Digigen and Communication Competency Analysis

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Abstract -The talk active Digital Generation (DIGIGEN) phenomenon refers to the younger generation, especially Generation Z who speak enthusiastically, are actively involved in conversations, and strive to interact effectively with the other person and grow and develop in the midst of a digital era full of technology and online connectedness. They are the generation most affected by digital technology, and the use of this technology has affected many aspects of their lives, including communication, education, entertainment and lifestyle. This research will describe the various competencies possessed by TALK ACTIVE DIGIGEN in an increasingly digitally connected environment. The depiction is based on the results of the Gen Z communication competency analysis displayed on Instagram social media. The research method used in this study is a qualitative descriptive research type. From the results of the analysis, there are 15 (fifteen) superior communication competencies possessed by Talk Active DIGIGEN in this digital era, namely: competence to communicate effectively by being an active listener, open oneself so that good cooperation and collaboration are established, empathize and understand others, be honest (authenticity) with personal data, competence adapt, competence digital awareness and responsible use of ICT, verify information sources, competence maintain online privacy and security, online ethics, leadership and have competence in maintaining digital balance.
Keywords −DIGIGEN, Digital Generations, Talk active, kompetensi komunikasi

I. PRELIMINARY

In this digital era, competition does not only occur on a national or international scale. Locally, the competition is also getting tougher. One of the factors that support the success of an organization in carrying out its activities and being able to survive in the midst of intense competition and changes in technology and the environment is human resources. It is undeniable that human resources have a very important role in running the wheels of organizational activities. Organizations will not run and survive without the human resources to run them.

An organization in carrying out activities to survive in increasingly fierce competition requires the resources needed to support organizational activities so that they run smoothly, this increasingly fierce and global competition is what forces organizations to have good human resources. Companies will develop and be able to survive in a competitive competitive environment if they are supported by employees who are competent in their fields.

Competence is the ability to carry out work or tasks based on skills and knowledge and supported by work attitudes determined by the job. Competence shows certain knowledge, skills, and attitudes of a profession within certain expertise, which characterizes a professional.

The demand for workers with competency standards is increasing. Changes in the business environment that have occurred have led to the recognition of the importance of human resources as a source of competitive advantage for organizations, therefore high human resources are seen as able to contribute and gain profits which will benefit the future of the company.

"Talk Active" is an English phrase made up of two words: "talk" and "active". Taken together, these phrases can be translated as "speak actively" or "speak with full energy and involvement. The context of using the phrase "talk active" may vary depending on the situation. Some possible interpretations of this phrase are active communication

refs to a style of communication in which a person speaks with enthusiasm, is actively involved in the conversation, and seeks to interact effectively with the other person. Expressive use of language: "Talk active" can also denote the ability to use language in an expressive and energetic manner in speaking, using intonation, facial expressions, and gestures that attract attention. In the context of group discussions or meetings , "talk active" can mean encouraging each participant to speak and participate actively in sharing ideas, views, and opinions. Meanwhile, in the context of public speaking this phrase can refer to the ability to speak in public with confidence, energy, and convey messages in an interesting and persuasive way. It is important to remember that the meaning of the phrase "talk active" can differ depending on the context and how it is used in a particular sentence or situation.

Meanwhile, the digital generation is a term that refers to a group of individuals who grow and live in an era of advanced digital technology. This generation is often referred to as "Gen Z" or "Gen Z," and they were born around the mid-1990s to mid-2000s. Unlike the previous generation, the digital generation grows amid rapid technological developments, such as the internet, smartphones, social media and other digital platforms.

This research will describe the various competencies possessed by Talk active DIGIGEN in order to be able to adapt and succeed in an increasingly digitally connected environment in the era of digital communication. The depiction is based on the results of the Talk active DIGIGEN communication competency analysis displayed on social media or in person.

