

Positive Affirmations in the Lives of Generation Z

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ABSTRACT

Positive affirmations are positive statements or sentences expressed to the subconscious mind or in the form of writing to express a goal. Currently, many Generation Z are implementing positive affirmations into their lives. This phenomenon is very interesting to find out more deeply. This research wants to find out how affirmations are in the lives of Generation Z. The aim of the research is to find out whether with positive affirmations a person can feel love and affection, can form interactions with other individuals, and can also respect themselves by using their own methods and methods. It's like saying positive affirmations silently and writing them on sticky notes. The theory used in this research is the theory of motivation proposed by Abraham Maslow. This research explains how affirmations carried out by Gen Z can cause the same things as those proposed in Abraham Maslow's theory of motivation. The paradigm of this research is constructivism. The research method used is a qualitative descriptive research method where data collection is carried out by interviews. Interviews were carried out by talking one by one with informants who met the criteria. The informants in this study were three people with the criteria of belonging to Generation Z and liking to make positive affirmations. The results of this research show that each individual has their own way of carrying out positive affirmation activities. Apart from that, positive affirmations can also make someone love themselves more, can make interpersonal communication smoother without obstacles, and can make someone respect themselves more because negative thoughts within themselves are reduced or even erased in the individual's mind.

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INTRODUCTION

At this time, positive affirmations have become necessary in life. This is proven by researchers who saw this phenomenon directly. While attending the Interpersonal Communication class, the researcher saw discussions related to positive affirmations that students made to themselves on a regular basis. There, students tell stories about what affirmations they do and what impact they have on the student. When he saw this, the author felt that the phenomenon was very interesting, causing the author to want to explore this phenomenon further. Apart from that, what positive affirmation will bring and how much influence it will have in the lives of Generation Z is still a question mark.

In this phenomenon, there are several interesting issues to find out, namely whether by carrying out positive affirmations towards oneself, the individual can feel love and affection that increases compared to before. Then, by doing positive affirmations, the need to form interactions with other individuals can be carried out well and smoothly compared to before. Lastly, whether this positive affirmation can make individuals respect themselves or not. Based on this, the researchers created research with the title "Positive Affirmations in the Lives of Gen Z". With the formulation of the problem that will be raised, what are positive affirmations in the lives of Gen Z?

The aim of the research is to find out whether positive affirmations can feel love and affection, form interactions with other individuals, and also respect yourself. The benefits of this research include theoretical and practical benefits. Theoretically, this research is useful for providing a basis for other researchers if they want to research matters related to positive affirmations. Meanwhile, practically, this research is useful for adding insight to Generation Z regarding the importance of positive affirmations and also to add experience and broader insight to the author.

The theory used in this research is Abraham Maslow's theory of self-motivation. Abraham Maslow stated that there are five levels in the form of a pyramid where these five levels are basic or basic human needs. Abraham Maslow believed that a person has the drive to grow continuously (Andjarwati, 2015). People start these needs from the lowest level. These five levels of needs are called Maslow's Hierarchy of Needs where the needs with the lowest ranking must at least be met first before moving on to the next need. The following are the five levels of needs:

1. Physiological needs (feelings of hunger, thirst, etc.).
2. The need for security (protected and away from dangerous things)
3. The need for feelings of belonging and love (being friends with others and being accepted by others).
4. The need for respect and recognition (achievement, competence, and getting support and recognition).
5. Self-actualization needs (Prihartanta, 2015).

Previous research that discussed positive affirmations was research entitled "Communication Strategies in Strengthening Positive Affirmations to Raise Children's Awareness at Sikola Mangkasara". This research was conducted by Yuliana and Anil Hukmah. This research uses a descriptive method with a qualitative approach which discusses the communication strategies used by Singkola Mangkasara, namely knowing the audience, compiling information or messages, determining methods, and choosing media in communication (Yuliana & Hukmah, 2019).

Other research was also conducted by Siti Annisa Nur Wahiddah and J. Julia with research entitled "Positive Affirmations: Boosters to Minimize Learning Barriers for Elementary School Students". This research was conducted using a case study method with a qualitative approach. The research results focus on analyzing the role of positive affirmations in helping to minimize barriers to student learning during the process of changing the learning system from online to offline (Wahiddah & Julia, 2022).

