

THE EFFECT OF EMOTIONAL INTELLIGENCE ON ASSERTIVE BEHAVIOR OF THE MILLENNIAL GENERATION IN THE DIGITAL ERA

Alvia Rizqillah¹, Bella Febria Nawa Dwinanda² & Fajria Nurkusuma³
viaazvisa@gmail.com¹, bellafebriabella@gmail.com², fajrianurkusuma@gmail.com³
Program Study Masters Psychology Professional (PSMPP)
University Persada Indonesia YAI Jakarta, INDONESIA

ABSTRACT

The millennial generation is known to have a broad view and realistic attitude in dealing with a problem and quite appreciate a difference. One of the attitudes needed is assertive behavior. Assertive behavior must be possessed by every individual which can help the individual communicate with the surrounding environment. This study aims to determine assertive behavior in the millennial generation which is influenced by emotional intelligence, which is currently supported by technology that is developing quite rapidly so that the speed of obtaining information obtained is very fast, and this can be seen how the response, especially the millennial generation at this time, is. . Participants in this study amounted to 300 people with a range of birth years 1990-2000. This research uses quantitative data collection method with quota sampling technique. The hypothesis test in this study used the Pearson product moment correlation technique with the statistical measuring instrument SPSS version 21.0 and the correlation coefficient was 0.000 ($p < 0.05$). So the hypothesis test in this study is accepted, where the results show that there is a very significant positive influence between emotional intelligence on assertive behavior in the millennial generation, where the higher the emotional intelligence the higher the assertive behavior.

Keywords: Emotional Intelligence, Assertive Behavior, Millennial Generation.

PRELIMINARY

The development of the world continues to progress rapidly, now we have entered the digital era where technology is a part of our lives both in the fields of work, education, especially in the business field. We can see this phenomenon with the increasing number of information media and digital-based services around us. Call it Google, Facebook, Youtube, Instagram, messenger services such as Whatsapp to service application services such as Gojek, Grab, Halodoc, Ruang Guru and many more, all of which use the Internet connectivity network almost every day (Chataja, 2021). When discussing internet connectivity and the digital era, these 2 components cannot be separated from the lives of the millennial generation.

In Indonesia, based on records from the Indonesian Central Statistics Agency or BPS (2020) the population census in 2020, the total Indonesian millennial population stands at 64.50 million people, of which 25.56% are in the 19-24 year age group, 3.38% are 25-30 years age group, the rest are under 19 years old group. BPS data also states that around 88.77% of Indonesian youth have gadgets and 94.55% of youths use gadgets for various purposes. The calculation of ownership and use of gadgets is in the 24--20 year age group. And the total internet usage in the last 3 months in 2020 reached 85.62%. So it is not surprising that the

millennial generation is very attached and closely related to the digital era, because the millennial generation grows and develops along with the rapidly developing technology.

When it comes to the millennial generation, there is an attraction of its own in today's digital era. Where, the general public has the view that the millennial generation is a gadget literate generation because they master various digital technologies that exist today. The millennial generation can access various information, share information and find information about various things quickly and easily using their digital technology so that it can be said that the millennial generation has a fairly broad reach and insight. Not only discussing how millennials use their digital technology, but also the current digital era also discusses a lot about attitudes, styles, fashion and the way of life of the millennial generation.

The millennial generation itself has many views today, for example, according to a psychology lecturer at Mercu Buana University, revealing that technological developments are not only changing human lifestyles but also changing human behavior, including the behavior of young people, the younger generation or the millennial generation, especially Indonesia, today slowly starting to leave the character of his nation and even assessing the character of the younger generation today is very dependent on trends circulating through digital, including social media. Then there is another opinion, namely from Walidah's research (2017), revealing that the millennial generation who are internet users in general are less able to sort out information. Nowadays, there seems to be a tendency for internet users to overlook moral and ethical values in communicating and disseminating information on social media. And there is also an opinion from Anang's research (2016), which explains that the impact of current technology among millennials is among them. The positive impact is that it gives them the convenience of interacting, finding information more easily. And the negative impact is that it makes selfish, instantaneous behavior and interactions with the environment quite bad.

