The Impact Analysis of Emojis on Generation Z's Digital Communication Behavior

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ARTICLE INFO

ABSTRACT

The aim of this research is to determine the impact of Emojis on Generation Z's digital communication behavior in Kupang City, East Nusa Tenggara, Indonesia. The method used in this research is a qualitative research method with data collection techniques namely interviews, observations and distribution of questionnaires to 54 respondents with an age range belonging to the Z generation group, namely 11-26 years. The research results show that the use of emojis in a conversation or a word in digital communication can significantly influence a person's perception. This influence can increase the level of effectiveness of digital communication. Although it is not easy to equate perceptions between two people, using emojis can help reduce the possibility of misunderstandings. Through this research, it is proven that the use of emojis can have an impact on generation Z's digital communication.

INTRODUCTION

The development of the current digital era cannot be separated from digital media. Digital media is media whose content is a combination of data, text, sound and various types of images stored in digital format and disseminated via networks based on broadband optical cables, satellites and microwave systems (Flew, 2008, pp. 2-3). The types of digital media that are widely used by society today are websites, social media, digital images and videos and digital audio. Among the types of digital media, social media is the type of digital media that is most widely used, especially by the millennial generation and generation Z, social media is social interaction between various individuals in exchanging and sharing information. Social media consists of various ideas, notions and opinions in virtual social communities and can present ways of communicating with technology that are different from traditional media (Watson, 2009). The development of the world of technology in the process of communicating and obtaining information has become increasingly innovative in this global era. This has certainly had an impact on society, especially the younger generation who are increasingly aware of social media.

We Are Social and Hootsuite (2021) conducted research in 2021 and estimated that more than half of Indonesia's population has actively used social media. In its report (Digital 2021: The Latest Insights into the State of Digital), it was stated that of the total 274.9 million population in Indonesia, 170 million people actively use social media. That way, the penetration rate is around 61.8%. Based on this data, some Indonesian people are very active in using social media. Active social media use in Indonesia increased by 10 million users or 6.3% compared to January 2020. In the same period, internet users in Indonesia increased by 27 million or 15.5% to 202.6 million. Generation Z is the one who most commonly dominates social media use in Indonesia. According to Pew Research, the definition of Generation Z is people born between 1997-2009 or who are currently aged 14-24 years. Generation Z grew up with technology, the internet, and social media. Generation Z was born at a time when technology was developing rapidly and digital devices were so easy to obtain and access. Not surprisingly, this generation has knowledge about information technology. They quickly learn and master the use of digital devices in the form of laptops, smartphones, tablets and others. Generation Z children spend more time accessing digital devices, exploring cyberspace, communicating and interacting on social media than meeting face to face in real life.

In Kupang City, East Nusa Tenggara, according to 2023 BPS data, in 2019 the age category included in the Z generation group was around 125,799 (men and women) and in 2020 it was 78,758 (men and women). In digital communication behaviour which of course involves social media components in it. Generation Z who are in the 14–26-year age category in the city of Kupang tend to use Emoji/emojis when communicating via social media. Emoji comes from English, namely emotion/emotional which shows facial expressions, attitudes or emotions. In other words, Emoji is an emotional language that is manifested in the form of icons or symbols, some social media have spread

widely and Emoji have played an important role in communication through technology. Emoji has a function as a substitute for non-verbal communication through social media communication media. Emojis are also often used in text-based online communication to convey feelings to indicate facial expressions such as smiling, laughing, or crying. As technology develops, Emoji increasingly have many shapes and forms. It no longer only describes expressions and feelings, but also symbolizes the activities being carried out.

Figure 1. Types of Emojis

Emoji is a symbol of expression found on social media platforms. In practice, this symbol is used to show a person's expression in a chat room. Emojis can be found on various social media platforms such as Instagram, WhatsApp, Twitter, Facebook, etc. Not only social media, Emoji are also available on the keyboards of every smartphone vendor such as Samsung, Apple and Google, which are 3 examples of vendors that provide Emoji that they design themselves. Each Emoji is a sign that has an object and creates an interpretant in the minds of each user. Emoji development/vendor provides a variety of Emoji in white, tan, brown and black. From the various skin colour variations available, users are free to choose the desired Emoji. So, in reality, users of social media or smartphones in exchanging messages do not fail to provide or insert Emojis in conversations as a form of response to communication exchanges in the process of creating a common meaning. In using Emoji, there are not a few differences in meaning in giving Emoji to moments or uploads on a social media platform. In the process of communicating using computers, various forms of new messages emerge that cannot be accommodated in text form, including emojis. On many occasions, there are still many people who interpret emoji and Emoji as the same, even though they are actually different. Emoji is a typographic display of facial expressions in conveying emotions in the medium of text, while emoji is an emoji that uses actual images. Based on the background above, the researcher is interested in researching the identification of Emojis in the types of social media that are most widely used by generation Z in the city of Kupang and analysing what impacts the use of Emojis from generation Z has on digital communication behaviour in the city Kupang, East Nusa Tenggara.

