

Rian Fahardhi as a Generation Z Role Model: An Analysis of Inspirational Content on Instagram @rian.fahardhi.

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Abstract. *This study analyzes Rian Fahardhi's role as a role model for Generation Z through an analysis of inspirational content on Instagram @rian.fahardhi. The main objective of the study is to understand how the content shared reflects the Need for Achievement (N-Ach) principle and its impact on Generation Z's motivation and social awareness. The study used a qualitative method with content analysis of three Instagram posts by Rian Fahardhi selected based on their relevance to the research theme. Data collection techniques include observation of posts, analysis of interactions (likes, comments, and shares), and interpretation of narratives and visuals in the posts. The results of the study show that the content shared by Rian Fahardhi emphasizes elements of motivation, inspiration, and active participation. Posts such as the moment of being invited to "Mata Najwa" emphasize the importance of hard work and the courage to dream, while political education content breaks the stereotype of Generation Z's apathy towards political issues. Rian's personal and relevant communication strategy has succeeded in building an emotional connection with his audience, increasing*

Generation Z's awareness and participation in social issues. The impact of this study reveals that social media can be an effective platform for motivating and educating the younger generation. As an inspiring figure, Rian Fahardhi has successfully mobilized Generation Z to contribute to social change, reflecting the importance of using digital technology in creating positive impacts. This study reinforces the view that the role of role models and social media has great potential in shaping the awareness and motivation of the younger generation.

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Keywords: Rian Fahardhi; Generation Z; Role Model; Instagram; Need for Achievement; Social Inspiration

Abstrak: Penelitian ini menganalisis peran Rian Fahardhi sebagai role model Generasi Z melalui analisis konten inspiratif di Instagram @rian.fahardhi. Tujuan utama penelitian adalah memahami bagaimana konten yang dibagikan mencerminkan prinsip Need for Achievement (N-Ach) dan dampaknya terhadap motivasi serta kesadaran sosial Generasi Z. Penelitian menggunakan metode kualitatif dengan analisis konten terhadap tiga unggahan Instagram Rian Fahardhi yang dipilih berdasarkan relevansi dengan tema penelitian. Teknik pengumpulan data meliputi observasi unggahan, analisis interaksi (suka, komentar, dan bagikan), serta pemaknaan narasi dan visual dalam unggahan tersebut. Hasil penelitian menunjukkan bahwa konten yang dibagikan Rian Fahardhi menonjolkan elemen motivasi, inspirasi, dan partisipasi aktif. Unggahan seperti momen diundang ke "Mata Najwa" menegaskan

pentingnya kerja keras dan keberanian bermimpi, sementara konten edukasi politik mematahkan stereotip apatisisme Generasi Z terhadap isu politik. Strategi komunikasi Rian yang personal dan relevan berhasil membangun koneksi emosional dengan audiensnya, meningkatkan kesadaran dan partisipasi Generasi Z dalam isu-isu sosial. Dampak penelitian ini mengungkapkan bahwa media sosial dapat menjadi platform efektif untuk memotivasi dan mengedukasi generasi muda. Sebagai figur inspiratif, Rian Fahardhi berhasil memobilisasi Generasi Z untuk berkontribusi dalam perubahan sosial, mencerminkan pentingnya penggunaan teknologi digital dalam menciptakan dampak positif. Penelitian ini memperkuat pandangan bahwa peran model panutan dan media sosial memiliki potensi besar dalam membentuk kesadaran dan motivasi generasi muda.

Kata Kunci : *Rian Fahardhi; Generasi Z; Role Model; Instagram; Need for Achievement; Inspirasi Sosial*

Introduction

In today's digital era, social media has become one of the main platforms for young people, especially Generation Z, to express themselves, seek information, and find inspiration. Generation Z, born between 1997 and 2012, is known to be very close to digital technology and has a lifestyle that is heavily influenced by the development of social media (Prasetyo & Riyanto, 2020). They are often referred to as an innovative and creative generation. According to a Harris Poll survey (2020), 63% of Gen Z are interested in doing creative things every day, and their activities on social media contribute to this creativity. The Digital 2023 report by *We Are Social* and *Hootsuite* also revealed that Indonesia is one of the countries with the largest social media users in the world, with an average usage duration of 3 hours 18 minutes per day. In this case, social media is not only a communication tool, but also a means to build self-identity, express ideas, and seek inspiration.