Meanwhile, the theory discussed by Lancaster and Stillman (in Putra, 2016) is that the millennial generation has a realistic attitude, has a very broad view, which is shown by highly appreciating differences, prefers to cooperate rather than receive orders, and is very pragmatic when solving problems. In addition, the millennial generation also has a high sense of optimism, focuses on achievement, is confident, believes in moral and social values, appreciates diversity. In addition, Pyöriä, et al (2017) say that generally the millennial generation is more educated than the previous generation, very competent users of information and communication technology, and accustomed to the world of social media. Another thing added by Suryadi (2015) in his research is that the millennial generation is open to new things and always wants to be different from the others. They really use their creativity to create something new.

Who is the millennial generation? Based on Howe & Strauss (in Putra, 2016) explains that the millennial generation or generation Y refers to people born in the early 1980s to early 2000s. Then there is also Zemke, et al (2013) in a book entitled "Generation at Work" said that the millennial generation is aimed at people with a birth range between 1980-2000. Based on the expert opinion above, the millennial generation are those whose birth range ranges from 1980-2000, where the millennial generation is an individual who is confident, independent, goal-oriented, competent in the use of technology, especially in the digital era which is currently booming.

In the digital era like today, many individuals want their opinions, aspirations, creative ideas that many parties want to understand and listen to. However, in its delivery it requires

communication skills that must be possessed by millennial generations. In conveying what we think, what we feel, what we want to express, it is better to convey it appropriately with one of the assertive behaviors. Where assertive behavior itself is defined as the individual's ability to express thoughts and feelings openly and can enforce individual rights in a good way without violating the rights of others (Dewi, 2017). This is in line with the opinion of Lange, et al (in Anastacio, 2016), who consider assertive behavior as a defense of personal rights and the direct, honest and appropriate expression of thoughts, feelings and beliefs, to respect the rights of others. In addition, Pfafman (2017) states that assertiveness is a matter that involves appropriate expressions such as ideas, feelings, and boundaries by respecting the rights of other individuals, maintaining a positive influence on the recipient, and considering the potential consequences of those expressions. It includes both positive and negative expression and strives to achieve personal and instrumental goals. The problem that often arises is when a person tends not to fortify himself with assertive behavior when communicating, the high or low level of assertive behavior possessed by the individual himself can be influenced by several factors, one of which is emotional intelligence. Koolae (2016) states emotional intelligence as an effective method that can help in increasing assertive behavior. So the presence of emotional intelligence helps recognize and manage emotions (stress, aggression, and so on) and use them in interpersonal relationships.

Serrat (2017) states that emotional intelligence describes the ability, capacity, skill, or self-perceived ability to identify, assess, and manage emotions in oneself, others, and groups. People who have a high level of emotional intelligence know themselves very well and are also able to feel the emotions of others, and they are friendly, resilient, and optimistic. While Goleman (1995) states that women who are emotionally intelligent, tend to be assertive and express their feelings directly, and feel positive about themselves, life has meaning for them. Like men, they are friendly and gregarious, and express their feelings appropriately, they adapt well to stress. Their social calm allows them to easily reach new people, they are comfortable enough with themselves to be funny, spontaneous and open to sensual experiences.

Based on the description above, it can be concluded that emotional intelligence can affect assertive behavior owned by individuals in determining and controlling the actions they will take, especially the actions that will be carried out by the millennial generation. Therefore, researchers will conduct research on the influence of emotional intelligence on the assertive behavior of the millennial generation in the digital era.

METHOD

This research is included in non-experimental quantitative research with a causal method. Consists of 2 variables, emotional intelligence (independent variable) and assertive behavior (dependent variable). Taking the number of samples in this study using a non-probability sampling method with sampling with the quota method. According to Sugiyono (2001), quota sampling is a technique to determine a sample from a population that has certain characteristics to the desired number (quota). In this technique the population is not taken into account but is classified into several groups.

In this study, the researchers determined the population of the research group based on the year of birth of the millennial generation, with the birth rate range being the sample of the study from 1990 to 2000 births. 30 years. The number of sampling quotas set is 300 people with a percentage of 30% in the 25-30 year age group, 70% in the 20-24 year age group.

