

## The Role of Social Media in Digital Marketing Communication For Healthy Behaviour

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### **Abstract.**

*The aim of this research is to analyze the communication challenges in the Social Media in Digital Marketing Communication (DMC) era, and understanding generation millennial for healthy digital behaviour. This research is a literature review. Data collection using documentation from Google Scholar. Data analysis using Systematic Literature Review (SLR). Communication challenges in the current digital era, especially in interacting with generation Millennial, is a very wide expansion of the communication field through various digital platforms, such as social media, instant messaging, and online content. Generation Millennial (GM) has unique characteristics that influence the way they communicate, such as a preference for short messages, images and videos that are effective in conveying messages. Understanding and adapting your communication style to them is important for building strong and effective relationships. In addition, it must be acknowledged that generation millennial has a high level of technological awareness, which can raise privacy and security issues that must be managed wisely in an effort to establish successful communication with this generation.*

**Keywords:** Communication challenges; digital era and generation millennial.

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### **I. INTRODUCTION**

A healthy lifestyle is a crucial aspect of maintaining a quality of life in the modern era, with the rapid development of technology and digitalization, people's lifestyles have undergone significant changes[1]. Reduced physical activity, prolonged sitting, unbalanced diets, and high stress levels are common health challenges faced by today's society[2]. These conditions demand innovative and accessible solutions to raise public awareness of the importance of healthy living[3]. In this context, digital media plays a strategic role as a means of disseminating health information and education[4]. Digital media serves not only as a source of information but also as a tool of inspiration capable of shaping people's mindsets, attitudes, and behaviours. Today's digital era, social media has become a platform used by companies and is present in the daily lives of people worldwide. Today's digital era has drastically changed the communication landscape[5]. The rapid development of information and communication technology has had a significant impact on how humans interact, communicate, and access information. One of the groups most affected by this development is the Millennial Generation[6]. This generation, which has generally grown up and developed in an era where digital technology has become an integral part of everyday life, presents several communication challenges that need to be understood and addressed[7].Millennials have distinct characteristics compared to previous generations, such as Generation X. They are a generation that grew up with digital technology, easy internet access, and smart devices.

Therefore, communicating with Millennials Today's digital era has drastically changed the communication landscape[8]. The rapid development of information and communication technology has had a significant impact on how humans interact, communicate, and access information. One of the groups most affected by this development is the Millennial Generation. This generation, which has generally grown up and developed in an era where digital technology has become an integral part of everyday life, presents several communication challenges that need to be understood and addressed[9]. Millennials have distinct

characteristics compared to previous generations, such as Generation X. They are a generation that grew up with digital technology, easy internet access, and smart devices. Therefore, communicating with Millennials requires a different approach. In their view, communication is no longer just an exchange of messages, but also a form of self-expression, freedom of expression, and creativity[10].One of the main challenges in communicating with Millennials is speed. They are accustomed to everything being instant and fast. Text messages, online chats, and social media are communication tools that have become an integral part of their lives. Therefore, when communicating with Millennials, it is important to respond quickly and efficiently. If messages or information are not provided in a timely manner, they may lose interest or move on to other, more responsive sources of information[11].

Furthermore, it is important to understand that Millennials have distinct communication preferences. They prefer using social media, such as Instagram, TikTok, and Snapchat, over traditional platforms like email or phone. Therefore, organizations and individuals wishing to communicate with Millennials need to be active and engaged on social media and understand how to use these platforms effectively. Another communication challenge is their views on privacy and data security. Millennials grew up in an era where privacy breaches and data theft are common. Therefore, they tend to be more cautious about sharing personal information and expect a high level of security in online communications[12]. Organizations and individuals need to ensure that the data they collect from Millennials is properly safeguarded and not misused. Furthermore, Millennials are a highly visual generation. They prefer visual content, such as images, videos, and animations, to lengthy text. Therefore, when communicating with them, it is important to include engaging visual elements. This can be in the form of graphs, infographics, or short videos that are easily accessible and shareable through their favourite social media platforms[13].Communication challenges also arise in terms of language and communication style. Millennials have their own language and communication codes, which are often difficult for previous generations to understand[14].

