Digital Communication of Chinese Millennial Generation in Building the Creative Economy of Surakarta

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Abstract. This study examines the dynamics of Chinese millennial generation in building a creative economy. Today, millennials who understand technology use are a major force in moving the wheels of a nation's economy. But on the other side, millennials of Chinese ethnicity can be said to be indirectly impacted by the dark history of racial discrimination in the past, which has made them more alienated. Previous research found that Surakarta was one of the cities that experienced riot involving Chinese ethnic discrimination. Even so, the presence of Chinese ethnic in Surakarta has been improving the economy of this city, such as the existence of Pasar Gede that was developed by the Chinese. Seeing this phenomenon, researchers are going to analyze how this Chinese millennial generation who are both the minority and the driving force of the nation's economy has been utilizing digital communication in ways to build the creative economy in Surakarta. This study is purposed to analyze the digital communication of Chinese millennial generation in building the creative economy in Surakarta. The theories that are applied in this research is the study of digital communication theory and the creative economy. This research uses a quantitative method. The results found that as much as 66.45% of Chinese millennial generation in Surakarta has been building the creative economy and the highest creative industry sector was found in the Video, Film and Photography, and Music industries.

Keywords: Digital Communication; Chinese Millennial Generation; Creative Economy

1. Introduction
Looking back on the history of Chinese ethnicity, Onghokham explained that the exclusivity of the Chinese community was indeed created intentionally by foreigners or Westerners. Because when they come to a country that has a Chinese minority, foreigners or Westerners pay attention to the Chinese community who have just migrated to the country. It is obvious that people who have just migrated will find it difficult to adapt at first. In Indonesia, foreigners or Westerners have a lot of contacts with the newly arrived Chinese community. This happened because the Chinese who had just arrived were mostly entrepreneurs [1]. The economic interest that is created by foreigners or Westerners has made Chinese society exclusive. From a bit of history of the Chinese community in Indonesia, it is the impact of Dutch Colonial politics which divided the nation based on ethnicity or group (Devide Et Impera) in the 19th century. The separation has created racial discrimination in the era before the Reformation. Even though
today the discrimination is almost invisible, but the dark history is still shadowing the Chinese until this day.

From the results of looking back at history, we see that the current development of communication and information technology has accelerated the development of this nation in various sectors, one of which is the economic sector. Technology can quickly change communication between people from conventional to digital. Digital communication is communication through digital devices that are connected in one internet network. The advantage of digital communication is that it makes it easier for humans to communicate without being limited by place and time. Anytime and anywhere, information transfer can be easily produced, processed, and disseminated. The advantages of digital communication are widely used by the community to do business, especially young people. Nowadays we can easily meet millennials who are engaged in e-commerce, start-ups, online shopping, and others. However, the Chinese millennial generation can be said to be indirectly impacted by the dark history of racial discrimination in the past, which has made them more alienated. Previous research found that Surakarta was one of the cities that experienced riot involving Chinese ethnic discrimination. Even so, the presence of Chinese ethnic in Surakarta has been improving the economy of this city, such as the existence of Pasar Gede that was developed by the Chinese. Seeing this phenomenon, researchers are going to analyze how this Chinese millennial generation who are both the minority and the driving force of the nation's economy has been utilizing digital communication in ways to build the creative economy in Surakarta. The formulation of the problem that can be drawn from the explanation above is what and how the digital communication of Chinese millennial generation in building a creative economy in Surakarta.

The rest of this paper is organized as follow: Section 2 presents the literature review. Section 3 presents the obtained material and following by methodology. Section 4 presents the obtained result and following by discussion. Finally, Section 5 concludes this work.

