The Phenomenon of Jilboobs in Generation Z in the Era of Society 5.0

Wildan Amiruddin[1][*]
[1]UIN Sunan Ampel Surabaya, Indonesia
wildanamiruddin148@gmail.com
* Corresponding Author

Abstract: Generation Z was born amidst the development of technology. So this generation is more sophisticated. Their thinking is more tolerant of new paradigms. Technological advances like now are easily followed by them because of their close relationship, especially with the internet. The internet was previously used as a medium of information, but for Gen Z the internet was then used as a medium to socialize with each other. This is where Social Media came from. In its development, social media became the second brother of Gen Z. For them, social media has become a daily necessity. If they don't open social media, they will be left behind. They have a position as the main users of social media. This is manifested in the rise of new professions such as YouTubers and TikTokers. Whereas this profession was not found in the previous generation, namely the millennial generation. This is an integral part of society 5.0 which uses the concept of internet development as an orientation to a better human life. On the other hand, the impact of using social media that always wants a lot of comments likes, and viewers makes Gen Z forget religious norms such as covering the aura for women perfectly. So the *jilboobs* phenomenon arose, which prioritizes body orientation by accentuating certain parts. The main goal is to increase comments, likes, and viewers. Seeing this phenomenon, researchers try to interpret it so that the reason Gen Z does this is answered by interpreting denotation, connotation, and metaphor.

Keywords: *Generation Z; technology development; social media; new professions; religious norms; internet use*

INTRODUCTION

Generation is more commonly known by two terms. The older generation and the younger generation. But in its development, the generation develops based on the year and the event. Generation Z is also known as the post-millennial generation. "Generation Z" was born between 1995 and 2010. Previously called "Generation Y". This generation was born between 1990 and 1995. Before Generation Y, there was a generation called "Generation X" which was born between 1961 and 1980 (Christiani & Ikasari, 2020).

These generations have their own characteristics. Generation X has the characteristics of people who like hard work, can innovate, and prioritize image. After Generation X, we recognize "Generation Y". This generation is characterized by being open to all kinds of information, especially those related to technology. This generation is often referred to as the

millennial generation (Rudiwantoro, 2018). The next generation is "Generation Z". This post-millennial generation is a generation that is very familiar with the internet. Its development coincides with the development of various aspects of digitalization. This generation is also known as digital natives, which is a generation that has known technological media since birth. This generation is an intense internet user so they have expertise in using technological media,

Generation Z's relationship with social media such as YouTube, Facebook, Twitter, Instagram, and TikTok is very close. Their closeness occurs because there is ease of access to all these social media. Just by clicking on the application icon, all the latest information that exists anywhere in the world appears. Thus, terms that previously did not exist in the millennial generation such as the mention of the term viral which means something that becomes a byword in society. To become viral, it depends on the number of comments on a post so that it can be seen how many people know the information.

In terms of work, Gen Z is also experiencing something new. Previously, we only knew the professions of teachers, employees, and so on. But in this generation, jobs can be obtained through social media. So professions such as Youtuber and TikToker emerged. On these platforms, they can sell everything and also inform many things. From the sales and information conveyed, they can get profit depending on the number of viewers (people who see the post).

A profession needs innovation to make it more interesting. This interesting word is used as the main benchmark to get a lot of viewers. Thus, Gen Z uses many methods. One way that is highlighted in this paper is the rise of "*jilboob*". *Jilboob* is a term that is often used on social media to describe a woman who wears a hijab but dresses in a press body, thus accentuating one of her limbs. This concept contradicts the way Muslim women dress, which should cover every part of their body perfectly. This is concrete evidence of the erosion of Islamic values, morality, and understanding. They do this one of them also as their profession as Tiktoker. Another language is for the sake of being an influencer they make changes in clothing or fashion (Almasri, 2023)

METHOD

This research uses qualitative methods. Qualitative research is a social phenomenon that is understood through a research process so that a complex research picture is realized through words. Sources of data obtained are also directly from informants and natural as the research setting (Murdianto, 2020, p. 19). Qualitative research has descriptive characteristics and the analysis used uses an inductive approach. The meaning produced by qualitative research prioritizes meaning and process. For example, when someone cries, the majority of people will assume that the person is sad. Assumptions like this in a qualitative approach are still questionable. What reasons make someone cry? People may cry because they are happy. Getting very encouraging news such as the birth of a child normally without requiring more care, thus making themselves cry. Based on this understanding, the qualitative approach is a problem related to individual symptoms, social symptoms, phenomena, documents, and symbols that are studied by applying a natural approach (Murdianto, 2020, p. 19).

