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REVOLUTION OF POSTER PROTEST LANGUAGE STYLES Z GENERATION IN INDONESIA

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ABSTRACT:
The posters and banners used in the student's demonstration in front of the DPR-MPR building last September 24, 2019 contain funny sentences and invite attention of the society. The choice of words used in the poster is very different from student demonstration posters that were carried out in 1998. This research aims to explore in more detail the factors that influence the Z generation to create style of language in the demonstration poster. This study is included in qualitative research using Focus Group Discussion (FGD), which will be conducted among students of selected demonstration participants using purposive sampling. The FGD results in the form of qualitative data were analyzed using content analysis methods. The results of this research reveal that the situation of the countries in the two eras, the development of Pop culture as well as social media play an important role in this revolution. This study shows that the choice of words in the student demonstration poster is influenced by social, cultural, and technological factors. Although the message in the poster seems simple, indeed it reflects the characteristics of Z generation that are different from previous generations. In responding to the distinctive style of Z generation, the author recommends to lecturer and stakeholders to be more adaptive, even though the content is simple and seems funny, in fact the substance of the message is very deep and tends to be metaphoric.

INTRODUCTION
The "Entah apa yang merasukimu hingga kau tega menghianatiku" (I wonder what possessed you until you have the heart to betray me), It was one of the song's lyric quoted in the poster of a student demonstration in front of the DPR-MPR building last Tuesday, September 24, 2019. The sentence was a fragment of a song lyrics popularized by DJ Crow's remix album which is currently on the rise. Not surprisingly, the poster is very viral on the social media timeline

lately. Meanwhile, social networks and media in cyberspace have more power (Rahnavard, 2016).

Behind the demonstration of students throughout Indonesia, there is one interesting thing, the posters and banners used in the demonstration contain funny sentences and invite the attention of the society. The sentence seemed strange, but it applies to what is to be interpreted concerning the law (UU) and controversial bill designation such as the KPK Law, the Draft Criminal Code Book (RKUHP), environmental issues, the Labor Bill, the Land Bill, the PKS Bill, and the Draft Law criminalization of activists. Observers of political communication from Paramadina University, Jakarta, Hendri Satrio di Kompas.Com said that the texts on the banner showed the spontaneity of students in voicing their hearts (Movanita, 2019).

Figure 1-4: Various funny texts brought by students when taking action in front of the MPR-DPR RI building. Jakarta, 24th September 2019 (Source : Tribunnews.com).

Different from the student demonstration posters that were carried out in 1998, today's student demonstration posters are written with many unique and funny expressions. When browsing in cyberspace about poster demonstrators in 1998, will be found the texts like 'Tangkap dan Adili Soeharto dan Kroni Sekarang Juga" (Arrest and prosecute Soeharto and his accomplices right now). Besides, there are also some posters written in capital letters such as 'Turunkan Harga, Gulingkan Soeharto, dan Nasionalisasi Aset Soeharto!" (Bring down the Price, Overthrow Soeharto, and Nationalize Soeharto's Assets!).

Posters with a sharp protest directed at the government can still be seen at the demonstration this time. The differently, in today's demonstrations showing views of unique and funny poster texts that has nothing to do with the state

security or legal justice. On social media, everyone will also find very ridiculous posters with the words 'Cukup Cintaku yang Padam, KPK Jangan!' (Please, Only my love just goes out, KPK Don't!). It was also in the form of exclamatory sentence such as 'Pak, Skincareku Mahal dipakai Panas-Panasan. Tapi Gapapa, Soalnya NKRI lebih Mahal Harganya!' (Sir, my Skincare is expensive to wear in hot weather. But it's OK, because of my Homeland, great of Repulic Indonesia is more expensive). The posters and banners became medium of students' protest who participated in demonstration today.

