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THE URGENCY OF SOCIAL MEDIA DIET FOR GENERATION Z

ABSTRACT

Social media and generation Z (Gen Z) are like two sides of a coin that cannot be separated. Various positive and negative impacts have arisen as a result of internet addiction among Gen Z. Thus, this research was conducted to obtain a suitable formulation for Gen Z, both in consuming information and using social media. Hopefully, this research contributes to decrease the negative impacts from the arising consumption of information and use of social media. The research was conducted through a qualitative approach. Data was collected through Focus Group Discussions (FGD) through Zoom meetings and literature studies. The research findings provide a social media diet model that includes three aspects: Self-Awareness, Action, and Evaluation (SAAE). The first chart of Self-Awareness includes action, motivation, and self-knowledge. The Action aspect contains five dimensions: choosing social media that suits your needs, limiting and selecting the type of information consumed, setting a daily schedule, consuming more offline content, and doing productive activities. The Evaluation highlights the concern on obedience and consistency. Researchers believe that this model can create awareness among social media users about the importance of social media diet information and provide real implications in the application of social media diet models. The social media diet prospectively works for Gen Z and other generations.

Keywords: *Generation Z, information diet, social media, social media diet models, urgency*

INTRODUCTION

The generation known as Generation Z (Gen Z) or the post-millennial generation was born in the age of technological advancement, starting in 1997 (Singh and Dangmei, 2016). Many aspects of Gen Z's life are influenced by new technologies and the internet, which makes them have different norms from previous generations. Seemiller and Grace in 2017 stated that Gen Z does have similar characteristics to the millennial generation, but the two are different. Gen Z uses many words or slang and different expressions, causing severe misunderstandings with parents (Bencsik et al., 2016). Furthermore, Prensky in 2001 and Tapscott in 1998 predicated the millennial generation as the "next generation" or "digital natives"; meanwhile, Gen Z was called "living online" (Lifintsev et al., 2019).

Gen Z has experienced and been introduced to globalization, digitalization, and cultural diversity from early age (McCrindle, 2014). On the other words, they depend highly on information and communication. Gen Z has become technologically adept (Kirchmayer et al., 2018) to integrate internet-based technology into many aspects of their life and several competitive advantages over previous generations. They love to travel, migrate, and connect to people worldwide, from different backgrounds and cultures, through social media (Cristina Fleșeriu et al., 2018; Emma et al., 2017).

In December 2022, the Director of the Indonesia and Southeast Asia Meta Creator Partnership (Instagram) revealed that the Gen Z population currently stands at 41.5% or around 3.2 billion people. Instagram, in collaboration with Populix, reported the most exciting trends, topics, and things searched on Instagram social media by Gen Z. The data showed a high portion of connection, creators, and entertainment through reels, with four main topics related to fashion, comedy, food and healthy lifestyle. More than that, issues of mental health, women's empowerment, authenticity, being yourself, community, and the environment & sustainability were favored by Gen Z (Austine, 2022). This result indicated that Gen Z has a solid virtual bond that helps them escape the emotional and psychological

battles they might face (Widiatuti, 2021). The solid virtual bond is in line with the digital intuitiveness characteristic of Gen Z. The term digital intuitiveness means an intuition based on the use of digital technology that makes Gen Z able to predict information and trends (online shopping, determining fashion trends, places to hang out, popular culinary delights, to eating patterns), that is developing from their early age (Sianipar et al., 2019). Therefore, it is not surprising that naturally, Gen Z is considered more proficient and comfortable with technology. They take information and connection via social media networks as well as social media website interaction as an essential part of social behavior (Prakash & Rai, 2017).

LITERATURE REVIEW

Unfortunately, the easiness in accessing media social had both positive and negative impacts on Gen Z. The negative sides of Gen Z's social media were cyber-bullying, over consumption, and addiction to social media. They give the rise to the phenomenon of FoMO (Fear of Missing Out) and being anti-social. Moreover, Gen Z has become less sensitive to the environment, more individual, and exposed to mental health issue. The overload consumption information, lower interest in reading (literacy), looking for instant, and even various crimes appear in cyberspace (Juwita et al., 2015; Komariah et al., 2022; Prahara, 2018; Pujiono, 2021) are the most suspicious causes. People should concern on these negative impacts, especially with the rising number of internet and social media users. A recent research reported an alarming increase in suicidal depressive symptoms; suicide rates among US adolescents and their association with increased screen time on new media; including social media and electronic devices (Twenge et al., 2018).

