Understanding The Behavior and Perceptions of Millennial Generation as Guidance in Developing Service Products and Marketing Strategies: Evidence from West Java, Indonesia

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ABSTRACT

This study aims to determine the behavior of the millennial generation in Indonesia, which is experiencing high business growth. Understanding the behavior and perceptions of the millennial generation can be an important factor as guidance or evidence in developing service products and marketing strategies that are carried out. This study uses a qualitative survey method by distributing online surveys. Data processing is carried out using the theme analytic method to describe the important factors that become the perception and behavior of the millennial generation in Indonesia. Findings: The widespread use of the internet in Indonesia has shifted the behavior and lifestyle of the younger generation. The number of entertainment facilities and the strong interaction on social media have shaped the perception and behavior of the millennial generation in Indonesia. Characters who live relaxed and always want to have fun are the big picture of the profile of the younger generation. Aspects of literacy or learning are also increasing by referring to things related to knowledge about problem solving. The need for a harmonious relationship is more missed than the rewards of materialism as an indication of the millennial generation's longing to have a warm relationship with their parents. The use of free time is more focused on fun activities that are relaxing. The thing that becomes an important memory led to a desire in an atmosphere of harmony. The anxiety that is felt hopes to get more attention from parents. Heavy mental pressure raises the need for sharing quite high and frequency every day.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui perilaku generasi milenial di Indonesia yang mengalami pertumbuhan bisnis yang tinggi. Memahami perilaku dan persepsi generasi milenial dapat menjadi faktor penting sebagai pedoman atau bukti dalam mengembangkan produk jasa dan strategi pemasaran yang dilakukan. Penelitian ini menggunakan metode survei kualitatif dengan menyebarkan survei secara online. Pengolahan data dilakukan dengan menggunakan metode analitik tema untuk mendeskripsikan faktor-faktor penting yang menjadi persepsi dan perilaku generasi milenial di Indonesia. Temuan: Maraknya penggunaan internet di Indonesia telah mengubah perilaku dan gaya hidup generasi muda. Banyaknya sarana hiburan dan kuatnya interaksi di media sosial telah membentuk persepsi dan perilaku generasi milenial

di Indonesia. Karakter yang hidup santai dan selalu ingin bersenang-senang merupakan gambaran besar profil generasi muda. Aspek literasi atau pembelajaran juga semakin meningkat dengan mengacu pada hal-hal yang berkaitan dengan pengetahuan tentang pemecahan masalah. Kebutuhan akan hubungan yang harmonis lebih dirindukan daripada imbalan materialisme sebagai indikasi kerinduan generasi milenial untuk menjalin hubungan yang hangat dengan orang tua. Pemanfaatan waktu luang lebih dipusatkan pada kegiatan menyenangkan yang bersifat santai. Hal yang menjadi kenangan penting menimbulkan keinginan dalam suasana harmoni. Kegelisahan yang dirasakan berharap mendapat perhatian lebih dari orang tua. Tekanan mental yang berat menimbulkan kebutuhan untuk berbagi cukup tinggi dan frekuensinya setiap hari.

INTRODUCTION

Changes in the behavior of the younger generation are caused by the widespread use of the internet in daily activities. Digital interactions that occur even between countries accelerate the process of cultural change (Sue Yasav, 2017), especially in developing countries such as Indonesia. The speed of this change in behavior has not been able to be anticipated by the community and the education system in Indonesia. The methodology and standards of national education in Indonesia have not seriously addressed this radical change phenomenon. The quality of the results and methodology of national education, which is still far behind, faces the phenomenon of changing student behavior (Argina et al, 2017). The cultivation of discipline and character is deadlocked because it does not anticipate fundamental changes. Practically there are many problems in student education because of the ineffectiveness of the currently applied methods. Bullying and even abusing teachers began to appear in the field which caused concern in the national education system. There is even a case of a student who was desperate to end his life by jumping from the school building. Not only from educational institutions that are not ready, parents as guardians of students also experience a lot of confusion and confusion in responding to changes in their children's behavior. High busyness and low knowledge and expertise in nurturing their sons make the handling of children weaker. Many young people and students are not noticed by their parents, even if there are those who want to foster there are obstacles to their weak ability to handle children. So that it has an impact on the increasing number of child delinquency and the decline in the quality of students in Indonesia (Yulianti et al, 2019). The results of this study provide a contribution in the form of information about the perceptions and desires of the younger generation in Indonesia so that research and education in Indonesia have reference data in the development of coaching programs. Qualitative primary data obtained directly from the field have strategic value in decision making.