In addition, various studies show that social media, especially Instagram, has become the main platform for Generation Z to shape their social identity. Nugroho and Putra (2020) explain that social media provides opportunities for Gen Z to form a more open and informed outlook on life, as well as increasing their confidence in facing various social challenges. Another study by Santoso (2021) also found that Generation Z utilizes social media not only for entertainment, but also as a tool for self-development, knowledge sharing, and expanding their horizons on various aspects of life. Social media gives them the opportunity to find inspiring figures who can motivate them to contribute to social and political change (Wahyudi, 2022). Not only that, Generation Z also often seeks content that is relevant to their psychosocial needs, such as motivation to achieve and overcome life challenges (Suryani, 2021).

Instagram is a photo-sharing application where users can take photos, use digital filters, and share them to various social networking services. Instagram, as one of the most popular social media platforms, provides a space for individuals to build self-image, convey messages, and share inspiration through visual content and engaging narratives. A study conducted by Kemp (2023) shows that Instagram is one of the most widely used social media to find inspirational content, especially from public figures or individuals who are considered role models. This phenomenon confirms the important role of individuals creating inspirational content, who are able to influence their audience either directly or indirectly. One figure who has emerged as a role model for Generation Z is Rian Fahardhi, a content creator known through his Instagram account @rian.fahardhi.

Rian Fahardhi, known as the "President of Gen Z," is one of the inspiring figures who successfully utilizes social media, especially Instagram, to share educational and motivational messages to the younger generation. His Instagram account, @rian.fahardhi, shares a variety of content ranging from self-development, social issues, to political education that is relevant to Generation Z's needs and interests. As a Generation Z leader, Rian exhibits the characteristics of an individual with a high Need for Achievement (N-Ach), as described in David McClelland's theory of motivation. This theory emphasizes the importance of the drive to achieve, take personal responsibility, and set high standards in life.

The Instagram content shared by Rian reflects the spirit of N-Ach, where he encourages his followers to dare to dream big for their goals, actively participate in social change, and take concrete steps to achieve their goals. For example, through posts that focus on the importance of political awareness and social contribution, Rian inspires the younger generation to not only be consumers of information, but also agents of change. As a role model, Rian also uses a personal and relevant approach in delivering his messages. By using casual yet meaningful language, he manages to create an emotional connection with his audience. This strategy is effective in building a positive image and increasing his influence as an inspirational figure (Chandra, 2023). Thus, Rian Fahardhi is not only an inspiration, but also a driving force for Generation Z to have a big vision and high spirit in achieving achievements, in accordance with the concept of N-Ach proposed by McClelland.

Generation Z, has great potential to become agents of change who are able to have a positive impact on society. Through the inspirational content shared by Rian Fahardhi, encourages his followers to recognize the importance of setting clear goals, taking real action, and continuing to innovate to achieve higher achievements.

The urgency of this research is based on the need for role models who are able to provide a positive and relevant influence for Generation Z in the midst of the swift flow of digital information that is often superficial and less educative. Social media, especially Instagram, has become a dominant space for young people in shaping their identity, seeking inspiration, and building life aspirations. However, not all content spread on social media is able to provide a positive impetus for the development of character and social awareness. Rian Fahardhi, through his Instagram account @rian.fahardhi, appears as a figure who consistently delivers messages of motivation, political education, and self-development that are in line with the psychosocial needs of Generation Z. Therefore, if there is no

in-depth study of the role of inspirational figures like Rian, it is feared that the positive potential of social media will be drowned by the dominance of consumptive and superficial content.

The main issue raised in this study is the extent to which the content shared by Rian Fahardhi on Instagram can represent the values of Need for Achievement (N-Ach) and have an impact on Generation Z's behavior and social awareness. Although many public figures have large followings on social media, not all of them are able to convey constructive messages or build long-term motivation.

