

ABSTRACT

The Impact of Stoicism Content on YouTube Media on the Understanding of Generation Z (A Correlational Study Among Ferry Irwandi's YouTube Viewership in the Video "MEMAHAMI FILSAFAT STOIKISME")

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Stoicism, an ancient philosophy that advocates acceptance and resilience, captivates the interest of Generation Z, navigating through change and uncertainty. As a generation accustomed to social media, the majority of Generation Z experiences emerging adulthood, rendering them susceptible to anxiety. This research delves into the impact of the YouTube video content titled "MEMAHAMI FILSAFAT STOIKISME" on the contemporary lives of Generation Z. Employing a quantitative research method with variable correlation, the study specifically links YouTube content and Stoicism understanding with the main theory of cognitive response. The research findings reveal a significant and robust correlation between these variables, with a calculated correlation coefficient of ($r = 0.769$; $p < 0.01$). Moreover, the study unveils that attention-grabbing content yields a remarkably high positive response rate, reaching 87%. Additionally, the research indicates a notable inclination towards an interest in Stoic themes, identified as derivatives from the message presentation dimension based on cognitive response theory.

Keyword: Stoicism, Youtube Content, Z Generation.

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