Competition for human resources is getting tougher in the digital era, the growth of expertise can increase drastically. A nation that can utilize digital technology in human resource development programs is moving quickly. Competition readiness is an important key in the era of industry 4.0. The economic gap between western countries and developing countries is getting bigger because the fight is driven by the expertise and skills of the digital era (Mubarak & Mubarik, 2019). The key to the readiness of human resources is the process and quality of

education. The turbulence of the influence of the internet has a major impact on the quality and character of students. In response to this, the Indonesian government appointed a digital business practitioner (Nadiem Makarim) to become the Minister of Education. The programs launched are aligned with empirical conditions in the form of the strong influence of digital technology in human resource competition. Another fact that is important for the success of education in Indonesia is the readiness of students to be able to move to participate in the ministry of education program (OECD, 2015). However, empirical facts show that the low scientific character and culture as well as the large influence of the internet can have an impact on the failure of education quality improvement programs in Indonesia. Plus the impact of the invasion of game entertainment from the internet is increasingly adding to the problem of improving the quality of education in Indonesia. The case in the student data field for the Telkom Bandung Vocational High School (2021), students who are addicted to online games often come late to school due to sleeping at night. His emotional level is also high and temperamental. Even doing physical violence against their parents when they are prohibited from interacting with smartphones. New conflicts emerged and disrupted the youth development program.

The improvement of this educational method is increasingly urgent because digital business competition is getting more and more extraordinary. A country is strong if its economic sector experiences a trade surplus. This digital business era requires human resources who are creative and have high fighting power. Creating a generation with high persistence and commitment requires personnel with superior character. Empirical facts today with the influence of internet use, especially online games are very constrained. Considering the fundamental problems faced by the world of education in Indonesia, it is necessary to conduct research related to the current conditions regarding the perceptions and expectations of the younger generation in Indonesia. This data is important and needed for adjustments in the implementation of the Indonesian Ministry of Education program. If there is a large enough gap between the empirical conditions in the field and the Education program, the obstacles to achieving the success of improving the quality of education in Indonesia are very large. This research seriously explores and explores the perceptions and desires of the younger generation in Indonesia along with the influence of the widespread use of the internet. Qualitative exploration with validity and quality data processing produces important references for research or decision making.

The growth of smartphone users has radically changed the habits of students in Indonesia, especially in urban areas. Systemically there has been a fundamental change in behavior. Even many small children are already familiar with the youtube application. The influence of this digitalization changes the behavior of the younger generation, likes to be alone, temperament and lacks physical activity is an empirical fact of the young generation of Indonesia today. Research related to changes in the behavior of Indonesia's young generation due to the influence of the internet has not been maximized to be used as a guide for national education managers. There is research that focuses on the impact of using online games, I Dewa Putu Eskasasnanda (2016) states that the impact of online games is that addiction appears and is difficult to stop. As a result, the student's performance decreases. Elisavet Pappa et. Al, (2016)

found that Internet Game Disorder (IGD) had a significant impact on the externalization and internalization dimensions of the Young Self Report (YSR) scale and particularly in the subscales of anxiety, depression, social problems, thought problems, somatic complaints, and rule-breaking behavior. Jancee Wright (2011) showed that participants who indicated that they did play video games had significantly lower GPAs than participants who indicated that they did not play video games. Research related to millennial perceptions and desires has not been widely discussed in depth. Several studies, such as Alamelu (2018), examine millennial perceptions related to digital learning. Riyad Febrian Anwar (2019) examines millennial perceptions regarding past human rights abuse in Indonesia. Elisabet Dita Septiari (2016) examined millennial perceptions related to traditional marketing. Meanwhile, regarding the perceptions, hopes and desires of millennials after the influence of online digital, there has been no in-depth study. Even though the impact of the internet, especially the existence of online games, is very significant on the quality and character of the younger generation. Indonesia's main problem to improve the quality of national education is becoming increasingly difficult to pursue when the current gap is quite large.

