



MOTIVATIONAL MESSAGES ON QUARTER-LIFE CRISIS (QLC) ANXIETY MANAGEMENT AMONG @NAJWASHIAHAB INSTAGRAM FOLLOWERS

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Abstract

This current research discusses motivational messages on YouTube content on the issue of anxiety management at the quarter-life crisis (QLC) stage among Instagram followers @NAJWASHIHAB. Motivational messages on YouTube have influenced the audience's enthusiasm after watching the show based on extrinsic and extrinsic motivations. The research utilizes a quantitative approach through the use of a survey method. The survey data is the followers of the @NAJWASHIHAB Instagram account on quarter-life crisis topic discussion. The results show that the created content influenced the viewers or subjects. The findings indicate that there were positive reactions shown by the content viewers after watching the video "Quarter Life Crisis, Says Abi Quraish Shihab | Shihab & Shihab" on YouTube. The @NAJWASHIHAB Instagram followers demonstrate the ability to manage quarter-life crisis anxiety by practicing mindfulness, being conscious of their environment, and openly accepting their emotions.

Keywords: Instagram Followers Motivation; Managing Anxiety; Mindfulness; Quarter-Life Crisis

INTRODUCTION

The development of the Internet in the digital world enables all civilizations to stay connected regardless of the separation between time and space. As a result, trends continue to circulate and create new cultures that adapt to all the latest trends around the world (Gandakusumah & Marta, 2021). Technological advances have changed the communication process based on fulfilling information needs. For these reasons, online media creates a new interaction environment for society. Technology will continue to develop along with the progress of civilization, thereby creating significant changes to people's life quality and daily habits (Chinmi et al., 2020).

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Over time, people face many more challenges; hence, maintaining both psychological and biological life, notably in the early adult years, is continuously necessary. Early adulthood is a transition period or change from a loud and chaotic adolescence to a more responsible phase. At this stage, an individual will experience a period of self-exploration or emerging adulthood. Early adulthood is an adaptation period around the age of 20 to 30; early adult individuals begin to build what they have (1977, as cited in Papalia et al., 2004, p. 78). It cannot be denied that many young adults experience developmental difficulties. These problems include problems with oneself (personal hazard), problems with the physical (physical hazard), and problems with the social environment (social hazard). People who experience early adulthood and those developmental stages experience troubles and struggles to respond effectively to different challenges. They may be prone to experiencing various psychological issues, such as anxiety disorders, i.e., feelings of uncertainty and emotional crises or, sometimes known as quarter-life crises (herewith, QLC) (Atwood & Scholtz, 2008, pp. 79–83; Robbins & Wilner, 2001).

Each individual must experience multiple stages of growth from childhood to old age. The identity crisis is a widespread phenomenon that nearly everyone goes through (Branje et al., 2021; Kroger, 2017). Various sorts of life crises include (a) quarter-life crisis, (b) mid-life crisis, and (c) existential crisis (Robbins & Wilner, 2001; Rosen, 2019). QLC is typically seen as a phase when young individuals transition into maturity or face the challenges of the real world, usually occurring between the ages of 18 and 30 (Erikson & Erikson, 1998). Such crisis that befalls early adulthood may include a struggle with feelings of being imprisoned of adult obligations (such as experiencing difficulties in finding employment or romantic relationships) or feelings of being locked into a life role that is later experienced as incompatible with one's identity, or as generally suffocating (Robinson, 2018). Hence, this QLC is naturally experienced by those belonging to the young millennial generation or Generation Z (Gen Z). QLC is to be said commonly found among social media users, particularly on platforms like Instagram or other social media networks, especially among Gen Z. They share posts expressing conflicting emotions and feelings of being stuck, needing change, and concerns about profession, health, college/study life, relationships, and family.