It's just that they protest with a unique manner nowdays. One important thing, students today are children born before the 1998 Reform. Students who demonstrate this demonstration fall into the category of Z generation (Gen Z), According to Cilliers, this generation born after 1995 (Dolot, 2018). Moreover, according to Nagy & Székely, characteristics of Z generation are: they were born around the millennium; they do not know the world without internet; use internet and social networks; "global connectivity", flexibility, being smart, tolerant of different cultures; social network sites are the main platform for communication; information consumers and providers; very good device skills; thousands of online contacts; multitasking (blogging, listening to music, writing emails); quicker decision making; they are not stuck to a place ; they learn, make friends, have fun differently; there is no legal sensitivity on downloading, changing files; and emotional incompetency (Csobanka, 2016). Gen Z is born and brought up with the current technology, they are digital centric and technology is their identity (Gaidhani, Arora, & Sharma, 2019). They are not the same as the former young generations, they use words and expressions that the members of other generations do not use (Abbas, Shabbir, Nimer, Bibi, & Siddiqi, 2020; Abbasi, Shabbir, Abbas, & Tahir, 2020; Törőcsik, Szűcs, & Kehl, 2014). Each generation has shared the same events, trends and issues, making each generation have a different character from the previous generation (Ahmad, Abbas, Ashraf, & Shabbir, 2018; Patawari, 2018).

Based on the analysis of the situation, this study would like to see in more detail what kind of factors that influence the Gen Z to creat demonstration poster style of language from the sociological, cultural, and technological context.

Base on the concept of Jose Carlos Cañizares Gaztelu (2017) which discuss about the existence of the relations between ICTs, culture and human values, this study focuses on three aspects that are considered to influence the language style of the demonstration poster, namely sociological, cultural, and technological. Gatzelu pointed out the increasingly important role of ICTs in mediating and transforming lifestyles and human communication. This study will be useful for language lecturers in recognizing phenomena of language style and ways of communicating students outside the classroom.

LITERATURE REVIEW AND HYPOTHESIS

One Several studies in this field have been carried out by several previous researchers, one of which was a study entitled Humanist Propaganda The Poster as a Visual Medium of Communication Used by `New Social Movements, written by Tomaz Dezelan and Alem Maksuti in Romanian Journal of Political Science (2016). This study highlights the differences in political posters displayed by Slovenian social movements elected during the 1980s and those in the new millennium. Using content analysis of 116 protest posters that were collected using a purposive sampling of critical cases, they identified four

modes of protest in these poster campaigns among which the avant-gardist rationale in the 1980s significantly influenced those in the new millennium. In addition, they found that the introduction of the principles of political marketing and political pluralism influenced the protest poster campaigns when the hiring of campaign professionals became affordable. Its indicate that contemporary modes of poster campaigns rely on financial and organizational resources, and they are characterized by the search for an ideological enemy of the state (Arshad, Shabbir, Mahmood, Khan, & Sulaiman, 2020; Ashraf, Ahmad, Sharif, Raza, Shabbir, Abbas, & Thurasamy, 2020; Dezelan & Maksuti, 2016).

Talking about changes in language style, not only in posters but also in a linguistic landscape. Like the study conducted by Uta Papen, which highlights changes in the linguistic landscape of the Prenzlauer Berg region, in the former East Berlin, since reunification in 1990, from an inexpensive and neglected area to a popular middle class environment. This case study reveals that despite the strong influence of commercial discourses, the public space remains an area of contestation between civil society, private businesses and the state. The particular approach to linguistic landscape he developed combines textual and visual analysis with interviews with signs producers. This has enabled him to show how the linguistic landscape both reflects as well as shapes social change and urban development in Berlin since reunification (Papen, 2012). This study has been published in Journal of Sociolinguistics (2012), titled Commercial Discourses, Gentrification and Citizens' protest: The Linguistic Landscape of Prenzlauer Berg, Berlin.

Different from article of Uta Pepen above, Tedros H. Weldemichael, Ameina Peck and Quentin Williams in journal Sociolinguistic Studies (2019) focus on the changing tastes on the linguistic landscape of Asmara, the capital city of Eritrea, which for the longest time had a clear demarcation between Christian and Muslim eateries, with Arabic as the differentiating marker between the two. They approach the changes to the Linguistic landscape in two ways: (i) through a geosemiotic analysis of selected mixed signs on and around Asmara's busy downtown Harnet Avenue, and (ii) through a discourse analysis of interviews with Christian establishment owners/managers. They follow Pennycook (2017) and Bennet (2010) who contend that language and, similarly, linguistic repertoires should not be confined to individuals per se as space and practices can also be said to express themselves multilingually through artifact, bodies and semiotics (Weldemichael, Peck, & Williams, 2019).