This shift in the behavior and character of the millennial generation is a major problem in Indonesian national education. Educational institutions and educators face a crucial problem. Insufficient capacity and expertise, the strong influence of the internet and the weak ability of parents in nurturing the younger generation are becoming increasingly complex. Moreover, the curriculum system does not specifically address the problem of the character and behavior of these students.
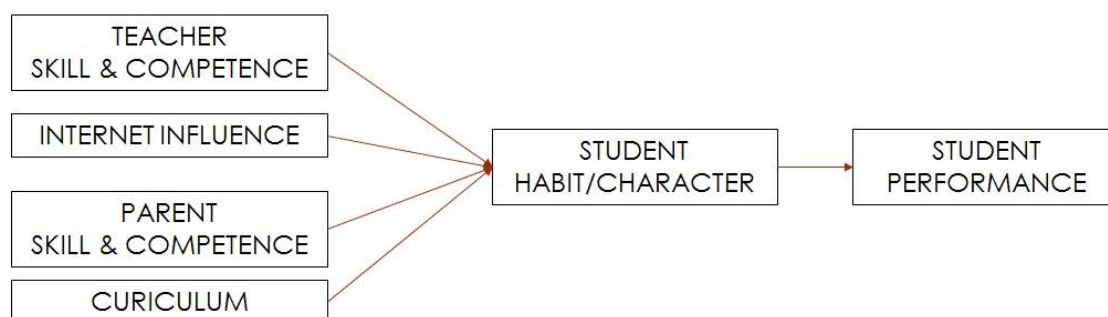

Figure 1. Student Performance diagram

Several main factors become obstacles due to insufficient quality and capacity, such as the ability of parents, the ability of teachers, the influence of the internet, especially online games and curriculum content. The weakness of these factors raises fundamental problems in the education of the younger generation. It is even more complicated after the changing behavior and desires of the younger generation after being addicted to online games. A valid understanding and mapping is needed regarding the perceptions and desires of the younger generation in their self-development. This research explores and seriously dissects the perceptions, wants and needs of the younger generation. This data is very important in the development of the methodology for fostering and developing the younger generation both in

educational institutions and at home. This primary data is taken directly from the millennial young generation and processed qualitatively.

The main research question for this research is: what are the perceptions, needs and desires of the young generation in Indonesia. More specifically this research will find answers to the following questions: (a) What are the perceptions, needs and desires of the millennial generation in Indonesia? (b). How are the perceptions, needs and desires of the millennial generation in Indonesia? (c). What are the indicators of the perceptions, needs and desires of the millennial generation in Indonesia?. Based on that, the purpose of this study is to understand and conceptually construct the perceptions, needs and desires of the millennial generation in Indonesia. Which understanding of this is very much needed in human resource development strategies and in determining marketing strategies.

This study examines the empirical aspects of facts and perceptions and desires of the younger generation. Empirical findings fundamentally change the behavior of the younger generation after the strong influence of Internet use. The discussion in the previous section shows a change in the behavior of students who are the younger generation. Changes that fundamentally change the concept of thinking and behavior of the millennial generation. The significance of this study is to explore and explore the perception and conceptual thinking of the millennial generation after the influence of internet use. Study literature found several studies related to the influence of the internet on student behavior such as I Dewa Putu Eskasasnanda (2016), Elisavet Pappa et. al, (2016) and Jancee Wright (2011). Other research is more directed at the younger generation's perception of the influence of digital technology on marketing and business such as Alamelu (2018), Riyad Febrian Anwar (2019) and Elisabet Dita Septiari (2016). The existing research is more focused on the impact of the internet and digitalization, has not explored the perceptions, desires, and expectations of the younger generation after they are affected by internet use. This existing research still has not explored the perceptions, desires and hopes of the younger generation. This factor of student psychological condition is very important to be explored to find the right methodology in the concept of student development. Much of the teaching and learning process is carried out using methods that have been designed by the ministry without considering the mental conditions of the younger generation. It is hoped that these qualitative findings related to students' perceptions, hopes and desires can be a good starting point in developing learning methods.

