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The Influence of Social Media Influencers on Gen Z's Interest in Making Scientific Papers

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ABSTRACT

The low interest of younger generation in writing scientific papers is a serious challenge for the world of education. One of the causes is the lack of encouragement and motivation to writing. This study aims to determine the influence of social media influencers on Generation Z's interest in writing scientific papers. This research methodology uses a quantitative approach using a purposive sampling technique by distributing questionnaires to 234 respondents who are Generation Z. A 2-tailed sig value of 0.000 <0.05 and a Spearman rank test coefficient value of 0.776** were obtained. Then the correlation coefficient number from the SPSS output shows a positive value. These results state that the relationship between variables is unidirectional and there is a very strong influence between social media influencers on the interest of writing scientific papers. Thus, social media influencers have a crucial role in encouraging young people's interest in participating the scientific world. These findings also recommend the implementation of educational policies by involving influencers in promoting scientific writing in schools and universities to improve the quality of education and the development of science in Indonesia.

1. Introduction

In Indonesia, the practice of writing scientific papers continues to face significant challenges, particularly among young generations. Interest in scientific writing remains relatively low, with several factors contributing to this issue. These include a lack of adequate encouragement and mentorship, the pressures of busy schedules, insufficient motivation, and difficulties in identifying relevant or engaging research topics. Nevertheless, writing scientific papers is a fundamental component of both the educational process and the advancement of scientific knowledge. Beyond serving as a tool for enhancing academic competence, it also plays a critical role in developing key intellectual skills such as critical thinking, analytical reasoning, and creativity. Moreover, engaging in scientific writing offers intellectual fulfillment, fostering the ability to organize and present complex ideas and concepts in a structured and coherent manner [1], [2].

In today's digital era, technology and the internet have transformed access to information, providing the public, especially younger generations, with unprecedented ease and convenience. This technological progress has significantly reshaped communication patterns within society, evident in the dominant role social media now plays as the primary platform for interaction and information sharing. As a result, traditional forms of communication have been supplemented, and in some cases, replaced, by digital channels that allow for instant and widespread dissemination of ideas, news, and personal content [3]. Generation Z, born between 1997 and 2012, is the first cohort to grow up in a world shaped by rapid technological advancements. This generation has unparalleled access to vast amounts of information, allowing them to stay informed and engage with the latest trends at a moment's notice, often through social media platforms. Social media has evolved beyond being a mere communication tool; it has become a dynamic space for

self-expression, where individuals share their thoughts, creativity, and personal identities through written posts, images, and videos. Influencers play a significant role in shaping this space, using engaging and often visually compelling content to capture the attention of their audiences and set trends that resonate across digital platforms [4], [5].

Influencers are individuals who have amassed a large following on social media platforms and wield significant influence over their audience. Their ability to shape opinions and behaviors is particularly impactful among young people, who often look to influencers for guidance and inspiration. This influence stems from the authority and credibility influencers have cultivated through their expertise, relatable personalities, and the strong relationships they establish with their followers. Most influencers has made a lot of changes and also trends which spreads among their followers and also non-followers. These massive people especially pupils and students (Generation Z) have a high role in creating words of mouth in their groups, so that there are more people who follow the trend, even though they don't using social media as much as others. As trusted figures in the digital space, influencers not only drive trends but also serve as important sources of inspiration across various domains, ranging from lifestyle choices to the latest educational developments. Their content has the power to shape perceptions, alter consumer habits, and even promote social and cultural shifts [6], [7]. Given their vast reach and influence, influencers have the potential to play a pivotal role in the scientific community by using their social media platforms to promote the value and benefits of writing scientific papers. By leveraging their ability to engage and connect with a large audience, influencers can raise awareness about the importance of scientific writing and encourage Generation Z to view it as a meaningful and rewarding pursuit. Through informative posts, discussions, and interactive content, they can foster a greater interest in scientific activities, inspiring young people to explore research, engage in academic writing, and contribute to the development of knowledge in innovative ways. In doing so, influencers can bridge the gap between popular culture and academia, motivating a new generation to become more involved in scientific discourse and research. Any common influencers can also promoting this writing scientific papers through their platforms, but the more credible and trustful the influencers towards their followers, the wider of impacts it could get. Not only promoting, but they also have to learn and increasing their interests of writing scientific papers. Nevertheless, the real testimonial and impactful by the influencers will gain more trust from followers.

