

## The Effect of @schoters Social Media Content : How Gen Z's Social Engagement Shapes Scholarship Choices

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### KEYWORDS

social engagement; social media effect; schoters; uses and gratification; study abroad

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### ABSTRACT

Currently, generation Z is literate about their education and career path in the future, where with the increasing cost of education in higher education, scholarships are the right solution. However, the fact in the mash field is that there are prospective students who do not know how to access scholarship information. Schoters is one of the providers of scholarship information and study abroad preparation guidance services. This research aims to find out how generation Z gets scholarships and the role of schoters that motivates generation Z to get scholarships. This study uses a qualitative research method with the theory of uses and gratification where currently it is no longer looking at the media to the audience, but what the audience does to the media, now individuals use mass communication to meet their needs. Where the result of this study is that schoters has succeeded in helping thousands of its students qualify for scholarships to study abroad as evidenced by the many success stories shared on schoters' social media, so it can be concluded that.

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### Introduction

Educational content on social media is one of the most popular content by Generation Z, where the type of content not only discusses general subjects but also discusses more specific things such as the experience of getting a scholarship abroad and tips and tricks for getting a scholarship abroad. Social media can be used as a digital literacy media where in the end educational content is not only used for education but can also be useful to support future careers (Muttaqin et al., 2021). One of the platforms that has recently provided a lot of educational content in the form of scholarship information is Instagram. Now many Instagram accounts are spreading scholarship information starting from *Timeline* scholarships to the requirements that must be prepared when applying for scholarships. However, it turns out that the fact in the field is that there are still many prospective students who do not know how to access scholarships. One of the Instagram accounts providing scholarship information is the @schoters account, schoters

became an Instagram account with more than 1.3 million followers *Followers* dominated by Generation Z is one of the largest digital education platforms in Southeast Asia that has helped more than 50,000 *student* Supported by a database of more than 1,000 scholarships with alumni who have been accepted at more than 400 campuses in 46 countries. *Student* Schoters are generally generation Z who will continue their studies starting from S1, S2 to S3. Schoters are considered competent in helping *student* to achieve their dream campus with the help of scholarships. Various kinds of prestigious scholarships that have been received by student schoters such as LPDP, BIM (advanced indonesia scholarship), MEXT scholarship, Turkiye burslari scholarship and hundreds of prestigious scholarships at other top campuses in the world.



**Figure 1**  
**Schoters Instagram Profile**

(Source: Schoters Instagram)

Not only Instagram @schoters another factor that affects generation Z in getting scholarships is the emergence of many *influencers* who are studying abroad. *Influencers* is a figure on social media who has a large or significant number of followers who can influence or respond to the behavior of their followers (Hariyanti & Wirapraja 2018). One *influencers* who are familiar among Generation Z are Jerome Polin, Maudy Ayunda and Zhafira Aqyla. Jerome Polin and Zhafira Aqyla are examples of Generation Z who are very accomplished and have educational content that ultimately makes many Generation Z influenced to study abroad with scholarships. Zhafira Aqyla is also a *Brand Ambassador* from Schoters by Ruangguru. Zhafira Aqilainfluencers Born in 2000, he is a graduate of S1 Osaka and has just completed his S2 degree at Harvard University. In between her lectures, Zhafira is also active in creating content on her social media accounts in the form of *daily vlog*, college preparation tips, *Grad School Journey* (writing a CV, writing *personal statement*, etc) freshman orientation content at Harvard university to content when Zhafira was in the discussion class. Various positive comments in the content created by Zhafira are in the form of how they feel motivated to study harder and try more opportunities when they fail. This shows the educational content created by *influencers* and @schoters account has a considerable impact on generation Z both in mindset and in the decision to take a scholarship.