The theory used in this research is Computer-mediated communication (CMC) theory. This theory is an umbrella term that covers various forms of human communication via computer networks, which can be synchronous or asynchronous and includes various exchanges of messages in the form of text, audio and/or video and includes sending messages one to one, one to many, many to one and many to many (Lee & Oh, 2015). This theory was coined by Andrew F. Wood and Matthew J. Smith. Sending messages via chat applications, building relationships on social media are some examples of forms of CMC. In CMC there are unique characteristics that cannot be found in other forms of communication, such as the features of emoji, gifs and emoticons. Through CMC, a person can form a new self-image that is either in accordance with reality or contradicts it. Some experts say this is good because it can eliminate social boundaries such as race, gender, social class, physical appearance and so on.

LITERATURE REVIEW

In CMC we can find two forms of communication processes, namely synchronous and asynchronous. Asynchronous communication process is a communication process that occurs simultaneously between the sender and recipient of the message. In synchronous communication, the sender and recipient of the message communicate in real time by utilizing communication technology such as Voice Calls and Video Calls. In contrast to synchronous, asynchronous communication processes are communication processes that do not take place simultaneously or at different times, for example responding to electronic mail, short messages on cellphones after some time has been sent. In other words, in the asynchronous communication process, there is a delay or different use of time between the sender and recipient of the message. CMC is able to facilitate people to develop communities that have the same similarities but are physically separated. The use of various communication technologies (e-mail, chat rooms, text messaging, web forums) can help maintain relationships between people who are geographically separated, but the lack of social cues and social distinctions such as gender, age, disability, race and physical appearance can create communication participants are embarrassed to show their appearance. (Computer-Mediated Communication | DO-IT, n.d.)

METHODOLOGY

The method used in this research is a qualitative method. Qualitative research method is a method or method of research that emphasizes analysis or descriptiveness. In a qualitative research process, things from the subject's perspective are more emphasized and the theoretical basis is used by the researcher as a guide, so that the research process is in accordance with the facts encountered in the field when conducting research. Qualitative research methods aim to explain a phenomenon in depth and are carried out by collecting data in as much depth as possible. Qualitative methods prioritize observing phenomena and researching more into the substance of the meaning of these phenomena. The analysis and sharpness of qualitative research is greatly influenced by the strength of the words and sentences used. Attention

when a researcher conducts research using qualitative methods will focus more on human elements, objects and institutions, as well as the relationships or interactions between these elements, in an effort to understand an event, behavior or phenomenon. In this research, the elements that will be observed are the phenomenon of Emoji use among generation Z in Kupang City and the impact that the use of Emoji has on their digital communication behaviour.

RESULT AND DISCUSSION
Digital Communication Behaviour of Generation Z in Kupang City

The development of communication technology and the various features that accompany it have made it possible for media communication processes that were previously low in cues to finally be more or less accommodated, especially through Emoji. Based on the research results, it was found that Emojis were used by informants on all social media they owned (WhatsApp, Instagram, TikTok, etc.) and were used to show the informants' feelings when carrying out media communication and shorten messages (reducing the use of words). This was conveyed by several informants when asked the reason why they used Emoji when communicating via social media (WhatsApp, Facebook, Instagram, etc.). Here are some interview excerpts:

"It's simpler and also because Emoji shortens the message or represents our feelings" (informant Y1)
"Emojis are just used to represent feelings, it's easier" (Informant Y2)
"Because there is a sense of expression there, if for example we type hahaha if there is an Emoji on the WhatsApp, it's just more expressive" (Informant Y3)

Apart from showing feelings and shortening the message, other informants also found that the use of Emojis can show politeness, as well as show certain feelings of value that cannot be conveyed using words alone or to emphasize the message of words that have been conveyed previously.

"I often use Emojis, for example, if you send a message apologizing if you don't use Emojis, it feels like it's impolite, feeling happy or grateful without Emojis doesn't feel like it, so using Emojis also depends on the situation." (Informant Y4).
"For the context itself, maybe if for example sharing a story, for example something sad, Emoji is to emphasize that I have a response like that. Because there are lots of Emojis themselves, there are sad Emojis, crying, laughing, WhatsApp. So, their use depends on what information we receive and also with whom we chat. So, Emoji is to illustrate that we have real expressions when we respond to information given by people or respond to something" (Informant Y5).