II. RELATED RESEARCH

This research refers to research conducted by Romi, a student of the Communication Studies program at Abbdurrab University, entitled Interpersonal communication of trainers at the Smart Factory Institute in improving the competence of trainees. In this study it was found that the communication between trainers and trainees went well but it was just ordinary communication. Openness between the trainer and the training participants is needed to find out the problems and obstacles faced by the participants because before the training process takes place the trainer must first know the background of the training participants to build closeness to the training participants. When the trainer and the trainees already know each other's character then training material will be provided. The form of encouragement given by the trainer to the training participants is almost the same, namely by first listening to the problems experienced by the participants and then providing support in the form of motivation, praise, appreciation. Ongoing interpersonal communication between trainers and trainees can be done face-to-face at the Smart Factory LPK Office, or outside the office according to the participants' free time. but also outside of the time it also adjusts to the time of the trainees, training can also be done online using the Whatsapp application. Obstacles or obstacles in conducting interpersonal communication between trainers and trainees generally only occur at the beginning of the meeting, but when there have been several meetings between the two parties, namely the trainer and the training participants, are familiar and open to each other, the obstacles can be overcome as quickly as possible.

III. RESEARCH METHODS

The research method used in this study is qualitative. Qualitative research according to Kirk and Miller (1986) is a particular tradition in the social sciences that fundamentally depends on human observations both in its area and in terms of it. This study emphasizes the depth (quality) of data, not the amount (quantity) of data. The type of research that the authors use is descriptive. Descriptive research is a research method that is used to examine the conditions of natural objects where the researcher is a key instrument that describes the focus of the problem of the researcher.

The data collection technique used by the author in this study is observation. A data collection technique used to observe subjects and record events and behavior in a natural, genuine and not contrived manner (Saleh, 2017, p. 65). Observation is a complex process, which is composed of various biological and psychological processes. Two of the most important are the processes of observation and memory. The author makes observations or observations of digital communication activities Talk active DIGIGEN

To answer this research, the author uses a humanistic approach to communication, which was proposed by Joseph A. Devito, emphasizing the importance of understanding and appreciating the human side in communication interactions.

IV. RESULTS AND DISCUSSION

Before presenting the results of the Talk active DIGIGEN (Digital Generation) communication competency analysis, it is important to know what the character of the Digital Generation, also known as Generation Z, is like. They reflect the special characteristics that arise as a result of growing and developing in the midst of an increasingly advanced digital technology era. The Digital Generation grew up with digital technology, and they are very used to using various electronic devices and digital applications from an early age. This generation is always connected through social media, text messages, and other communication apps. They tend to feel social connections and interactions are important in their lives. The Digital Generation is often seen as a generation that is flexible and adaptive to changes in technology and the social environment. They adapt more easily to new developments and use it to their advantage.

Generation Z is skilled at creating creative and innovative digital content, such as videos, memes, podcasts and more. Multi-tasking skills are one of the important characteristics of the Digital Generation. They are able to perform several tasks simultaneously, such as sending text messages, watching videos, and opening other applications at the same time. The Digital Generation is an active social media user. They often share moments in their lives, participate in trends, and engage in online conversations.

The Digital Generation tends to care about social, environmental and justice issues. They often use social media as a tool to participate in campaigns and voice their opinions on important issues. The Digital Generation has a high level of technological understanding, especially in terms of using mobile devices and digital applications. This generation often seeks information and answers to their questions through the internet and search engines, such as Google. The Digital Generation tends to realize the importance of their digital identity and how to build a self-image online. The character of this generation is also reflected in their digital language style which uses abbreviations, emoticons and icons to convey messages more concisely and expressively. The Digital Generation are active consumers of digital content, including videos, music, blogs and podcasts.

The characteristics of the Digital Generation reflect the way they interact with technology and digital media in their daily lives. The rapid development of technology has had a significant influence on the mindset, behavior and social interactions of this generation.

This research uses a humanistic approach. The author tries to see human life as humans see their lives. They tend to hold an optimistic perspective on human nature. They focus on the ability of humans to think consciously and rationally to control their biological desires, and to reach their full potential. In a humanistic view, humans are responsible for their lives and actions and have the freedom and ability to change their attitudes and behavior.

Based on the analysis, there are several communication competencies owned by Talk active DIGIGEN in the digital era resulting from the development of several attitudes. The first is an open attitude. This is the basis for developing various competencies related to social interaction, communication skills, and success in the work environment. Here are some of the competencies they have and come from an open attitude.

1) Be a good listener. This competence facilitates harmonious collaboration and cooperation in teams or work groups. They open themselves up to other people's ideas although they have a little difficulty receiving input well. This statement is from the accumulation of the number of statuses published on social media after criticism.

