

Interactive Media Design for Education About the Strawberry Generation

Victoria Guitomo¹, Elisabeth Christine Yuwono², Vanessa Yusuf³

{e12200051@john.petra.ac.id¹, xine_y@petra.ac.id², vanessa@petra.ac.id³}

Petra Christian University, Siwalankerto Street No.121-131, Siwalankerto, Wonocolo, Surabaya, Indonesia^{1,2,3}

Abstract. Many of today's young generations have creative ideas but are easily destroyed, so they are called the Strawberry Generation. The name "strawberry" is used because this fruit looks beautiful in shape and color but is easily crushed. They easily feel stressed and anxious when facing a problem. This is caused by several internal and external factors. Internal factors are poor parenting patterns. External factors are the influence of social media which causes overthinking in today's young generation. The aim of the design is to educate and make the Strawberry Generation mentally strong. The research method used is qualitative. The data analysis methods used include Why Test, SWOT, and Marketing Mix 7P. The results of the design are packaging containing interactive comics and attractive and educational merchandise.

Keywords: Strawberry Generation, Parenting Patterns, Overthinking, Interactive Media.

1 Introduction

The young generation is the hope that brings change in the future [14]. These young people have lots of creative and innovative ideas. On the other hand, some of them are very vulnerable to feeling hopeless when facing a problem. This is a negative characteristic of today's young generation. The "spoiled" generation, which is currently called the Strawberry Generation, is a term for young people who have creative ideas but are easily destroyed [9].

The term Strawberry Generation emerged from Taiwan around the 1980s [17]. The name "strawberry" is used because the shape and color of this fruit are beautiful but are easily destroyed [9]. This fruit is described as characteristic of generation Z [7]. There are several reasons why today's young generation gives up easily. This is caused by several internal and external factors. Internal factors are poor parenting patterns [6]. External factors are the influence of social media which causes overthinking in today's young generation.

Many of the Strawberry Generation have a spoiled attitude, are easily disappointed, hurt, want instant things, and easily give up [9]. This is influenced by parents' unsupportive parenting patterns, such as providing too much comfort to their children and being excessively involved in solving tasks or problems faced by children [13]. The behavior of parents towards their children is described as strawberries grown in a greenhouse, given more attention than other

types of fruit. As a result, their children tend to give up easily and lack the motivation to face challenges in life.

The ease of self-diagnosis through information from the internet makes this generation easily anxious. This happens due to internal and external factors experienced by a person. Self-diagnosis is a personal assumption that he is experiencing a certain disease without involving experts. According to an Alvara Research Center survey with 1,529 respondents from all over Indonesia, generation Z feels more anxious than previous generations [5]. As many as 31.5% felt quite anxious, 21.3% were anxious, and 2.8% were very anxious, consisting of generation anxious consisting of generation Y respondents. As many as 40% felt quite anxious, 23.3% were anxious, and 5% were very anxious consisting of generation Z respondents.

What's more, anxiety triggers overthinking in this young generation. Overthinking experienced by the Strawberry Generation often occurs because they compare themselves with the lives of other people on social media [12]. They also tend to overthink due to academic pressure, social relationship dynamics, and other factors. All of this is a significant negative factor in their mindset. This generation often uses the term "healing" as a form of escape from the problems they face, even though healing is actually a healing process [11]. This is misunderstood as a form of self-reward or self-reward. However, self-reward actually becomes a consumer lifestyle, even though there are positive ways, such as listening to music, spending quality time with those closest to you, and so on.

Apart from its negative aspects, the Strawberry Generation also has positive sides that should be appreciated [9]. They are very creative with unique and innovative ideas. Able to critically relate information to better understand a situation. Apart from that, they easily adapt to technology because they have been familiar with technological developments since childhood [4]. They also have the courage to voice their opinion if they feel something does not match their views [1].

The Strawberry Generation is often considered a creative but fragile generation. There are several steps you can take to become a stronger Strawberry Generation. Dare to get out of your comfort zone and have a growth mindset [9]. Apart from that, having a strong personality to face life's challenges is also important [9]. Process is the key in life's journey, where every learning and challenge is necessary to achieve success.