LITERATURE REVIEW

2.1 Millennial Generation

The latest generation that is now starting to enter the workforce are millennials, who are individuals born between 1980 and 2000. They are called Millennials because of their proximity to the new millennium and raised in a more digital era (Kaifi et al., 2012). The generation transition from Baby Boomers to millennials will dominate the workforce. These generational differences lead to behavioral differences so that managers must learn about the level of job satisfaction and organizational commitment of their employees when a new generation joins the established generation (Kaifi et al., 2012). In order to attract and retain Millennials, it is important to understand what motivates and satisfies the younger generation. Differences between

generations can create labor relations problems. These issues make it important to understand Millennial values and demands. It is also useful to understand the generational differences due to the conflicts that can arise. Differences in these values if not addressed can increase conflict (Travis J. Smith and Tommy Nichols, 2015). The millennial generation who were born from 1980 to 2000 have experienced intense interaction with digital technology. So that information literacy is very strong and this has an impact on the behavior of readiness to follow change. They are also more literate in future developments so that they are more anticipatory to very fast changes. Pyoria's research (2017) states that the learning ability of this millennial generation makes them a generation that is ready to change because they have gone through the phases of fundamental changes that occur in their life processes. Their tendency to adapt and change is quite high. This empirical process with the presence of the internet and digital technology has greatly influenced the lives of the millennial generation. Many seniors don't understand this and stick to the old habits of interacting with millennials. It is natural that many events and programs involving the millennial generation fail and have no real impact due to the inaccuracy of the methods used. Moreover, the process of human development through education is very dependent on the accuracy of the method in the learning process for millennials.

2.2 Effects of Digitization

Advances in digital technology continue to change various processes in everyday life. The increasing use of smartphones among the younger generation is also a triggering factor for the increasing influence of the internet. The social-communal character of Indonesian society has also accelerated the penetration of smartphone use. In fact, many parents are pragmatic by giving smartphones to their children to calm them down when they want to be left away.

These technological advances also have an impact on the national education methodology, many learning processes are outlined in a digital system that adapts to the development of the current era. This further encourages intense interaction of students with the world of the internet. In addition to the subject matter uploaded online to the server, the learning success test process is also carried out online. Shopping culture has also experienced a shift with the existence of online shopping services. Today's young generation enjoys a way of shopping using e-commerce that is so easy and convenient.

The internet offers many services to fulfill needs such as searching for information and other applications. Entertainment services are also scattered in the internet world such as online games. The high level of fun and convenience in playing this online game is what makes many young people addicted to it. Literature review shows the impact of internet addiction on the performance and behavior of the younger generation. I Dewa Putu Eskasasnanda (2016) stated that the impact of online games is that addiction appears and is difficult to stop. As a result, the student's performance decreases. Elisavet Pappa et. al, (2016) found that Internet Game Disorder (IGD) had a significant impact on the externalization and internalization dimensions of the Young Self Report (YSR) scale and specifically on the subscales of anxiety, depression, social problems, thought problems, somatic complaints, and rule-breaking behavior, Jancee Wright (2011).

2.2.1. Weak skills in educating parents.

The quality of education in Indonesia, which is still far behind, has an impact on people's behavior and thinking abilities. Most parents do not have a critical way of thinking and have the concept of solving problems completely. Even concern for this dire condition has not yet emerged. This shows that the scientific level of the Indonesian people is still relatively low. The findings in the field show that most parents do not have a high concern for the development of their children. In fact, future is almost never made seriously and even worse, many parents do not care about the condition of their children who are stuck with juvenile delinquency. Besides they do not have sufficient understanding, also because they are busy looking for income and pursuing a career for success in life. The results of the literature review also show that the impact of the weak care and ability of parents in educating their children is fatal. There are even cases of suicide of a teenager who is experiencing severe mental stress. Even violence has hit many students in life and social interactions. Cases of mistreatment of a teacher by students also occur due to the neglect of education and mental development of the younger generation (Yulianti et al, 2019).