For understanding the visual cultures of protest beyond representative images, article written by David A. Brown, Evangelos Evangelinidis and Marija Martinovic, titled Visual Dimensions of Protest: Three examples from The Balkans in journal Knowledge Cultures (2017) can be used as reference. Through three examples from Slovenia, Greece and Serbia, the paper examines different dimensions of visual culture of protest. In Ljubljana the how and why of a protest of fans against their own club is examined. In Athens, they look at why activists insist on traditional poster making methods in the digital era, and how these posters then function in the city neighbourhood of Exarcheia. In Belgrade, they look at the uses of video production and distribution by feminist activists Women in Black (Žene u Crnom). Atmosphere, political posters and video activism from the three examples, through which they argue visuals connect the locally specific struggles to a global context, and creating a socially oriented, richer picture of the region without getting entangled in nationalist

narratives. Each case also elaborates how and why protest was visualized adapting cultural signifiers and established protest forms to produce the performative reality they are seeking (Brown, Evangelos, & Marija, 2017; Balakrishnan, Shabbir, & Siddiqi, 2019; Jabarullah, Shabbir, Abbas, Siddiqi, & Berti, 2019; Khan, Shabbir, Tahir, & Hussain, 2019; Shariff, Ahmad, & Shabbir, 2020).

This study is different from previous research studies, it is more focused on changes in language style in the texts of the demo poster made by Generation Z in two different government eras in Indonesia and explore further the factors that influence these changes using Focus Group Discussion.

RESEARCH METHODOLOGY

This study is included in qualitative research using Focus Group Discussion (FGD). In order to answer the questions mentioned above, focus group discussion will be conducted among students of selected demonstration participants using purposive sampling. Some criteria that must be fulfilled by the informants are the status of active students, actively organizing in their campus, demonstration participants, and participating in making demonstration posters. Focus groups are a good strategy for "understanding people's attitudes and behavior", and they offer flexibility in the question design and follow-up (Wimmer & Dominick, 2014). Focus groups were selected not only due to the wealth of information they provide but also because they are ideal for the discussion of topics about which people have strong opinions or deem sensitive, like politics and humor (Grauerholz & Donley, 2012). There are ten selected informants from various universities that fit the established criteria, consisting of eight male and two female, with an age range between 18-24 years old. FGD was conducted once with a duration of approximately 120 minutes. It conducted through Skype, with consideration of practicality issues, considering participants come from various regions in Indonesia. Lack of face-to-face interaction can be minimized with the use of web camera, because with this tool, researcher can see verbal cues, such as tone of voice, and nonverbal tones, such as body language and facial expressions. In addition, informants are students who are certainly very familiar with technology, especially video conferencing with Skype. The FGD results in the form of qualitative data were analyzed using content analysis methods.

In term of Ethical consideration, the researcher will not explicitly mention the names of the informants who contributed in providing the data in this study in order to protect the safety, privacy and confidentiality of participants.

RESULT & DISCUSSION

Data Based on purposive sampling with several predetermined criteria as described in the research method, here are the data of selected informants.

Table. 1. *The Data of Informants (Source: Processed by researcher)*

No.	Gender	Age	Total	Province of Residence
1.	Male	19-24	8	DKI Jakarta, Jawa Tengah, Jawa Timur, Jawa Barat, Sumatera Utara, Yogyakarta,

				Sulawesi Selatan, Kalimantan Timur
2.	Female	20-22	2	DKI Jakarta, Jawa Barat

The table reveals that there are ten selected informants, consist of eight male with age range approximatly between 19-24 years old, and the rest are female, 20 and 22 years old. They are come from verious province in Indonesia, mostly from Java Island, as the most densely populated islands compared to other islands in Indonesia, such us Sulawesi and Kalimantan.

From the Focus Group Discussions, the research findings can be presented in the table below. The findings are classified in three contexts, namely sociologycal, cultural and technological.