Several studies have demonstrated the significant influence social media influencers have on various aspects of young people's lives. For instance, research conducted by Firmansyah highlights the positive impact social media influencers have on the investment interests of Generation Z in Sidoarjo. The study reveals that influencers' content, particularly related to investment knowledge, potential returns, and personal financial management, has a notable effect on the investment decisions of young people in the region. This influence is largely attributed to the trust and credibility influencers have established with their followers, shaping their attitudes toward financial decisions and encouraging them to explore new opportunities in areas such as investment [8].

Second, a study conducted by Putri aimed to assess the influence of the influencer @jktdelicacy on the followers of the Instagram account @familymartid. The research applied theories of credibility, attractiveness, and power of influencers, as well as explored various types of usage interests, including transactional, referential, preferential, and explorative motivations. The findings revealed that a significant majority of respondents recognized the positive influence of the influencer on their interest in using the featured products. The study found a strong correlation between the influence of the influencer and product usage interest, with a coefficient of 0.808. This influence accounted for 65.2% of the variance in usage interest, while the remaining 34.8% was attributed to other external factors [9].

Third, a study conducted by Putra explores the influence of influencer promotions on TikTok on Generation Z's purchasing interest, focusing on the impact of influencer appearance, trust, and content, as well as the mediating role of brand attitudes. The findings reveal that while influencer appearance has a positive effect on purchasing interest, it does not significantly impact brand attitudes. In contrast, influencer trust and the content they produce both have a notable influence on brand attitudes, which, in turn, positively affect purchasing interest. This suggests that while appearance alone may catch the audience's attention, trust and content quality are crucial in shaping how consumers perceive a brand, ultimately driving their purchasing decisions [10].

In contrast to previous studies, this research introduces an element of novelty by addressing the underlying factors that influence Generation Z's interest in writing scientific papers. The primary objective of this study is to analyze the impact of social media influencers on the willingness and motivation of Generation Z to engage in academic writing. Data for this study were collected through a questionnaire distributed to 234 respondents, who were selected using a purposive sampling technique to ensure a relevant and targeted sample. This study holds significant importance as its findings can provide valuable insights into

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fostering a culture of scientific writing among young people. It has the potential to contribute to the advancement of science and education in Indonesia, supporting the development of both academic competence and critical thinking skills for future generations.

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2. Materials and Methods

2.1. Research Design

The research method used in this study is a quantitative approach with a correlational method. Quantitative research is an approach that prioritizes the collection of data based on numbers and facts that can be analyzed statistically. This approach allows researchers to study a particular population or sample more objectively using standardized research instruments. The data obtained is then analyzed using statistical techniques to test the proposed hypothesis. The main purpose of quantitative research is to obtain valid and reliable results in explaining the phenomenon which being studied, as well to test the relationship or influence between the variables involved in the study. Meanwhile, the correlational method is used to analyze the relationship between two or more variables without identifying the cause of the relationship. Correlational research aims to determine the extent of the relationship between the variables studied, whether the relationship is positive, negative, or there is no relationship at all. By using this technique, researchers can measure the degree of strength of the relationship between variables through the correlation coefficient, which provides an overview of the level of relationship between these variables. Therefore, this correlational method is very suitable for answering research questions that focus on the relationship between variables, such as the influence of social media influencers on the interest in writing scientific papers in Generation Z, without the need to find or identify direct causal factors of the relationship [11].