In contrast to previous informants, Aloisius Luis Leonardo Us Abatan said, he uses Emoji to close a conversation, because for him Emoji completes the

message he is conveying, especially when closing a conversation. Riche Angkul also conveyed a quite different statement when asked about the reasons for using Emoji. Angkul said Emojis were used only in informal messages to avoid awkwardness when carrying out media communications. The use of Emoji is still widely used in communication messages on several social media platforms, but by several informants out of a total of 30 informants, the use of Emoji is only done when communicating with people closest to them such as family, friends, while with people they don't really know or other people. -people who are considered important, such as lecturers or teachers, the informants choose not to use Emojis, but if they do, only use certain Emojis that are considered polite. This was revealed when the informants were asked who they usually used Emoji with when communicating via media. There are several reasons why informants do not use Emoji when communicating with people who are considered important or less familiar. Some of them can be seen in the following interview quote:

"To friends, friends are just friends, if you go to a lecturer, you can do that too, but certain emojis are chosen that way because with a lecturer it's impossible for us to make small talk or we use Emoji which is polite with peers so we can make small talk with something using Emoji those on social media are more often on WhatsApp" (Informant Y6)

"When it comes to using Emojis on social media, it's more about close friends or people who really know their parents or rich families, but for new people or lecturers, sometimes they're still afraid to use Emojis because they're afraid people will be offended, because other people "Some people sometimes don't like using Emojis to reply to messages. Maybe people who are already known to them are more familiar with being able to use Emojis" (Informant Y7).

The use of Emoji by informants is not always limited by the communication context such as interpersonal communication, group communication, or organizational communication. The informants revealed that Emojis are used in all communication contexts, both interpersonal, group and organizational, for example the WhatsApp Group (WAG) where they are members.

"Interpersonal, class groups almost all depend on mood. But more often it's the interpersonal context. Because when there are lots of people in a group, sometimes people misunderstand quickly." (Informant Y8)

However, for one of the informants the selection of Emojis in the group was only certain Emojis, as stated by April Gowa. Gowa said that there are differences in Emoji when in a group. Meanwhile, for Riche Angkul, he chooses not to use Emojis in groups, especially formal groups, because they are considered impolite and could be misunderstood by other group members.

"For groups, never because in my opinion using Emojis in groups, especially in formal groups, is impolite for me and I'm also afraid that they will misunderstand the Emojis except for personal communication with friends" (Informant Y9).

There are several advantages of Emoji expressed by informants. Some of these advantages are being able to describe expressions, being able to describe feelings, emphasizing feelings and the response you want to convey, Emojis are considered to have fewer misinterpretations compared to words, are shorter, more exciting, especially for funny messages, represent what you want. expressed, and more quickly and easily. These advantages can be seen in several informant statements as below:

"It's faster to write messages because Emoji can represent our feelings, so it's quicker and easier." (Informant Y10)
"I think emotes are funnier, it's easy to make us have feelings with certain emotes, for example funny, angry, sad, and so on." (Informant Y11)
"To emphasize the message, he also has many types of Emoji and according to the expression so they can be used" (Informant Y12)

Talking about digital communication behaviour is closely related to the use of various social media platforms. Social media has become an inseparable part for humans, especially generation Z, who are truly digital natives. Generation Z as active users of social media can use social media as their source of information. When asked whether they trusted all the information on social media, almost all informants said that they did not trust all the information on social media. They say that on social media there is true news but there is also a lot of hoax/fake news. There were informants who stated that sometimes they trusted information on social media but sometimes they didn't, they only used social media to create content, this was expressed by Mari Dhenge. Other informants, such as Valeria Mau, said that there is a lot of hoax news on social media.

During the interview process, researchers asked follow-up questions about how they knew whether the news was fake news or true news. Several informants said they found out from the comments on the information. If most of the comments are true then the informant will also believe the news is true and vice versa. Another informant stated that if information on social media reveals facts and comes from trusted sources such as large media whose credibility is known, then it is likely that the news is true. Another opinion also added that if information is directly conveyed by related parties directly via their social media accounts, then the informant can trust that the information is true. Another informant also said that he should not trust any information on social media because with the ease of today's technology, everyone can create or produce information and disseminate it through their social media. Jorgi Gili expressed a different statement from other informants. Gili said that he trusted various information on social media because according to him, he only followed

official and trusted social media accounts so that when he accessed his social media and read the existing information, he tended to believe it. When asked about various information circulating on social media, the majority of informants said they often continued this information, such as funny videos that were going viral or other information that was really needed, because most of this information was passed on to their family members.

"Yes, I usually only pass on information to parents or family. Usually, the information I share is like yesterday when there was an increase in kidnappings of children, so it's like I'm going to my family" (Informant Y13).

However, there were also several informants who chose not to continue with the information they had obtained because they could not confirm whether the information was true or false. This was revealed in an interview with Bella.

"No, sometimes you want to continue and you're afraid of whether this is true or not so you have to really make sure. Is this news true or not "(Informant Y14)

Current advances in communication media make it possible for the communication process not to always take place face to face. When asked about the frequency of using media communication and direct communication, several informants stated that they chose to use media communication when communicating with people who were physically separated by distance or when they had to discuss coursework outside of their time on campus. Meanwhile, when asked about when they used direct communication and media communication, some answered that they preferred to meet in person when they wanted to "confide" in their friends, or when they had to meet important people who they had to ask for help. However, quite a few informants also stated that they preferred to communicate using media because it was considered faster and to convey things that were considered not too important. The following are several interview quotes regarding media communication and direct communication.