Table 2. *The Results of the FGD (Source: Processed by researchers)*

No	Context	Informant's Answer
1.	Sociologycal	a) " In Jokowi's Era, anyone can express their aspirations without limits and freedom of expression is more open widely, while in Soeharto's Era, communication was very limited and regulated" b) "During Pak Harto's era, people were not able to freely express themselves, our aspirations were silenced" c) "currently all information from anywhere in the world can be accessed by anyone" d) "Emergence of Z generation: "This generation of students thinks and learns differently than previous generations".
2.	Cultural	a) The rapid development of Pop culture "The years changed and now it is up to pop culture, where it will be very easy to find many slaves of love scattered giving motivation for always to be strong in going through the twists and turns of the romance in life". "It is an effective way to build an approach to millennials to transmit useful values through

				content that is trending on YouTube".
			b)	Humor as a universal language. "Almost everyone as human being likes humor. Therefore, humor can be a vehicle for various types of messages that can be accepted by others without rejection".
			c)	"However, what happens in the demonstration today is not just humor, there is an entertainment element in it".
3.		Technological	a)	The development of social media. "In 1998, social media did not yet exist, or even if there were not as large as now. So that each individual is not connected". "Back in the 1998 demonstration, they almost didn't know each other, so the view is only one, look formal".
			b)	"Nowadays,, social media is touching everyone and every places around the world. This causes significant connections and movements of each individual".
			c)	"The development of editing software encourage the youth to be content creator and distribute it through social media"
			d)	"When they know what is happening, they can imitate and mingle.Finally the texts were created".
			e)	"Z generation could easily adopt the trends in the world because internet access was very easy. Even more so after Facebook and Twitter, social media like Instagram and Snapchat are now increasingly loved by teenagers".
			f)	"Hashtag *#SemuaBisaKena* (*#AllCanBeAffected*) and *#ReformasiDiKorupsi*

		(#*Corruption Reform*) that appear on social media is a very good strategy to build a common ground that can unite all elements of society during the many issues that are fought for".
		g) with #hashtag makes it easier for us to find and get information, and also coordination

From the Foccus Group Discussion (FGD) process that has been carried out, there are three contexts that affect changes in language style in writing a student demonstration poster in September 2019.

Sociological Context

Differences in the situation of the countries in the two eras played an important role in this revolution in language style. During the Soeharto era, communication was very limited and regulated. As a result, the style of the demonstration was also somewhat more official. In 1998, search results on Google found ordinary demonstrator poster writing, even tending to be formal. On the other hand, in Jokowi's era, democracy was held in high esteem which resulted in ways of communicating freely. As explained by one informant that at this time anyone can express their aspirations without limits and freedom of expression is more wide open. Changes in leadership style in Indonesia greatly affect the courage of students in issuing their aspirations. That is why the style of language now looks different. The same statement was also explained by Bagong Suyanto, a sociologist from Airlangga University, who stated that at present the participants of the demonstration were more diverse, some were loud, and some enjoyed it as part of the expression of identity" (Anggraini, 2019b). Identity as students who are critical, students who care about the nation, or students who hang out appear in the text on the their posters. Django Paris, Michigan State University (USA) states that identity texts are youth space texts inscribing ethnic, linguistic, local, transnational, and political affiliations on clothing, binders, backpacks, signs, public spaces (e.g., walls and benches), youth authored rap lyrics, and electronic media (e.g., cell phones, Facebook) (Paris, 2012).

Youth, particularly Z generations play important role in that demonstration. There are many other terms used to describe the Z Generation, which is *Post-Millenials*, *Homeland Generation*, *iGen*, *The Founders*, *Centennials*, or *Deltas*. This whole term is basically Gen Z has an informal, individual and very straight way of communicating and social media is a vital part of their lives (Gaidhani et al., 2019). The active social media users have many contacts and they mainly live their everyday relations through these channels (personal meetings are also important to them, however, keeping the online contacts have an equally important role)

(Csobanka, 2016). Friendships or work relationships are done through social media, whether Facebook, Twitter, YouTube, or others to prove to the world that they exist. Even activities like demonstrations they also use social media, including preparation, gathering of participants, coordination, and publication. Interesting action when the demonstration is published to the social media networks that are used, including publication to mass media reporters.