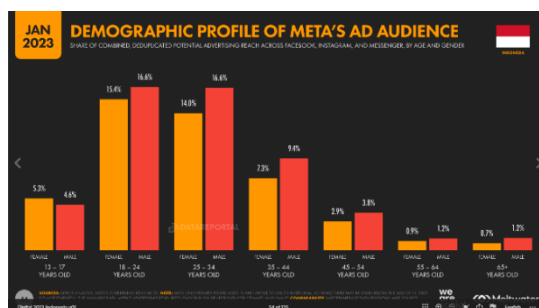
**Figure 2**  
**Schoters Instagram post**  
(Source: Schoters Instagram)

Now people are starting to use social media to meet their information needs and daily social needs (Subejo et al., 2021). This happens because social media has a function that makes it easier for people to connect without being limited by space and time (Drakel et al. 2018). According to Malik & Rafiq (2016) The positive impact of social media is expanding friendships, information media, and a place to develop skills and opportunities to interact with people who have social anxiety. Social media has a considerable role in the continuity of education for students and students where the use of information and communication technology in increasing the effectiveness of learning outcomes in terms of using technology more appropriately and beneficially (Husain, 2014)

According to The characteristic of Gen'Z is their high understanding of technology, this is because since birth they have been in contact with gadgets (Zorn, 2017). Many things related to social media have finally created new habits for generation Z in carrying out their activities. Generation Z is those born after 1995 (Brown, 2020). In the generation theory (*Generation Theory*), Cordigton et al. (2004) stated that the human generation is differentiated based on the year of birth, namely: generation Y was born in the range of 1981-1994, generation Z was born in the range of 1995-2010 or also called *iGeneration*.

Technology is considered to provide comfort and convenience in reaching everything with the existence of smartphone facilities which are always increasing in number, information can be spread more quickly (Subejo et al., 2021). Growing up with technology has an impact on many things, ranging from the way we think, how we behave, and how we make decisions. According to Neil Postman (2021) Technology gave rise to a technopoly culture, which is a mass where people deify technology and technology to regulate all human life.

One of the media that has developed very rapidly among the available and developed electronic media in Indonesia is the internet (Fajarianto et al., 2021). As technology develops, digitalization of daily life is developing so rapidly. According to Sudiby (2019) The internet aims to advance information technology from one place to another. According to the results of the survey institution *we are social* (Kemp, 2023) In January 2023, based on the total population, it increased by 0.6% in one year, an increase of more than 1.8 million, with internet users increasing by 5.2% or around 10 million internet users every year.



**Figure 3**  
**Internet Users Graph by Age**

(Source: <https://datareportal.com/reports/digital-2023-indonesia>)

Most internet users in Indonesia are dominated by people with an age range of 18-24 years with a percentage of 32%, while other age ranges follow in second place with an age of 25-34 years with a percentage of 30.6% of users. This proves that most internet users are dominated by Generation Z who are active in social media both to communicate, find information, or find entertainment. The reasons that dominate Generation Z in using the internet are 83.2% to look for information, 73.2% to look for inspiration or plans for the future (Kemp, 2023). This proves that most Generation Z seeks information through social media for various things. Among them are to access education, employment information, *Lifestyle*, current trends, *online shopping*, make *daily* personal content or just play *Game*. In research Demetrovics et al (2008), that frequent use of the internet or social media can lead to decreased performance at work, irregular sleep, reduced appetite and reduced interest in social interaction with the surrounding environment.

Based on the description above, the researcher is interested in conducting research with the formulation of the problem, namely what is the role of scholars that motivates generation Z to get scholarships? and how does Generation Z get scholarship information?

### Literature Review

Research conducted by Devi and Ratnaningrum with the title "The Influence of Nihongo Mantappu Youtube Channel Content on Generation Z Career Selection (Study at SMA Negeri 1 Bangsal)". This study uses a quantitative research method by conducting a survey on 130 students. The theory used in this study is the theory of *new media*, *source credibility theory*, *dependency theory*, and *Social Learning Theory*. The result of this study is that most of the Z generation admitted to getting a lot of information and motivation from Nihongo Mantappu's youtube content. Likewise with the research conducted by Bella & Baroto with the title "Designing @Youthoffers Instagram Social Media Campaign as an Information Channel for Indonesian Student Education Scholarships". The method used in this study is a qualitative research method by conducting interviews. The result of this research is that the main content of Youthoffer's Instagram is tips on how to make a scholarship cv with a video duration of 2 minutes adjusted to the average length of time the audience wants to receive information.