"If it's for things that aren't too important, maybe I'll just convey it using social media communication, but if it's things that really need to be discussed in person, I'll arrange a time to meet in person". (Informant Y15)
"If the case is necessary or important and it's difficult to meet in person, it's better to just use social media, but if it's close, it's better to just go straight, it's quicker that way" (Informant Y15).

According to Pew Research, the definition of Generation Z is people born between 1997-2009. When this research was carried out, generation Z was in the age range 14-26 years. Most of generation Z are digital natives because they were born side by side with technology. One form of information technology advancement that is most widely used by Generation Z is technology for

communication, such as social media. Through social media, Generation Z can build communication with other people by utilizing various chat, audio call and video call features. It is not uncommon to also be able to directly build communication by providing comments in the comments column where the messages conveyed are in the form of text messages or using certain symbols called emojis.

According to Hartley (2010), social media itself is online media, where users can easily participate, share and create content including blogs, social networks, wikis, forums and social networks. Social media can take many forms, including internet forums, message boards, weblogs, wikis, podcasts, instant e-mail, music-sharing, group creation and voice over IP. In this research, it was found that the social media used by the informants (in order of the most used) were WhatsApp, Facebook, Instagram, Tik Tok, Telegram and Twitter. As one of the digital platforms that is widely used today, there are at least four (4) basic functions of social media, namely Communication Function, Branding function, business location and marketing, according to Jan H.Kietzman, Kritopher Hermkens and Ian McCarthy (2011) defines the functions of social media, namely Conversations, Identity, Sharing, Presence, Relationships, Reputation and Groups (forming groups).

Based on the research results, the social media functions used by the informants are:

1. Communication or conversation function; In accordance with expert statements, this communication function is the main function utilized by all informants. This communication is carried out with parents, family, those closest to you, friends, lecturers/teachers and even with new or unfamiliar people.
2. Functions to support the completion of course assignments (information and assignment posting); Several informants who were students said they used social media to support various course assignments given by lecturers. A number of. The tasks given include posting their assignments on various mass media platforms, namely Instagram and Tik Tok. Based on observations, the assignments posted are in the form of explanatory videos on certain topics and provide information on certain captions and hashtags (#) that have been determined by the lecturer.
3. Information Function; The truth of the content of news or information on social media cannot yet be ascertained (because there are many hoaxes circulating) but most informants still use social media as their source of information. Based on a press release released by KOMINFO, during the first quarter of 2023, the Ministry of Communication and Information has identified 425 hoax issues circulating on websites and digital platforms. This number is higher than in the first quarter of 2022 which reached 393 hoax issues. (Ministry of Communication and Information, n.d.)

Before we continue regarding Emoji and emoji as an effort to emphasize feelings in media communication, the definition of Emoji or Emoji Emoji is a typographic display of facial expressions in conveying emotions in the medium

of text, while emoji is emoji using images. Generation Z uses emojis or Emojis quite massively to show the informants' feelings such as sadness, happiness, anger, laughing, blushing, etc. Based on observations, there are several emojis and Emojis that are widely used by informants to express their feelings, as in the image below.

Even though emojis are very important in expressing the feelings of informants, the selection of emojis and to whom they are sent are the considerations of the informants. There are 2 considerations in choosing emojis that will be used in communicating, namely communicants who will send the message (parents, family, friends, lecturers/teachers).

This is related to the principles of communication, namely the content dimension and the relationship dimension expressed by Mulyana. The content dimension is coded verbally, while the relationship dimension is coded nonverbally. Content shows the content (content) of communication, namely what is said. At the same time there is a relational dimension showing how it is said, which also shows what the relationship is between the communication participants and how the message is interpreted. Not everyone understands that the same message can be interpreted differently when delivered in different ways. In mass communication, the content dimension refers to the content of the message while the relationship dimension refers to the content of the message referring to other elements including the type of channel used for news transmission. The effect of the message also varies when presented in different media. Apart from paying attention to the dimensions of content and relationships, considering the communication aimed at using emojis as part of the message content, there are also principles of communication as a symbolic process. One of the basic human needs is the need for symbolization or use of symbols. Ernst Cassier said humans have advantages over other living creatures, their specialty is as animal symbols. A symbol or symbol is something like that used to name something else with the consent of a group of people. A symbol includes words (verbal messages), non-verbal behavior, and objects with mutually agreed meanings. Human ability to use verbal symbols allows for the development of language and is related to the relationship between people and objects (both abstract and real) without presence and objects. (Ahmad Chabir Galib et al., n.d.)