Hootsuit in 2022 reported that there are currently 4.74 billion social media users, equivalent to 59.32 percent of the total world population. WhatsApp, Instagram, Facebook, TikTok, Twitter, FB Messenger Line, Telegram, Snapchat, Pinterest, LinkedIn, to Likee were the most globally accessed social media by people ranged 16 to 64 years old. The Alvara Research Center added that the internet' addicted users, which spent more than seven hours a day accessing social media, were dominated by Gen Z (20.9%), followed by millennial (13.7%), and X (7.1%) generation. Since social media is getting bigger, we know there are lot of areas that we need to give more concern (Annur, 2022; Kemp, 2021; Riyanto, 2022). Gen Z is able to spend 7 to 10 hours per day accessing the internet. In other words, today, internet and social media addiction is a big problem as affects the development of one's self-identity.

Internet addiction is a feeling of someone who is too worried about social media that is driven by a strong motivation to enter or use the application, and spend so much time and effort that interferes in carrying out other social activities, studies and work, one's interpersonal relationships, even psychological, health and well-being (Ahmad Arifin et al., 2019). The number of various pieces of information leads to Gen Z social media addiction. Addiction to social media is not only measured by the amount of time spent opening the application, but is also related to other consequences such compulsive behavior or relational conflict, and is out of control (Normah Mustaffa et al., 2013). The ease of accessing information from social media is not followed by the ability to process the data received, resulting information overload. Overload information occurs when the obtained information exceeds the ability to proceed, resulting in social media fatigue.

Lee's research in 2016 showed that when people receive information beyond their power, they can feel out of control and experience burnout on social media. The problems

related to overloaded information and social media addiction tendencies by Gen Z are in line with the assumptions of McLuhan's media ecology theory. The basic idea of this theory is known as technological determinism, which means how the emergence of technology in human life could determine changes in various human lives themselves (Allifiansyah, 2017; Lopez, 2021). This theory is considered necessary in the progress of human civilization in the era of media technology, starting from the tribal, the literate, the print, and the electronic periods (Droumeva & Randolph Jordan, 2019; Ratana, 2018). McLuhan assumes that the media includes and influences every person's deed and actions, improves perceptions and manages the experiences, and simultaneously unites the world or is referred to as a global village (Al Fathan & Aminudin, 2021; Lopez, 2021).

"The medium is the message", that is how McLuhan assumes that the media used to convey information does not only function as a tool but also has a particular role. In this case, society is not only influenced by content or information, but also by what media is used (Meisyanti & Kencana, 2020). Other assumptions is that technology determination can be identified into four critical points. The first is Reductionistic that means technological judgment becomes a barrier between technology and culture; the existence of technology slowly erodes and even eliminates cultural values that exist in society. The second is Monistic in which the determination of this technology can be a factor that simplifies complex systems to make them look easier. The third is Neutralizing assumption, which is related to the nature of technology that is neutral or impartial so that technology's good or bad effects depend heavily on who uses the technology. Lastly, Technological imperatives; another fundamental characteristic of technology in which its development can never be stopped, and its existence is always dynamic according to the times and culture (Meisyanti & Kencana, 2020)

There are various assumptions of the theory of technological determination that linked and associated with this research. The media can shape people's point of view of the world, which can be linked to how Gen Z feels, reacts, and judgments of social media. Although the study of information, media and digital literacies, and dietary information have been highly explored, the topic of social media diet is less investigated. Addressing the gap, this research aimed to obtain the most appropriate social media diet model for Gen Z to reduce the negative impacts caused by overloaded information consumption and excessive use of social media.

METHODOLOGY

This research subjects were Gen Z students, specifically those studying in the Communication Science program at Amikom Yogyakarta University. The data collected were daily information consumption through social media by Gen Z. The theoretical approach used was McLuhan's theory of technology determination. Our study used a qualitative-descriptive design to analyze the data.