The result of this design is packaging containing interactive comics and merchandise that is interesting and educational for today's young generation to understand about the Strawberry Generation in order to become stronger individuals. This media will contain the origins of the emergence of the Strawberry Generation, the characteristics of today's young people, and tips for becoming a stronger Strawberry Generation. The art style used in this interactive media is a vector art style which uses colors with cute, fun and cheerful characteristics so that consumers can feel motivated to become the Strawberry Generation with a strong mentality.

2 Research Methods

The data collection method used was interviews and online questionnaires with the target audience aged 18-25 years to find out the problems they often experience. Literature study through a book entitled "Strawberry Generation" by Prof. Rhenald Kasali, Ph.D. Apart from that, literature studies were also carried out through online newspapers, online journals and online articles that related to the topic of the Strawberry Generation. Documentation was carried out to look for visual references in designing this interactive media.

The research method is qualitative using the Why Test, SWOT and Marketing Mix 7P methods. Why Test is used to look for problems that are often experienced by generation Z. The aim is to find insight and the right solutions to overcome these problems. SWOT (Strength, Weakness, Opportunity, Threats) is used to determine the internal and external factors used to produce visual communication strategies in designing this media. Marketing Mix 7P (Product, Price, Place, Process, Promotion, People, Physical Evidence) is a strategy used to produce marketing strategies for designing interactive media. The focus of this design is to create packaging containing interactive comics and merchandise that is attractive and educational for the Strawberry Generation so that they have a strong mentality.

3 Results and Discussion

3.1 Strawberry Generation

The Strawberry Generation is a term that describes the young generation who are full of creative ideas but are easily destroyed [9]. This term first appeared in Taiwan around the 1980s as the "Strawberry Generation" [17]. The name "strawberry" is used because this fruit has a beautiful and exotic appearance, but is fragile and easily crushed if subjected to slight pressure [9]. This analogy describes the characteristics of generation Z [7].

The Strawberry Generation has a spoiled attitude, is easily disappointed, easily hurt, wants instant results, and tends to give up easily [9]. They express their disappointment by uploading things they are worried about as statuses on social media. However, behind these negative aspects, this generation also has positive sides that should be appreciated. They have creative ideas. Their ability to relate information critically to understand something is very good. In addition, because they have grown up in an era where technology is developing rapidly since childhood, they are able to quickly adapt to ever-advancing technology [4]. They also have the courage to voice their opinion if they feel something does not match their thinking [1].

3.2 Parenting Patterns in the Strawberry Generation

Parental parenting styles have a big influence on the formation of the Strawberry Generation. The more established economic conditions of the previous generation mean that parents have greater power over their children. This young generation grows up in a more economically prosperous environment. Parents' treatment of their children is likened to caring for strawberries in a greenhouse, giving them more attention than other types of fruit [13], thus forming a generation called the Strawberry Generation.

(1) Authoritarian is an authoritarian parenting style [18]. Children are considered as objects who must follow what their parents tell them to do, without considering the child's capabilities. Communication tends to be one-way, even though two-way communication is important in educating children. (2) Permissive is a parenting style in which parents tend to fulfill their child's every wish [18]. Because parents are busy, they tend not to forbid or punish their children. This can cause children to become spoiled, want instant results, and be easily disappointed if they don't get what they want. (3) Uninvolved is a parenting style in which parents are not actively involved in their children's lives [18]. Lack of guidance and attention from parents can cause problems in a child's personality and behavior. (4) Helicopter parenting is a parenting style that is too controlling, supervising and making decisions on all matters

related to the child [15]. The goal is to protect children from danger and failure. However, this can make children less able to face challenges, which is actually needed for the formation of a strong mentality and the ability to get out of the comfort zone.

(5) Authoritative is a parenting style that has good competence and knowledge of its children [18]. Parents give responsibility and trust to their children. There is good 2-way communication between parents and children. In addition, parents set boundaries, rules and consequences but still pay attention to their children's feelings.