In a study entitled "The Use of Instagram Social Media @Scholar\_Ig as a Digital Promotion Media for Scholarship Programs" which was researched by Izzatul and Sandy, the use of Instagram social media @scholars\_ig become a superior social media in terms of posting through photos and an effective strategy in terms of disseminating scholarship information. This study uses qualitative research methods by conducting case study analysis, in-depth interviews and surveys. Meanwhile, in another study with the title "Influence of *Importance To Career, Family Support, Experience Of Faculty* Towards

*Intention To Participate In Study Abroad, A Study on Private University Students, Tangerang Banteng, Indonesia"* which was researched by Bobby and Nosica, *Importance to Career, Experience of Faculty, Family Support* have a positive effect on *Intention to Participate in Study Abroad*, where the largest contribution comes from the variable *Importance to Career*. This study focuses on the multiple regression analysis method using *Theory of Planned Behavior*.

Many factors ultimately encourage Generation Z to pursue education, this is in line with research conducted by Yudianto et al About "Factors Affecting Gen Z in Choosing a College" There are several factors that influence Gen Z in choosing a university, namely the location, image of the university, and university promotion on social media. This research is supported by the results of a qualitative descriptive research method by distributing questionnaires. Meanwhile, in the research "Universities in the Perspective of Generation Z" according to Abraham, there are 3 factors that have the greatest contribution that are the basis for Gen Z to choose a university, namely Facilities, Technology and Learning Environment. This study uses a mixed research method by conducting Factor Analysis with the *Principal Component Analysis (PCA)*.

## **Research Methods**

This study uses qualitative research methods. The qualitative method aims to conduct scientific research with a social context that prioritizes the process of in-depth communication between the researcher and the informant being researched (Herdiansyah (2019). Qualitative research method with a case study approach. The research subject is an informant in this study. The subjects in this study are *leader team* Social media @Schoters as *Key Informant*, and as an additional informant is @Shoters team of professional consultants and Instagram followers @Schoters.

There are several techniques used in collecting data in this study, namely the first interview, Astuti (2008:122) Defines an interview as an effort made because the interviewer wants to obtain or clarify certain information. The informants who will be interviewed include *leader team* Social media as key informants and Schoters' professional consultant team as additional informants, as well as Schoters' followers. The second is observation, Sugiyono (2009) Observation is a data collection technique that has specific characteristics when compared to other techniques. The observations used in this study are in the form of analysis of Instagram content @Schoters such as the number of *like* or the amount *viewers* in each content and how the form of interaction in the comment column of that content. The third is documentation, Sugiyono (2018:476) Documentation is a method used to obtain data and information in the form of books, archives, documents, writing numbers and pictures in the form of reports and information that can support research.

Based on the above literacy study, the theory that is relevant and supports this research is the theory of *uses and gratification* submitted by Katz and Gurevitch (1959). The basic assumption of this theory is that it is no longer looking at the media to the audience but what the audience does to the media. The essence of this theory is to explain how individuals use mass communication to meet their needs. (Griffin, 2018) said there is a typology that describes the relationship between the audience and the media according to theory *uses and gratification*. To motivate individuals in the use of media to satisfy their individual needs and fulfill their expectations. Motivation is concerned with the factors that drive a person's behavior to engage in a particular activity based on an underlying need (Idham Kholid, 2017) . Likewise with *Followers @schoters*, people

following @schoters account is the type of viewing customization required by Followers. Of course, it has the purpose of getting scholarship information starting from the nearest scholarship information, things that need to be prepared in apply scholarships to take part in tutoring in preparation for the intended university entrance test. Therefore, it can be concluded that this theory supports the research with the title "The Effect of @Schoters Social Media Content: How Gen Z's Social Engagement Shapes Scholarship Choices".