They tend to use abbreviations, emojis, and other distinctive words. in their communications. Therefore, those who wish to communicate with Millennials need to understand the language and communication codes they use to convey messages effectively. While there are several challenges in communicating with Millennials, it is important to remember that they also have great potential as consumers and media users. They are a creative generation, oriented towards self-development, and sensitive to social issues. Therefore, communicating with them can be an opportunity to build positive and lasting relationships[15]. In this ever-changing digital era, understanding Millennials and the communication challenges they face is key to building effective relationships with this generation. It is important to adapt to their communication preferences and styles, while respecting their values. In this way, we can capitalize on the enormous potential Millennials possess in transforming the world of communication and digital technology. In this article, we will explore in more depth the characteristics, preferences, and communication challenges that arise when interacting with Millennials[16]. We will also provide some tips and strategies for overcoming these challenges and building strong relationships with this generation in the evolving digital era[17].

## II. METHODS

This study is literature review research. A literature review is a systematic process to review, analyze, and synthesize existing literature or research on a particular topic. Data collection uses documentation from Google Scholar. Data analysis with a Systematic Literature Review (SLR) is a research method used in science, to identify, evaluate, and synthesize relevant and high-quality literature on a particular topic.

## III. RESULT AND DISCUSSION

### Introduction to the Millennial Generation

Millennials, also known as Gen M, are a generational group born between their late teens and early adulthood. They are a demographic group that grew up and developed at the dawn of the digital era, where technology and the internet play a significant role in their daily lives. In the context of communication,

understanding who Millennials are is key to successfully interacting and communicating with them. One of the most striking characteristics of Millennials is their almost uncanny technological skills. They are the early generation to grow up with easy access to digital technology, before gen Z such as smartphones, tablets, and computers. From an early age, they have been accustomed to using digital devices, thus developing a fairly in-depth understanding of technology. This influences how they communicate, seek information, and interact with the world. For Millennials, technology is a primary tool for communicating, learning, and socializing[18]. In terms of communication preferences, Millennials prefer digital communication through text messages, social media, and messaging apps over direct or face-to-face communication. They consider instant messages, emojis, images, and videos to be effective means of communication.

This reflects their high social media usage, where platforms like Instagram, Snapchat, and TikTok play a significant role in self-expression and sharing experiences. They also frequently seek answers online or participate in online discussions through forums and communities[19]. Furthermore, Millennials tend to be active consumers of online content. They not only receive information from the internet but also produce and share it. Thanks to easily accessible social media platforms and creative tools, they often become content creators, producing videos, images, blogs, and many other types of content. Their ability to create content and participate in online conversations gives them greater control over the narratives they follow and engage with. A major communication challenge with Millennials is their short attention span and focus. Factors such as social media use, instant content consumption, and multitasking have shortened their attention spans. Therefore, communication messages must be concise, direct, and engaging to successfully capture their attention. Otherwise, they can easily be overlooked or forgotten. Furthermore, Millennials are skilled at multitasking, but this can be a barrier to in-depth communication. They often juggle several tasks simultaneously, including when communicating with others. This can reduce engagement in conversations and make them less inclined to listen wholeheartedly.

Therefore, communication with Millennials needs to be designed to be concise, concise, and engaging to successfully retain their attention[20]. It's also important to understand that Millennials are a discerning and critical group. They grew up in the information age, where access to knowledge via the internet is very easy. Therefore, they tend to seek information for themselves and question everything. They value honesty, integrity, and authenticity in communication. If they feel a message or content is inadequate, they will ignore it. To overcome communication challenges with Millennials, there are several strategies that can be implemented[21]. If using the right technology is key. Implementing appropriate digital platforms, such as messaging apps or social media widely used by Millennials, is an effective way to communicate with them. It's important to have a deep understanding of Millennials' preferences and values. Research and analysis of your target audience can help with this. Understanding what they like, what's important to them, and how they interact with content and messages can help design more effective communications. The creativity in content is a must. Millennials value unique, creative, and engaging content. The use of strong visual media, such as images and videos, can help capture their attention. Also, be bold and try different approaches in communication. Finally, encouraging engagement and response from Millennials is a crucial strategy. They are more likely to respond if they feel involved in the communication. Active interaction with your audience, such as asking questions or conducting polls, and using calls to action can help encourage their participation.