Methods

In this study, researchers used a qualitative research method one of the methods, namely content analysis on Instagram rian fahardhi. To examine how the content shared by rian fahardi on his isntagram account was an inspiration for z generation. Qualitative research methods were research that aimed to understand the phenomena experienced by research subjects, such as behavior, perceptions, motivations, and actions, holistically, by means of descriptions in the form of words and language. In the context of Instagram content analysis, qualitative research allowed researchers to examine the meaning behind the uploads, captions, comments, and visuals of the selected content. (Lexi J. Moleong 2017). Qualitative research focused on content analysis, which was research that examined content with the aim of knowing and understanding the values contained in the object of research.

This research focused on collecting data about rian's inspirational content that reflects Need For Achievement (N-Ach) in his Instagram account. Rian fahardhi as one of the content creators dubbed as the president of gen z had many followers on his instagram account around 503RB with interesting content that he often shares with his followers. The following is the URL of Rian Fahardhi's Instagram account: <https://www.instagram.com/rian.fahardhi?igsh=cjVmazh0eXY2a3hq> with user @rian.fahardhi. Subject Data sources in this study were obtained from rian Fahardhi's Instagram content. Researchers selected data from 3 videos uploaded on September 25, 2023, December 18, 2023, and October 21, 2024.

Data Collection Techniques in research was with the listening method. The steps taken were; 1) Selecting videos from rian fahardhi's Instagram account, 2) Watch and listen to the message conveyed by rian fahardhi in his upload, 3) Observe how many people interacted in the upload by seeing the total number of likes, views, comments, and shares in the upload. The data processing technique by; 1) Identifying important indicators in the content based on the Need For Achievement theory.2) Grouping findings from uploads into themes relevant to N-Ach and research objectives, 3.) Understanding the message conveyed by Rian and its impact on Generation Z motivation.

Through this approach, the research was expected to provide in-depth insight into Rian Fahardhi's role as a *role model* for Generation Z through the inspirational content he shares on social media.

Instrument

The instruments used in this research include data collection techniques based on Rian Fahardhi's Instagram posts that were relevant to the principles of Need for Achievement (N-Ach). This instrument was a modified result of the content analysis method that had previously been used in qualitative research. The validity of the instrument was maintained through direct observation of narratives, visuals and interactions (likes, comments, shares), while reliability was strengthened by consistent analysis of three posts at different times. Scoring was done by identifying N-Ach indicators based on McClelland's theory, categorizing findings into themes, and evaluating their impact on Generation Z's motivation. This approach allowed researchers to measure how the content inspires audiences to achieve goals and contribute to social change.

Results and Discussion

Results

This research was conducted by analyzing 3 Instagram content videos and found that the message conveyed by Rian Fahardhi reflects the principles of Need for Achievement (N-Ach) from David McClelland. The 3 videos are listed in the following table.

Table 1. Instagram video of rian Fahardhi

Title	Date	Duration	View	Like	Comment	Shared
Story of being invited to Mata Najwa, Haru because a childhood dream came true	December 18, 2023	01:29 Minute	3.7jt	352k	2248	3.395
Gen z doesn't care about politics, who said that?	September 25, 2023	01.24 Minutes	318k	20.1k	144	230
Mrs. supriyani Kawal release if innocent	October 21, 2024	01.26 Minutes	625k	28.9k	997	3.477

Judging from the data above, it shows that rian fahardhi's uploads on Instagram have attracted a lot of audience attention.

Table 2. Categorization of Rian Fahardhi's Instagram Posts that are relevant to N-Ach

Content	Content Description	Linkage to N-Ach
Story of being invited to Mata Najwa, Haru because a childhood	Rian said that he was invited to Mata Najwa not because of personal achievement, but also as a form of responsibility to continue to provide inspiration to	Rian demonstrates this in his life journey, where he not only dreams but also takes concrete steps to make his dreams real. The moment he was invited to