## Results and Discussions

Indonesia has users *facebook, twitter, and whatsApps* is large, further Indonesia has the largest active Instagram user population in Southeast Asia (Azali & Kathleen 2017) . Schoters by Ruangguru is Southeast Asia's largest digital education platform that provides preparatory programs *end-to-end* for students and professionals to study abroad with or without scholarships.

**Table 1**  
**Schoters Naming Changes**

Year	Information
2013	Scholarship Friends Community
2018	Re-branded Schoters
2022	Acquisition of Ruangguru

Source: <https://www.schoters.com>

Since 2022, Schoters has been part of Ruangguru founded by Belva Devara and Iman Usman with the hope of synergizing to help more Indonesian children who want to study abroad.

Schoters has programs that support course activities and guidance in preparation for abroad in the form of:

**Table 2**  
**Schoters Course Programs and Mentorship**

Program	Program Description
<i>Study Abroad Academy</i>	Mentorship program for college preparation abroad
<i>IELTS Academy</i>	Intensive preparation for IELTS and other language tests.
<i>Standardized Test Preparation</i>	Tutoring sessions to meet the requirements of the dream University
<i>Intensive Competition Prep</i>	Intensive preparation for high school students to participate in national and international competitions.

Source: <https://www.schoters.com>

Schoters has events that support both online and offline activities to increase *company engagement and awareness*, in the form of:

**Table 3**  
**Online and Offline Events for Schoters**

Event	Range	Event Description
<i>Scholarship Clinic</i>	All Major Cities of Indonesia	Study abroad academy <i>consultation and guidance services</i>
<i>Mini Class</i>	<i>Online Zoom</i>	<i>Mini Class</i> with professional mentor schoters

<i>Schoters Talk</i>	<i>Live Instagram</i>	Scholarship recipient alumni experience
Edufair Schoters	Campus or Education Office	Increased awareness and company recognition

Source: <https://www.schoters.com>

### Schoters' Role in the Generation Z Circle

To ensure that the content of the scholarship information shared remains relevant and relevant, there is an R&D (*Resource & Development*) division in schoters that is tasked with finding out the latest scholarship information.

*"At Schoters, there is an R&D (Resource & Development) division that is in charge of finding out the latest scholarship information and then making a summerize or summary such as what scholarship, when the registration time opens, when the deadline is and then the requirements are finally made in the form of a scholarship calendar within one year" (Muja, Interview, March 9, 2024)*

Schoters' strategy in increasing followers' engagement with content is to provide relevant content such as the latest scholarship information, tips and tricks for scholarship interviews, scholarship filing requirements; By using the schoters story technique, using artists from the capital city who have excelled in the inspirational content of celebrities who graduated from overseas campuses; With active interaction on social media such as live instagram *schoters talk*.

In handling comments or *direct messages* from *followers* related to scholarship information content, each schoters admin masters *product knowledge* which will later be useful when handling comments related to questions both about products and scholarship information. If the discussion has begun to detail and leads to *closing leads*, the social media team will direct prospective *students* to contact the consultant team.

*"It is very important, because the consultant helps choose what kind of preparation program the student needs in preparing for his study. Then in addition to being able to convince why students need this product because of the requirements that must be met and when the scholarship deadline will be, the consultant team can also convince by making a timeline and how the requirements for applying for the scholarship with the deadline such as the timeline" (Salman, Interview, March 9, 2024)*

The content that has the *highest engagement* and is liked by *followers* is scholarship information content and *scholarship* preparation timelines, inspirational stories of inspirational content of celebrities who graduated from foreign campuses, and references to foreign universities.