Gen Z is a generation with a strong relationship with social media, which impacts how they think, approach life, and live their lifestyle (McCrindle, 2014, 2019). Gen Z was “raised with the social web”; they are often “digital-centric, and technology is their identity” (Singh & Dangmei, 2016). Gen Z, sometimes called digital native people, uses digital media to establish and nurture relationships, form self-perception, express ideas and emotions, and entertain (Nuzulita & Subriadi, 2020).

Individuals utilize social media to acquire knowledge and seek information, particularly about mental health matters. This problem is common among those transitioning into early adulthood. An individual in early adulthood who struggles to address the challenges they encounter effectively may indeed endure a range of psychological issues. A QLC is a mental problem experienced by young people characterized by depression, anxiety, and full of doubt (Rossi & Mebert, 2011). Many factors give rise to QLC in individuals, including

achievements that have not been accomplished, seeing other people's success, and other unattainable goals that create more anxiety. Therefore, it is essential to manage this obstacle by requiring the involvement of various parties, such as family, friends, and media. However, what needs to be underlined is that individuals can manage this problem independently by trying to find information through social media and, in this matter, the YouTube platform. YouTube is a digital video platform, and the main reason for this site is the mechanism for obtaining, reviewing, and sharing unique recordings with all users (2015, as cited in Perdana et al., 2018, p. 47). The information needed certainly contains motivational aspects to strengthen mental strength.

Messages are essential in communication, so the message's meaning will facilitate social interactions. Meanwhile, the goal of communication itself will be achieved if the message conveyed by the communicator is the same as the meaning received by the communicator. A well-organized message will be easier to understand than a message that is not well-organized. One of the contents that provides education about the QLC is "This Quarter Life Crisis Says Abi Quraish Shihab | Shihab & Shihab" (with the original title '*Quarter Life Crisis Ini Kata Abi Quraish Shihab*'). In such a context, of course, the communicator conveys a message. One of the messages in this content is a motivational message that invites young people, especially Gen Z, to face the QLC phase of life and to respond to the phase from a religious perspective, which is also intended to create symbolic interaction between the worldly side of life and the creator.

The Motivational Model (MM) theory states that extrinsic and intrinsic variables influence the intention to use technology. Intrinsic motivation is the desire to achieve future hopes and aspirations (Rubie-Davies, 2010)—extrinsic motivation, namely the presence of rewards in learning (Uno, 2014, p. 23). MM theory looks at how technology provides benefits based on the motivation to use the technology. This theory sees that someone will conduct specific strategies and actions such as working hard, trying harder, and valuable rewards as a result of motivation to use technology due to the effect of messages from media broadcasts.

William B. Gudykunst established a theory of anxiety or uncertainty management (Ramadita & Habibi, 2023). Gudykunst applies the principles of strangers, anxiety, effective communication, and awareness as the theoretical basis for discussing interpersonal relationships and intergroup communication. Strangers or unfamiliar individuals are involved in communication between individuals from the same group and different groups simultaneously. Engaging with unfamiliar individuals is marked by unease and doubt, affecting one's mental state and diminishing a sense of ease. To cope with anxiety and uncertainty, individuals seek out communication patterns when interacting with strangers (Nurdin, 2020).

As a part of psychological condition, uncertainty impacts individuals' perceptions of others; anxiety is associated with an emotional state characterized by uncertainty. Anxiety stems from feelings of unease, agitation, and concern over potential future events. Effective communication happens when the sender and receiver share the same understanding during message exchange. Anxiety and uncertainty are crucial elements that impact successful communication (Nurdin, 2020). Effectively handling anxiety and uncertainty is crucial for engaging in mindful communication and grasping the importance of communication. Discussing unease and uncertainty requires including mindfulness.

Mindfulness is a communication technique that aims to decrease feelings of fear and uncertainty (Ibrahim, 2020).