### **Digital Communication Environments**

Two key factors influencing this change are digital technology and changes in content consumption patterns. Changes in the communication environment in the digital era have transformed the way we interact and communicate, and this has had a particularly strong impact on Millennials. To overcome these challenges, it is crucial for those communicating with Millennials to use the right technology, such as relevant communication apps, and to thoroughly understand their preferences and habits. Personalizing messages and relevant content is also key, ensuring they capture their attention. Creativity in content, including the use of strong visuals, can help make messages more engaging. Furthermore, encouraging engagement and response from Millennials is an effective way to ensure that your messages are not only

heard but also responded to. In conclusion, the changing communication environment in the digital age has presented significant challenges in communicating with Millennials[22]. However, with a deep understanding of this generation, the appropriate use of technology, and creativity in content, we can overcome these challenges and establish effective communication with Millennials in the digital age.

### **Communication Challenges Faced**

Communication challenges in the digital age, particularly in understanding Millennials, have several unique aspects. Short attention spans are a major obstacle. Millennials grew up in a world filled with visual stimulation and constant information. The impact of social media use and instant content consumption is a decline in their ability to pay sustained attention to a single topic or message. Consequently, marketing and communication messages must be designed to capture their attention quickly and provide relevant information in an engaging manner. Multitasking skills pose a significant communication challenge. Millennials tend to juggle several tasks simultaneously, especially with their digital devices. This can make it difficult to process information deeply and focus. Therefore, communication messages must be designed to address multitasking skills by conveying clear and concise messages. The latest challenge is the need for relevant content. Millennials are discerning and critical consumers, and they are not influenced by advertising messages that seem redundant or irrelevant. Therefore, marketers must thoroughly understand the preferences and values of this generation. They must choose appropriate topics and deliver messages that are truly meaningful to Millennials. Furthermore, message personalization is also crucial. Millennials are more responsive to messages that feel personal and relevant to their experiences. They want to feel treated as individuals, not just as part of a mass audience. Therefore, marketers must strive to deliver messages that can be personally tailored to Millennials.

### **Overcoming Communication Strategise in Digital Era**

Strategies for overcoming communication challenges in the digital age, particularly in the context of understanding Millennials, require a thoughtful and innovative approach. First and foremost, the use of appropriate technology is crucial. Millennials are highly mobile and social media-savvy, so organizations need to choose communication platforms and applications that align with their preferences. This could include using relevant social media platforms, such as Instagram, TikTok, or Snapchat, to reach Millennial audiences. Furthermore, using communication tools that offer short and direct messages, such as text messages or instant messages, is also key. To overcome communication challenges, organizations must also have a deep understanding of Millennials. This involves careful research and analysis of this generation's behaviors, preferences, and values. By better understanding their audience, organizations can better adapt and design relevant messages. Next, creativity in content is key. Millennials are accustomed to seeing up to thousands of messages every day, so messages that stand out and are creative are more likely to capture their attention. Using strong visual media, such as images and videos, can be an effective tool for conveying messages.

## **IV. CONCLUSION**

Encouraging Millennial engagement in building stronger relationships within an organization should focus on empowering audiences to actively participate in interactions[21]. This can include using polls in social media stories, inviting them to comment or share content, and using clear calls to action. All of these will encourage audiences to interact and engage with the message, creating deeper bonds. Various successful campaigns that have successfully captured Millennials' attention can serve as case studies. For example, campaigns with engaging short video content featuring influencers popular with Millennials often reach audiences effectively. Campaigns that reflect the values and issues important to this generation can also generate high engagement. In conclusion, addressing communication challenges in the digital age and understanding Millennials requires a comprehensive strategy.

To communicate with this generation, organizations must select appropriate tools and platforms, understand their audience well, produce creative content, and encourage active participation. With this approach, organizations can build stronger and more effective relationships with Millennials in the ever-changing digital age[16]. The challenge of communication in today's digital age, particularly in interacting

with Millennials, is the vast expansion of communication through various digital platforms, such as social media, instant messaging, and online content. Millennials have unique characteristics that influence how they communicate, such as a preference for short messages, images, and videos, which are effective in conveying messages[23]. Understanding and adapting their communication style and habits is crucial for building strong and effective relationships. Furthermore, it must be recognized that Millennials have a high level of technological awareness, which can raise privacy and security issues that must be managed wisely in efforts to establish successful communication with this generation healthy behaviour[24].

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