2. Literature Review

2.1. Digital Communication

To find out about digital communication, researchers will invite readers to look at the character of digital communication users. Marc Prensky has conducted research related to technological developments in society. The results of this study show that there is a gap between people who are sophisticated. Furthermore, Prensky added that the gap divides the community into two parts, namely digital native or people who are proficient in using new media and digital immigrant or people who are not proficient in using technology [2]. Gasser and Palfrey have also conducted similar studies on teenagers who consume technology. Gasser and Palfrey found that teens in the digital age were seen walking while listening to the iPod, doing text messages, and living communicating in the online world rather than offline. Gasser and Palfrey add that digital native has the following interaction patterns:

a. They study, work, write, and interact with others in different ways from the previous generation.

b. They prefer to read blogs compared to newspapers.

c. They prefer to meet other people online before meeting in person directly.

d. They get music online often for free and illegally than buying it in a music store.
e. The majority of aspects of their lives are social interactions, friendships, activities society is mediated by digital technology. They never know the real life [3].

From the characteristics of digital users that have been described above, it can be analogous that digital communication is a process of virtual interaction in conveying, processing, and disseminating messages through new media. Digital communication is the fruit of the birth of a new vision of communication science study objects. The historical study of communication is a discipline that has a unique material study. The object of psychological studies is individuals, ranging from emotions, beliefs, attitudes to behavior. Meanwhile the object of the study of sociology is individuals in relations with social groups to the relationship of political behavior in aspects of community life. The object of communication science studies is the reality relating to the delivery, reception, and use of information in the community itself. The development of communication technology brings a new vision of the study object in communication science [4].

2.2. Chinese Millennial Generation
If Gasser and Palfrey concluded the native digital generation is the generation that is proficient in using new media, then Don Tapscott calls that generation the internet generation. In the demographic context of the United States millennial generation is the generation born in January 1977 to December 2007 with a total of 81 million children or 27% of the American population is called millennial generation [5]. Furthermore, Tapscott explained that there were four norms owned by millennial generation.

a. Freedom; millennials want freedom in everything they do, from freedom of choice to freedom of expression.
b. Investigation; millennial generation likes to conduct an investigation of goods in online business. Investigation can be in the form of a comparison of goods, giving reviews and others.
c. Entertainment; millennials want entertainment and play activities to remain in their work, education, and social life.
d. Innovation; millennial generation are innovators who always find innovative ways to collaborate, entertain themselves, learn, and work together [6].

Research that was conducted by Faisal in understanding millennial generation trends into several classifications of birth years of a generation. The Baby Boomers generation (born between 1940 and 1960), generation X (born between the 1970s and 1980s), millennial generation (born between the 1980s and 2000s) [7]. Furthermore, Faisal concluded the identity of the millennial generation below:

a. Millennials have a communal nature, or cannot live alone, they always congregate in an environment.
b. The millennial generation has a naive personality. Naïve means that the millennial generation respects values in a relationship, such as sincerity and loyalty.
c. Millennial generation is into values or things that are of wisdom and religious wisdom. It can be seen from the results of posts on social media that use quotes from wise words of historical figures.
The Chinese millennial generation, seen from the year of birth between the 1980s and 2000s, has a similar character to the general millennial generation. But the culture in the social space of the generation can provide its own color in utilizing new media.

2.3. Creative Economy
Creative economy is all forms of creativity that produce knowledge with potential economic value. Creative economy also includes ideas and notion [8]. Overall, Toffler divides human civilization into three economic classes. The first group is caused by a paradigm shift in economic change on a global scale. The second group is marked by a shift in shifting economic development from the agricultural, industrial, and information sectors to the creative economy sector. The third group is the development of the creative economy sector of a nation that will compete and have an impact on social life if managed properly. Therefore, the rise of new economic groups triggered the development of innovation and creativity of the community, thus it is requiring human resources to be creative economic actors. Therefore, the concept of a creative economy must be in accordance with the ability of innovation and creativity in managing existing local potential. Furthermore, according to John Howkins, an American who first discovered the presence of the creative economy found fourteen (14) points that are included in the creative industry category [9].