To collect research data, the researchers conducted a Focus Group Discussion (FGD) which involved the 3rd and 5th semester students (13 people per group). The students were selected through purposive sampling by establishing several criteria: 1) students have at least three social media that have been actively used for at least one year; 2) students who actively access various information through their social media every day for at least 4 hours per day; and 3) the student actively follows the development of social media in the last year. In addition to conducting FGDs with students, the data is also completed through literature studies related to the problems. The literature method was chosen because it includes steps

associated with analyzing various literature sources such as journals, books, website articles, and theses, as well as social media content related to the use and consumption of information by Gen Z.
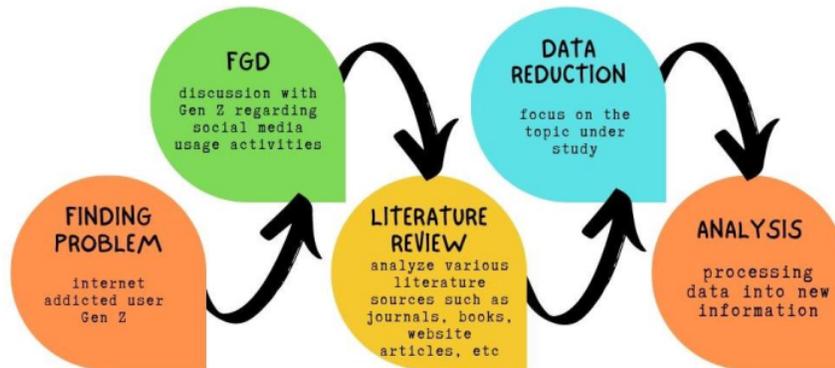

Figure 1: Research Process Design
Source: Data processed by researchers, 2023

The data that has been collected is analyzed using an interactive model which includes the stages of data collection, data reduction, data presentation, and drawing verification or conclusions. To ensure the validity of the data, triangulation technique is used by seeking the truth of the data through external justifier comparisons such as documents, interview results, observation results, and literacy results. (Sugiyono, 2021). The description of the initial research process to data analysis can be seen in Figure 1.

RESULTS AND DISCUSSION

Diet is a familiar term in everyday life. Commonly, diet is defined as self-limitation on the type of food purpose to lose weight, as described in Johnson's book in 2012 entitled The Information Diet: A Case for Conscious Consumption. In his book, Johnson makes the premise that everyone becomes a product of the information consumed and can have severe and even negative personal and social consequences if excessive consumption of it. It is further said that consuming good news is not enough for a person. It is also necessary to have selectivity in the consumption of information itself. The data shows that Gen Z accesses the internet in the range of 7 to 10 hours every day. Where the excessive use of social media can cause boredom and fatigue. Fatigue using social media is a subjective feeling of fatigue and self-evaluation; there is a tendency for social media users to withdraw when they feel overwhelmed by the amount of content, sites and time spent engaging on them (Bright et al., 2015; Lee et al., 2016).

Various factors that influence people's use of technology are easy-to-use interactive features and applications and broad social network coverage (Halpern et al., 2017; Olubunmi & Folorunso, 2020) for the younger generation. Studies that related to the use of social media among the younger generation prove that interactive applications with multimedia features, including video, audio and mobile graphics make social media more popular than conventional media among Gen-Y. (Mohd Sufiean Hassan, 2022). New media

provides accessibility and direct communication between information owners and target groups (Weeks et al., 2017)

Since social media is getting widely developed, we know that there are a lot of areas that we need to give more concern. Jessica Brown (Brown, 2018) has warned us on the effect of social media on BBC Future entitled "Is Social Media Bad for You? The Evidence and the Unknowns". This article presents various research findings on negative impacts of using social media. BBC Future reports the results of a review by several researchers. The result of research on the first negative impact is stress. Research on social media stress has found to be a bait that often creates constant stress. The second impact is related to mood. This is based on the result of a study in 2014 by Austrian researchers who found that after 20 minutes of using Facebook, participants reported worse moods than those who had just browsed the web. The research shows that people think this way because they see it as a waste of time. The third impact is related to fear. Research results show that general anxiety can be caused by social media, which is characterized by feelings of anxiety, worry, and difficulty sleeping and even difficulty concentrating. This was also reinforced by the results of a study published in the Journal of Computers and Human Behavior, where it was found that people who reported using seven or more social media platforms were more than three times likely to suffer from anxiety than people who used platforms 0-2 times. Furthermore, the fourth negative impact is related to depression. Two studies on depression were conducted on more than 700 college students and found that depressive symptoms. The symptoms are low mood and feelings of worthlessness and hopelessness. The feelings were caused by the quality of interactions in online media. Researchers found more depressive symptoms among those who reported receiving more negative interactions.