The participant said that "this generation of students thinks and learns differently than previous generations" relevant with Mária Törőcsik's opinion. She said that there is no doubt that the circumstances of this generation are different: for example, they use IT devices, social media and mobile phones actively. Their confidence and their desire for money and success are typical of them, but they also need help while they search for their identity (Törőcsik et al., 2014). The idea that success is measured by money is a hallmark of gen Z. Other characteristic of gen Z that they has learnt about the long-term impact social media can have on the future. Their tendency to use technology makes them easier to adapt. Currently children from lower income families are less likely to be using the internet for learning and they will, therefore, be less likely to develop certain skills as a result. Moreover, today a concept called the 'coaching cloud' is currently being explored, which would use machine learning to guide people (Törőcsik et al., 2014). We can see a changing societal dynamic with technology.

Cultural Context

The texts on the demo poster appear to be written in attractive language styles such as pop culture, so that the message is conveyed properly and massively (viral). The characteristics of pop culture include: being strongly influenced by the media and the market, the content is universal but rapidly extinct and replaced, and the orientation of mass production.

According to Denis McQuail, pop culture is a popular culture that was born to penetrate phenomena in society (McQuail, 1996). Popular culture permeates every aspect of contemporary society (Kidd, 2018). The emergence of ideas, perspectives, behavior to oppose the mainstream of society that considers the group more powerful than other groups. As one of the informants in the FGD revealed that the years changed and now it is up to pop culture, where it will be very easy to find many slaves of love scattered giving motivation to always be strong in going through the twists and turns of the romance of life. Other informants view that it is an effective way to build an approach to Gens Z to transmit useful values through content that is trending on YouTube. This is in line with Rahnavard's opinion that the use of online media is almost a social phenomenon emerging among young people (Rahnavard, 2016).

Another informant added that for the demonstrators' demands to be accepted by the Indonesian Parliament to revise the Draft Bill of Criminal Code laws (*Rencana Kitab Undang-Undang Hukum Pidana/RKUHP*), the message to be conveyed must be clear through language style that is creative and simple so that it will be easily digestible. In line with what was conveyed by an informant that the slogan "*NKRI Harga Mati*" had expired, replaced by creative language trends. The process of creating the slogan that they bring requires intellectual qualities that cannot be built overnight. This creative language ability is a potential skill that can be developed in language learning, especially

metaphorical language style. Lecturers need to see this as students' potential who can be developed, especially in terms of language and communication skills. A benefit from their advantages to create a new insight in teaching and curriculum development (Ahmady, Yaghmaei, Arab, & Monajemi, 2016).

Metaphors are not only restricted to formal texts but are a common feature of everyday language through which individual's conceptualize and describe the world (Kathpalia & Carmel, 2011). Cultures make extensive use of conceptual metaphor (Shore 1996; Kimmel 2004, Littlemore & Low, 2006).

In addition to using creative and simple language styles, humor style also colors the protest poster. Even though it looks strange, the words in the banners and posters are also sarcastic. Photos of students with sarcastic writings were viral on social media. This gave rise to a phenomenon called demo entertainment, where protest messages were packaged in humorous terms to make it viral. According to Bagong in *Kompas.com*, the form of millennial children's creativity, protests by humor have been around for a long time (Anggraini, 2019b). The use of the word sarcasm in the student demonstration poster is related to the characteristics of the Generation Z who are familiar with the internet. This is in line with the results of research that shows that sarcasm and silliness are the two most prevalent types of humour used in Internet memes (Taecharungroj & Nueangjamnong, 2015).

In the world of politics, humor is an important part of communication skills. Informan said that humor is a universal language. Almost everyone likes it. Therefore, humor can be a vehicle for various types of messages that can be accepted by talk partners without rejection (*news.detik.com*). However, what happens in the demonstration today is not just humor, there is an entertainment element in it. The way to protest using this satire has been around for a long time. The same thing also expressed by Novri Susan, Sociologist and political observer from Airlangga University. According to her, the way to convey aspirations with humor becomes the art of resistance among millennial young people. This is strongly influenced by the context of the social growth of this generation that is not in violent repression like the *Orde Baru* era. "The art of resistance often takes from the closest, everyday languages understood by certain phases of generation including millennials" (Anggraini, 2019a).