Communication Context (Formal, Non-Formal)

Formal communication contexts are always associated with organizational contexts where there is a hierarchy or structure that will influence the communication process or communication behaviour. According to most informants, they are reluctant or very minimal in using emojis or Emojis when they have to communicate with people who are considered to be in a higher position than them, such as lecturers/teachers. This point is closely related to the previous point regarding the content and relationship dimensions. The non-formal context refers to the intended communicant, namely family members, friends, etc. The elimination of emoji or Emoji or only using certain emoji or Emoji in formal communication messages is done with several considerations such as avoiding misunderstandings and avoiding being

considered impolite by the communicant. This is closely related to the principle of communication, namely that communication involves predictions of the communication participants. When people communicate, they estimate the impact of their communicative behaviour. In other words: there are also rules or etiquette that bind communication, such as etiquette in contacting lecturers/teachers. In other words, people choose certain communication strategies based on the reactions of message recipients. These predictions do not always come true, and often do so quickly. We can predict other people's communicative behaviour based on their social roles. This principle requires that people's communicative behaviour has a certain regularity, that is, human behaviour can be at least partially predicted. (Ahmad Chabir Galib et al., n.d.)

Talking about digital communication behaviour cannot be separated from the duration of social media use every day. Based on the research results, it was found that informants spent at least 1 hour - 24 hours every day accessing social media. According to the We Are Social 2022 report, on average every day internet users spend 6 hours 58 minutes accessing the internet, so the results of this research further confirm the global data put forward by we are social. Even though the use of social media is quite high, based on research results it was found that direct face-to-face communication is still the main choice in communicating, especially when it comes to conveying feelings or feelings for generation Z. Media communication is only done when it is not possible to do so. direct communication due to distance or difficulty in meeting.

The Type of Social Media Most Widely used by Generation Z in Kupang City

Based on the results of interviews with 54 informants about when they used social media, there were quite varied answers. There are several informants who have used social media since the 6th grade of elementary school, middle school, but most of the informants used social media when they were in high school. Meanwhile, when asked what media they used, all informants said they had more than one social media, namely Facebook, Instagram, Tik Tok and WhatsApp. However, even though they have more than one social media, they do not use all social media actively. Several informants found the reason that on some social media the quota was much more expensive so informants did not always access the social media. Another reason is because they don't really understand how to use other social media such as Telegram or Tweeter. However, there are also informants who do not use other social media because the capacity of their devices is limited so they can only install a few social media. It turns out that having more than one social media is due to the needs of studying. Bella said that most of her lecturers always asked students to upload their assignments on social media such as TikTok and Instagram, so in the end Bella had to create these social media accounts. In the results of the interviews, researchers also found other reasons where the social media they had could make it easier for informants to communicate with loved ones or as entertainment for the informants. The advantages of social media expressed by informants include:

If Instagram is easy, for example, on Instagram, if we watch a story, someone wants to chat, it's easy to do it directly from the story, for TikTok it's easy to watch, it's easy to scroll, for WhatsApp it's easy to chat (Informant Y16)

It's easier to use, like on Instagram, if you want to share real stories, it's easier than TikTok, if you have to go to another application again, it's complicated. If WhatsApp is compared to Facebook, because friends use WhatsApp more, they use WhatsApp more than Facebook (Informant Y17)

If I compare Instagram with Facebook, I prefer Instagram, because for some reason Instagram is more convenient than Facebook. WhatsApp is more about personal needs or privacy because only people you contact are people you know. (Informant Y18)

If Instagram is easy to share photos or videos, you can exchange messages too. On WhatsApp, because many people use WhatsApp, it is also easy to exchange messages and information from friends' schools. (Informant Y 19)

When asked how often they use social media, several informants also gave varied answers. If viewed as a whole, the duration of the informants' use of social media ranges from 2 hours to 24 hours a day. Sytefania said that every day she accesses social media for around 2 hours every day. Maria Suriani said that she often uses social media for around four (4 hours) every day. Geraldio also said that if she doesn't have any activities, she can spend the whole day on social media.