RESULTS

Based on the results of statistical tests, it was obtained that the validity and reliability tests for the emotional intelligence variable were six times round and obtained a Cronbach Alpha value of 0.884 with 19 valid items, and a reliability value of 0.889. Then for the assertive behavior variable, the validity and reliability were tested four times with 19 valid items and obtained a Cronbach Alpha value of 0.819 and a reliability value of 0.826. Based on the results of the Kolmogorov-Smirnov test, it shows that both variables are normally distributed, in which emotional intelligence gets the Asymp value. Sig. 0.456 and the assertive behavior variable obtained the Asymp value. Sig. 0.531.

In addition, a regression test was also conducted between emotional intelligence and assertive behavior, obtained a significance value of $0.00 < 0.05$, which means that emotional intelligence has an influence on assertive behavior in the millennial generation. In other words, the hypothesis in this study is accepted. In this study, emotional intelligence accounted for 18.8% of the influence on assertive behavior and the rest was influenced by other factors outside of this study. Furthermore, the results of the categorization test show that the 20-24 year age group gets a percentage of 60.7% and the 25-30 year age group gets a 39.3% percentage, it can be said that the 20-24 year age group has a higher assertive behavior than the 25-30 years old. The results are attached in table 1 below:

Table 1. Overview of Age Range

Age Range	Amount	Percentage (%)
20-24 year	182	60,7
25-30 year	118	39,3
Total	300	100

DISCUSSION

This study aims to determine the effect of emotional intelligence on assertive behavior in the millennial generation. Based on the results of this study, it shows that emotional intelligence affects assertive behavior. The significance value of the regression test results shows that $(p) = 0.000$ or $p < 0.05$, meaning that the hypothesis in this study is accepted. In this case it can be said that the two variables have a positive relationship. In other words, there is an influence of emotional intelligence on assertive behavior in the millennial generation in the digital era. Thus, it can be explained that the millennial generation who has high emotional intelligence will be able to recognize their own emotions and those of others, be able to control emotions well, be able to motivate themselves, be sensitive to the environment and be able to build social relationships with others so that they will show positive behavior able to respect the opinions of others around him, able to give and convey feelings more openly and express them appropriately and communicate appropriately. However, if the emotional intelligence of the millennial generation is low, it will be difficult to recognize the emotions of self and others, unable to manage emotions properly, less able to motivate themselves and do not care about others so that the behavior that appears becomes negative. Where the behavior is less able to respect the opinions of others around him, unable to give and convey feelings appropriately and unable to express them properly and have difficulty communicating appropriately.

This is in line with research conducted by Widyaningrum (2013) which shows that emotional intelligence affects assertive behavior in late adolescence. In addition, Wardhani, et al (2020),

in their research show that emotional intelligence has an influence on assertive behavior in Javanese ethnicity. And research from Mahadewi and Fridari (2019) explains that emotional intelligence plays a role in increasing assertive behavior, where emotional intelligence can help individuals to manage emotions well in themselves and when dealing with other people. So that the behavior that appears to be positive in interacting with other people. Emotional intelligence in this study contributed 18.8% to assertive behavior in the millennial generation, because 81.2% was influenced by factors not studied. Rathus and Nevid (1983) suggested the factors that influence assertive behavior, including gender, self-esteem, and culture. It was discussed in Mahadewi and Fridari's research (2019) that self-esteem and emotional intelligence together play a role in increasing assertive behavior in Udayana University students.

The results of the categorization test in this study show that the millennial generation in the 20-24 age group is higher than the 25-30 age group, it can be said that the age factor affects aggressive behavior in individuals, this is in line with the opinion of Rathus and Nevid (1983), the The first influencing assertive behavior is age, assertive behavior is a characteristic that develops in early adulthood. In early adulthood, individuals, namely students, are in a glorious period in their cognitive phase. Individuals begin to develop more diverse thinking than dualistic thinking. Therefore, it can be said that younger individuals are more assertive than older individuals.

CONCLUSION

The results of this study indicate that the research hypothesis is accepted. The results of the data processing show a significant value of $0.00 < 0.05$, this means that there is a positive influence between emotional intelligence on assertive behavior in the millennial generation. So it can be said that the higher the emotional intelligence, the higher the assertive behavior. The contribution of emotional intelligence affects assertive behavior by 18.8% and the rest is influenced by variables outside this study. In addition, from the results of the categorization test, the age range of participants 20-24 is higher in assertive behavior than the age group of 25-30 years.

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