The next negative effect is related to sleep disturbance (Brown, 2018). The survey by University of Pittsburgh on social media and sleep habits of 1,700 children between the ages of 18 and 30 resulted on the correlation between sleep disturbance and the exposure to gadget blue light. The sixth negative impact is addiction. The existence of social media addiction will be a form of internet addiction and a disorder that can be classified. The study by Kuss and Griffiths from Nottingham Trent University in 2011 who analyzed 43 studies on the subject of social media addiction concluded that social media addiction problem is a mental health problem that "may" require professional treatment. They found that excessive consumption of social media was associated with worse academic performance problems and social relationships, and lower interaction in offline communities. The researchers also found that alcoholics, highly extroverted people, and active social media users, were more likely to become addicted to social media.

Another vital negative impact is related to self-esteem. Research by Penn State University researchers in 2016 showed that seeing other people's selfies can lower one's self-esteem. This happens when users compare themselves with people that they think are the happiest through what they see on social media. This is also reinforced by the results of research from Ohio University, University of Strathclyde, and the University of Iowa, showing that women compare themselves negatively with other women's selfies. Those reports about the last bad impact of social media are the emergence of jealousy. This is shown as well from a study of 600 adults that resulted a third of people said social media made them jealous and triggered negative emotions. This is because they compare their lives with the lives of other people, especially when looking at other people's travel photos. This jealousy leads to a "jealous cycle", in which people respond to jealousy by adding more similar content to their profiles that make them jealous. (Brown, 2018).

Based on these points, the focus of this research is related to Information and Communication Technology (ICT) which is used extensively which puts pressure on Gen Z. Gen Z can lose control when they receive information that exceeds their ability to use it. One of them is a condition that affects the psychological state of Gen Z and eventually triggers anxiety and fatigue, commonly known as FoMO or Fear of Missing Out (Lee et al., 2016; Ragu-Nathan et al., 2008). Research by (Dewi et al., n.d.) found that there was a significant influence between the use of social media and the social environment on the behavior of Gen Z. Other research has also shown that the use of social media, also known as Networking Social Sites (SNS), causes too much information that has the potential to interfere the cognitive ability to process information caused by fatigue (Karr-Wisniewski & Lu, 2010)

By looking at several previous studies on the topic of diet information, the production and consumption of information on social media were only found to be limited to discussing the amount of information exchanged between users. The study has not demonstrated an analysis of topic composition and information consumption (Meeyoung Cha et al., 2012). Other studies are also more directed to media users who receive multiple perspectives on specific events or topics (Borge-Holthoefer et al., 2014). Afterward, the analysis of Kulshrestha et al. (2021) defines the concept of information diet as the topical distribution of specific information units produced and consumed by social media users. The concept of an information diet is expanded by studying the polarization of opinions on social media. Therefore, the present research does not merely discuss the information diet that exists on various social media, but also the social media diet itself.

The reality is that digital media has dominant influence on everyday social life and behavior, including Gen Z. In the digital world, interactions across social environments are more comprehensive than ever before. The use of this media is then associated with the need for involvement in social and cultural communities, affection, approval and integration of the emergence of digital culture (Dunas & Vartanov, 2020). Therefore, social media, as a part of digital media, fundamentally changes how people collaborate, communicate, and consume information (Aral et al., 2013). Apart from making it easy to interact, establish communication, make friends, and access information, social media also makes creating and sharing content easier. In short, social media is defined as a social network in the form of a digital platform that provides facilities for spreading information, content; whether in the form of text, video, photos or images, or audio-video, functions to communicate, collaborate and carry out an interaction with various purposes (Lynn et al., 2020) It's no wonder that social media contributes integral part of people's lives, especially for Gen Z.