<p>dream came true</p>	<p>Generation Z. In the event, he shared his views on the role of the younger generation in building the nation, especially in the issues of education and political participation. For her, the moment was proof that hard work, the courage to dream, and the commitment to keep learning can bring a person to achieve things that are considered impossible.</p>	<p>Mata Najwa was a validation of his efforts, as well as a motivation for him and his followers to continue to strive for higher standards.</p>
<p>Gen z doesn't care about politics, who said that?</p>	<p>Rian Fahardhi challenges the stereotype that Generation Z is apathetic towards political issues. He shared a video showing various initiatives of young people in voicing opinions, participating in public discussions, and being actively involved in political activities, such as being part of election monitoring and social actions. Through passionate captions, Rian invites his followers to prove that Generation Z cares and has a big role in determining the future of the nation.</p>	<p>Rian utilizes political issues as a means of building a sense of community among Generation Z, inviting them to unite around a common goal of creating positive change. By highlighting the collective activities of young people, he creates a space where Generation Z feels connected, recognized and empowered to contribute.</p>
<p>Mrs. supriyani Kawal release if innocent</p>	<p>Rian Fahardhi highlights a legal case involving a mother teacher named Supriyani, who is fighting for justice. He shared the narrative of Ms. Supriyani's struggle in guarding the legal process while calling for the importance of justice for all parties. Through his content, Rian invites his followers to care about this issue, voice support for victims of injustice, and put pressure on the authorities to work transparently and fairly.</p>	<p>Rian used his influence on social media to mobilize community support for the case, leveraging his platform as a tool to influence public opinion and encourage concrete action from the authorities.</p>

Based on Rian Fahardhi's three featured contents on Instagram, it proves that he consistently presents inspirational content that reflects the principles of Need for Achievement (N-Ach). Rian has motivated his followers to achieve but also taught that personal achievement must be accompanied by courage, real contribution, and usefulness to society.

Discussion

Rian Fahardhi is a young content creator dubbed as the "President of Gen z" because of his activities in voicing social and political criticism through social media, especially on Instagram and Tik Tok. A graduate of Syarif Hidayatullah State Islamic University, Jakarta, he is known for his wise and educative content. Rian understands how to communicate in accordance with Generation Z's digital lifestyle. The nickname as the President of Gen z also arises because he often discusses issues that are close to the lives of Generation z, such as the importance of creativity, self-development, life balance, and the spirit of facing challenges in the modern era. In Rian Fahardhi's Instagram posts, we found that his messages are in line with David McClelland's Need for Achievement (N-Ach) principle. As a figure dubbed the "President of Gen Z," Rian uses social media to build awareness, motivation, and active participation among Generation Z. This demonstrates the significant role of social media as a tool for Generation Z. This shows the significant role of social media as an effective educational and motivational tool in the digital era.

Rian Fahardhi's Instagram Content as a Reflection of N-Ach Theory

Rian Fahardhi, a content creator with more than 500k followers on Instagram, features a variety of content that reflects N-Ach motivation. In one of his posts, he discusses the importance of manifestation and determination in achieving goals, which is in line with the N-Ach concept that emphasizes achievement through personal effort. Rian's content often features his collaborations with well-known personalities, such as Najwa Shihab, demonstrating his efforts to achieve high standards and recognition within his community. This reflects the characteristics of high N-Ach individuals who focus on achievement and recognition for their efforts. In addition, Rian also discussed the importance of innovation and creativity in content creation, which is characteristic of high N-Ach individuals who tend to choose challenging and moderate-risk tasks to achieve success. This can be seen in his posts inviting his followers to participate in creative ideas. According to McClelland, individuals with high N-Ach tend to have an internal locus of control, where they believe that their success is determined by personal effort and ability. Rian often emphasizes the importance of hard work and dedication in achieving goals, reflecting this belief.

Rian also shows a tendency to set clear and specific goals, another characteristic of high N-Ach individuals. In some of his posts, he shares future plans and aspirations, as well as the steps taken to achieve them, which shows strategic planning and goal-orientation. In addition, Rian demonstrates the ability to accept feedback and use it for self-improvement, which is a trait of high N-Ach individuals who are always looking

for ways to improve their performance. This is evident from his interactions with followers and responses to constructive comments.

Overall, Rian Fahardhi's Instagram content reflects many aspects of David McClelland's N-Ach theory, demonstrating a strong drive for achievement, innovation, and self-development consistent with the characteristics of individuals with high achievement needs. Rian Fahardhi, a content creator with over 500k followers on Instagram, features a variety of content that reflects N-Ach motivation. In one of his posts, he discusses the importance of manifestation and determination in achieving goals, which is in line with the N-Ach concept that emphasizes achievement through personal effort.