Qualitative research is more focused on understanding social problems depending on natural settings that are holistic, detailed, and complex. As explained above, qualitative research has several characteristics, including;

First, constructing social and cultural meanings. To get a deep understanding, several questions are needed. The three basic questions in this research are what happened? If applied

to the context of this paper, the question that comes out is what happens to Generation Z towards the *jilboobs* phenomenon in the era of society 5.0. The next question is the question of why it happened. If contextualized with this paper, the question will arise as to why the *jilboobs* phenomenon occurs. The next question is how did it happen? If you look at the context of this paper, the question arises of how someone becomes a *jilboobs* in the era of society 5.0. These three questions aim to understand and investigate a phenomenon that occurs in real (natural) terms. So that all the questions that make this paper more complete will be answered. These three questions can be asked because someone has metacognition. Metacognition is a person's ability to generate knowledge about what (declarative knowledge), knowledge about how (procedural knowledge), and knowledge about why and when (conditional knowledge) (Murdianto, 2020, p. 20). *Second*, focus on the process of interpretation and events. Qualitative research gives more space to the process of interaction and ongoing events or events, not to the number of variables. So sometimes research can change depending on the location studied. *Third*, the key to qualitative research is authenticity. This feature is also an emphasis that there is no attempt whatsoever to manipulate the results of the research. *Fourth*, it has a presence and real value. Qualitative research gives researchers the right to report the results according to what they have researched. So the sentences used tend to be personal such as the words we, us, all of us, and me. Researchers have the effectiveness to report the values and information that has been collected. *Fifth*, researchers have an attachment to the context. Qualitative research is a type of research that does not keep its distance from what is being researched. Later, the results of the research will be presented based on the perceptions of those studied. Sixth, it consists of several subjects or cases. Because the most important thing about this research is not the number and number of subjects studied, but the very specific nature. In this research, for example; *Jilboobs* Phenomenon in Generation Z in the Era of Society 5.0. Then what is studied more specifically is Generation Z alone which has a relationship with society 5.0. Seventh, has thematic properties. Apart from being specific, this research is also thematic. For example, in this research, the ones studied are Generation Z who are Muslims. Because the term *Jilboobs* is a term used for Muslim women who wear the hijab but wear tight clothes. Eighth, researcher involvement. In qualitative research, the researcher is very close to the subject to better understand the subject's perception and the phenomenon under study. Researchers are also allowed to make involved observations to get in-depth results (Murdianto, 2020, p. 24). With these results, the research will be more clear and real by the phenomena

FINDING AND DISCUSSION

Condition of Gen Z in the Era of Society 5.0

The Indonesian government's Central Bureau of Statistics (BPS) stated that the number of Gen Z in 2021 amounted to 27.94 percent. Generation Z has many names such as iGeneration, Digital Natives, and Gen Net. This generation is often misunderstood as the millennial generation or Generation Y. Even though the difference between the two lies in the time. Generation Y was born during the technology transition, while Generation Z was born at a time when the internet and technology were used in a sophisticated and established manner (Rastati, 2018).

Gen Z often gets disparagement in the form of "their need for smartphones is like their need for oxygen". This sentence describes the condition of Gen Z's need for the internet. Indirectly, this already illustrates that they are a generation that has the character of

communicating intensely through social media (Wijoyo et al., 2020). They also have a different mindset from previous generations. With easy access to the internet and intense social media, they have a global mindset that is more tolerant and open to different views.

Social media being Gen Z's second brother does not necessarily have a positive impact on them. However, social media also has a negative impact. Social media is a gateway to go anywhere according to the social media accesser. Excessive use of social media has many negative impacts such as an anti-social nature or decreased socialization, identity crisis due to the influence of global thinking, and the worst the inability of individuals to control themselves against internet needs (IAD: Internet Addiction Disorder) (Putra, 2019). The internet will help us to get information, but if we cannot utilize it properly and controlled, it will become a boomerang for us.