3.3 Relationship between Self-diagnosis, Overthinking, and Self-reward

In the current era of technological progress, access to information is so easy. However, unfortunately, the veracity of information available on the internet is not always guaranteed, causing many people to believe in information that is actually inaccurate. Self-diagnosis, which is an individual's search and understanding via the internet without expert consultation . . . According to a webinar with resource person Dimas Setiawan Santoso., M.Psi., Psychologist, this can be triggered by internal and external factors. Internal factors include the desire to confirm the condition without direct consultation, unpreparedness to seek professional help, and fear of stigma related to the problem at hand. Meanwhile external factors involve exposure to stories of other people's psychological problems on social media [19].

Self-diagnosis often causes overthinking in the younger generation. Overthinking, which is excessive thinking, can cause feelings of anxiety or restlessness [16]. The Strawberry Generation also tends to compare themselves with other people's lives on social media [12]. This can create additional stress when seeing other people's achievements throughout their lives, while they themselves have not experienced anything similar. Academic burdens, worries about the future, difficulties in socializing, and a feeling of reluctance to leave the comfort zone are also triggers for overthinking in young people.

As a result, many of them become vulnerable to stress and despair, creating a need for 'healing'. However, healing is actually an inner healing process [10]. This is often misinterpreted as a form of self-appreciation or self-reward. This self-reward sometimes becomes a consumptive or flexing habit [10]. It should be replaced by doing positive activities, such as listening to music, spending quality time with those closest to you, and so on [11].

3.4 Strategy to Become a Resilient Strawberry Generation

Growth mindset is a mindset that is ready to adapt and change [3]. Individuals with this mindset tend to face challenges with courage and sincerity. They see failure as an opportunity to learn and grow [9]. Criticism is accepted as a means to continue growing without giving up quickly. More than that, they value superior people as a source of inspiration. It is important for the Strawberry Generation to adopt a growth mindset because most of them tend to have a fixed mindset, which tends to be static [3]. This mindset makes them prone to giving up, avoiding challenges, lacking motivation to learn new things, sensitive to criticism, and viewing other people's success as a threat.

Resilience is the ability to face difficult challenges [2]. It involves resilience and determination in facing everything in life. (1) Find interests that match your personal interests. Although finding suitable interests can be difficult and requires repeated attempts, it is important for better job satisfaction. (2) Success often involves hard work and diligent practice. Focus on

the process and opportunities to improve deficiencies rather than the end result. (3) Make goals that are important both for yourself and others. Focusing on this goal will require readiness to face challenges. Taking inspiration from role models can help in realizing these goals. (4) Hope is the belief that tomorrow will be better. An optimistic mindset and strong determination play an important role in facing obstacles. Younger generations often tend to give up and look for the easy way, but it's important to remember that proficiency doesn't come from doing easy things over and over again.

Micro-Resilience is the ability to return to its original form after experiencing stress, change, or trials [8]. The main focus is dealing with stress and challenges in life. (1) Refocusing your mind on unexpected situations is key. The ability to think critically and prioritize by making a to-do list or checklist is very useful. It helps face challenges, encourages hope for the future, and sets goals. (2) Reset emotional alarms when facing important stress. Increasing the ability to overcome challenges can be done through relaxation techniques, aromatherapy, or listening to favorite music. This is not aimed at eliminating emotions, but to maintain balance and avoid losing control in stressful situations. (3) Changing your attitude to a positive one requires effort. Keeping inspiring things, such as photos or favorite songs, as well as placing enjoyable objects in your work space, helps turn negative thoughts into positive ones and builds mental resilience. (4) Refresh your body by drinking water to help refresh your body. Water helps concentration and studying. Blood sugar balance is also important for self-control. The ability to control oneself helps in decisions and self-discipline. (5) Renewing the spirit by increasing the courage to face unexpected situations is the main goal. Looking for meaning and value in life and making notes about what motivates you can help maintain enthusiasm and motivation.

