation Z became fully "globally focused" after incorporating technology (Google, YouTube, Facebook, Instagram, etc.) into many aspects of their lives (McCrinkle, 2014). They are more prone than earlier generations to travel and migrate across borders (Broadbent et al., 2017, Fleseriu et al., 2018). Indeed, by using social media to engage with people from other cultures and backgrounds, Gen Zers are contributing to a more globalized and culturally varied world (Kirchmayer&Fratriová, 2018).





Several studies have been undertaken in various countries to describe (and predict) the behavior of Generation Z employees. The findings show that young people from all across the world have numerous similarities. The Wall Street Journal (2018) describes Gen Zers as pragmatic, motivated by positive business culture, and flexible (The Wall Street Journal, 2018). (Deloitte, 2018). Bencsik et al. (2016) found that this generation chose a career that they are passionate about while also attempting to strike a work-life balance.

Because of "globalized background" (Gen Zers all over the globe are deeply connected through the use of the same social media and other information sources), Generation Z surveys on motivation yield similar results in different nations and show good correlation with global studies. According to a study conducted in Romania, Romanian Gen Zers have relatively realistic expectations for their future careers (e.g., their "anticipated wage at first job" is less than the country's average monthly salary) (Iorgulescu, 2016). Polish Gen Zers are likewise pragmatic: they do not expect a quick career path, prefer solid preparation, and want bosses to provide constructive criticism (Dolot, 2018). Gen Zers are more likely to work in multicultural corporate contexts since they are the most globally connected and formally educated generation (McCrinkle, 2014). Generation Z is accustomed to diversity in their daily lives, thus it is not a significant barrier for them in the workplace. They are concerned, however, with equality, which should be considered by managers and colleagues from other generations (Lanier, 2017).

RESEARCH METHODOLOGY

The constructivism paradigm is combined with a phenomenological approach, which recognizes that the world is produced intersubjective and reflects a variety of human experiences. Students from USU served as informants, bringing their own experiences and viewpoints to the table. They were North Sumatera University personnel, lecturers, college students, and business people. Purposive sampling was used to select the study's informants in the meantime. Online searches were performed to acquire data for this investigation. The triangulation of data sources is used to minimize discrepancies in construction in fact during the process of gathering data about distinct events and relationships from diverse perspectives.

Social media is a set of interactive computer-mediated tools that allow people to create and share information, ideas, careers, hobbies, and other kinds of expression via virtual communities and networks. Social media can assist people strengthen their sense of connectedness with real communities, off-line communities, and can be useful communication tools for businesses, entrepreneurs, and non-profit organizations, among other things.

New media is a term used to describe interactive digital media that includes two-way information and involves some type of computation. It is a type of communication technology that allows or facilitates user-to-user interaction or user-to-information interaction. With the ability to create many to many webs of communication, new media has supplanted one to many models of classic or conventional mass media communication. Instagram, for example, is a mobile application that features photos and allows users to share them on social networking sites. Because it is direct, offers freshness, is concise, straightforward, as light as possible, it is excellent for engaging audiences. According to Shih, social networking platforms on every continent have made this possible. Hypertargeting, defined by Shih as "the ability on social networking sites who know the





demographic and psychographic profiles of users to focus their ads on what will attract the viewers," has become a new potent sort of marketing channel, enabling the ability to think worldwide and act locally. "Social media is a commitment, not a campaign," Shih adds (Browaeys& Price, 2015).

RESULT

As a child's basic cornerstone, communicating about customs and cultural values should begin within the family. People seem to believe that a healthy family provides as a foundation for a harmonious community in general. Parents begin educating their kids about manners and courteous civility as an important part of developing social relationships outside the home.

