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OH LENDU YOUTH!

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ABSTRACT:

Every generation faces a number of challenges, but it can sometimes be difficult for one generation to relate to another. Furthermore, figuring out the problems and anxieties of young people in 2023 is a minefield unlike any other. Parents may want to understand and support their child, but it can be tough to figure out where to start. A survey was taken to find out how students in Kampus Alor Gajah, UiTM Cawangan Melaka, live on campus. The results suggested that a large number of respondents believed social media allowed them to discover different points of view and express their support in a positive way. An official Oh Lendu Youth! Instagram account was created to give young people a safe place to discuss issues and share ideas.

Keywords: youths, social media, knowledge-sharing platform, emotional well-being

1. INTRODUCTION

There has been a lot of research done on the impact of digital communication tools like social media and cell phones on young people's wellbeing and mental health. The fear of missing out, problematic Internet, social media, and mobile use are only a few of the negative impressions of technology use that have been measured by a number of tools. On the other hand, users' positive benefits of digital communication on users' well-being employ ideas like self-esteem, self-affirmation, and most often, social capital and support (Rosič et al., 2022). Although these factors can be viewed as indications of perceived positive technology use, they do not directly or thoroughly measure felt positive digital communication. Young people typically handle their suffering on their own by discovering ways to cope with it (Lagerløv et al., 2016). This includes doing things like lying down, ignoring the agony, and rubbing the painful location. On social media, youth are exposed directly to positive bias. As a result, some people experience pressure to portray their lifestyles in a way that is socially acceptable (positive). Three primary categories of positively biased information uploaded by teenagers on social media; appealing appearance, a full and exciting social life, and (professional) achievements (Schreurs et al., 2022). These contents are not always true, particularly when young people routinely upload biased positive content. The first step in change and creation is to envision the new or enhanced thing. Since young people's environment has a huge impact on their development and contribution (Qamar, 2023), we need to start by creating communities in which a person's identity and potential can develop freely and to the fullest. The next step is to make sure that this concept doesn't become buried in our minds. We must communicate our vision, understand the visions of others, and then consider how we could work together.

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1.1 Project Objective/Purpose

This project aims to help the youths of UiTM Kampus Alor Gajah expressing their problems and discussing issues, at the same time connecting them through sharing ideas, struggles, and interests or hobbies to encourage them to be more open to one another in a positive environment/platform.

It is believed by doing so, these youths will have encouragement and engagement within the campus community to become informed, caring and respectful individuals. Such positivity will be inculcated via proper environment/platform and guidance.

1.2 Entrepreneurial Opportunities

Oh Lendu Youth! is an account page to inspire and educate people. However, this account also has the potential to generate income. A set of stickers were originally designed for Oh Lendu Youth! and has been sold on the platform (as a sign of support shown by the followers of the channel). There are 4 stickers in a set which can be purchased with only RM5. The first batch was sold in 3 days and there was a huge amount of request for the stickers to be restocked. Oh Lendu Youth! has gained 107 followers so far and has potential to grow more.

2. METHODOLOGY

There were some phases for this project to went through in order to reach the end product. A survey was conducted to get feedback from the students regarding their interested topics to learn and media content preferred before the creation of the page. 43 respondents have answered the survey coming from different faculties and programs.
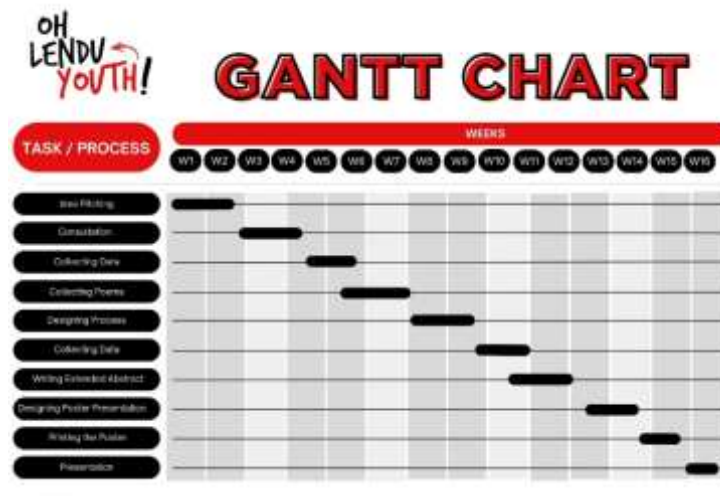
Figure 1: Gantt Chart

The data collected was analysed and tabulated for 2 weeks once the project objectives were finalised. However, the initial concept of the channel didn't get the recognition by the crowd. Thus, a few amendments were made before proceeding to the next step.

Next, proceeding with the new concept in creating Oh Lendu Youth! started by listing out all the contents to be posted on the page. Online interviews were conducted among students around the campus who might be interested to discuss on any given topic to initiate contents for the channel.

All the respondents' answers were collected and converted into a slide of pictures for the Instagram page and were edited on Canva (a free-to-use online graphic design tool). Finally, the

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interview responses were posted on the official page Oh Lendu Youth! A content has at least 1 until 4 interviewees sharing their point of view and opinions regarding a topic.