The optimal posting time for schoters content posting is in the afternoon, considering that the target *student* schoters are high school students/ *fresh graduates/workers*. So the most optimal time is 12.00 WIB – 15.00 WIB.

### Generation Z's Motivation in Obtaining Scholarships

The average age of prospective *students* who apply for the S1 level is 18-20 years old. As for S2 and S3 students on average at around 28 years old, they are mostly workers who are not *fresh graduates*.

The platform that brings in the most *leads* is from Instagram, both organic and paid, although schoters has several other platforms such as telegram, website and facebook.

The role of the consultant team in increasing social media engagement is when participating in edufair conducted by campuses or education offices, the majority of the audience is among *fresh graduate* students or usually 12th grade high school students. So



in addition to providing consultation related to preparing for college abroad, the consultant team also provides a kind of *awareness* and introduction to the company.

Prospective *students'* concerns usually question which scholarship has the closest deadline, including whether the scholarship is *fully funded* or *partially funded*. Then the destination scholarship or destination country, country option advice or scholarship if the country or scholarship that the *student* wants is not available.

The role of the consultant team in the final decision of prospective *students* is very important, because the consultant helps choose what kind of preparation program the *student* needs in preparing for his *study* by making a *timeline* and how the requirements for *applying* for the scholarship with *deadlines* such as the timeline.

*"One of the roles of the consultant team in increasing social media engagement is when participating in edufair conducted by campuses or education offices, the majority of the audience is among fresh graduate students or usually 12th grade high school students. So in addition to providing consultation related to preparing for studying abroad, the consultant team also provides a kind of awareness and introduction to the company"* (Salman, Interview, March 9, 2024)

The standard consulting service at Schoters first held a presentation on available scholarships and products that can be offered to prospective *students*, followed by a 101 session.

### **Generation Z Strategies in Getting Scholarships**

By following @Schoters is the first step for Generation Z to get scholarship information and scholarship registration requirements. By participating in various *event* programs to improve their skills in preparing *for study abroad*. Participate in training on making a portfolio *of motivation letters, recommendation letters* to CVs for study abroad requirements. Improve your IELTS score and take the *Standardized Test Preparation*.

*"I first knew that Schoters was indeed through edufair in high school, from there I started following Schoters' Instagram account and free online activities from Schoters which I most often participated in and really helped mini classes, because there were many preparation classes for study abroad requirements and free IELTS classes"* (Dewi, Interview, March 11, 2024)

The result of this study is that Schoters uses online promotion as a strategy to raise *Engagement Awareness* company. Kotler and Armstrong (2018) stated that the promotion *Online* is a form of business of a company that aims to market products and services and also to build relationships between the company and customers. Where is the promotion *Online* carried out by Instagram @Schoters in the form of promoting college preparation guidance services abroad which aims to provide information both about scholarship information and about the guidance services offered.

*Content* Information and *Marketing* on *slides* 2-4 of this content contains information on scholarships that have been received by Maudy Ayunda where she once studied her S1 at the University of Oxford and majored in *politics, policy and economy* as well as getting a laude predicate and continued her S2 at Stanford University by taking two degrees at once, namely Master of Business (M.B.A) and Education (M.A). This is used by Schoters as a type of *soft selling promotion* by making Maudy's educational journey a reference for the motivation *of viewers* or Generation Z in increasing Schoters' social media engagement, which is the ultimate goal of selling the services provided by Schoters.



# The Effect of @schoters Social Media Content : How Gen Z's Social Engagement Shapes Scholarship Choices

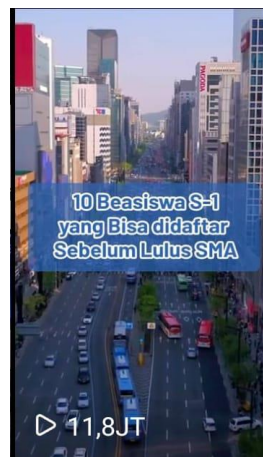


**Figure 4**  
**Schoters Instagram Feeds Content**  
(Source: Schoters Instagram)

The first *eye-catching* slide aroused interest for *viewers* or Generation Z to continue the information on the *next slide* and in the last *slide*, Schoters made the tagline Realize the Dream of Becoming a World's Top Campus Student and #ShowYourDreambarengSchoters became the closing sentence of *the soft selling content*.