2.2.2. Weak skills and competence of teachers.

The process of teaching and learning activities in Indonesia takes place in a monotonous manner with a slight increase that occurs more to the modernization of equipment in the form of using ICT tools in the learning process. Upgrading teacher skills and competencies is still far from expectations. The patterns and methods of teacher development are more about increasing administrative capacity, not yet the quality of teaching that is able to boost the quality of graduates (Rahmat, 2018). Increasing the capacity and quality of teachers is highly dependent on Human Capital Management. However, the facts on the ground that are the focus of the Ministry of National Education are more on strengthening teacher administration. The evaluation process still focuses on quantitative parameters but not on qualitative ones. Increasingly, the teacher's mind set is more likely to fulfill administrative obligations than qualitative teaching because it does not support career advancement. Moreover, with the existence of a school operational assistance system that is distributed to educational institutions, it strongly encourages negative influences related to concern for quality. Education providers are more focused on developing the capacity of the number of students rather than improving the quality of learning. This has a very strong impact in the field where the mental and moral of teachers are also affected by the behavior of school principals. This condition certainly does not support the spirit of teachers to improve their skills and competencies.

2.2.3. Outdated Curriculum System.

The bureaucratic system in the Indonesian Ministry of National Education is still old, long, complex, and more administrative in nature. The focus is more on the budgeting process than on results orientation. The evaluation stage revolves around the orderly administration of reporting, especially financial matters. This condition is evenly distributed from the center to the regions, if we visit the education office, what feels thick is the aura of bureaucracy, not academic aura. The slow improvement in the quality of the national ministry of education is reflected in the lagging system of the applied curriculum. The focus of achievement of the existing curriculum is on the knowledge ability of students alone. Many subjects are given but are less relevant to today's needs and do not print enough skills and competencies for graduates. The incompatibility of the curriculum system with the changing times has an impact on the ineffectiveness of the national learning system. This has an impact on the unattractiveness of the learning process at school. Furthermore, the enthusiasm of students to hone themselves fades

(Poedjiastoeti, 2018). Empirical facts in the field that there is a fairly large gap between teaching practices on the behavior and culture of the millennial generation. Many students are unable to follow the learning process, and some are even depressed, resulting in bad behavior. Teachers face serious problems facing empirical facts in the field.

RESEARCH METHOD

This research on the perception of the younger generation in Indonesia was carried out by taking data from students who are the millennial generation. The rise of basic problems in the education process in Indonesia often appears a worrying phenomenon. Online data collection was carried out during the 2nd semester of 2019 by producing the following data description.

Table 1. Characteristics of Respondents' data

No	Item	Number
1	Gender	M = 263, F = 100
2	Age	14th = 1, 15 Th = 11, 16 Th = 223, 17 Th = 101, 18 Th= 27
2	Range To School	< 5km = 235, 5 – 10 Km= 72, >10 Km = 56
3	Transport	Public = 26, Walk =103, Bycicle= 14, Motorcycle= 203, Grab = 8, Car = 9
4	Internet Akses	Wifi = 158, Gsm = 147, No = 58
5	Free Time	<4 Hours = 170, 4-8 Hours= 132, > 8 Hours = 61
6	Psychological	Hapy = 336, Not Hapy = 27

The deepening of qualitative data collected during the even semester of 2019 obtained some data on indicators of perceptions and expectations of Indonesian millennials. These data are resumed from respondents' open answers which are then processed using the Theme Analytic method with the following results:

1. Excitement level

Empirical qualitative data obtained after going through in-depth processing and analysis, 90% of respondents stated that their daily lives were in a state of excitement. While as much as 10% are in a less enthusiastic condition.
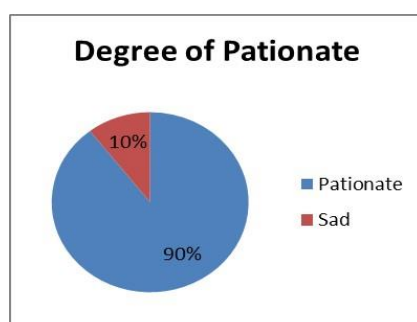

This data shows the quality of life of the younger generation in Indonesia, most of whom have a good quality of life, both in terms of the adequacy of basic needs and supporting things that are the needs of today's digital generation. National economic growth in Indonesia has a very big influence on the psychological condition of the younger generation.

Figure 2. Distribution of the level of enthusiasm of Indonesia's young generation

2. Free Time

The widespread use of digital services has a major influence on the behavior of the younger generation, especially online activities which are very exciting and have an impact on

the laziness of doing movement activities. The variety of free time is quite wide from 4 hours to more than 8 hours.