2.2. Population and Sample

In the context of research, the term "population" refers to the entire group or area that shares specific characteristics or qualities relevant to the focus of the study as determined by the researcher. This population contains individuals, groups, organizations, or objects that exhibit common features, traits, or conditions that are central to the research questions. The selection of a population is crucial because it defines the scope of the study and ensures that the findings are applicable to the target group. For example, in this study, the population is defined as Generation Z in West Java who are active social media users. It is essential to understand that the concept of a population goes beyond just the number of subjects or objects being studied. It also includes all the attributes or characteristics that these individuals or groups possess, which make them suitable and relevant for the study. These characteristics ensure that the population represents a meaningful source of data, providing a robust foundation for drawing valid and generalizable conclusions. The population forms the core group from which the researcher gathers data, and it plays a pivotal role in the study's ability to make broader inferences about the phenomenon under investigation.

Meanwhile, sample is a part of population selected to be the object of research. This sample must have representative characteristics of a larger population, so that the results of the sample research can be generalized or applied to the entire population. Sample selection is carried out using a certain method to ensure that the samples taken represent the entire relevant population. The process of selecting the right sample is very important so that the research results remain valid and reliable. Thus, the selected sample must reflect the main characteristics of the population, so that the research results can describe the situation or phenomena that exist in the population [11]. The technique used in sampling in this study uses non-probability sampling, which is a sampling technique that does not provide equal opportunities or chances for each element or member of the population to be selected as a research sample. More specifically, this study uses a purposive sampling type, where this technique is to determine samples with certain criteria. The respondent criteria determined in this study are Generation Z in West Java, active users of social media, and have created scientific papers.

2.3. Data collection

The primary data for this study were collected through an online questionnaire distributed via Google Forms to respondents located in West Java. The data collection process spanned one month, from July to August 2024. A total of 234 respondents completed the questionnaire. To facilitate data analysis, each respondent's answers were converted into a Likert scale ranging from 1 to 4, using Microsoft Excel. The decision to use a 1-4 scale was intentional, aiming to minimize neutral responses and ensure more decisive answers. Specifically, a score of 4 was assigned to "Very Relevant," a score of 3 to "Relevant," a score of 2 to "Less Relevant," and a score of 1 to "Not Relevant." This scale allowed for a clearer understanding of the respondents' perceptions and helped provide more meaningful insights for the analysis.

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2.4. Research Variables

In research, it is essential to accurately define and understand the measurement scales for the variables involved in hypothesis testing. These variables are typically categorized into two main types: independent variables and dependent variables. The independent variable is the factor that is presumed to influence or cause changes in other variables, thereby driving the observed outcomes of the study. This variable is often referred as the "cause" in a cause-and-effect relationship. Conversely, the dependent variable represents the outcome or response that is influenced or altered by the independent variable. It is what the researcher seeks to measure or observe as a result of changes in the independent variable. In the context of this research, social media influencers are considered the independent variable, as their influence is hypothesized to affect the attitudes, behaviors, and interests of the study's participants. Specifically, the dependent variable in this study is the interest in writing scientific papers, which is expected to be shaped by the exposure and impact of social media influencers. By examining the relationship between these two variables, the study seeks to assess the extent which social media influencers can stimulate interest and engagement in scientific writing among Generation Z. The findings from this investigation could offer valuable insights into how social media can be leveraged to promote academic participation and foster scientific curiosity within Generation Z.

2.5. Data processing

The data, which has been converted to a Likert scale, were analyzed using SPSS version 24 with non-parametric statistical techniques, as the data is ordinal in nature. Unlike parametric statistics, which are typically used for interval or ratio data, non-parametric statistics are specifically designed to handle ordinal data, where the assumptions of normality and homogeneity of variance are not met. One of the key advantages of using non-parametric methods is their flexibility in making inferences without requiring specific assumptions about the distribution of population parameters. This is particularly valuable when working with small sample sizes or data that does not conform to normal distribution. Furthermore, non-parametric methods are often easier to interpret and the calculations are generally simpler compared to parametric methods. In this study, the Spearman rank correlation was employed as one of the non-parametric tests to examine the relationship between variables [12].