| No | Category of Creative Industry          | No | Category of Creative Industry          |
|----|----------------------------------------|----|----------------------------------------|
| 1  | Advertising                             | 8  | Music                                  |
| 2  | Architecture                            | 9  | Performing Arts                        |
| 3  | Craft                                  | 10 | Publishing and Printing                |
| 4  | Design                                 | 11 | Computer and Software Services         |
| 5  | Fashion                                | 12 | Video Games                            |
| 6  | Video, Film, Photography               | 13 | Television and Radio                  |
| 7  | Creative Games                         | 14 | Research and Development               |

According to Boyd and Ellison, social media or social networking is defined as a web-based service, which allows each individual to build relationships or social networking. Examples of social networking are Facebook, Instagram, Youtube, Twitter, and others. Social media can be divided into 5 (five) sections, namely: social media portals that are usually used by young people of productive age for expressions such as Facebook and Instagram, location-based social media such as Foursquare, discussion forum portals and mailing lists such as Whatsapp, then Blogs whose users have creativity in writing like Blogspot, and the latest microblog with content limitations such as Twitter [10]. The creative economy is closely related to integrated marketing communication, according to Kotler and Armstrong, a company carefully integrates and coordinates its communication channels to convince the company and its products. For example, communicating its products through social media [11].
3. Material & Methodology
This research uses the positivistic paradigm by examining a phenomenon related to Chinese millennial generation digital communication in building a creative economy. To measure this phenomenon, the researchers use a quantitative approach and the research design was determined by three perspectives namely cross-sectional, retrospective study, and non-experimental. This non-experimental quantitative approach uses primary data namely questionnaires, and secondary data in the form of literature reviews. The population of this study is Chinese millennial generation in Surakarta. The sampling technique in this study is simple random sampling. Then a comparison between the actual score with the ideal score is done to determine the ranking in each research variable. To get the tendency of respondents' answers will be based on the mean value of the answers which will then be categorized in the following score range:

Minimum Score ("Sangat Tidak Setuju") = 1
Maximum Score ("Setuju") = 4
Width = \( \frac{d-1}{d} = 0.75 \)

So, the mean scale category is as follows in Table 2.

| Mean Scale  | Definition    |
|-------------|---------------|
| 1.00 - 1.75 | Very Low      |
| 1.76 - 2.50 | Low           |
| 2.51 - 3.25 | High          |
| 3.26 - 4.00 | Very High     |

The following is the profile of respondents by sex, age, and school.

![Figure 1. Gender Distribution](image-url)
With a total of 155 respondents, it was found in the data above that the majority of respondents are female, 16 years old, and studying in St. Yosef High School Surakarta. Furthermore, we will analyze the results below.

4. Results & Discussion

In this study, the researchers are going to analyze how the Chinese millennial generation who are both the minority and the driving force of the nation's economy has been utilizing digital communication in ways to build the creative economy in Surakarta. So first of all, we will examine the social media use of the Chinese millennial generation in Surakarta. The following is seen in Figure 4 below.
The social media use that is shown on the figure above found that Chinese millennial generation in Surakarta most often accesses Instagram with a percentage of 45.5%, then followed by Youtube with a percentage that was not much different at 43.2%, then sequentially are Facebook, Twitter, and Blog. Then, in accessing social media, the intensity of it is also shown in the description of Table 3 below.

| Table 3. Media Social Access Intensity |
|---------------------------------------|
| Facebook | Instagram | Youtube | Twitter | Blog |
| N Valid  | 155       | 155     | 155     | 155   |
| Missing  | 0         | 0       | 0       | 0     |
| Mean     | 1.1806    | 2.0968  | 2.4645  | 1.1871 |

Based on the table above, the mean number shows that the greatest intensity in using social media by Chinese millennial generation is access to Youtube, which is then followed by Instagram, Twitter, Blog, and Facebook. Furthermore, the digital communication activities of Chinese millennial generation in Surakarta are more coherent outlined in the 10 statement items related to these variables in Table 4 below.