3. RESULTS AND DISCUSSION

3.1 Feedback from individuals with different background

A google form was created to collect feedback from the students on the creation of Oh Lendu Youth! page on the platform Instagram.
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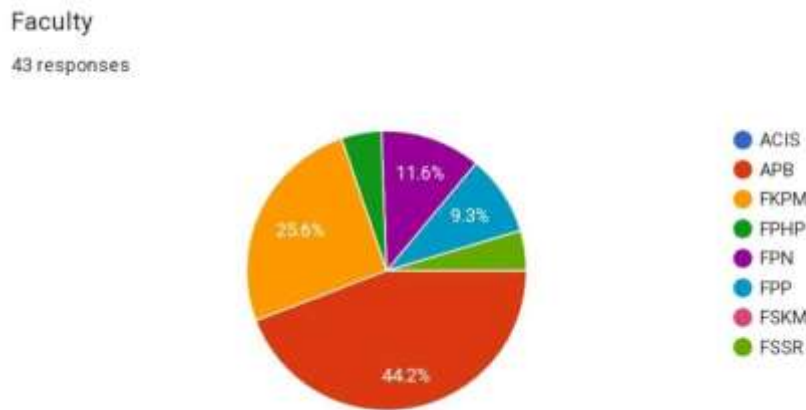
Figure 2: Faculties

The majority of the respondents are students from Akademi Pengajian Bahasa (APB) with 44.2% followed by School of Communication Media (FKPM) 25.6%, Faculty of Accountancy (FPN) 11.6% and other faculties which made up the rest of the percentages. This is probably because the form link was mostly shared to students from APB.
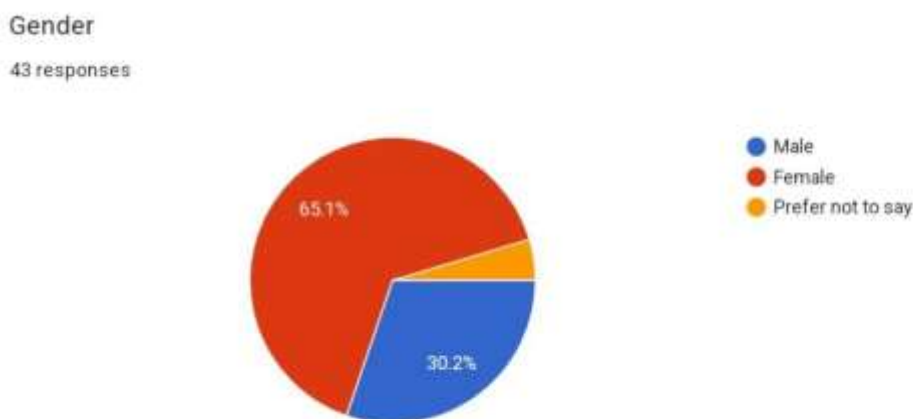
Figure 3: Gender

There are 43 respondents who have answered the survey, the majority of the respondents are females with 65.1% while the rest are males with 30.2%.

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3.2 Responses of creating the Oh Lendu Youth! page

What types of social media content do you prefer?

43 responses

Content	Responses
Educational	25 (58.1%)
Inspirational	28 (65.1%)
Interactive	21 (48.8%)
Connecting	19 (44.2%)
Promotional	3 (7%)
Newsworthy	8 (18.6%)
Entertaining	39 (90.7%)
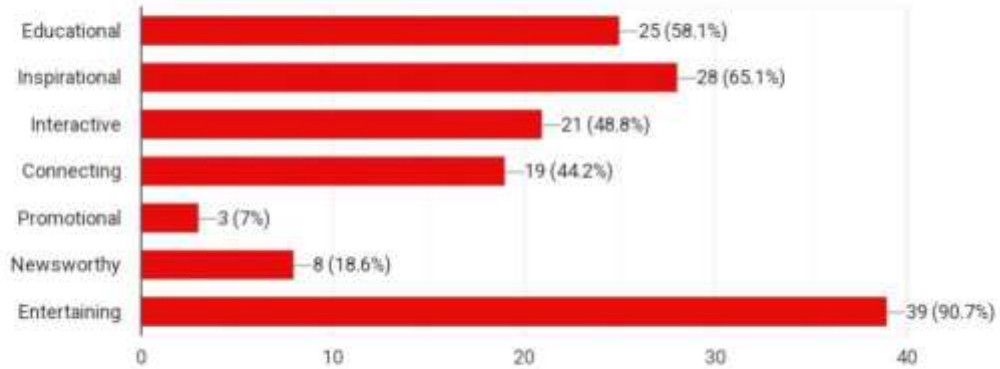
Figure 4: Preferred media

Based on the bar chart above, majority of the respondents (90.7%) prefer entertaining content to be posted on the Oh Lendu Youth! page. We believe this is because entertainment seems to be the main reason why young people/youths are on social media.

What social issues are you interested to learn about?