Spearman's rank correlation is a non-parametric statistical method used to assess the strength and direction of the relationship between two variables measured on an ordinal scale. The correlation coefficient, denoted by the symbol (r), quantifies the degree of association between the variables. Before analysis, the data must be ranked, with values arranged from the lowest to the highest, to determine their respective positions in the dataset. Spearman's rank correlation is particularly useful for data that does not meet the assumptions required for parametric tests, such as normal distribution. This method allows researchers to clearly evaluate the strength of the relationship between variables, providing insights into whether the relationship is positive, negative, or non-existent, while also indicating the extent to which one variable may change in relation to the other [13].

3. Results and Discussion

3.1. Validity Test

This test is conducted to measure the extent of accuracy and authenticity of the variables studied. The R table value used as a reference in this study is 5% or 0.1283. From the results of the SPSS analysis, it shows that the calculated R value> R table and the value with significance of the variable x is <0.05, meaning that the data used for the variable X is declared Valid.

Table 1. Output of X Validity Test

Correlations

		X1	X2	X3	Total_X
X1	Pearson Correlation	1	.561**	.926**	.936**
	Sig. (2-tailed)		.000	.000	.000
	N	234	234	234	234
X2	Pearson Correlation	.561**	1	.564**	.791**
	Sig. (2-tailed)	.000		.000	.000
	N	234	234	234	234

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X3	Pearson Correlation	.926**	.564**	1	.938**
	Sig. (2-tailed)	.000	.000		.000
	N	234	234	234	234
Total_X (Social Media Influencer)	Pearson Correlation	.936**	.791**	.938**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	234	234	234	234

**. Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS 24 analysis results

Then the results of the validity test of the interest variable in making scientific work (Y) show the calculated R value > R table with a significance of <0.05, which means that the data for the variable (Y) is declared valid. The calculation results of the variable (Y) are presented in Table 2.

Table 2. Output of Y Validity Test

Correlations

		Y1	Y2	Y3	Total_Y
Y1	Pearson Correlation	1	.891**	.843**	.951**
	Sig. (2-tailed)		.000	.000	.000
	N	234	234	234	234
Y2	Pearson Correlation	.891**	1	.901**	.971**
	Sig. (2-tailed)	.000		.000	.000
	N	234	234	234	234
Y3	Pearson Correlation	.843**	.901**	1	.954**
	Sig. (2-tailed)	.000	.000		.000
	N	234	234	234	234
Total_Y (Interest)	Pearson Correlation	.951**	.971**	.954**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	234	234	234	234

**. Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS 24 analysis results

3.2. Reliability Test

Reliability testing is carried out with the aim of determining the level of consistency of the data obtained. This measurement parameter is seen from the Cronbach's Alpha value. If the value shows <0.60 the data is not reliable, but if the value is >0.60 then the data is reliable. In variable X, the Cronbach's Alpha value is 0.868 >0.60 which means the data is reliable.

Table 3. Output of X Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.868	3

Source: SPSS 24 Analysis

Furthermore, the variable of interest in creating scientific work (Y) can be seen in Table 4 below, where the Cronbach's Alpha value is 0.956 > 0.6, which means the data is stated as reliable.

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Table 4. Y Reliability Test Output

Reliability Statistics

Cronbach's Alpha	N of Items
.956	3

Source: SPSS 24 Analysis

3.3. Spearman's Rank Test

By using non-parametric statistics Spearman Rank, it is not necessary to perform normality and linearity tests. The results of the analysis are presented in Table 5 below.