Previous research with associated topics tends to encounter similar findings. Putra (2021) uses a correlational quantitative method with 400 subscribers to Yulia Baltschun's YouTube channel to examine the impact of exposure to YouTube health videos on increasing education on healthy lifestyles. The hypodermic needle theory measures frequency, duration, attention, and education on healthy lifestyles, finding significant positive effects both partially and simultaneously. Another study suggests that Bandung City's Instagram account effectively provides accurate, informative, and relevant information, positively impacting the attitude, satisfaction, and trust of its followers, with a coefficient of determination of 55.95% (Fauziyya & Rina, 2020). Roni (2021) examines the efficacy of the Instagram account's content @bukittinggiku in fulfilling its followers' information needs. The study finds a significant influence of the account's effectiveness on its followers' information needs, with the effectiveness variable explaining 54.90% of the variation. The study accepts the alternative hypothesis. While Nurfindra et al. (2023) reveal that Najwa Shihab and Quraish Shihab's credibility as prominent public figures in teaching and media significantly impacts followers' anxiety management, with Najwa Shihab exerting a more significant influence than Quraish Shihab. Several things differentiate this research from the three previous studies.

The first distinction in the prior research is the choice of YouTube channel for analysis, whereas the other two studies used Instagram as the media platform. This study selected Doctor Tirta's YouTube channel as the research subject, utilizing YouTube as the primary media platform. Previous studies have examined the phenomenon of anxiety in several contexts. A study by Marta et al. (2022, 2023) showed that there is a tendency to be exposed to knowledge regarding COVID-19 impacts the anxiety levels of students and young people. However, young people experience difficulties with the rise of uncertainty about whether online sources can be relied on to help in making decisions about their mental health and how to deal with the issues (Pretorius et al., 2019).

The originality of this research is that it refers to the previous studies above, where it seeks to fill research gaps. This research studies a different phenomenon, namely mental health. This study approached the data using Davis's motivational model theory and William Gudykunts' anxiety/uncertainty management theory. This research uses a survey method to look at motivational messages on YouTube content entitled "Quarter Life Crisis, Says Abi Quraish Shihab | Shihab & Shihab" in helping the followers of Najwa Shihab's Instagram account cope with the anxiety stemming from the impression of a QLC phase. Therefore, this research aims to discover the message in the YouTube content entitled "Quarter Life Crisis, Says Abi Quraish Shihab | Shihab & Shihab" (Shihab, 2022) concerning the anxiety management of Najwa Shihab's Instagram account followers.

METHOD

The present inquiry employs a quantitative approach that examines the numerical representation of a phenomenon (variable) through measurements gathered from tools like surveys, tests, and observations (Agung et al., 2021; Christina et al., 2021; Panggabean et al., 2023). This strategy collects data to analyze certain observed events within a population and seeks to measure the influencing variables. Data collection contains surveys, employing questionnaire instruments to collect sample data from a population (Prabowo et al., 2022; I. G. W. S. C. Putra et al., 2021).

This study employs a positivistic paradigm that assumes causality, as referenced by Angreani et al. (2021), Farady et al. (2017), Kenny et al. (2021), and Sari et al. (2021), and The study population consisted of one hundred Instagram followers of Najwa Shihab. In this research, the survey uses a Likert Scale to measure variables. The four indicators of the Likert scale used in this research are as follows: Strongly Disagree (SD), Disagree (D), Agree (A), and Strongly Agree (SA). The purpose of having four-option scales is to avoid an answer in the middle or neutral, which will eliminate much data. The sampling technique used is non-probability sampling, which does not offer an equal chance for every element or member of the population to be chosen as a sample in research (Kenny et al., 2021; Marta & Suryani, 2016). The researchers used a non-probability sampling technique, namely the purposive sampling technique, which determined samples with specific considerations and criteria (Briandana et al., 2020; Nuzulita & Subriadi, 2020).

The study subjects followed the Instagram account @NAJWASHIHAB and watched Najwa Shihab's YouTube videos by clicking the link on her Instagram biodata page. The research focuses on the video content titled "Quarter Life Crisis, Says Abi Quraish Shihab | Shihab & Shihab" (Shihab, 2022), presented by Quraish Shihab and Najwa Shihab on the YouTube channel @NAJWASHIHAB. The aim is to identify a motivational message that could influence the audience to alter their perception or behavior, encouraging them to work harder, strive further, and reap valuable rewards. This study explores the impact of media broadcasts on motivating individuals to leverage technology for personal development (Augustine et al., 2021).