3.5 Why Test

From the results of questionnaires and interviews that have been conducted, the majority of young people tend to feel like they give up easily due to overthinking, which is triggered by excessive anxiety. Apart from that, they also face problems such as heavy academic loads, difficulties in social interactions, and worries about the future. The solution that many of them choose is to talk to family and friends as a way to overcome the problem. From this, it can be concluded that young people like to share experiences and stories with the people around them.

Based on these findings, it is proposed to create interactive media such as packaging, interactive comics, keychains, t-shirts, totebags, enamel pins and stickers that attract their attention. It aims to create products that appeal to them by finding what they like and are interested in as a way to deal with stress. Young people's self-rewarding habits by purchasing goods can be directed to interactive media that is educational and interesting. In this way, they are expected to be able to strengthen their mentality and not give up easily in facing challenges

3.6 SWOT (Strength, Weakness, Opportunity, Threats)

The following is a SWOT table for designing this interactive media. This method is used to look for internal factors consisting of strengths and weaknesses and external factors consisting of opportunities and threats. The aim is to help and develop visual communication strategies in designing this media.

Table 1. SWOT for Interactive Media Design

Elements	Information
Strength	Raising a theme about social issues. Cute and friendly character design. Do promotions.
Weakness	Limited product variants. New products are known to the public.
Opportunities	Consumers like cute product designs. Product purchases increase through promotions.
Threats	Competition with competitors.

3.7 Marketing Mix 7P

The following is the 7P Marketing Mix table for designing this interactive media. This method is product, price, place, process, promotion, people, and physical evidence. Each aspect of the 7Ps is interconnected with one another. The aim is to find out marketing strategies for interactive media about the Strawberry Generation.

Table 2. Marketing Mix 7P for Interactive Media Design

Elements	Information
Products	Raising a theme about social issues. Cute and friendly character design. Various product variants (packaging, interactive comics, shirts, tote bags, key chains, enamel pins, stickers).
Price	IDR 40,000 – IDR 200,000.
Place	Online stores: Instagram, Shopee, TikTok.
Process	Product purchases can be made via e-commerce.
Promotion	Promotion is carried out via social media. Promotion is carried out using conventional media, such as brochures.
People	Product manufacturing is done personally because it is still a start-up business.

Physical Evidence	The product has attractive packaging and has strawberry visualization.
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3.8 Design Recommendations

From the results of the Why Test research, young people talk to family and friends as a way to overcome the problems they experience. Therefore, interactive media is created that can invite the target audience to interact with the media. The results of this SWOT research can help in planning visual communication strategies for this media. Apart from that, the results of the Marketing Mix 7P research can help in creating marketing strategies regarding the interactive media of the Strawberry Generation.

The designs created will be in the form of packaging, interactive comics and merchandise (t-shirts, tote bags, key chains, enamel pins and stickers). Packaging created as a storage place for interactive comics and merchandise. The interactive comic will be in the form called “never ending card”, which is a form of card that can be turned over continuously without having a final page. The reason for choosing these media is because from the results of the research conducted, these media are becoming a trend among young people aged 18-25 years. The character visualization is inspired by strawberries. The visual style uses vector art style. Vector artwork has freedom of resolution so it won't break if used at various sizes. The impression of this media will be made cute, fun and cheerful so that the younger generation is motivated to become the Strawberry Generation who has a strong personality.

4 Conclusion

The younger generation aged 18-25 years have difficulty handling challenges and tend to give up quickly. They are called the "Strawberry Generation" because they have creative ideas but are vulnerable to destruction. The causal factors can come from inappropriate parenting patterns, such as overly protective treatment and too much parental intervention in solving children's problems. Apart from that, stress, difficulty in social interaction, and the tendency to overthink are the three main problems faced by generation Z. To overcome this problem, media is needed that can strengthen the mentality of the Strawberry Generation. Recommendations for designing this media include packaging containing interactive comics and merchandise that is attractive and educational for the younger generation aged 18-25 years. This can be seen from media design that is adapted to media trends that are popular with today's young generation. Apart from that, this media aims to strengthen the mentality of the younger generation in facing challenges and problems in life. In the future, interactive media designs and social media will be created. Also this interactive media will be test on the target audience.

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