2) An open attitude encourages Talk active DIGIGEN to be able to accept and appreciate diversity in various forms, including differences of opinion, culture, religion, and other backgrounds. This helps in creating an inclusive and harmonious environment.

3) An open attitude makes it easier for them to adapt to changes in the work environment or personal life. This is essential in an ever changing and dynamic era.

Another attitude that produces communication competence is an attitude of warmth (Warmth) which includes empathy, concern, and concern for others. Showing warmth in communication can help create a positive and enjoyable communication climate. Warmth is an attitude of empathy, concern, and concern for others. From this warm attitude, various competencies develop to strengthen social interactions and interpersonal relationships Talk active DIGIGEN.

4) An attitude of warmth encourages the ability to communicate with empathy and sensitivity to other people's feelings and perspectives so that people feel comfortable to talk openly about their feelings and problems to Talk active DIGIGEN. This creates a more positive and mutually supportive communication climate and helps create relationships deeper and more connected.

By having an attitude of warmth, a person can develop a variety of social and emotional competencies that contribute to healthier and more positive relationships with others. This attitude plays an important role in creating an inclusive social climate and strengthening interpersonal bonds.

There is also a communication competency that is born from an attitude of similarity (genuineness) referring to an individual's ability to interact authentically and honestly in a digital environment. This sameness attitude emphasizes the importance of being yourself and not adopting a false personality or engaging in manipulative acts online. Some of the communication competencies include:

5) Ability to communicate honestly and openly on digital platforms, express opinions honestly, and not hide the identity or purpose of communication. Talk Active DIGIGEN uses real names and provides clear information about yourself.

6) Have honesty in managing and sharing information online, including in spreading news or content that may affect other people

7) Have a good understanding of oneself in a digital context, including how online behavior and interactions can affect oneself and others.

8) Have the ability to set boundaries in sharing personal information and manage privacy online, and respect the boundaries set by others.

9) Able to recognize and avoid manipulation or spread of fake news (hoaxes) that can harm others or create distrust in the digital environment.

10) Ability to speak actively on various digital platforms using clear, polite language and think before speaking.

11) Have a balance of emotions when interacting in cyberspace, including in responding to comments or challenging situations. This ability allows individuals not to be easily offended or provoked, and to be able to deal with conflict in an adult and responsible manner

12) Being able to be an inclusive leader in a digital environment, recognizing various perspectives and appreciating the contribution of each member in a group or community.

13) Have a high awareness of the importance of protecting personal data and privacy in the digital environment, and take steps to properly secure personal information.

Another competency, born from an attitude of equality (Equality) which emphasizes the importance of considering other people as equal partners in communication, without feeling higher or lower than them. An attitude of equality creates an atmosphere that is inclusive and supportive in communication. Other competencies born from an attitude of equality are as follows:

14) Consider various perspectives and relevant data before making a decision. This helps in avoiding prejudice or discrimination that can harm certain parties.

Another communication competence possessed by Talk Active DIGIGEN is born from an attitude of touch (Empathy), namely the ability to feel and understand other people's feelings, experiences and perspectives.

15) Can effectively motivate and influence others because they understand what is important to them emotionally and psychologically.

V. CONCLUSION

Because it has applied and developed the five attitudes in interpersonal communication namely openness, warmth, similarity, equality and touch, Talk Active DIGIGEN has been able to create a positive communication climate, support each other, and is able to build closer relationships with other people. These play an important role in creating more meaningful interactions and strengthening the bond between communicators and communicants. Talk Active DIGIGEN is able to develop a positive attitude that helps them to improve various competencies that contribute to their personal and professional success.

Based on the results of Talk Active DIGIGEN's communication competency analysis which is monitored from social media and in real life, it can be concluded that there are 15 (fifteen) superior communication competencies possessed by Talk Active DIGIGEN in this digital era, namely: competence to communicate effectively by being a good listener. active, open self so that good cooperation and collaboration are established, empathize and understand other people, honest (authenticity) of personal data, competence to adapt, competency in digital awareness and responsible use of ICT, verifying information sources, competency in maintaining online privacy and security , online ethics, leadership and competence in maintaining digital balance.

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