

GENEROSITY BEHAVIOR IN THE MILLENNIAL GENERATION OF PHILANTHROPS

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Abstract

Several things or factors that become or influence it Income level greatly influences a person's motivation to behave generously. The tendency of people to spend their income to fulfill their personal satisfaction. Although there are also some people who spend their wealth for the benefit of other people or humanitarian interests, namely by giving charity. Another phenomenon that can encourage someone's generosity is when the law of diminishing marginal utility applies, where the assets someone owns can no longer provide satisfaction, so they are encouraged to donate them to other people. This research aims to determine the description of generosity behavior in the philanthropic millennial generation. The design of this research is phenomenological. The number of respondents in this study was three people with three informants as sources of triangulation. The technique for collecting respondent data uses purposive sampling. Research data was collected through observation and interviews. Data analysis techniques are carried out by means of data reduction, data display, and verification. The research results show that respondents can feel generosity behavior. For the behavioral aspect of generosity, the three respondents also felt life satisfaction, because more positive affection appeared. Internal factors are also very influential, so that respondents have quite high levels of generosity behavior where the three respondents have strong personalities in enjoying life and are happy when making other people happy (social spirit), have the principle of feeling what other people feel, and have strong faith. towards God Almighty. Support from family, co-workers and social support which are external factors also greatly influence the high level of generosity behavior in the three respondents.

Keywords: *Generosity Behavior, Millennial Generation, philanthropists*

INTRODUCTION

Humans as social creatures need generosity to improve the quality of relationships between individuals and the relationship between individuals and the surrounding community. Generous behavior shows a willingness to share and a caring attitude towards others. Generosity is one way to balance existing social inequality and encourage harmonious social life in a society. One effort to maintain the generous nature of society is through mutual cooperation activities which are often carried out by Indonesian people. Mutual cooperation has long been rooted and implemented in people's daily lives, both in rural and urban areas. Charities Aid Foundation (CAF) World Giving Index 2021 data shows that Indonesia is ranked 1st as the most generous country in the world.

When Indonesia was hit by the Covid-19 pandemic in early March 2020, people actively organized various social actions to help others. There are those who hang basic necessities on the fence of the house and are free for anyone to take, distribute packaged rice, or open free food stalls for those who still have to work for an uncertain daily wage. There are also those who make personal protective clothing and face shields for health workers. The religious and cultural teachings of the various ethnic groups that exist bind the nation's children to always care for and help each other, their brothers and sisters in any condition. This is the true nature of the Indonesian people. All religions teach their followers to share and care for their surroundings. Meanwhile, local traditions teach mutual cooperation or various other cultures that show love for others. Cultural values actually

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sharpen the human nature of compassion that is innate from birth. The entrenched nature of generosity has enabled Indonesia to emerge from the difficult post-crisis period caused by the pandemic. Many vulnerable communities are helped, because those who can afford it from an economic perspective work together to lend a hand. The generosity of the Indonesian people can also be seen from the increasing growth of BAZNAS muzaki. From September 2021 to September 2022, the growth of BAZNAS muzaki continues to increase. As of September 2021, the number was 947,044 people, while in September 2022 it had reached 2,414,758 people.

Meanwhile, according to the Minister/Head of the National Planning and Development Agency (Bappenas), Bambang Brodjonegoro in his speech at the opening of the 2018 Indonesian Philanthropy Festival at the Jakarta Convention Center, Indonesian society is very philanthropic. This needs to be continuously encouraged so that the attitude of philanthropy and generosity continues to exist. Indonesia's great sense of philanthropy also comes from the younger generation or millennial generation. The millennial generation is not only synonymous with technology to develop the digital economy but is also able to develop social enterprises to help people around them.

The millennial generation is the generation born in the early 1980-2000s. The millennial generation has become the majority of the world, even in Indonesia. There is a tendency for the millennial generation to have a consumerist style when it comes to matters of appearance and lifestyle, which can give rise to hedonism. The millennial generation or often called generation Y who live as urbanites usually find it difficult to set aside money for savings (Trisila, 2017).

Various surveys show that the millennial generation tries to look cool and attractive on social media, whether by visiting tourist attractions, eating at luxury cafes or restaurants, or buying popular accessories. This lifestyle makes the millennial generation trapped in a difficult financial situation because expenses are often greater than income, especially for those who have just started working with mediocre salaries.

Millennials tend to have less social relationships in society in their social lives, because they prefer to play with their gadgets and social media. This is the characteristic of millennials (Hitss.com in Hidayatullah, et al. 2018), namely: 1) Millennials believe that user-generated content (UGC) is more than just direct information; 2) Millennials prefer mobile phones to TV; 3) Millennials must have social media; 4) Millennials don't really like reading regularly, 5) Millennials are less loyal but are able to work properly, 6) Millennials prefer cashless transactions, 7) Millennials are better than their parents in technological knowledge, 8) Millennials use technology and information, 9) Millennials tend to be more lazy, wasteful, and so on.