Research measurements refer to Gudykunst's Anxiety/Uncertainty Management Theory and Rubie-Davies' MM theory (Prince, 2021; Ramadita & Habibi, 2023). These concepts are used to measure how messages in YouTube content affect users' attitudes and perceptions. Communicators demonstrate the impact of content messaging on controlling anxiety. According to this idea, individuals' anxiety in social circumstances affects their ability to handle anxiety, leading to feelings of insecurity and uncertainty in their behavior.

Thus, the present research suggests multiple possibilities, one of which pertains to the motivational message on @NAJWASHIHAB's YouTube show, "Quarter Life Crisis, Says Abi Quraish Shihab | Shihab & Shihab," which has significantly impacted the anxiety management of the @NAJWASHIHAB Instagram followers.

RESULTS AND DISCUSSION

This section discusses the research results, including descriptive data analysis, multiple regression analysis for comparisons, and analysis of how independent variables, like

motivational messages on YouTube shows, affect anxiety management among Najwa Shihab's Instagram followers. The data are described and analyzed in relation to the research purpose, which is to assess the impact of motivational messages from YouTube shows on controlling anxiety among Najwa Shihab's Instagram account followers.

Subject Characteristics

The sample for this current research is one hundred subjects who are Najwa Shihab's Instagram followers. The subjects were then categorized based on (1) age and (2) gender. The study revealed that the participants were between 26 and 30 years old. A percentage value of 56% represents the data. A small fraction of individuals, 33%, were between 22 and 26 years old. Hence, it may be inferred that there is a comparatively high number of participants aged 26 to 30 years old. Table 1 displays the data processing findings on the subjects' age range.

Table 1 Research subject Age Range

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 22	11	11.0	11.0	11.0
	22 to 26	33	33.0	33.0	44.0
	26 to 30	56	56.0	56.0	100.0
	Total	100	100.0	100.0	

Source: Data processing results (2024)

Table 1 displays that female subjects dominate the entire population, indicated by 61% of female subjects and male subjects 39%. Table 1 indicates that the majority of viewers of the content are females aged 26 to 30 years old, based on the subjects' characteristics, with male subjects considered less in the total population. The women subjects between the ages of 26 and 30 are the primary demographic interested in watching QLC videos on YouTube. Kelly et al. (2018) reported comparable results indicating that women are more inclined to utilize media than men. The extensive use of social media in this scenario is mostly driven by the necessity to seek information regarding mental health.

Female viewers who frequently watched Najwa Shihab's YouTube content are the demographic most prone to experiencing anxiety during the QLC phase. In their study, Hou et al. (2020) discovered that women exhibit more intense feelings of anxiety and sadness compared to men. Over sixty minutes are likely spent by women browsing for or viewing social media content. Twenge and Martin (2020) stated that women are extensive social media consumers because they spend more time on it than men. Additional research confirms that exposure to knowledge can heighten an individual's anxiety (Marta et al., 2022, 2023). There is a correlation between women who consume social media at a higher frequency and having problems with their mental health or psychological well-being.

Descriptive testing analysis

This part describes and analyzes the motivational message of YouTube content, which can independently impact and change the perception of audiences needing mental health literacy. Figure 1 shows the data processing outcomes related to YouTube's motivational messages, as shown by intrinsic motivation. The statement scores were calculated in accordance with the data analysis outcomes from the female and male subjects' answers to the motivational message variable for YouTube shows based on the intrinsic motivation dimension. The analysis revealed that most subjects believed that the motivational messages associated with the QLC helped them concentrate on the present situation without being distracted by other thoughts.

Figure 1 illustrates that 74.3% of subjects Agree (A) with this statement: "The motivational message of 'quarter-life crisis' brings knowledge to the current situation." Other subjects indicate a 20.8% Strongly Agree (SA) response to the proposition.

