

CAMPAIGN FOR MORALITY AND HEALTH IN GENERATION Z

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Abstract

The significance of living in today's world as a moral, healthy member of generation Z. The digital era, which is characterised by easy access to information and cutting-edge technology, is the environment in which Generation Z develops and evolves. The purpose of the initiative is to assist generation Z in overcoming difficulties brought on by low moral risk, a lack of health awareness, and a lack of work-related drive. The method used in a campaign to teach schoolgirl students in generation Z healthy and moral behaviour through lectures looks up. Results indicate which female students learn more about developing moral and healthy behaviours and about expanding comprehension to lessen the possibility of being subjected to associations and media that have unfavourable effects on their morals and health. The conclusion of concurrent campaigns can assist generation Z in defending themselves against the damaging influence of associations and media that affect their morals and physical well-being.

Keywords: *Morals, Health, and Generation Z*

1. INTRODUCTION

The people who are part of Generation Z, commonly referred to as the young millennials or the digital generation, were born between 1995 and 2010. They were raised in a time of cutting-edge technology, when the internet, social media, and mobile gadgets had already become integral parts of daily life. While there are numerous chances and advantages to having easy access to information and global contact, there are also new challenges (Boyd,2014;Grant, 2019.). Low morals were one of the problems that generation Z has to deal with. If knowledge wasn't quickly and easily disseminated in this digital age in a way that is balanced by a solid grasp of moral and ethical principles, it could have a negative effect. Online problems include immoral content, hate speech, and unethical behaviour frequently. Therefore, it becomes crucial for generation Z to uphold moral principles, respect one another, and make use of technology responsibly(Andriani,2018;Anderson2002;Lee,2017;Moreno,2016;Primack,2019;Rideout,2018.).

Health was a significant issue in addition to morals. Generation Z is frequently shackled to unhealthy behaviours, including excessive screen time, unhealthy food consumption, and inactivity. This may result in issues with one's physical and mental health, including obesity, insomnia, and anxiety. very crucial to educate Generation Z on the value of preserving overall health, which includes eating a balanced diet, getting regular exercise, and limiting screen time (Choi,2020;Daud,2019;Faisal,2021;Grant,2019). Additionally, generation Z struggles with a lack of drive to work. Although they have access to a wealth of knowledge and technology, some members of this generation lack the drive to realise their full potential. Many people would rather spend their time engaging in quick amusement than tackling difficult tasks or problems. For Generation Z to be able to make a constructive contribution to society, they must cultivate internal motivation, critical thinking, and creative ability (Leary,2015; Lerner,2009; Lu,2018; Rakhmawati,2020; Rocha,2018; Rosmalina, 2020; Subrhmanyam,

2020;Syakur,2020,;Twenge,2017;Twenge,2018;Yulianto,2020).

2. SOLUTIONS AND OUTPUT TARGETS

The approach taken in this service is based on a notion that aims to shield high school kids from the damaging effects of associations and the media. Powerpoint presentations and videos were examples of supporting media that help students comprehend and apply theory in real-world situations. The output target achieved is to improve student comprehension as evidenced by the discussion process and the dissemination of service outcomes through the publication of journals that can be accessed by parties searching the same information.

3. IMPLEMENTATION METHOD

A lecture method presents a practical strategy for resolving this problem. The value of morality, health, and labour can be thoroughly understood through lectures, which can also offer helpful advice on how to accomplish these objectives. Educators in moral lectures can use examples from generation Z's everyday existence to convey moral and ethical ideas. They can motivate generation Z to make moral decisions in both online and offline interactions by using examples from real life to highlight both the advantages and disadvantages of doing so.

Health lectures can enlighten listeners about the significance of preserving both physical and mental health. Speakers can explain the advantages of leading a healthy lifestyle, emphasising the value of a balanced diet, regular exercise, enough sleep, and stress-reduction measures. Additionally, they can talk about the consequences of unhealthy behaviours and offer helpful advice for establishing a balanced lifestyle. Lectures can inspire generation Z in talks on the workplace to pursue their interests and abilities and explore a range of career and entrepreneurship alternatives. They can discuss triumphs from earlier generations and provide examples of how creativity and invention can lead to constructive social change. Additionally, speakers can offer helpful guidance on how to overcome challenges, acquire necessary skills, and find mentors or networks that can offer assistance.