Technological Context

In addition to differences in the situation of the country, the development of social media also has an enormous influence. One informant said that in 1998, social media did not yet exist, or even there were not as large as now. Currently, social media is widely chosen as a potential medium because there are an immense number of internet users and owners of social media accounts, and the distribution of information is not limited (Sihabudin & Zonyfar, 2020). So that each individual is not connected. "Back in the 1998 demonstration, they almost didn't know each other. So the view is only one, look formal". Whereas nowdays, social media is touching everyone and every places around the world. This causes significant connections and movements of each individual. "When they know what is happening, they can imitate and mingle. Finally the texts were created".

The attractiveness of the internet and social media is plays an significant role in building one's communication skills. Millennial adolescents are now very

sensitive to changes in social technology, they follow these developments and master them with the learning process using the "Trials and Error" method (Kalasi, 2014).

The use of information technology is the key to the rapid preparation process of student protests this time. The 2019 generation is very expert at using social media. They coordinate, distribute information, and even raise funds to support demonstrations through social media. Information about actions can be quickly disseminated. The current movement can easily become inclusive, embrace as many parties as possible.

To some extent the development of this technology affects the character of this generation. Technological innovation, globalisation and new media have profoundly changed the current social landscape, with implications at a number of levels (Beavis, 2013). In line with the presentation from Nukman Luthfie, information technology experts that they access different sources of information. Generation X and Y use television as the main source of information, then the source engine as the second source and the last is social media. Meanwhile, if generation Z is the opposite, starting from social media as the main source of information, then television, only search engines. Digital native does not read newspapers, read magazines less, and watch less television (Nasiri, 2019). This generation can easily adapt existing trends in the world, because internet access is very easy. Moreover, generation Z can function in both the real and virtual worlds. They can easily switch between these two worlds. So, Generation Z can easily source and check the information they need (Dolot, 2018). Ofcom's Digital Day shows how on average, 16-24s are spending nearly nine hours per day consuming media or communicating digitally (Duffy et al., 2018).

Media users who can bring a wave of change are called Groundswells. Li and Bernoff brought in six categories of Groundswells: 1) creators, 2) conversationalists, 3) critics, 4) collectors, 5) joiners, 6) Spectators, dan 7) Inactive (Charlene & Bernoff, 2011). While the existence of adolescents in cyberspace itself is also diverse, which can be classified in two categories: creator and conversationalist (Nasiri, 2016). Creators are people who create certain content on blogs, websites or YouTube accounts that are used not only to view videos but also to display their works. Meanwhile, Conversationalists are people who prefer to use Facebook, Path, and Twitter just for conversation. The majority of digital natives are in the creator category because currently there is a lot of space that can be used for creativity, like Instagram. What's more, technological factors such as smart phones can make it easier for gen Z to make photos, videos, and editing. The difference in the characters of the two generations is also a factor influencing differences in writing style in the demonstration poster.

Hashtag *#SemuaBisaKena* (*#AllCanBeAffected*) and *#ReformasiDiKorupsi* (*#Corruption Reform*) that appear on social media is a very good strategy to build a common ground that can unite all elements of society during the many issues that are fought for. Generation Z also quickly share information with others. Communication processing among them is continuous, as they use wide variety of communication devices or social media (Dolot, 2018). While in 1998, available communication tools were landlines and public telephones. So that the coordination of action takes weeks. The absence of such communication tools

and social media makes it difficult for the movement to be inclusive, embracing all circles of diverse elements (Gunadha, 2019).

CONCLUSION AND RECOMMENDATION
CONCLUSION

Compared to the 1998 student's demonstration poster, a very significant difference was seen in the student demonstration poster in front of the DPR-MPR building last Tuesday, September 24th, 2019, particularly in choosing the written words in the poster. There are some factors affect these changes. In the context of sociology, the leadership differences in the two eras, Soeharto and Jokowi, played an important role. The emergence of Z generation also encourages this change, because the differences in the character in using media and also in accessing information, are very different from previous generations. While in the cultural contex, the development of pop culture fastly and massively influences the younger generation in the choice of words, including the use of slang. This is also inseparable from the influence of internet technology that encourages the use of social media which makes it easy for these young people to share any information, and also their works through various platforms available. In responding to the distinctive style of Z generation, the author recommends to the lecturer and stakeholders to be more adaptive, even though the content is simple and seems funny, in fact the substance of the message is very deep and tends to be metaphoric.

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