Income level greatly influences a person's motivation to behave generously. The tendency of people to spend their income to fulfill their personal satisfaction. Although there are also some people who spend their wealth for the benefit of other people or humanitarian interests, namely by giving charity. Another phenomenon that can encourage someone's generosity is when the law of diminishing marginal utility applies, where the assets someone owns can no longer provide satisfaction, so they are encouraged to donate them to other people.

Based on this, the aim of this research is to find out:

1. To find out what forms of philanthropic activity (generosity) of the millennial generation are.
2. To find out what is the background or motive for the philanthropic behavior of the millennial generation.
3. What is the description and factors that influence the behavior (generosity) of the philanthropic millennial generation

METHOD

This type of research uses qualitative methods and an interview approach, identification of research variables consisting of generosity and philanthropic millennial generation behavior, operational definitions of research variables, research subjects, data collection methods, validity and reliability of measuring instruments from interviews, and data analysis methods. Population is the total number consisting of objects or subjects that have certain characteristics and qualities determined by researchers to be studied and then conclusions drawn (Sugiyono, 2017). In this study, a sample of 3 informants/respondents was taken.

Data collection methods were obtained through structured interview instruments.

a) Interview and Observation Results

Observations were carried out on millennial employees who took part in the Ministry of Finance Teaching 8 activities by the North Sumatra Customs and Excise Regional Office. The Ministry of Finance's teaching program is an annual routine program in the form of teaching activities to elementary, middle and high school students and equivalents which is held every year which involves Ministry of Finance employees as volunteers in activities at various schools throughout Indonesia. For 2023, the Ministry of Finance teaching program will be held in Sarinembah village, Munte District, Karo Regency, North Sumatra Province.

In the activities of the Ministry of Finance Teaching 8, it also provides donations in the form of money, stationery and reading books in order to increase students' literacy. The participants in the Ministry of Finance Teaching 8 activity were attended by 18 employees, dominated by the millennial generation, as follows:

Table 1.
Ministry of Finance Teaching Participants 8

No	Name	Age	No	Name	Age
1	P	56	10	A.M	29
2	WST	28	11	DFST	28
3	FSY	29	12	BPR	25
4	AG	26	13	AH	26
5	N	27	14	TJPP	25
6	HE	28	15	BGAP	28
7	N.M	28	16	RH	27
8	MFH	30	17	ASPL	30
9	BASS	29	18	ZR	27

1. Time and Place of Implementation, observations were made at:

Day/Date	:	Monday / 23 October 2023
Place	:	1. North Sumatra Customs Regional Office State Finance Building Jl. P. Diponegoro No. 30A Medan 2. SD X, Sarinembah Village, Munte District, Karo Regency, North Sumatra Province

2. Chronological Recording Form

07.00 on October 23, 2023	A total of 19 millennial employees from the Ministry of Finance, North Sumatra Province took part in the Ministry of Finance Teaching 8 activity which was held at SD X, Sarinembah Village, Munte District, Karo Regency, North Sumatra Province.
07.00 – 07.30	Ministry of Finance Teaching 8 activities began with a flag ceremony at SD X, Sarinembah Village, Munte District, Karo Regency, North Sumatra Province.
07.30 – 09.00	The Kemenkeu Mengajar 8 volunteers were the speakers

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	in providing teaching to the students with enthusiasm and enthusiasm, and vice versa, the students also participated in the learning with enthusiasm and cheerfulness. The I Ministry of Finance Teaching 8 volunteers did not hesitate to give appreciation in the form of prizes and praise to the students who were most active and able to answer questions asked by the teachers/presenters.
09.00 – 09.30	(break time) volunteer II continues to serve students who still want to interact, share and even play together. Volunteer III was seen giving a little pocket money to students who looked less fortunate.
09.30 – 11.30	The volunteers continued teaching and learning activities with the students.
11.30 – 12.00	The volunteers provided donations in the form of books and clothes that were still suitable for use as well as some money for operational needs to the school.