The information accessed by the informants is in the form of information shared via WA Groups, fashion and skills such as sewing and editing, health, viewing photos or posts on social media, gossip accounts, up-to-date information, sports, politics, information about Kupang city like a rabies epidemic, funny videos. Meanwhile, regarding social media ownership, there are several informants who have more than one social media (second account), including Theresia Ebo, Maria Be'i, Bella, Aloisius, Riche Angkul, April Gowa. Some stated that the posts given to both accounts could contain the same information, but sometimes there were also different accounts. The reason they have two accounts is that they forgot the password as stated by Oktaviani Tua, as a backup account if the account is hacked as stated by Yohanes Bay, while there are also those who have two accounts because one account is for work and the other account is for Ardiyansah's personal affairs. One of the drivers for the birth of social media was the growth and development of the internet around 1980 to 1990, where various online communication services emerged. The earliest social media network to appear was Six Degress, then Friendster in 2001, LinkedIn in 2002, 2003 My Space and in 2008 Facebook was born. Until now Blogger (since 1999), LinkedIn (2002), Facebook (since 2004), YouTube (since 2005), Twitter (since 2006), Flickr (since 2004), Reddit (since 2005), Tumblr (since 2007), ((8 Oldest Social Media That Still Exist Today, n.d.), Apart from the 8 oldest social media that still survive, WhatsApp, Instagram, Telegram and Tik Tok are new social media that are widely used. Based on data released by Hootsuite (We are Social): Indonesian Digital Report 2022, WhatsApp occupies first position, followed by Instagram, Facebook, Tik Tok, Telegram, Twitter etc.
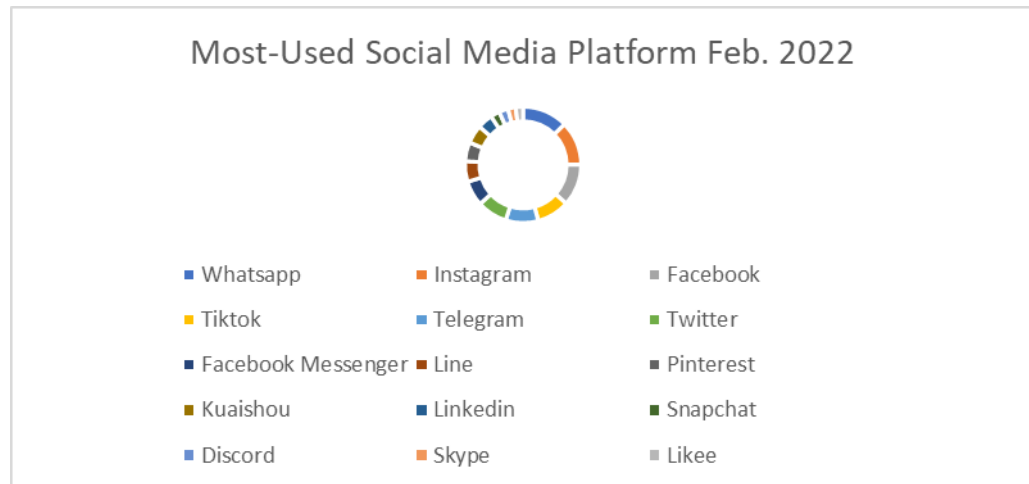
Figure 2. Most Used Mass Media Platforms in 2022 (Adapted from Hootsuite and we are Social)

The data released by Hootsuite and WE Are Social also illustrates the informants' use of social media platforms. WhatsApp is also the most widely used social media, followed by Instagram, TikTok, Facebook and Telegram and Twitter. In choosing a media platform, there are several considerations used by the informants, namely:

Table 1. Reasons for Using Certain Social Media Platforms

No	Reasons for Using Certain Social Media	Explanation
1	Access	The informants assessed that there are some social media that are easy to use, such as WhatsApp, while other social media are more difficult.
2	Quota	Informants stated that some social media are more wasteful of quotas (Instagram)
3	Device Capacity	Limited device capacity indirectly hinders informants' desire to have lots of social media
4	Entertainment	There is a lot of interesting content in the form of videos, reels, which can be interesting viewing and entertainment, such as on Instagram and Tik Tok.
5	Many friends use (Current)	The widespread use of certain social media among generation Z also influences the use of social media platforms by informants
6	To Communicate	Ease of communication is the reason informants use certain social media
7	Carry out a task	Some informants, especially students, use certain social media platforms because they need to upload assignments given by lecturers
8	Safer	The security of a platform is also a consideration for informants when using certain social media. like WhatsApp which is considered safer because it communicates with people you know, unlike Telegram.

9	features on social media platforms	The more features offered and the ease of access are also reasons for using certain social media

Source: Researcher 2024

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Based on the research method we used previously, there were fifty-three people who were willing to fill out the questionnaire in the form of the G-Form. Participants are given 5 questions and guided to fill out the questionnaire using a linear scale with conditions as follows:

- Scale 1 = Strongly Agree (SS)
- Scale 2 = Agree (S)
- Scale 3 = Neutral (N)
- Scale 4 = Disagree (TS)
- Scale 5 = Strongly Disagree (STS)

The 5 questions asked of the participants included:

1. I often use emojis in digital communication based on social media
2. I always add emojis when communicating on social media because I feel more expressive when using emojis when interacting with friends on social media
3. I use emojis to communicate with friends, parents and siblings
4. I feel like I understand someone's message better if I use emojis
5. I feel emojis can make it easier for me to understand messages in formal and informal communication contexts

From the attached data, the questionnaire that was filled out by the participants was a questionnaire that covered ages between 11-26 years, however, the majority of those who filled out the questionnaire were participants whose age range was between 20-26 years. Then for the gender presentation of the participants, there were 54 participants with details of 8% of them being men and the remaining 92% being women.
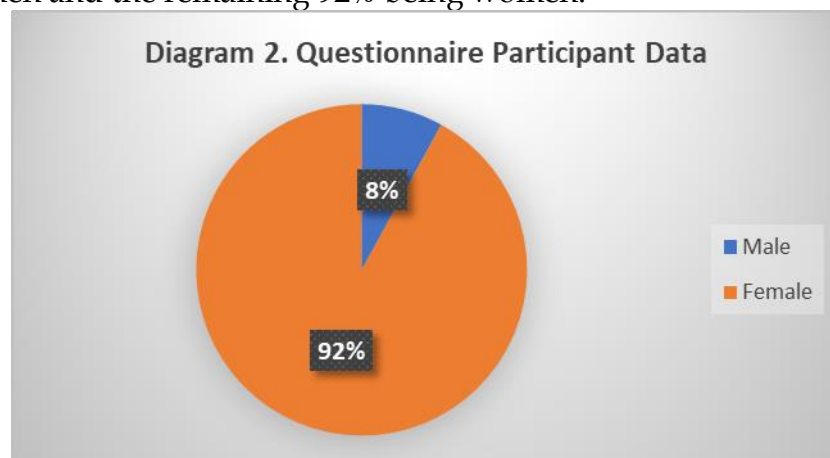