Gen Z has a nickname as digital natives. This icon is pinned because they were born amid technological sophistication. As digital natives, Gen Z can change the way they learn through the internet. This is both a challenge and a great opportunity for formal education. A 2018 study conducted by Pearson found that: there are differences in learning methods between Millennials and Gen Z. As many as 59 percent of Gen Z use YouTube as a learning tool. As many as 59 percent of Gen Z use YouTube as their learning medium. This number is 4 percent more than the millennial generation. Printed books as a learning method are used by Gen Z only 47 percent. Meanwhile, millennials use printed books as much as 60 percent (Seymour, 2019). If this can be utilized gradually, then literacy can be maximized. As we know literacy does not stop at writing and reading. But it has many kinds, for example, financial literacy, cultural literacy, visual literacy, and digital literacy.

This digital literacy can be used to develop literacy widely, especially for Gen Z today. So that literacy is not just a textbook. On the other hand, learning in the classroom for Gen Z is more difficult to discuss and even ask questions with facilitators or educators as if they have no enthusiasm. Instead, their activeness is more often on social media to debate everything that has no basis and unclear goals. Nielsen Consumer and Media View obtained data that in 2016 Gen Z's reading interest was no more than 11 percent (Darmawan, 2023). From this research, it is in line with the comments made by Gen Z on social media which are biased information and lack of critical thinking.

Society 5.0 with the Industrial Revolution 4.0 has a very significant difference. In the industrial revolution 4.0 technology develops oriented towards business processes to be productive. Whereas in society 5.0, the concept of society 5.0 makes humans a source of innovation, which is not only limited to manufacturing/industrial factors but also solves social problems with the help of the integration of physical and virtual spaces (Usmaedi, 2021; Nastiti & Abdu, 2020). One of the basic ideas of this concept is that it is expected that artificial intelligence products will transform big data from internet transaction products in all fields of life into a new wisdom that creates hope for improving human abilities to opening up new opportunities for humanity (Nusantara, 2020). Society 5.0 emerged as a development of the Industrial Revolution 4.0 which is considered to have the potential to degrade the role of humans themselves. In society 5.0, humans will be the center (human-centered) while remaining technology-based. The emergence of Society 5.0 requires certain innovations to face the challenges that Society 5.0 will cause. So, the one who fully holds society 5.0 in the future is Gen Z because this generation is the most capable and closest to technology.

Social Media Addiction

Social Media often referred to as "Socmed" has a negative impact in the form of addiction or addiction. Addiction is a term often used by active smokers. They cannot be separated from cigarettes because it has become a habit and even addiction. This addiction then makes the negative effects of cigarettes not prioritized anymore. Even worse, active smokers in Indonesia are teenagers (Nurjanah, 2019). The same applies when someone is addicted to social media. Addiction to social media is usually manifested in the form of uploading any activity, even everything private. Privacy is usually used to cover, block, and protect any information from the outside world. But in its development, especially in the world of ICT (Information and Communication Technology), the meaning of privacy is used by social media users to share information with their followers only. This has the aim of increasing the number of followers. The more the number, the more it will attract entrepreneurs from various fields to endorse themselves.

Addiction to social media makes a person unable to control themselves. In a period of one day or even one hour without seeing the social media platform, he feels left behind by the information or trends that are being talked about by many people. A person will do anything without seeing the negative impact that has been done just to fulfill his desires. Social media, which was originally used as a place to socialize with each other, actually makes its users anti-social to the surrounding environment. Having an anti-social spirit makes it difficult for a person to deal with social problems that exist in everyday life. Although being anti-social is a right for each individual, it makes him or her feel difficult because humans need other people by nature. Anti-social signs can be seen when feelings of maladjustment arise such as egoism, preferring to be alone, inferior, not so concerned with norms and other people, and preferring to dominate. Each individual has their reasons for being anti-social. Starting from personal, family, and school, to social factors. In the case that corresponds to the writing of this article, personal factors greatly support a person to do anti-social. Because it is comfortable with the condition of social media, a person will become less concerned about the surrounding conditions.