Controlling natural expressions of inner feelings is the key. Being outspoken is a road to being exposed as unpleasant and insulting to others. Since they're not encouraged to verbalize any criticism with others, especially older people, Javanese children must learn to restrain any expressive behavior, even to the point of displaying a passive attitude. In a nutshell, these explanations can help to build a contextual understanding of Indonesian society by focusing on three factors from which this study benefits. First, within Indonesian society, there is a firm commitment to social relationships. Second, in Indonesian society, the role of seniority is highlighted in the leadership factor. Third, to promote harmony in Indonesian community, the concept of restraining individual expression behaviour in social connections, along with behavior that contributes to any conflict with elders, is highlighted. In general, a regular overview of Indonesian society can then be used to generate certain shared values and morals.

Similarly, according to Sawyer and Chen's (2012) research, social media could be one of the strategies for adapting to a new culture and fostering intergenerational connectivity. There is no magic formula for reconciling social media and real life; at the end of the day, we must judge ourselves in the eyes of others. Personal identity is described by a process of meaning production that is managed and organized depending on the interaction with others.

The process of collecting information and experience that determine the meaning formed in cognition, action, attitude, and attitude can be integrated and implemented in real life, according to the point of view. Starting communication and achieving agreement, according to the informants, is part of the process of avoiding assumptions. Rather of believing on our own stereotypes, we should seek information in dialogue. The process of performing all of those things was supposed to be an actualization of their communication abilities as they interacted, converged, and collaborated with others who were completely different from them. The meaning of given in attaining personal view that caters to individuals, especially the complete range of dignity values, was also influenced by the experience of cooperating with many individuals. Learning experiences, particularly in childhood, will promote or constrain personal identity. When a person reaches a particular age, individuals will undergo a transition from physiological to psychological stages, which will affect their actualization.

Slowly but surely, the social situation has shifted. What is underlying is therefore our ability to communicate. Cross-cultural communication competence is a component that builds mindsets that shape intention, and there is a link between people's attitudes and the relationships that are formed between lecturers and students, along with communities as





cultural dynamics processes. Until then, the key phrases in media platforms, culture, and communication are at work. People are always connected and accommodate the latest invention because we are engaged as an individual to an individual, regardless to the number of the followers or how much has transformed the world may be.

This article predicts that Gen Zers are prepared and ready to work in a multicultural business environment, furthering the world's interconnectedness and globalization. The transformation of the global workforce is, again without a doubt, the most globally oriented in nowadays. Along with further influence of globalization and digitalization, Gen Zers' way of thinking facilitates cross-cultural social connection and communication, making bridge leadership skills and techniques even more significant for executives both in big businesses, but also in large and micro local companies.

As a result, Gen Zers can be defined as open-minded, global-oriented individuals who are ready and eager to perform in a heterogeneous work environment and are tremendously determined to continue earning profit by taking advantage of globalization's prospects. Language limitations and stereotypical mindset, on the other hand, are among the biggest dangers to effective cross-cultural collaboration, according to scholars.

CONCLUSION AND DISCUSSION

Cultural differences contribute impact on every area of global communication. Even the means of communication utilized has metaphorical meanings. A community of culture and way of life is essentially a set of shared ideals. Such values have an influence according to how people make decisions, including the characteristics people are using to evaluate others. Some actions are acceptable or normal, while others are abnormal or inappropriate, depending on the cultural interpretations.

Because of their technologically globalized lifestyle, Gen Zers from various countries have a great deal in common these days. Indeed, as a result of globalization and digitization, young people from nearly all countries are impacted by the same trends via the Internet, social media, and popular culture (McCrindle, 2014). As a result, when linked to the issue of language issues, their outlook toward cross-national distinctions in morals and behavioural norms as potential barriers to cross-cultural communication is minimal.

Gen Zers are equipped and eager to work in a multicultural business environment, advancing globalization and interconnection. Without a question, the transformation of the global workforce is the most globally focused in today's world. With the continued influence of globalization and digitization, Gen Zers' style of thinking encourages cross-cultural social interaction and communication, making bridge leadership skills and tactics even more important for CEOs in both large and small firms.

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