The latest research is research conducted by Yogi Noviariski with research entitled "The Role of Intrapersonal Communication as Self Healing". This research was conducted using a literature study method with a qualitative approach. This research discusses intrapersonal communication for self-healing which can be carried out by cultivating positive thoughts. Positive information can be instilled through positive affirmations. Because positive thoughts can awaken cells in the body so that they can become self-healing for humans (Noviariski, 2021).

Affirmations are statements or positive sentences expressed in the subconscious mind or in the form of writing made by someone to state a goal (Kasmaja, 2016). Affirmation statements must be positive and in line with what you believe within yourself. If there is something you don't believe in or is in line with yourself, then affirmation will be very important to form a new reference which will become a new belief within yourself. Apart from that, affirmations can also be interpreted as positive sentences that are used to give affirmation to oneself, then these positive sentences enter the brain and teach the brain to have a better perspective and thoughts (Yuangga et al., 2022).

Gen Z is the generation born from 1995 to 2012. Based on the census conducted by the Central Statistics Agency in 2020, Gen Z is the generation with the largest composition, namely 27.94% (Rakhmah, 2021).

Generation Z is a generation that has the following characteristics:

1. Gen Z really has huge ambitions to achieve success.
2. Gen Z prefers things that can be done instantly because Gen Z doesn't want to make things difficult for themselves.
3. Gen Z also likes freedom and tends not to want to be governed by strict rules.
4. Self-confidence is also something that Gen Z has.
5. Gen Z really wants to get recognition from the people around them.
6. Gen Z is very good at things related to digital and information technology (Adityara & Rakhman, 2019).

METHOD

The paradigm used by researchers in this research is the constructivism paradigm. The constructivist paradigm is a paradigm whose reality or reality is formed by social construction or experience. In this paradigm, there is no element of generalization (Kasemin, 2016). The constructivist paradigm places observation and objectivity in finding reality. Constructivism explains that the reality obtained is the result of human formation (Santosa & Fitri, 2022).

The reason for using the constructivist paradigm is because the research used is qualitative research and this paradigm gave birth to qualitative research methods. Apart from that, in this research, reality is shaped by humans as defined by the constructivist paradigm. The informants who are Generation Z in this research form goals by making positive affirmations. So, that is the reason researchers use this paradigm. Then, Generation Z has its own way of forming its own reality through positive affirmations so that it cannot be generalized, which is in accordance with the constructivism paradigm, namely that there is no generalization in this paradigm. The research approach used in this research is qualitative. The qualitative method is called an artistic method and is used to find hypotheses with the data obtained by the qualitative method is qualitative data.

According to Auerbach and Silverstein (2003), a qualitative approach is research that involves the study and interpretation of texts and interview findings to determine the meaning of a phenomenon. According to Steven Dukeshire and Jennifer Thurlow (2002), qualitative research is related to non-numerical data, namely the collection and analysis of story data. A qualitative approach was used to collect detailed information about the problem under study (Sugiyono, 2018). Qualitative research aims to understand a phenomenon by directing the phenomenon into a more detailed and natural direction regarding what actually happens (Nugrahani & Hum, 2014).

The type of research carried out in this research is descriptive qualitative. This research is used to investigate natural or natural conditions, where the researcher is the key instrument in sampling. The researcher uses descriptive research because the researcher wants to obtain a broader picture related to the phenomenon in question. researched in this case are positive affirmations in the lives of Gen Z. Researchers also want to find out phenomena from normal and natural situations. The researcher's strategy in collecting data was to conduct interviews with informants and obtain results from scientific journals.

The case study method was used by researchers in this research. This method is used to understand a phenomenon that occurs by collecting various types of data, which is then processed

to obtain solutions so that the problem or phenomenon being studied can be resolved correctly and well. The case study research method focuses its research on one particular object which is the data source. This method is carried out in detail, in detail, with intention, and also in depth regarding certain phenomena (Kholida, 2017). Case studies usually combine several methods of data collection into one, for example archives, interviews, questionnaires and observations. In general, the target of this case study research is things that actually happen and are unique and research something that is contemporary (Hidayat & Purwokerto, 2019). Finally, case studies have the aim of providing descriptions, testing theories, and generating new theories.