Observation time

- 07.00 – 12.00 WIB
- 5x observations
- Observation time: 50 – 60 minutes
- Lag time: 5 minutes

3. Systematic Recording Form

No	Behavior Classification	Volunteer I	Volunteer II	Volunteer III
1	Work together to collect goods and money for donation needs.	√	√	√
2	The volunteers teach students enthusiastically, cheerfully, sincerely and interactively.	√	√	√
3	Distribute prizes and praise to students who are active and able to answer questions.	√		
4	Continue to serve students during break times and provide less fortunate students with snacks.		√	√
5	Make donations to the school in the form of goods and money.	√	√	√

4. Analysis of Observation Results on Generosity Behavior

Based on the results of field observations of the generosity behavior of Kemenkeu Mengajar 8 volunteers, information was obtained that all volunteers had demonstrated generous behavior. The implementation of Ministry of Finance Teaching 8 went smoothly.

- 1) Analysis of observation results of volunteers' attitudes and behavior I.
Volunteer I showed generous behavior by giving free personal gifts and giving praise to students who were active and able to answer the questions given.
- 2) Analysis of observation results on the attitudes and behavior of volunteers II and III.
Volunteers II and III showed generous behavior by continuing to provide interaction with students during break times and did not even hesitate to give pocket money to students who looked less well off.
- 3) Analysis of observation results on the attitudes and behavior of all volunteers.

All volunteers showed generous behavior and worked together to collect and provide donations to the school in the form of money and goods. All volunteers looked happy and satisfied with the implementation of the Ministry of Finance Teaching 8 activities and stated that they would always be involved in the same activities in the future.

A. Interviews and Analysis of Interview Results

Interviews were conducted with 3 (three) respondents taking place in the respondent's room/office. Data from respondents interviewed are:

Information	Respondent I	Respondent II	Respondent III
Name	A.M	BASS	AG
Age (years)	27	29	26
Gender	Woman	Man	Woman
Work	Civil servants	Civil servants	Civil servants

Before the interview began, the researcher provided informed consent (R1W1-001). After the respondent reads it, they take a pen to sign the consent form to become a respondent. Interviews are conducted when the respondent states they are ready. The results of the interview are as follows:

- a. Respondent I, the results of the interview conducted with AM are as follows:
 - 1) AM's motivation for participating in social activity programs is to get inner satisfaction when we can help others.
 - 2) In participating in social activity programs based on encouragement from within.
 - 3) AM is used to making donations not only in the form of money, but also personal items that are no longer used but are still suitable for use.
 - 4) Will continue to be involved in social activities as long as the ability is given.
- b. Respondent II, the results of the interview conducted with BAS were as follows:
 - 1) BAS routinely carries out social activities at least once a year, especially religious activities.
 - 2) The social activities/donations provided do not look at the recipient's ethnic, religious or racial background.
 - 3) When carrying out social activities/donations, always invite the people closest to you to get used to it and provide lessons to always be grateful for all the blessings that God has given you.
- c. Respondent III, the results of the interview conducted with AG were as follows:
 - 1) Social activities/donations carried out as a form of gratitude for all the blessings that God has given.
 - 2) AG always publishes donation/social activities on social media as a form of providing motivation and education for the wider community.
 - 3) AG actively carries out social activities/donations to various social institutions such as: kitabisa.com, and the like.
 - 4) As a social media activist, AG's donation/social activities can increase the rating/followers of the social media he manages.

CONCLUSION

Below we will describe the conclusions obtained from the results of the research carried out by the researchers. The conclusion contains a description and answers to the questions raised in the focus of this research. Based on the results of qualitative research using observation, interview and documentation techniques carried out at the North Sumatra Customs and Excise Regional Office and Sarinembah State Elementary School (SD), Munte District, Karo Regency, North Sumatra Province regarding the behavior of generosity in the philanthropic millennial generation, several conclusions can be drawn as follows :

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1. The results of this research provide an illustration that many among the millennial generation have a prosocial spirit, especially the philanthropic millennial generation, this is of course different from the characteristics that are often described as: antisocial, wasteful, lazy, consumptive, and so on.
2. Based on the results of research regarding the depiction of generosity behavior in the philanthropic millennial generation, it can be seen that the form of generosity that tends to be of interest to the millennial generation is in the form of social activities that involve more than 1 (one) activity and are carried out in groups. An example is social activities that contain healing elements to eliminate boredom in daily routine activities.
3. Another form of social activity that is often carried out by the philanthropic millennial generation is that they prefer to make donations in the form of cashless (non-cash), this is reflected in the interview process where they often donate to online social institutions, such as: kitabisa.com and the like. .
4. The motives for generosity in the philanthropic millennial generation are different, namely: 1) There are those who really just want to share, because sharing can bring inner peace. 2) Some aim at self-development (teamwork and communication competencies). 3) Some aim to expand the network (networking). 4) There are those who aim to exist on social media and provide learning for other people.
5. The philanthropic generosity of the millennial generation is influenced by several factors, such as: encouragement from within themselves, being invited by friends, often witnessing sad events on social media, and often listening to religious lectures.

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