Figure 3. Questionnaire Participant Data

The majority of them were university students with presentations of 100% student participants, because the researcher as the questionnaire divider

was also a team consisting of lecturers and students so that the author's social circle was mostly young people (university students) who were currently studying.

The following is the data attached to the completed questionnaire:

1. Most use emojis in social media-based digital communication
2. Some add emojis when communicating on social media because I feel more expressive when using emojis when interacting with friends on social media
3. Most use emojis to communicate with friends, parents and siblings
4. Most feel they understand someone's message better if they use emojis
5. Most feel that emojis can make it easier for me to understand messages in formal and informal communication contexts.
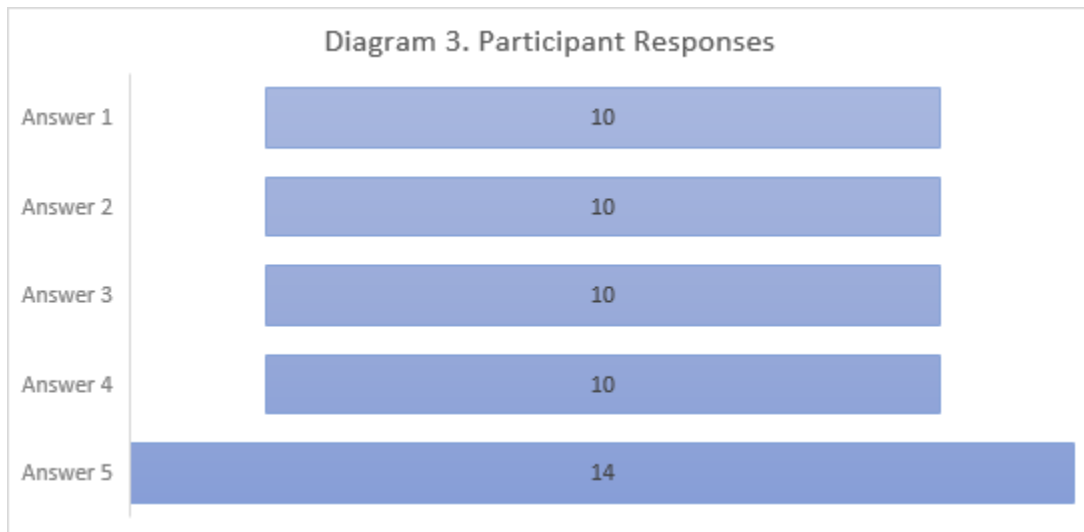

Figure 4. Participant Responses

The effectiveness of interaction when sending messages via text without emojis, based on the results of the data calculations above, it can be seen that the score for the level of effectiveness of communication on social media when using emojis or without emojis is very influential. This can happen because messages in the form of written text alone are not enough to make the interaction atmosphere in the media intense. In accordance with Sarbaugh and Feldman, communication via text will make it difficult for the sender of the message to express his emotions, as well as make it difficult for the recipient of the message to perceive the meaning of the message. Because a text message cannot display nonverbal messages such as facial expressions and body movements.

Little John & Foss (in Nugroho & Hasfi, 2019) argue that the type of language, emoji and username used have an impact on impression formation. A similar thing was conveyed by Maulidina (2020) who stated that emojis play a role in creating a relaxed atmosphere and are a tool for channeling positive energy. Apart from that, the use of emojis can give a certain impression of someone. The inclusion of emojis has an impact on the feedback generated by the communicant because messages that are not accompanied by emojis can be

considered as an expression of inappropriateness and can result in misunderstandings (Lokasari et al, 2019). In this research, respondents thought that short messages, the use of good or formal grammar or spelling, and no emojis gave the impression that the communicator was unfriendly, indifferent, bitchy, formal, or stiff. On the other hand, the use of emoji can give a friendly and good impression to the person communicating. For example, the folded hands emoji represents a gesture of thanks, apology and request (Muzakky, 2021). A study states the same thing that the use of Emoji/giphy/language style and the language used can give an impression communicator to communicant (Nugroho & Hasfi, 2019). Liu (2021) conveys the denotative meaning of emoji. Emojis give a friendlier feeling towards each other. As a result, there is a feeling of harshness when communicating. The recipient's perception of the message also influences understanding of the message context (Fischer & Herbert, 2021). Quoting from Yulan and Zhanfang (2019), emojis help in building identity, allowing recipients to respond appropriately.