4. RESULTS AND DISCUSSION

It is believed that generation Z will comprehend the significance of morals, health, and labour through an effective teaching technique. They must be able to sustain holistic health, internalise moral and ethical principles into their behaviour, and inspire themselves to work and make a meaningful contribution to society. Students learn new information and gain knowledge as a result of this service provided by the school, and as a result, are expected to alter their behaviour.

The documentation of these activities is as follows:



Figure 1. Documentation of Health and Moral Behavior Campaign Activities in Generation Z

Families, schools, communities, the government, and educational institutions were just a few of the diverse groups that are involved in discussions about potential solutions to improve morality, health, and job motivation among generation Z. Families can act as positive role models and promote open dialogue about moral principles, the significance of health, and selecting a career that complements one's interests and abilities. Schools can incorporate ethical, wellness, and entrepreneurship instruction into the curriculum and support students in acquiring the essential skills. Communities can give Generation Z a place to engage in important activities and form connections with people who have similar interests and aspirations. Governments and educational institutions can strengthen their policies and programmes to assist generation Z's morals, well-being, and employability. First and foremost, generation Z needs a solid moral base. Generation Z faces a low danger of morality in an information-rich digital age full of online interactions. It is crucial that they become conscious of moral principles, ethics, and societal responsibility. Generation Z needs to know how important it is to respect others, demonstrate empathy, and behave honourably. They must refrain from negative online behaviours including promoting hate, cyberbullying, and social media addiction. Generation Z may create a positive environment and solid relationships if they have decent principles.

For generation Z, upholding one's health is just as vital as upholding principles. They are frequently forced into unhealthy lifestyles in the fast-paced digital era. Generation Z is more likely to consume unhealthy foods, spend a lot of time in front of devices, and exercise less. They must understand how crucial it is to keep their physical and mental wellness. Generation Z can enhance their quality of life by adopting a balanced lifestyle that includes regulating healthy screen time, participating in regular physical activity, and consuming wholesome meals. Engaging in enjoyable hobbies, controlling stress, and forming deep social connections should all be top priorities for maintaining good mental health. Work is also a crucial component of navigating the times we live in. Technology and information available to Generation Z can encourage innovation and creativity. Some individuals of this age, though, are less driven to reach their full potential. It's critical for members of generation Z to identify their passions and abilities as well as acquire necessary knowledge. They can succeed and have a positive impact on society by seizing possibilities in the workplace and in entrepreneurship. Additionally crucial are finding a mentor who can offer advice and assistance and growing your social network. Engaging in fun activities, controlling stress, and forming deep social connections.

The debate about generation Z, which is moral, wholesome, and employed, also includes the roles played by other parties. Families must lead by example and encourage the moral, physical, and intellectual growth of generation Z. Holistic education, which includes moral principles, physical well-being, and craft skills, must be included in schools' curricula. Communities need to create spaces where members of generation Z can engage in worthwhile activities and form relationships with other youth who have similar interests and aspirations. Governments and educational institutions must create policies and initiatives that assist generation Z's overall growth. In conclusion, it represents a challenge to be a member of generation Z in the modern world who is moral, healthy, and productive. Generation Z may improve society by upholding moral principles, keeping good physical and mental health, and having the necessary skills and work ethic. An environment that fosters the growth of generation Z with integrity, health, and innovation needs the assistance of families, schools, communities, and governments.

This is also reinforced by a number of research findings, such as those from Lia's research from 2017, which found that using film media to help students comprehend counselling linked to free sex and drugs can help students understand prevention. According to Maria's research from 2022, housing and access to pornographic media have an impact on students' behaviour. According to Asriyanti, 2020, Islamic counselling advice has an impact on pupils' mental health. Fajri, 2014 how risky sexual behaviour affects adolescent girls' reproductive health.

4. CONCLUSION

The current generation of Generation Z has a great chance of being a moral, healthy, and productive one. Generation Z may favourably impact society and effect considerable change provided they have a solid grasp of moral principles, the value of health, and the will to work. The lecture technique can be a useful strategy for teaching generation Z to comprehend and use this idea in their daily lives. A complete solution, however, necessitates the collaboration of numerous parties, including governments, communities, families, and schools. Generation Z can influence and lead a better future if there is significant collaboration.

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