In this study, researchers took three informants as research samples. Researchers took samples by looking for people in the surrounding environment who met the criteria. Previously, the informants had also been asked if they were willing to be interviewed and they all answered that if they were willing, these people were designated as informants. In this study, three informants were taken who met the criteria. The names of the three informants are Mela, Zahra and Tiara. The criteria set by researchers to become informants in this research are those who belong to Generation Z, namely people born from 1995-2012. When interviewed, the three of them were the same age, namely 19 years, so they were included in the criteria. Then, researchers also set criteria that Generation Z must enjoy carrying out positive affirmations in everyday life. This is in accordance with the criteria because they really enjoy carrying out positive affirmations in their daily lives. So, the researcher felt that determining them as informants in this research was the right thing.

RESULTS AND DISCUSSION

This research uses Motivation theory by Abraham Maslow. In this theory, there are five pyramid-shaped levels that must be fulfilled first from the first order. In this research, we will focus on the third and fourth levels of this theory, namely the need for love and belonging and the need for esteem. Based on the results of research conducted by researchers, the results showed that each informant had different views and opinions. The following are the results of research interviews with informants:

A Look at Positive Affirmations

In this case, the informants have views that are not much different from each other. They are of the view that positive affirmations are statements made repeatedly aimed at oneself to reduce negative thoughts and also increase positive thoughts. Zahra said, "My view regarding affirmations is that I believe that by frequently giving myself positive affirmations will build and shape my day better, with affirmations someone can banish evil thoughts about themselves." So, Zahra believes that this positive affirmation can shape herself into a better version than before when she had not done positive affirmations.

Their views regarding positive affirmations are not much different from the actual meaning of positive affirmations. The informants have views that, although not much different, still have more or less the same meaning. So, that is the informant's view regarding positive affirmations as the main topic that will be discussed in this research.

How to Do Positive Affirmations

According to alodokter.com, the way to do positive affirmations is to routinely do the sentences you want to say and repeat them every day. Second, use positive sentences according

to the conditions or problems being faced. Third, the sentences used must be sentences that have a positive meaning and not the opposite. Fourth, positive affirmations can be done by writing them on small pieces of paper, post-its, or sticky notes, then sticking the paper in a place where the place is most frequently visited, such as a study table or mirror, and recording the sentence yourself for later. heard. Lastly, do positive affirmations accompanied by real actions, don't just talk (Alodokter, 2023).

In this research, informants said that they often do positive affirmations and some even do them every day. Usually, positive affirmations are done when the mind is full of negative things or when you want to sleep. This is done by telling yourself that any negative things are nothing to worry about. Before going to bed, you can also close your eyes and talk positive things to yourself. There are also other ways besides using words, namely Tiara does it by saying positive words silently and also sticking sticky notes on the mirror with positive words so that the notes never forget to be read.

Mela stated, "Usually I do positive affirmations if, for example, I start to feel that my thoughts are already toxic, which means I have a lot of negative thoughts, so usually the best way is to say to myself, if for example what I'm thinking about isn't necessarily going to be that bad, it's also like reminding me if for example there is. God, so we don't need to worry about any negative things." So, Mela does positive affirmations if her mind starts to be filled with negative things that can result in bad things for her. Mela does positive affirmations by expressing and reminding herself that there is God to rely on so that she no longer becomes anxious because of bad or negative things.

Positive Affirmations Create Feelings of Love

At the third level in Maslow's theory, it is stated that motivation is needed to fulfill the need for love. According to informants, positive affirmations can help to foster a sense of love for oneself. Mela said that positive affirmations can get rid of negative thoughts and help her think that she is good so that she can love herself more. Meanwhile, Tiara said, "I believe that the positive statement I said is true within me and that is what makes me think positively and love myself." So, because he believes in the positive affirmations he does, he can love himself. This is the most important thing that should be inside a person.