When talking about the problem of addiction to social media, it must refer to the measure of addiction. One of the studies in 2012 was conducted by Andreasser et al. To measure a person's addiction to social media through a platform in the form of Facebook, the Facebook addiction scale is accepted by psychometric properties. These psychometric properties include three things, namely internal concentration, factor structure, and reliability (Agung & Sahara, 2023). In Indonesia itself, research on addiction to social media is still not widely studied. Therefore, this paper attempts to discuss the effects of social media on Generation Z.

Social media can lead to many negative things such as fraud, extortion, and even the worst can result in bullying which leads to violence. Gen Z age is an age that is very vulnerable to new things. There is often a misunderstanding when someone posts something and then there are negative comments in the comments column. These negative comments usually come out because they don't fit the desired taste or also deliberately use body shaming to bring down a certain person. Such is the case experienced by one netizen because of his comments on one of the artists named Anjasmara. The comments were in the form of body shaming against his wife. The case on January 2, 2019, then led to Anjasmara's reporting of netizens to the South Jakarta Metro Police (Kumparan, 2019). These kinds of things are often not realized by young netizens (Gen Z). The effect or impact of social media unwisely will make them lose.

Someone who has not paid attention to the impact of something they do is categorized as someone who is addicted or addicted. The addiction experienced by Gen Z has many impacts such as; first, the impact on health. Addiction to social media makes one's eyes less healthy because they look at the smartphone screen for too long. Because too often staring at a smartphone screen will also make someone lazy to move. Second, the impact on psychology. Gen Z unconsciously sends unkind comments and watches shows that are less educational. Eventually making them emotionally unstable. Third, is the social impact. When already inclined towards social media, one is less concerned about the social symptoms that are happening. Fourth, the impact on academics. When Gen Z is already dependent on the world of social media, they are less concerned with their academic aspects. Smartphones that were originally a source of information become less useful for their academic progress (Novrialdy, 2019). This also illustrates how important the role of pesantren is in the current era that always maintains educational values, both formal and non-formal (Silvia & Said, 2022).

The *Jilboobs* Phenomenon in Gen Z

Gen Z as the main actor in society 5.0 has many choices with many consequences. As explained above, technological advances, in this case, social media, have positive and negative impacts. The impact looks positive or negative depending on the actor. Gen Z prioritizes fame or popularity over the long-term effects that will befall them, such as the jilboob phenomenon. Jilboob is a phenomenon when a Muslim woman wears clothes that emphasize her breasts. Their purpose in doing so is to be widely recognized in the world of social media. With the fame of a person, it will make him or her satisfied. Even though the effect or impact of this will harm themselves.

This phenomenon can be found on TikTok, Instagram, and Twitter accounts. As in the case of one TikToker who recently reported himself to the authorities. TikToker account: oklinfia.official. According to the news released by Kompastv.com, TikToker was reported by PB SEMMI (Executive Board of the Indonesian Muslim Student Union) on charges of pornography. This is also based on the fatwa issued by MUI Number 287 of 2001 concerning Pornography and Pornoaction. The content contains the TikToker licking ice cream in a position in front of a man's genitals (Kompas TV, 2023).

The TikToker deliberately uses press body clothing that accentuates certain body parts to be better recognized and seen by many people. Negative steps like this are then imitated by many Gen Z such as the TikTok account vitot262. The TikTok account owner is still a student at a high school (SMA) and there are many more Gen Z TikTok accounts that use *jilboob* as a way to be more famous and viral. They don't think about the "sin jariyah" that always accompanies them in every post on their TikTok account.

If interpreted deeply, the *jilboobs* phenomenon that occurs in Gen Z has denotation, connotation, and metaphorical meanings. Denotation meaning is the real meaning. Dresses or clothes used by *jilboobs* account owners can be denotatively interpreted as using a headscarf that is not lowered down but pulled up to the neck and showing breast bulges. In addition, uploading to their social media platforms as a tool to make themselves viral by getting likes, viewers, and various comments from netizens who are surfing on social media, especially TikTok.