Table 5. Results of Non-Parametric Tests with Spearman Rank

Correlations

			Influencers	Interest
Spearman's rho	Social Media Influencers	Correlation Coefficient	1,000	.776**
		Sig. (2-tailed)	.	.000
		N	234	234
	Gen Z's Interest in Creating Scientific Papers	Correlation Coefficient	.776**	1,000
		Sig. (2-tailed)	.000	.
		N	234	234

**. Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS 24 Analysis

Table 6. Spearman Rank Correlation Level[14]

Coefficient	The Power of Relationships
0.00 – 0.25	Correlation is very weak
0.26 – 0.50	Correlation is sufficient
0.51 – 0.75	Strong correlation
0.76 – 0.99	The correlation is very strong
1.00	Perfect correlation

The results of this study indicate that social media influencers have a very strong influence on the interests of Generation Z in West Java area of writing scientific papers. The significance value (2-tailed) of 0.000 which is smaller than 0.05 and the correlation coefficient value of 0.776 indicate a positive and significant relationship between social media influencer variable and the interest in writing scientific papers. This positive and large correlation coefficient indicates that as the influence of social media influencers grows, so does the interest of the younger generation in getting involved in scientific writing. Thus, the results of this study confirm that influencers on social media have great potential to encourage Generation Z to be more interested and active in scientific activities, especially in writing scientific papers.

In practical terms, the results of this study provide a solid foundation for the design and implementation of social media campaigns that leverage influencers to foster greater scientific interest among Generation

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Z. These campaigns could focus on educating young people about the significance of scientific writing and its potential benefits, both for the advancement of knowledge and for personal skill development. For instance, influencers could share practical tips and step-by-step guides on how to write scientific papers, as well as highlight the enjoyable and rewarding aspects of the research process. By presenting scientific inquiry in an engaging and approachable manner, influencers can help demystify the field, making it more accessible and appealing to a generation that may have previously viewed it as complex or intimidating. This approach could pave the way for greater participation in academic research and scientific activities among young people. Additionally, influencers can tap into the motivational drive of Generation Z, who often face challenges such as a lack of motivation and a tendency to procrastinate when it comes to their educational tasks. By leveraging their platform and influence, these figures can inspire a sense of urgency and excitement about learning, creating a shift in mindset that encourages timely engagement with academic responsibilities. This, in turn, could result in a more proactive and motivated generation, ready to contribute meaningfully to the scientific community.

Furthermore, the findings of this study carry broad implications for educational policy in Indonesia. Considering the significant influence of social media influencers on the scientific interests of the younger generation, both the government and educational institutions have the opportunity to develop social media-based educational strategies that harness the power of influencers to encourage students to engage more actively in scientific writing. One potential approach could be the integration of social media and influencer-led initiatives into the educational curriculum. By doing so, students and pupils can directly benefit from the information shared by figures they admire and trust, making the learning process more relatable and engaging. For example, influencers could be invited to collaborate with educational institutions, where they could share their personal experiences with research or the process of writing scientific papers. This collaboration could help bridge the gap between academic knowledge and the everyday interests of young people, motivating them to pursue scientific endeavors in a more accessible and inspiring way. The government or educational institutions could make some kind of workshop with the impactful influencer as the guest and spread the information or promotional event on social media. Or in the other hand, the educational institutions whom collaborate with the influencer make some writing scientific papers competition which will increasing the urge of pupils and students to start writing.

In addition to their roles in entertainment and lifestyle, influencers can be effectively leveraged as scientific ambassadors, promoting the value of scientific writing to the younger generation at both the high school and college levels. As trusted figures with the ability to shape opinions and behaviors, influencers have the potential to serve as agents of change, delivering messages about the importance of scientific research and writing for the future. By using their platforms to highlight the relevance of scientific inquiry, they can inspire young people to recognize the significance of contributing to the body of knowledge and understanding in various fields. This shift would not only elevate the role of influencers beyond popular culture but also foster the development of scientific literacy and a stronger academic culture among Generation Z. Any kind of influencer can contribute in promoting this urge, but an influencer with educational interests will be more engaging. Ultimately, influencers can play a crucial role in bridging the gap between youth culture and academia, helping to cultivate a more research-driven mindset within the next generation.