Gen Z's dependence on social media as a medium of digital communication and media for seeking updated information has created various impacts. Even though there are positive impacts, such as the younger generation being more creative and participatory in every activity, the adverse effects that arise are also quite diverse such as the institutionalization of bullying and the occurrence of depression caused by being unable to imitate all the activities that are currently viral on social media (Arianto, 2022; Hidajat et al., 2015). Other studies also show the social media encourages the younger generation to compete in presenting the best and ideal content, as happens on social media (Shofiyah, 2020). This phenomenon adds the urges for concrete action to reduce the excessive use of social media among the younger generation or Gen Z. Moreover, nowadays the concept of communication as a medium is now turning into an important metric for analyzing various patterns of behavior, particularly concerning new media (Rehan Tariq et al., 2022)

Based on the Focus Group Discussion (FGD), it was found that Gen Z prospectively has more than three social media that are actively used every day. The widely owned social media are TikTok, Instagram, Twitter, Facebook, Youtube, Telegram, and WhatsApp, to the application for watching movies, Netflix with usage time ranging from 4 to 12 hours each day. The length of use varies for Gen Z, based on their individual interest motives. Afterwards, the discussion continued to the rationale for choosing social media. In response to this, the participants gave various reasons. The reasons were seeking inspiration related to hobbies or individual preferences, as a medium of diversion from daily activities or activities that are only limited to escape and not needs, sharing stories, venting, complaining, seeking entertainment, finding out about various trends developments such as selling media, self-branding media, and means of self-reflection. Related to the intensity of time of use, the answers lead to fluctuating nature. As the arguments of the following FGD participants:

> "…I usually use social media as a distraction from my daily activities, to view information related to my hobbies.
> If it's related to how long it's been used, it depends, because sometimes it's just a reflex to open the cellphone and then look at Instagram or something like that. But if there's nothing interesting, then it's closed. It's just that it can be repeated again and again to just open social media …" (Informant Student 1)

> "… I use social media because I plan to make content about horror. So, I often see various references from the social media. Just for additional references, so that the content can be more creative …" (Informant Student 2)

> "… If I see more hobby-related information, such as football information. So open social media for hobbies, there is no other reason …" (Informant Student 3)

> "… I use most social media to send chats, because I use WhatsApp more than other social media…." (Informant Student 4)

The point is that the length of time Gen Z uses social media follows each individual's circumstances. Some immediately use social media when they wake up, while some use it every time they break their daily activities as a distraction. Additionally, the usage leads to the habits of each person. If one has not opened social media, then the day is incomplete. At the same time, other participants felt normal when they did not open social media for a day. This shows how social media has become inseparable from Gen Z's life. Social media addiction is not only measured by the time spent opening the application, but also related to other consequences. Namely regarding relational conflict or compulsive and uncontrollable behavior. The addiction that occurs among children occurs due to the nature of social media which requires its users to continue to be active on the internet. (Normah Mustaffa et al., 2013).

Another interesting finding is that Gen Z has sensitivity or self-awareness. This

awareness is shown by Gen Z's understanding of the various negative impacts of spending a lot of time using social media. As stated by one of the FGD participants, frequent access to social media makes him addicted, causing anxiety, panic, overthinking thinking about various things, confusion, and even FoMO. Meanwhile, from the health perspective, Gen Z is also recognizing that frequent use of social media leads to irregular rest interval, tired and sore eyes, and feeling dizzy when looking at smartphone or laptop screens for too long. Apart from that, it was also found that there is a feeling of boredom and fatigue with posts that are encountered on social media, especially when the uploaded posts come from their friends who interact directly every day.