Free Time

17%

47%

36%

- 4 Hours
- 4-8 hours
- > 8 hours
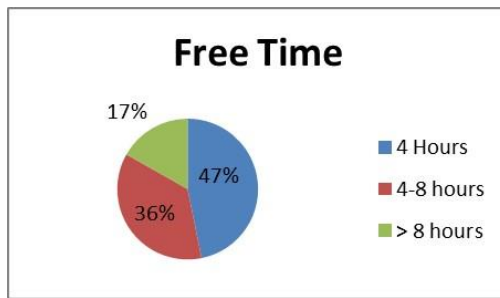
This graph of the distribution of leisure time shows that the majority of the younger generation choose leisure activities over studying. The data shows that 53% have a large amount of free time above 4 hours. The spirit to engage in physical activities by filling in useful activities is felt to be heavy. The culture of relaxed living has become an epidemic among the younger generation of Indonesia, so daily activities want to be carried out in a relaxed manner.

Figure 3. Millennial Generation Free Time Diagram

3. Use of Free Time

The relaxed generation that is heavily influenced by the intimacy of social media friendships on the internet has an impact on the behavior of using free time. If 10 years ago the younger generation used their free time to do physical activities to channel hobbies, after the widespread use of the internet there has been a fundamental change in the behavior of the younger generation.

Ocupancy Free Time

16%

84%
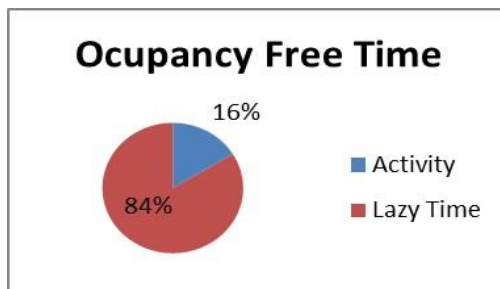
- Activity
- Lazy Time

The diagram shows that the majority of free time is perceived and expected to be time for relaxing. The desire to have fun and party is the spirit of the majority of the younger generation as much as 84%.

Figure 4. Free Time Usage Chart

4. Activities during free time

The character of Indonesian society which is socially communal in this digitalization era is manifested in digital social media activities. An overview of the use of free time owned by the younger generation.

Free Time Activity

3%   8%

21%

67%

- Study
- Work
- play
- sport
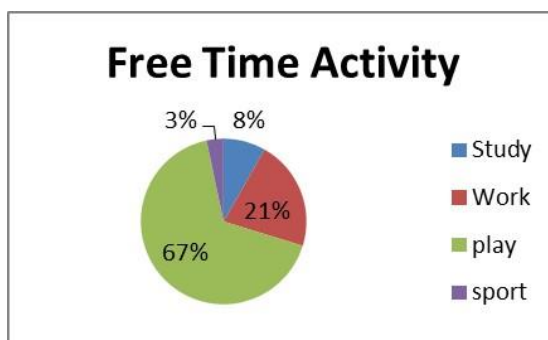
The findings in the field show that the majority as much as 67% use their free time to play. This is due to the strong influence of social media on the internet which has become a routine activity every day. The use of free time for positive activities is minimal, namely learning activities as much as 8% and exercising as much as 3%.

Figure 5. Leisure activity chart

5. Closeness to parents

Empirical data shows that most of the millennial generation have a close relationship with their mother. As many as 79% of teenagers in Indonesia communicate more with their mothers.

Close Relationship

21%
79%
■ Father
■ Mother
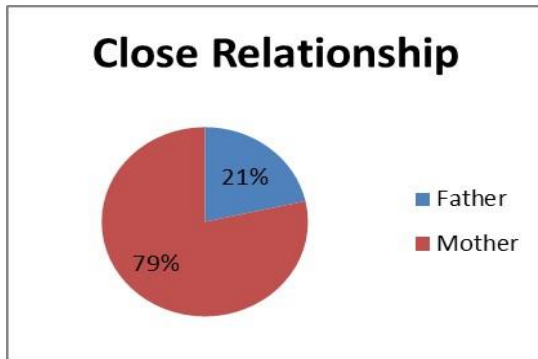
This fact is an indication that there is still little role for fathers in building closeness with their children. According to educational theory, it is stated that the growth of a child's character is strongly influenced by his father. This factor is the cause of so many millennial generations who have unstable characters. Much of the younger generation have experienced the condition of losing their future orientation.