Pesan motivasi tayangan "*quarter life crisis*" membuat saya lebih bisa memahami situasi.
100 jawaban

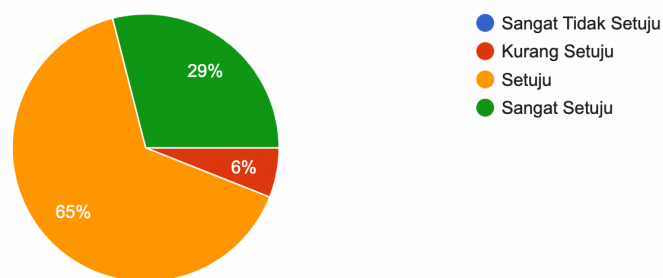


Figure 1. Subjects' statements on the intrinsic motivation dimension
Source: Data processing (2024)

Figure 2 displays data processing results on the percentage of remarks related to motivational messages on YouTube that stem from extrinsic motivation. According to Figure 2, most subjects, specifically followers of Instagram @NAJWASHIHAB, agreed that "*the motivational message of the quarter-life crisis show made me understand the situation better,*" as evidenced by a total of sixty-five subjects or 65%. Other results also obtained relatively high percentage values, namely 29% and 6%.

Pesan motivasi tayangan "*quarter life crisis*" membuat saya fokus pada apa yang sedang terjadi tanpa memikirkan hal lain

100 jawaban

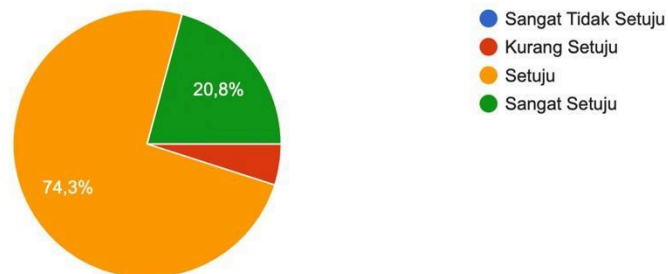


Figure 2. The statements on motivational messages pertain to the extrinsic motivation factor.
Source: Data processing (2024)

Figures 1 and 2 indicate that most subjects have a similar impression of the motivational message in the broadcast. The numbers indicate that most subjects believe this content can positively impact the mental well-being of Generation Z as an audience. Trust from subjects presents a valuable chance for the source to effectively sway its audience with inspiring messages. Hovland asserted that the source characteristics initially influence audience persuasion and may have a delayed or 'sleeper' effect over an extended period of long time (Hovland et al., 1953; Hovland & Weiss, 1951; Morris, 2013).

Linear hypothesis testing

The test was conducted by employing hypothesis testing (t-test), which focused on seeing the perception of subjects in understanding the motivational message on the YouTube video titled "Quarter-life crisis" discussing anxiety management. Table 3 displays the results showing that the partial significance value of the t-test for motivational messages on the YouTube show is $0.000 < 0.05$, and the t_{value} is $8.694 > t_{\text{table}} 0.199$. Hence, the hypothesis regarding this variable is deemed accepted. Consequently, the motivational message significantly impacts the show.

The findings from the data analysis presented in Table 3 illustrate the significant impact the motivational message has a substantial impact on the show, as indicated by the t_{count} value exceeding the t_{table} value with a significance level of $\text{Sig} < 0.05$. The motivational message on anxiety management and QLC on this YouTube video promotes anxiety management behavior through both extrinsic and intrinsic motivation by utilizing mindfulness techniques. Gen Z followers of @NAJWASHIHAB Instagram are inclined to trust in motivating words shared by the video content.

The ability of the content to persuade the audience, especially among Instagram followers @NAJWASHIHAB, proves the suitability of the content characteristics with the information needs needed, especially for Generation Z, who needs information about mental

health independently through the digital media YouTube. Talking about information needs, all individuals need information as part of their life demands to support their activities and fulfill their needs. Information need is a condition that occurs in a person's cognitive structure where they feel there is a vacuum of information or knowledge due to a task or just curiosity.