The results of this discussion strengthen assumptions about the importance of a social media diet. Consumption of too much information and excessive use of social media harms one's health. Thus, Gen Z's self-awareness can be used as an indicator for limiting information and the use of social media. It is necessary to put restrictions that start from within oneself to prevent over-consumption of information on social media and addiction to social media. This restriction or diet does not lead to the total absence of social media, but how Gen Z should have healthier and manageable habit of consuming information and social media. This is in line with Johnson's (2012) thinking that an information diet can be carried out if the actor has planned awareness and has four skills in data literacy; searching, filtering, processing, producing, and synthesizing. As the opinion of one of the following FGD participants:

> ".... Actually, I am aware that if I look at social media for a long time, my eyes get hotter, I feel tired, and it makes my minus eyes increase. Sometimes it also makes bedtime disturbed, irregular. Because too busy looking at social media." (Informant Student 5)

From the findings related to self-awareness, Gen Z self-awareness leads to the ability to analyze the reasons for self-understanding, not only being sensitive to oneself and their emotions, but also related to sensitivity regarding environmental conditions, including the presence of other people (Akbar et al., 2018). Gen Z begins to understand the assumptions of ecological theory or McLuhan's technological determination, which states that the media influences every person's action and action. The media also improves perceptions and manages one's experiences. Gen Z should start filtering content on social media. Their interests are taken according to self-needs. In line with the analogy expressed by Johnson (2012), by consuming the food the body needs and under the dosage, the body becomes healthy, likewise with the consumption of information and the use of social media.

The interest in gossip content or celebrity news should be begun to be abandoned. On the other hand, information related to political issues, hobbies, games, horror stories, and self-development is more sought. This is in line with the results of a survey conducted by Meta Indonesia and Populix, stating that the topics Gen Z are looking for are related to connections, creators, and entertainment through reels. The main issues are related to fashion, comedy, food, and healthy lifestyle, mental health, women's empowerment, authenticity, being yourself, community, and the environment & sustainability (Chelsea Austine, 2022). Therefore, from the discussion results, the researcher concluded that the first finding is categorized as the first aspect of the social media diet model. This aspect is self-awareness. Gen Z's self-awareness concerns the use or consumption of social media information. This aspect of self-awareness consists of three indicators. The first indicator is

attention; one should have sensitivity and awareness of the issues or information needed to understand what is needed and what is not. This was reinforced by the results of the eighty-minute discussion, in which Gen Z revealed that the topics they sought and paid attention to were more focused on self-interest, not just following trends. The second self-awareness indicator is motivation; understanding one's willingness; to be honest in disclosing the background of using social media such as answering why one chooses to use social media or that information. The third indicator is self-knowledge; aware of the abilities possessed by oneself regarding the experiences that have been obtained, so that, one can determine what is best for themselves. This is also related to each individual's experience when using social media.

Further discussion is to what extent Gen Z is able to do social media restrictions or diets. All participants gave answers that more productive activities are needed in real life. According to the participants, activities that can be carried out can be in the form of outdoor activities such as exploring nature, walking or recreation, swimming, playing with pets, increasing activities on campus, limiting the followed accounts, keeping oneself busy with various projects or activities both on campus and outside campus, joining communities outside and within the campus environment, and volunteering to teach in marginalized communities (for example scavenger children). One of the FGD participants expressed his opinion that:

"... I've been trying for 2 months to limit my use of social media. I prefer to interact a lot with friends on campus, and community friends outside campus. the point is a lot of offline activities. In my opinion, 2 hours or a maximum of 3 hours per day is enough to access social media..." (Informant Student 6)

"... I actually don't use social media apps that much. I prefer to watch Netflix. And I also do activities outside campus by helping the children's learning community. That way I don't depend too much on my phone. A day using social media, maybe under 4 hours, that's better." (Informant Student 7)

This finding is not too significantly different from what Johnson (2012) has reported about the information diet. Nonetheless, this present research provides additional aspects to be used as a model in one unified whole. Based on the findings of the two discussions, the researchers then classify the points called the action aspect. The researchers offer five indicators related to action. The first indicator is choosing the social media that suits your needs; being able to choose the social media tools that are most needed. This needs to be implemented because many types of social media can be accessed via smartphones. Thus, the selection of social media needs to focus on the appropriate media. The second indicator is limiting and selecting the type of information consumed by recognizing certain boundary on the followed accounts on each social media. In this case, it is also necessary to disable notifications. Therefore, one will not be disturbed by the appearance of various messages from the followed accounts. In addition, this method can be done by regularly cleaning unnecessary accounts. Third, set a daily schedule, which enforces a daily schedule for using social media. By setting a daily schedule, the minimum and maximum limits for using social media in one day will be observed. Scheduling can be done quickly on a smartphone, such as

using a Google calendar or, in a conventional way, using a notebook. Fourth, consume more offline content by replacing reading materials with offline reading materials such as books, magazines, or printed newspapers, so that literacy levels are also improved simultaneously. The last is to do productive activities; carrying out various productive and fun activities in the real world. By doing those activities, the time spent to open social media becomes more limited. Those activities can be carried out by establishing social interactions with people.