43 responses

Issue	Responses
Sexual harassment	19 (44.2%)
Gender inequality	17 (39.5%)
Mental issues	38 (88.4%)
Classroom racism/racism in ge...	16 (37.2%)
Drugs and alcohol abuse	9 (20.9%)
Unplanned pregnancy	7 (16.3%)
Self-esteem and body image	24 (55.8%)
Negative peer pressure	17 (39.5%)
Bullying	16 (37.2%)
Climate change	10 (23.3%)
Sexuality and gender identity qu...	10 (23.3%)
Everything regarding social issu...	1 (2.3%)
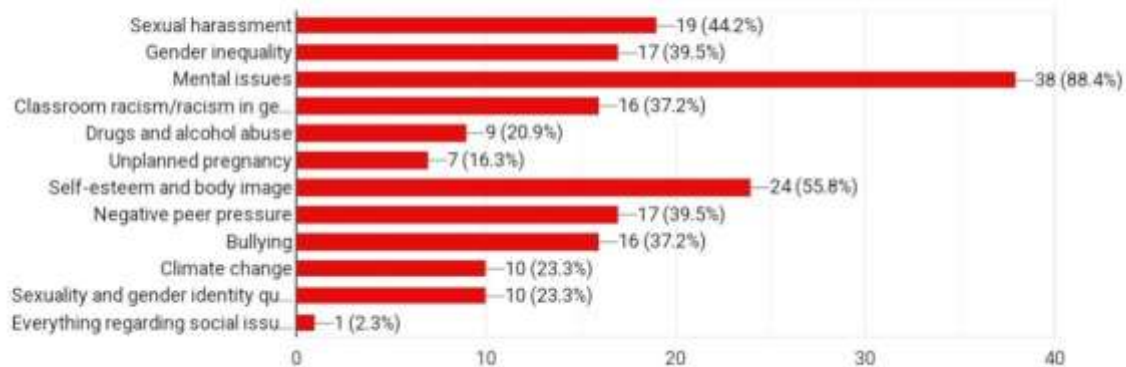
Figure 5: Interests

Next, there are 38 respondents (88.4%) who are interested in learning more about mental health issues. From these responses, it shows that Oh Lendu Youth! Has become a preferred channel for UiTM Alor Gajah students. We can conclude that young people are interested to be informed about mental health, because of the misconceptions and stigma surrounding mental health issues, people often suffer in silence.

3.3 Responses to the interview topic

Online interviews were conducted with almost 14 students from UiTM Alor Gajah, who are willing to share their point of views and share their experiences towards the given topic. The pictures below are 3 of the selected contents of those who have been interviewed.

OH LENDU YOUTH!

HAVE YOU EVER BEEN BULLIED?

"Yes, yes I was. I wanted to block this out from my memories forever but I have reached a place in my life where I also do not want to forget it entirely. This is because it helped shape who I am today and my resilience in life.

When I was a child, I was bullied a lot by a group of boys in my school. They found it very funny to pull my hair, slap me, yell at me, call me names you know children stuff.

I remember during my childhood years when I'd come home from school, I'd just stay in my room lost in deep thought. I'd question the universe what I had done to deserve any of this treatment, and I wanted to seek peace. Unfortunately, peace didn't come to me during those years. Perhaps it was yet another lesson that some of us have to go through or a stroke of bad luck.

I have to fight every single day of my life to try to build the self-esteem that I never was taught to even have and to never endure such abuse ever again."

Syafiq Rosli

Figure 6: Interview response 1

For the first content, a topic on bullying was given to the interviewee. He was a former student's council who was bullied during his high school years. We can conclude that bullying can happen to anyone and may result how a person can be affected by it throughout his or her life.

Next, the interview was conducted with one of the APB students on a topic about the definition of kindness. The response was very general explaining his point of view that kindness is not just being kind to others, instead by being yourself allowing people to get to see the positive impact that you could give is also considered as kindness.

OH LENDU YOUTH!

WHAT IS KINDNESS TO YOU?

"I think that kindness is being yourself to another person. Simply opening up the good and positive aspect of yourself. Act with the best intention and you will be regarded as a kind person. Just one thing to take note of is that you need to have a degree of social aptitude. That is, manners, cultural sensitivity and empathy to be "kind" in all situations."

Ihan Nazmi

Figure 7: Interview response 2

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Figure 8: Interview response 3

The third response is by a fine art student who was also a former student's council and she agreed to share her opinion regarding self-love topic. The interview was conducted spontaneously because she has been following Oh Lendu Youth! page on Instagram since the first day it was created, she offered to share her opinion on this topic which she finds highly relatable to her as a student. Based on the response, youths can learn that self-love is not just as simply loving yourself, it takes a lot of struggles and challenges to reach the highest point. It is the same like a baby learning how to walk metaphorically which it is not as easy as we thought.

4. CONCLUSION

In conclusion, Oh Lendu Youth! is providing a platform for the youth to discuss current issues that we are currently facing. According to Zolopa et al. (2021), lots of youths were reported to experience mental health issues during the pandemic. Sadly, majority of them do not have someone that they can talk to and do not know how to seek help. Other than that, young people can learn and appreciate different perspectives and worldviews to better understand the environment around them and build knowledge on a range topic. With so many ideas shared they can discover areas of interests and use this platform as an educational facility.

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