Anxiety and uncertainty play a crucial role in influencing successful communication. People seek communication patterns while communicating and interacting with unfamiliar individuals to cope with anxiety and uncertainty (Nuridin, 2020). Engaging with unfamiliar individuals is marked by discomfort and unpredictability, resulting in increasing anxiety, and could affect one's mental state and diminish a sense of ease. Discussing anxiety and uncertainty demands a focus on mindfulness techniques. Mindfulness is a form of communication that has been shown to reduce emotions of anxiety and uncertainty associated with the situation (Ibrahim, 2020).

This hypothesis testing compares the $t_{\text{value}} > t_{\text{table}}$ comparison. In this case, the computed t_{value} 8.694 is more than t_{table} 0.199, with a significance value of $0.000 < 0.05$. Thus, it can be inferred that the hypothesis in this study has fulfilled the criteria for acceptance.

Table 2 Results of t-test between variables

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21.957	3.293		6.667	.000
	Motivational Message: Quarter Life Crisis	.872	.100	.660	8.694	.000

a. Dependent Variable: Anxiety Management for IG Followers @NAJWASHIHAB

a. Dependent Variable: Anxiety Management for IG Followers @NAJWASHIHAB

Source: Data processing (2024)

The t_{table} results indicate that the impact of the video content/show is 8.694, representing the significance value of the motivational message on the YouTube video (X3). Concerning Anxiety Management (Y) is 0.000, demonstrating < 0.05 . The t_{value} is 6.186 $> t_{\text{table}}$ 0.199, so H_0 is rejected, and H_a is accepted. Such a condition means that the motivational message on the YouTube video content (X3) considerably impacts the anxiety management of the subjects. There is a correlation between source trustworthiness and publicity to social media, which is related to the level of viewers'/users' anxiety (Soroya et al., 2021). Individuals can refrain from consuming excessive information. It demonstrates that audiences are discerning when choosing the information they desire, particularly on quarter-life crises and anxiety.

Table 3 Impact of variable X on variable Y through test findings Y

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660 ^a	.435	.430	3.88478

a. Predictors: (Constant), Quarter Life Crisis Show

Source: Data processing (2024)

The coefficient of determination is utilized in quantitative research to assess the influence of the independent variable on the dependent variable, thus the determination value R Square (r^2) is used for making predictions and assessing the impact of a variable's contribution. The coefficient of 0.435 signifies that the impact of the independent variable, Motivational Messages (X), on the dependent variable, Anxiety Management (Y), is 43.5%.

CONCLUSIONS

Based on the results of research that has been tested previously, it can be concluded that the influence of the motivational message on the YouTube show titled "Quarter Life Crisis Says Abi Quraish Shihab | Shihab" has a substantial influence on the patients' capacity to manage the @NAJWASHIHAB Instagram followers' distress. Of the two dimensions reduced to twenty statements, the intrinsic motivation dimension has the most significant percentage in the statement "*the motivational message of the quarter life crisis show made me better able to understand the situation.*" The influence of motivational messages on YouTube shows that the dimensions of intrinsic and extrinsic motivation tend to assist the management of early adults' anxiety by employing the mindfulness principle.

Despite the fact that there is a possibility that the content on the @NAJWASHIHAB YouTube account has a beneficial influence on the way in which Instagram followers @NAJWASHIHAB control their anxiety, the current research discovered that more YouTube account has an impact on the way in which Instagram followers than fifty percent of anxiety management was influenced by other factors that the research has not yet investigated. Changes in attitude, quality of life, mental health, and self-esteem are some of the other variables that could be incorporated into future study experiments. As an additional recommendation, the researchers suggest that future researchers build questionnaires that are adapted to the indicators of particular variables. This is done to guarantee that the questions and statements contained within the questionnaire will provide significant findings from the research.

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