## **Social Media Marketing**

One of the *reels* content with the most views at 11 million *viewers* considering the number of *Schoters' followers* is 1,300K+ *followers*. This proves that this type of content has managed to attract the attention of Generation Z even outside of Schoters' followers, *the resulting engagement is also very large with 17.9K shares, 347 comments and 28K likes*.



**Figure 6**  
**Schoters Instagram Reels Content**  
(Source: Schoters Instagram)

## **Sales Promotion**

Activities related to Schoters promotions include *online events* that are held 2 times a week.



**Figure 4**  
**Schoter Online Events**

(Source: Schoters Instagram)

This mini class event consists of two class categories, namely the mini class study abroad academy which contains topics on how to write an essay, how to make a motivation letter, tips and trick interview, scholarship 101 and recommendation letter. And the next class category is IELTS Class guidance which contains IELTS writing, speaking, listening and reading topics. Generation Z can take part in this mini class for free just by registering at the link listed in the mini class post.



**Figure 5**  
**Event Online Schoters**

(Source: Schoters Instagram)

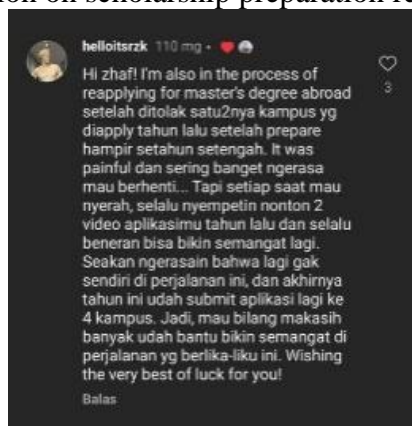
The scholarship talk activity, which was carried out through *live* Instagram, aims to provide *insight* to *followers* on how to prepare for the 2024 LPDP scholarship which will open soon. From the speaker's explanation of LPDP and his testimony that he has followed the guidance in @Schoters, it is hoped that it can attract *followers* to use @Schoters services in helping to prepare for LPDP registration.

### ***The Effect of Social Media Content***



**Figure 6**  
**Schoters Instagram Content Comments**  
(Source: Schoters Instagram)

The existence of *active feedback* from *followers* indicates the message of the content created. There are many positive questions that show the desire to get a scholarship in the content. Not only scholarship information was successfully conveyed but there was also information on scholarship preparation requirements.



**Figure 7**

### **Schoters Instagram Content Comments**

(Source: Schoters Instagram)

Some of the comments of Generation Z who are motivated by Zhafira's achievements are evidenced by the positive response of how they are *influenced* to be at the same point. In her Instagram content post, Zhafira wrote, "It's better to fail but never try than to live with a lifelong '*what if*' dream". Zhafira always inserts motivational words for her *followers* so that they can stay optimistic with their dreams

## **Conclusion**

Schoters has helped Generation Z make informed decisions regarding their studies and careers, as well as Schoters' social media. Where the Instagram platform provides scholarship information in the form of free consultation services, scholarship calendars, as well as IELTS mini classes and various preparation classes in preparing study abroad requirements.

Schoters' Instagram provides all the information on study abroad preparation that can be accessed by Generation Z, besides that the information is packaged with interesting content that makes Generation Z interested in finding information on their study abroad preparation.

Social media has become an important tool for Generation Z to access scholarship information and make informed decisions regarding their education. Schoters has helped Generation Z in making informed decisions regarding their studies and careers. By focusing on relevant and up-to-date scholarship content and information.

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