Connotation is a stratum of signification that explains the relationship between signifier and signified, in which indirect and uncertain meanings operate (Muzakki, 2007). Connotation meaning is an uncertain meaning but is usually related to the ongoing social situation. The

jilboobs trend is sweeping the Z generation, especially those who are Muslim, by showing the beauty of a woman's body. This style of outfit illustrates the character of a Muslim woman who is not by the religious law she adheres to. Islam teaches that a woman must cover her entire body except for the face and palms of her hands. Covering here means not showing the curves of the body. Because the meaning of covering with wrapping is very different. Wrapping means covering an object but still showing the curves of the object being covered. Like wrapping a rice cake that can be seen from the outside the real shape of the rice cake even though it has not been opened completely.

A metaphor is a way of describing something by analogy (Kriyantono, 2016). This metaphorical sign is synonymous with parable. Parables in this discussion refer to the results of the analysis and the previous discussion. The parable is an analogy, in this discussion, a Muslim woman is believed to look beautiful by being covered. The metaphorical analogy of *jilboobs* is explained with the plastic chest. The plastic chest describes the soul of Muslim women who do not follow Islamic religious law properly. In addition, for some Muslim women who are proud to accentuate their breasts as well as their hijab, it shows a deviant psychology. The use of headscarves that emphasize the beauty of the body represents the appearance of women. The use of rectangular headscarves, pashmina headscarves, and direct and *shar'i* headscarves combined with tight clothing creates an impression that is not polite and good, especially in the eyes of men, especially those who are not mahram.

CONCLUSION

Gen Z is the post-millennial generation. This generation is closer to technology. Even this generation is digital natives because they were born amid technological developments. Their proximity to technology makes them more literate with digital literacy. They are easier to use technological tools, especially smartphones. With the existence of smartphones, it makes Gen Z a different generation from the previous generation. Like the term privacy. If privacy has been used by previous generations as a cover for any information with the outside world, privacy in the Society 5.0 era by Gen Z is used as a tool to provide information to their followers only. So only people who follow their social media platforms can see their activities by posting them. In academic development, the integrity of books between millennials and Generation Z is different. If the Millennial generation their need for books is greater, then Generation Z has reduced the need for books because there is already a faster internet presence on their smartphones. So the process to access any lesson is easier and more open.

Despite this, Gen Z has become less socially aware and unable to discuss well in class. Instead, they spend more time debating on social media with the biased information they get. That is an overview of the positive and negative impacts. One form of negative impact of Gen Z is when they are addicted to social media. They become addicted or dependent on *social media*. The tendency towards *social media* also has many impacts. *First*, the impact on health due to too long staring at the smartphone screen, so that the eyes will become less focused. *Second*, the impact on psychology because they open social media platforms too often, they cannot control their emotions so what happens is that they often issue inappropriate and impolite comments. *Third*, the impact on society. Because they play social media too often, Generation Z is less concerned with the surrounding environment. *Fourth*, the impact on academics. Smartphones should be used as a source of information, because they open social media too often, and the obligation to learn is forgotten.

A wider negative impact is seen with the *Jilboobs* phenomenon. Gen Z as the main actor in the Society 5.0 era has an important role as the filler of social media platforms. Jobs that were once known by many people as employees and laborers in factories are now seeing developments in the form of TikToker and Youtuber. Their job is to make the audience interested in seeing whatever is uploaded. Everything uploaded by Tiktoker sometimes does not pay attention to the after-effects. Like TikToker Oklinfia. an official posted a video with a licking ice rim but positioned on male genitals. In addition, the clothes worn accentuate the curves of the body, especially the breasts. This is done to have many followers and viewers. The phenomenon of *jilboobs*, if examined further, can be interpreted denotationally, namely the meaning of women who wear the hijab but with clothes that *press the body* so that many people see it, especially on social media. Furthermore, the phenomenon of *jilboobs* can be interpreted connotatively. Connotatively, women who use *jilboobs* outfits are women who are not by the teachings of Islam. Because in Islam the hijab is used to cover not to wrap. The last meaning is metaphorical. Metaphorically, *jilboobs* women mean plastic-chested women. Plastic chest means that *jilboobs* women have a deviant psychology.

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