Figure 6. Relationship closeness diagram with Parent

This condition is crucial regarding what and how to build the future of the younger generation if in general they have lost their orientation. High busyness and lack of a deep understanding of the importance of the closeness of parents to their children. Moreover, many parents do not have sufficient expertise in building close relationships and intensive communication.

6. Memorable events

Exploration results in the field found the fact that the majority of teenagers in Indonesia want an atmosphere of harmony that is most expected. As much as 79% found that teenagers expect a harmonious relationship with their parents.

Memorable Even

2% 18%
79%
■ Harmoni
■ Gift
■ NO
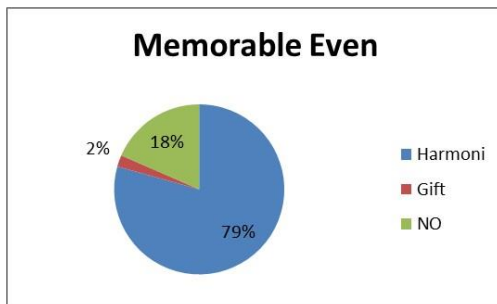
The hope and desire for a harmonious atmosphere is very difficult for teenagers to get. The lifestyle of capitalism with fierce competition makes many parents busy pursuing their careers and businesses. So in terms of time, parental care and willingness to build a harmonious relationship with their child is very rare.

Figure 7. Memorable Event Diagrams

7. Anxiety in the heart

Lifestyles that are attached to the digital world have influenced the way teenagers think today, the impact of social media that occurs in very intense interactions with dense online communication affects the mental and psychological burden of teenagers. This condition has led to the impact of prolonged psychological problems. The findings of empirical data in the field show that there are many problems in the hearts of teenagers who want to be channeled to lighten their psychological burden.
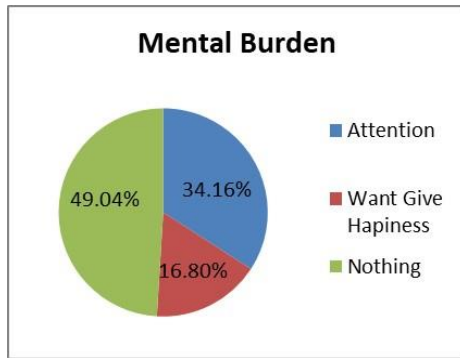
The diagram relating to adolescent mental stress shows some of the things needed to reduce mental stress. As many as 34.16% want attention from their parents which in their current condition is rarely obtained by teenagers. Other needs as much as 16.8% expect to be able to give happiness and pride to their parents. From the diagram obtained data as much as 50.06% have a mental burden. This condition can endanger the adolescent's psyche, if not handled properly, it can cause emotional outbursts.

Figure 8. Burden Mental Diagram

8. Need Sharing

he severity of the psychological pressure that causes a heavy mental burden for teenagers. There are many desires and hopes from teenagers to be able to share with others to be able to lighten their mental burden. Especially with a lifestyle that is influenced by digital technology, it has changed the lifestyle of teenagers who are actively interacting on social media.
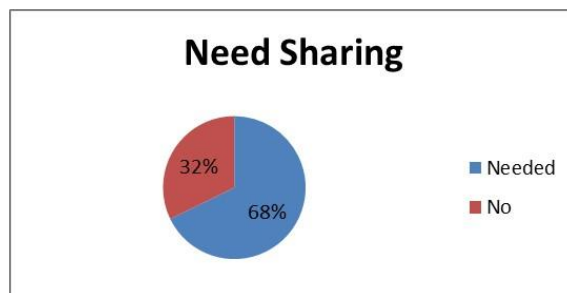

The data in the field shows that 68% of the millennial generation really need sharing personality. This shows that the need for sharing the mental burden is quite high and has a fatal impact if there is no distribution. Facts in the field, there are a lot of teenagers who don't know where and how to reduce their mental burden.