This is in Maslow's theory at the third level. It says that humans have a need for love. So, the informants agreed that positive affirmations could give rise to feelings of love. This feeling of love will later motivate the life of each individual who carries out this positive affirmation. So, each individual will become a better person. So, because of positive affirmations, the third level in Maslow's theory can be fulfilled, namely feelings of love. This can motivate individuals and individuals can continue to the next level of the pyramid, namely fourth, because the third has been fulfilled.

Positive Affirmations Streamline Interactions

The three informants said that positive affirmations could make interpersonal communication smoother. Because often doing positive affirmations can create fewer negative thoughts which can then facilitate communication by not thinking about negative things related to what people think of us. Positive affirmations can also provide security and comfort and foster the idea that the person you are talking to is someone you can trust. Tiara said, "One of the positive affirmations that I often say is "I am a confident person", therefore communication with other people can run more smoothly

due to the mindset that has been formed that I am confident." So, according to Tiara, cultivating the mindset that she is confident can make communication with other people run more smoothly.

Zahra said, "Because in interpersonal communication what is needed is comfort and security, I make a habit of giving affirmations to myself that the person I am talking to is also someone I can trust, so that when I communicate interpersonally there are no obstacles." The same thing as Tiara, Zahra also applies a mindset by thinking that the person she is talking to is someone she can trust so that the interaction can be smoother. So, Tiara and Zahra both apply this mindset.

This is related to Maslow's theory at the third level of the pyramid because it states the human need for love to be friends with other people. So, positive affirmations can generate love and self-confidence, which can motivate individuals to interact with other people so that the interactions can run smoothly. Obviously this is very necessary because humans are social creatures who need interaction and relationships with other individuals. Positive affirmations are really needed to increase Generation Z's motivation in any case. It has been proven that, in this case, positive affirmations can fulfill the third level, namely the need for love and friendship with other people.

Positive Affirmations Make You Value Yourself More

Then, positive affirmations can also make individuals appreciate themselves more. Respecting ourselves is important because it is what we need and can prevent ourselves from feeling ostracized. Tiara said that before doing positive affirmations, her mind was filled with negative things which made her low self-esteem. But when applying positive affirmations, these thoughts disappear and thoughts become better, and he can appreciate whatever is inside him more. Zahra also said that by doing positive affirmations she could see how far she had come through life in this world and could feel that she was a valuable person. "For example, if we weren't confident before because we felt bad or inadequate to other people, then we continue to do positive affirmations, we won't have thoughts like that because we will look and focus on the values we have, not on negative things or standards. "What people make is that positive affirmations really help me to appreciate myself," said Mela. So, positive affirmations help him focus on his own values so that he can appreciate himself more.

This is in accordance with Maslow's theory which is in the fourth order of the pyramid, namely the need for appreciation and being appreciated by others. So, with these positive affirmations you can get appreciation from other people too. Because to get respect from other people, the individual must be able to respect himself first. When an individual can respect himself, he will certainly do everything with confidence so that he can be respected by other people. When the individual is appreciated by other people, he will have more motivation in his life. With positive affirmations, people try to increase motivation from getting love to self-esteem according to the levels of Maslow's theory.

CONCLUSION

In Generation Z's life, they often use positive affirmations. Generation Z has various views on positive affirmations, although they are not that different. Even when doing positive affirmations, there are various ways to do this, such as saying them silently or writing them on sticky notes. Positive affirmations can create feelings of love because positive affirmations can get rid of negative thoughts and help you think that you are good so that your feelings of love for yourself can be fulfilled. Positive affirmations can also facilitate interactions because when communicating with

other people, you don't think about negative things related to what people think about yourself, so you can be more confident. Then, positive affirmations can make you appreciate yourself more because with positive affirmations, individuals think that they have gone through many things in life so they can appreciate themselves more. . This is in accordance with the levels of motivation theory by Abraham Maslow. Based on the research results obtained, this research is actually going well, but the researcher will propose suggestions that will hopefully be useful for other researchers who want to research phenomena similar to this. The suggestion that the researcher makes is that in future research, researchers should be able to deepen the interviews conducted with informants and take more informants compared to this research.

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