

ADAPTASI KOMUNIKASI GEN Z DI DUNIA KERJA: ANALISIS MODEL U-CURVE

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ABSTRAK

Generasi Z kini mulai mendominasi dunia kerja dan berinteraksi dengan rekan kerja lintas generasi yang memiliki perbedaan gaya komunikasi. Perbedaan ini berpotensi menimbulkan kesalahpahaman, terutama pada masa awal transisi. Penelitian ini bertujuan untuk menjelaskan proses adaptasi komunikasi Generasi Z, menggambarkan bentuk-bentuk kesalahpahaman lintas generasi, serta mengidentifikasi strategi penyesuaian yang dilakukan. Menggunakan pendekatan kualitatif dengan metode fenomenologi, data dikumpulkan melalui wawancara mendalam terhadap informan Generasi Z di lingkungan kerja multigenerasi. Hasil penelitian yang dianalisis melalui kerangka Model U-Curve menunjukkan bahwa adaptasi berlangsung melalui tahapan sistematis, mulai dari fase antusiasme hingga kejutan budaya (*culture shock*) yang dipicu oleh misinterpretasi pesan pada media digital dan benturan budaya hierarkis. Guna mengatasi hambatan tersebut, Generasi Z melakukan strategi konvergensi untuk menyelaraskan gaya bicaranya. Pada tahap akhir, ditemukan bahwa Generasi Z berhasil membentuk identitas komunikasi hibrida yang fleksibel dan kontekstual tanpa menghilangkan jati diri mereka. Penelitian ini menegaskan bahwa keberhasilan adaptasi memerlukan keterbukaan dan kepercayaan (*trust*) lintas generasi guna menciptakan lingkungan kerja yang harmonis.

Kata kunci: Generasi Z, adaptasi komunikasi, komunikasi lintas generasi, dunia kerja, Model U-Curve.

COMMUNICATION ADAPTATION OF GENERATION Z IN THE WORKPLACE: A U-CURVE MODEL ANALYSIS

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ABSTRACT

Generation Z is increasingly dominating the workforce and interacting with other generations who possess distinct communication styles and methods. These differences potentially lead to misunderstandings, particularly during the initial phase of entering the professional environment. This study aims to explain the communication adaptation process of Generation Z, describe the forms of cross-generational communication misunderstandings, and identify the adjustment strategies employed by Generation Z in the workplace. Using a qualitative approach with a phenomenological method, data were collected through in-depth interviews with Generation Z informants working in multi-generational environments. The U-Curve Model was utilized as a conceptual framework to observe the stages of communication adaptation. The results indicate that Generation Z's communication adaptation progresses through several stages, starting with initial enthusiasm, followed by culture shock due to differences in message interpretation—especially in digital media—and concluding with a recovery and adjustment process. To overcome these barriers, informants employed convergence strategies, ultimately forming a hybrid communication identity that is flexible and contextual. This research emphasizes that communication adaptation is a gradual process requiring mutual understanding and openness across all generations to foster a harmonious work environment.

Keywords: *Generation Z, communication adaptation, multigenerational workplace, workplace communication, U-Curve Model*