Regarding social media use restrictions and scheduling, Gen Z feels this is necessary, although it is recognized that its implementation will require significant effort. Changing a habit that has long been formed is not an easy thing. However, self-awareness, followed by performance, had been tried by one of the FGD participants. For the last three months, he had strictly enforced limits for using social media for a maximum of 4 hours daily. Other participants also answered that in order to maintain healthy information consumption and avoid social media addiction, they can apply a maximum usage of about 3 hours per day.

To complete the aspect of formulating the Gen Z social media diet model, the third aspect selected by researchers is the evaluation aspect. This aspect has two indicators, they are obedience and consistency. If the social media diet activities are not implemented with discipline, then what is done will be in vain. The second evaluation indicator is consistency. It is needed as what has been done becomes a new positive habit. If one has started from self-awareness to limit the use of social media, then self-compliance and a consistent attitude, the result will be prospectively positive.
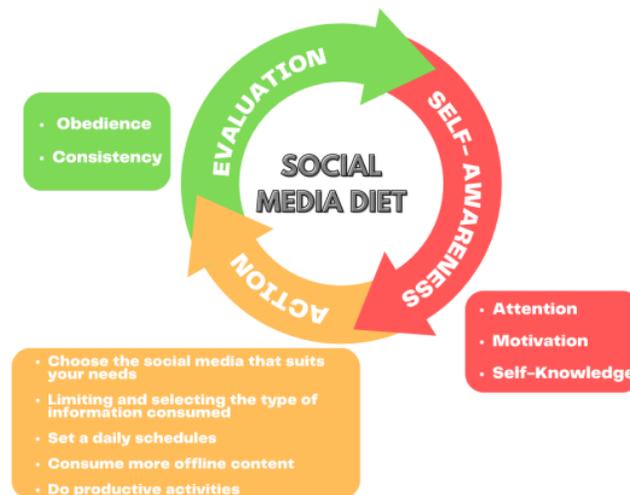

Figure 2: Social Media Diet Model
Source: Data processed by researchers, 2023

The research results described in the form of a model like a Figure 2 above are expected to be applied by Gen Z in helping themselves limiting the social media use. The model is described in the form of a cycle or process. This is done to make it easier to implement the diet itself. When the three indicators from the first aspect (self-awareness) are implemented correctly, implementing the indicators in the second aspect (action) will be easier. Afterwards, if one has carried out all the action indicators, the aspect of evaluation will also be easy to do. Finally, if the social media diet process or cycle has been successfully

carried out to the evaluation stage, the diet is carried out again from the first aspect. The cycle should be endlessly continued, becoming a unified whole that complements and influences one another.

This social media diet model is formulated in simple mechanism to ease Gen Z implementation in everyday life. A simple description also makes it easy to understand the existing aspects. Each individual is able to implement the diet to his will and his ability limits. Thus it is hoped that the diet will be prosperously implemented by Gen Z and all people who actively use social media daily. This social media diet is expected to be implemented properly so that its users become physically and psychologically healthier.

CONCLUSION

In this study, the research team attempted to introduce a social media diet model that provides composition or indicators of social media users, Gen Z. The proposed model contains three main components, namely Self-Awareness, Action, and Evaluation (SAAE). The indicators for Self-Awareness are attention, motivation, and self-knowledge. The indicators for Action are choose the social media that suits your needs, limiting and selecting the type of information consumed, set a daily schedule, consume more offline content, and do productive activities. The indicators for Evaluation are obedience and consistency.

The models and indicators found in this study are one of the steps that can be applied to prevent and reduce social media addiction. Researchers hope that the results of this project should not merely create awareness among social media users about the importance of implementing a social media diet, but also have real implications for implementing the social media diet model itself. Researchers are also aware of the limitations of this study. Therefore, we have planned to be able to conduct further research soon to test this social media diet model.

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