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Influencing Generation Z to Contribute

Rian Fahardhi, known as the "President of Gen Z," is an Instagram content creator who actively shares inspirational and educational content with the younger generation. Through his Instagram account, @rian.fahardhi, he often discusses social, political, and national issues that are relevant to Generation Z. His content is designed to excite and encourage participation of the younger generation. His content is designed to energize and encourage active participation of the younger generation in various aspects of social life. One of Rian's main focuses is political education for Generation Z. In his content, he delivers messages designed to increase political understanding and encourage active participation in the political process. This aims to make Generation Z more aware, active, critical, inclusive, and proactive in politics, so that they can take part in shaping their

political future and influence positive change in society (Hutabarat¹ et al., 2023) . In addition, Rian also emphasizes the importance of adaptation and readiness of the younger generation in facing the challenges of the times. In an interview, he discussed how young people should adapt to change and take an active role in society. Messages like these aim to motivate Generation Z to contribute more and not just be spectators in social dynamics.

Rian's inspirational content also covers issues such as unemployment among Generation Z. In one of his posts, he discusses the high unemployment rate among Gen Z and invites discussion on the role of the government and the solutions that can be taken. By doing so, Rian encourages the younger generation to think critically and find solutions to the problems they face. The influence of Rian's content on Generation Z is not only limited to raising political awareness, but also in building digital identity and personal branding. Generation Z tends to use Instagram as a tool to build digital identity and a space to be themselves. Inspirational content such as that shared by Rian can motivate them to be more active in discussing social and political issues, as well as contributing to society. (Sikumbang et al., 2024)

Rian has also succeeded in creating relatable content for Generation Z, energizing them to be more active in discussing social, political, and national issues. His wise discussion in conveying aspirations and criticism, accompanied by educational value, provides various influences and knowledge to the audience. This makes many Generation Z interested in listening to his content (Mulyanto et al., 2023) . the inspirational content shared by Rian Fahardhi on his Instagram has a significant influence on Generation Z. With an educational and relevant approach, Generation Z is more likely to be influenced by Rian Fahardhi. With an educative and relevant approach, he has succeeded in encouraging the younger generation to be more aware, critical, and proactive in various aspects of life, and to contribute positively to society.

Social Media as an inspiration platform Rian Fahardhi

Rian Fahardhi, known as the "President of Gen Z," has utilized social media as a platform to spread inspiration and education to the younger generation. Through his Instagram account, @rian.fahardhi, he shares content that addresses social, political and national issues relevant to Generation Z. His content is designed to excite and encourage active participation of the younger generation in various aspects of life. His content is designed to energize and encourage active participation of the younger generation in various aspects of social life.

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Summary

Rian Fahardhi is an inspirational figure who utilizes social media, particularly Instagram, to deliver educational, motivational, and social awareness messages relevant to Generation Z. As a role model, he displays the characteristics of an individual with a high Need for Achievement (N-Ach), as described by David McClelland's theory. Through his content, Rian succeeds in motivating his followers to set big goals, make real contributions, and consistently achieve, while encouraging awareness of political, social, and personal development issues.

Rian's social media work proves that digital technology can be an effective tool to shape the consciousness of the younger generation. With a personalized and communicative approach, he is able to create emotional engagement with his followers, so that his messages not only inspire but also encourage action. Interaction data on his Instagram shows a high level of audience engagement, confirming that his content has a significant impact in building motivation and social awareness among Generation Z.

Through his communication strategies, Rian not only educates but also encourages Generation Z's active participation in important issues, such as social and political equality. He shows how hard work, daring to dream, and innovation can lead to significant change. Overall, this research highlights the important role of inspirational figures like Rian Fahardhi in building awareness and motivation of the younger generation. As the "President of Gen Z," Rian is not only a role model but also an agent of change who encourages Generation Z to dare to dream, contribute and take an active role in society. These findings

reinforce the view that social media, when properly utilized, can be a powerful educational and self-development platform in the digital age.

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