| Table 4. Digital Communication Variable |
|-----------------------------------------|
| item_1 | item_2 | item_3 | item_4 | item_5 | item_6 | item_7 | item_8 | item_9 | item_10 |
| N Valid | 155 | 155 | 155 | 155 | 155 | 155 | 155 | 155 | 155 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | 3.3032 | 2.4968 | 2.7355 | 3.5613 | 3.2645 | 2.9484 | 3.1935 | 3.2371 | 3.2516 | 2.6710 |

Based on the above table, it shows that the 3rd and 8th items are in the low category. The 3rd and 8th statements are "I learn more often with technology-mediated tools (e-books, internet, photographing books, etc.) than books" and "I prefer to buy things online (e-commerce) rather than offline (store)". This shows that this generation is not learning more digitally, as well as their shopping activities.

However, it was found that 8 other statement items indicate that the digital communication activities of Chinese millennial generation in Surakarta is in the high and very high categories. The highest rank is found on 4th item, which is "I get music online (Spotify, JOOX, etc.), not through music stores". Next in the second rank is 1st item, "I prefer reading news online (Line Today, online news portal, etc.) rather than through newspapers". In line with what was described in the Literature Review, Gasser and Palfrey initiated a pattern of millennial interaction that was different from the previous generation, including those who prefer to read blogs rather than newspapers and get music online. In listening to music and reading news, the Chinese millennial generation in Surakarta prefers to use digital technology. Both of these items are in a very high category and this shows a high level of digital millennial Chinese communication in Surakarta, especially regarding music and accessing news.
If you look at the generation's preference for the creative industry, it is found that the Video, Film, and Photography industry is ranked first, which is then followed by Music, Video Games, Fashion, and the other seven industries. But in practice, it was found that the Chinese millennial generation in Surakarta has also been practicing and carrying out activities regarding the creative industry that is their preference. The top ranking is occupied by the Video, Film, and Photography industry, which is then followed by the Music, Video Games, Design, and seven other industries. The results are in Figure 6 below.

Consistently the creative industry sectors such as Video, Film, and Photography, Music, and Video Games occupy the top 3 ranks, both as the creative industry preferences and practices that the Chinese millennial generation in Surakarta have been carrying out. This result is found to be consistent with the results regarding the digital communication of Chinese millennial generation, namely the high category of ‘music access’ that is ranked 1st and ‘watching online’ that is ranked 5th.
The ease of online access in getting music, videos, and films enlarges the opportunities of Chinese millennial generation as digital native to practice in those creative industries, where the results also found that 66.45% of Chinese millennial generation in Surakarta has been building the creative economy through their practices in carrying out activities related to the 14 creative industries described in Table 1 above.

As what has been described in the Literature Review section, Tapscott states that some of the norms of the millennial generation are freedom of choice and expression, as well as in innovating and collaborating. In the future, the Chinese millennial generation who are fluent in digital communication and use it to undertake many activities in this creative industry will collaborate with each other, innovate, and express themselves. The norms that are owned by this Chinese millennial generation will certainly make this generation contribute more in building the creative economy in Surakarta and it is not impossible that in the near future this will also happen on a national scale.

5. Conclusion
The results found that 66.45% of Chinese millennial generation in Surakarta has been a great help in building the creative economy. Consistently the creative industry sectors such as Video, Film, and Photography, Music, and Video Games occupy the top 3 ranks, both as the creative industry preferences and practices that the Chinese millennial generation in Surakarta have been carrying out. This result is found to be consistent with the results regarding the digital communication of Chinese millennial generation, namely the high access to access and watching online.

The results of this study ultimately become suggestions for institutions such as schools or companies to utilize digital communication in building the creative economy. Recommendation for further research is undertaking a research on different subjects, namely generation Z, which in the next few years will replace the position of millennial generation as the productive generation. In addition, research can also be conducted on other ethnic groups.

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