The impact of emoji use on digital communication among generation Z here can be analyzed as follows:

a. Emojis have a cognitive impact on Generation Z: By using emojis in messages, informants can know and understand the meaning of the message conveyed, whether the message is an order or a warning. Informants can also find out how the other person expresses their feelings when sending a message. Emojis can also help them know what tone to use when communicating. So, it can be concluded that the emoji here allows informants to know and have an idea of what expressions and messages they actually want to convey.

b. Emojis Reduce Misperceptions: Some of the conflicts that occur in virtual communication, one of which is misperception. This means that there is a disagreement in perception between what is meant by the communicator and the meaning or intent resulting from the communicant's interpretation. Some of the causes of misperceptions in communication, one of which is due to the limitations of the language used when communicating. Words are categories to refer to certain objects: people, things, events, traits, feelings, and so on, but not all words are available to refer to objects. Something words only represent reality, but not reality itself. Thus, words are basically partial, they do not describe something exactly. Adjectives in language tend to be dichotomous, for example good-bad, rich-poor, smart-stupid, and so on. For this reason, tools are needed to match words with actual situations, how to eliminate language habits that cause confusion and misunderstandings (Mulyana, 2015: 269). Misperceptions can also occur in the virtual communication process via WhatsApp, one of which can be helped by the Emoji feature as stated by Khumairo (2021). In addition, using the Emoji feature in text messages helps the communicant more easily understand and interpret the message sent by the communicator. The same thing was also expressed by Islamiyah (2021), one of them The reason for using the Emoji feature is also to reduce misunderstandings.

Matter Rinda Wati also stated that one of the reasons underlying the use of the Emoji feature is to reduce misunderstandings in capturing the meaning of the message to be conveyed (Rindawati: 2021). Thus, Emoji plays a very important role in the communication process because it can indirectly play a role in reducing errors in interpretation caused by a person's lack of understanding of the message they receive.

c. Emoji Helps Bring Nonverbal Communication to the Text-Based Communication Process: In carrying out the communication process, humans generally use verbal and nonverbal communication (code) at the same time. Verbal communication is used to convey the message to be conveyed, while non-verbal communication complements or emphasizes the message conveyed. It is through nonverbal communication that we usually find out the emotional mood of the person communicating, whether they are happy, angry, sad, confused and so on. Thus, the presence of nonverbal messages becomes very important in a communication process. Research conducted by Albert Mahrabian states that the speaker's level of confidence is only 7% which comes from verbal language, 38% comes from vocal sounds, and 55% from facial expressions. If there is a conflict between the message spoken and the action, then people tend to place more trust in non-verbal messages (Cangara: 2004, 99). This shows that nonverbal communication has the largest portion in the trustworthiness of the interlocutor. In line with Mark Knapp's opinion (Cangara: 2004, 100) that the functions of nonverbal communication are: a) convincing what is said (repetition), b) showing feelings or emotions that cannot be expressed in words (substitution), c) showing identity so that other people can recognize him easily (identity), and d) adding or completing (verbal) statements that are felt to be incomplete. In fact, more than that, the presence of the Emoji feature is able to replace verbal communication (Kholishoh: 2021). For example, to convey a message of surprise at the message conveyed by the person you are talking to, simply send the Emoji feature. This means that this feature is able to add nuance to express almost all types of feelings (Zahro: 2021)

CONCLUSIONS AND RECOMMENDATIONS

The use of emojis in a conversation or a word in digital communication can significantly influence a person's perception. This influence can increase the level of effectiveness of digital communication. Although it is not easy to equate perceptions between two people, using emojis can help reduce the possibility of misunderstandings. Through this research, it is proven that the use of emojis can have an impact on generation Z's digital communication. Through our facial expressions, we can convey a message to the person we are talking to without needing to utter a single word. When interacting or communicating with the person you are talking to, face to face or in written messages on social media, the emojis or expressions most frequently used include: happy, angry, laughing, sad and guilty. Expressive interactions have an important role in

setting the atmosphere of interaction, therefore the emoji feature provided in digital communication is something important to provide. The use of emojis should not be careless, the use of emojis must pay attention to the situation and conditions. Before using emojis, communication partners are required to understand the meaning of the emojis that will be added properly so that they do not cause misunderstandings. Using the wrong emoji will definitely cause differences in perception, on the other hand, if the use of emoji is correct and conveyed to the right person, it will help the person communicating to understand the message conveyed and also reduce misunderstandings during communication.

FURTHER STUDY

This research still has limitations so further research is still needed on this topic "The Impact Analysis of Emojis on Generation Z's Digital Communication Behavior".

ACKNOWLEDGMENT

With the completion of this research, the researcher would like to thank the Institute for Research and Community Service (LPPM) of Nusa Cendana University for contributing funds for this research. The researcher would also like to thank the Generation Z informants in Kupang City and all parties who directly or indirectly made this research a success.

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