Figure 9. Sharing Needs Chart

9. Sharing Frequency

The condition of adolescents who experience stress shows an increasing number. There are often news of teenagers committing suicide or committing acts of violence. There are many psychological problems that are not touched by a good management process.
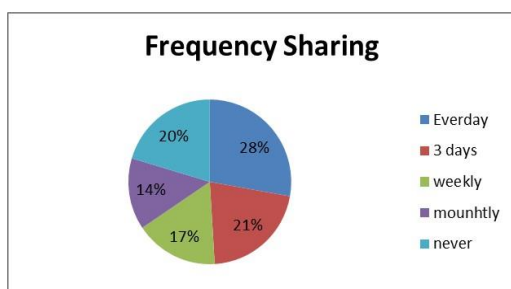

The data from the observations in the field, most of the sharing needs are once every 3 days at most. The more often teenagers share problems, the mental burden can be lowered to a safe level. As much as 49% of sharing needs to be done frequently.

Figure 10. Sharing Frequency Chart

10. Topics in Sharing

Exploration of adolescent problems in the field found the level of stress due to mental burden due to many problems. Due to the weak endurance and fighting power of teenagers, teenagers feel that they are overwhelmed with problems that have accumulated.

Topic Sharing

- Knowledge 13%
- Solving Problem 48%
- Sadness 1%
- Nothing 37%
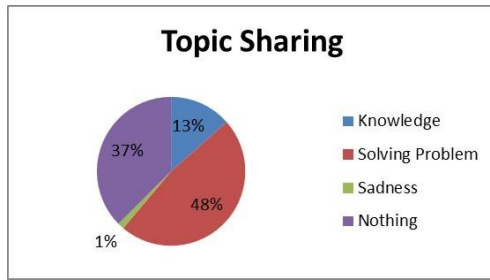
As many as 48% of teenagers when sharing need input to solve problems. The large number of needs for problem solving assistance is an indication that the stress level among adolescents is quite large. This is an important note for the concern of parents and educational institutions to anticipate an explosion that can occur at any time due to the unfavorable psychological condition of teenagers.

Figure 11. Sharing Topic Diagram

The research data shows a fundamental change in the behavior and perceptions of today's youth. The tendency to live leisurely and enjoy entertainment dominates the basic character of Indonesian millennials. On the other hand, the willingness and ability of digital literacy has increased, this is caused by the high desire to be able to solve the problems they face. But another aspect is the level of durability that tends to be fragile in the face of life's pressures. This results in a high need to share the burden with the community so that the emotional bond in the community is very strong. This revealed empirical fact becomes an important reference in human resource management, it is very necessary to have a personal capability improvement program if you have team members with millennial characters today. Literacy skills are very useful for team members, but weak endurance and a tendency to relax will be a fundamental problem. In contrast to the marketing perspective, in response to today's millennials who tend to want entertainment and a relaxed life, this must be used as a reference in marketing programs. Marketing program content must be able to present an entertainment aspect and build closeness with millennial targets. The strength of community solidity must also be a strong consideration in marketing strategies and maintaining service satisfaction because it will quickly go viral if there are things that disappoint millennial customers.

CONCLUSION

Changes in the behavior and character of adolescents due to the influence of internet use in Indonesia have become a new phenomenon. The number of entertainment facilities and the strong interaction on social media have shaped the perception and behavior of the millennial generation in Indonesia. Most Indonesian teenagers feel happiness in their daily life. The main character is a relaxed life and always wants to have fun. On the other hand, literacy or learning aspects are also increasing by referring to things related to knowledge about problem solving. The younger generation today is conceptually sharper, but they tend to be fragile and do not have the resilience when there are pressures of problems. The results of this study also show that the stress level of Indonesian adolescents is quite high. There is a strong need to be able to share problems, especially those related to social issues. Indonesian youth also need a harmonious relationship more missed than the rewards of materialism as an indication of their longing to have a warm relationship with their parents.The use of free time is more focused on fun activities that are relaxing. The thing that becomes an important memory lead to a desire in an atmosphere of harmony. The anxiety that is felt hopes to get more attention from parents. Heavy mental pressure raises the need for sharing quite high and frequency every day. The topic that I want to share in sharing is solving personal life problems.

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