





SELF-MOTIVATION BOOST THROUGH SOCIAL MEDIA APPS: A GEN-Z NECESSITY

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Gearing up to Industrial Revolution 5.0, the Generation-Z is depending even more on online media with the most utilized social media applications such as TikTok, Instagram, Twitter and the newly in; Threads is no exception. The expeditious advancement of Industrial Revolution 4.0 that was centralized around digitalization has shown a high reliance of the general society towards the internet, mainly the social media applications that were utilized for various life purposes. It eventually changed how we live, work, and communicate. Not only that, it changed the things that we value and the way we value them.

Having said that, possessing positive self-motivation is one of the valuable things a person can have. However, with daily news that is filled with Gen-Z experiencing mental health related issues which is quite alarming has strengthened the idea of the need in boosting their self-motivation through an approach that is much closer to them that is the social media application itself.

Despite the prevalent controversial issues on social media that we could not run away from, there are also indications that social media provides access to supportive mental health resources for youngsters. Gen-Z are more inclined to utilize digital wellness apps rather than other older generations as well as utilizing social media apps as a medium

for self-expression that could benefit their mental health. Emotional support in the form of social media postings could be something helpful and crucial towards increasing self-motivation among Gen-Z.

Motivation is indeed among the underlying components that stimulate individuals to perform tasks in everyday life. However, motivation itself is not stagnant and dynamically changing. A highly self-motivated individual fulfills certain actions enthusiastically. Therefore, in an approach to help boost self-motivation among Gen-Z, social media apps could be one of the tools to empower self-motivation through inspirational accounts and contents whether uploaded as a video on TikTok, Instagram story or postings, and/or text-based posts shared on Twitter or Threads.

Social media application could be a source to inspire certain attitudes or activities that could improve their lives such as increasing physical activity, exploring creativity and skills, and to be specifically motivated in dealing with certain aspects of life. This is because different individuals have different needs at different times in their personal lives that need to be fulfilled. Hence, a boost in self-motivation is definitely a necessity for Gen-Z which could be widely conducted through social media applications; a much closer approach to them.