This study further demonstrates that enhancing scientific literacy among Generation Z through social media can significantly narrow the gap between the academic world and the younger generation. Influencers possess the unique ability to present scientific information in an engaging, easily understandable, and accessible format, making complex topics more relatable and stimulating interest in the scientific field. By leveraging the potential of social media, influencers can help shift the perception of science from something distant or difficult to comprehend into an area that is both exciting and relevant. As a result, the younger generation will not only engage as consumers of information but will also be inspired to contribute as creators of knowledge. This shift will empower them to actively participate in the development of new ideas and solutions, furthering innovation and keeping pace with the evolving demands of society.

Finally, the findings of this study underscore the importance of enhancing scientific literacy among Generation Z through the strategic use of social media. Influencers have the potential to significantly improve scientific literacy by creating engaging, accessible content that resonates with young people, thus bridging the gap between the academic world and the younger generation. Moreover, these findings highlight the broader implications for the future of research and innovation. By encouraging Generation Z to engage in scientific writing, we can foster a culture of intellectual curiosity and creativity that contributes to the advancement of innovation. Policies that promote scientific writing not only cultivate essential skills such as critical thinking, analytical reasoning, and creativity, but also play a pivotal role in strengthening the quality of research and innovation in Indonesia. Ultimately, these efforts will empower the next generation to drive forward the scientific and technological progress of the nation.

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4. Conclusion

Research indicates that social media influencers play a significant role in shaping Generation Z's interest in creating scientific papers. This finding presents a valuable opportunity to harness the power of social media as a tool to spark and nurture scientific curiosity among the younger generation. Given the widespread influence that social media has on today's youth, it is essential to explore strategies that integrate these platforms into educational frameworks. As such, several actionable recommendations emerge for educators, policymakers, and content creators. Educators can leverage social media as a supplementary learning tool to make scientific writing more accessible and engaging. Policymakers could introduce initiatives that support the collaboration between academic institutions and influencers to foster scientific literacy. Meanwhile, content creators and influencers can design and share content that demystifies scientific research, providing practical insights into the writing process and the value of scientific inquiry. Together, these efforts could significantly enhance the academic and intellectual engagement of Generation Z.

For educators, leveraging the power of social media can be a highly effective strategy to increase student engagement with the scientific world. By incorporating social media into the learning process, educators can create interactive and dynamic learning experiences that resonate with today's digital-savvy students. One practical approach is to collaborate with influencers who can share valuable insights about the significance of scientific writing, research methodologies, and the impact of scientific contributions. Through engaging content, influencers can help demystify the research process and make it more accessible to students. This collaboration can inspire students to take a more active role in writing scientific papers, while simultaneously fostering the development of critical thinking, analytical skills, and a deeper appreciation for academic inquiry. In doing so, educators can motivate students to view scientific research not only as an academic requirement but as an exciting and meaningful pursuit that contributes to personal and intellectual growth.

For the government and educational institutions, they must be formulate policies that actively support the use of social media as a tool for enhancing scientific literacy among Generation Z. One effective approach could be the development of educational programs that incorporate influencers as scientific ambassadors, promoting the value of scientific research and writing in ways that resonate with young people's interests and lifestyle. By partnering with influencers, these programs can make scientific knowledge more accessible, engaging, and relevant to the digital generation. Additionally, such policies could include the integration of social media platforms into higher education curricula, creating opportunities for students to engage with scientific content in a modern and interactive manner. This integration could help bridge the gap between traditional academic practices and the digital habits of students, fostering a more dynamic approach to scientific writing and research. Ultimately, these initiatives could empower Generation Z to take an active role in scientific discourse and contribute to the advancement of knowledge in an increasingly digital world.

And then for content creators, particularly influencers, there is a unique opportunity to craft content that not only entertains but also educates their audience on the importance of research and scientific writing. Influencers have the ability to simplify complex scientific topics, presenting them in an engaging, relatable, and easily digestible format that resonates with their followers. By incorporating clear explanations, practical examples, and engaging visuals, content creators can demystify the research process and spark curiosity about the academic world. Through this approach, influencers can inspire their followers to explore scientific topics, encouraging them to see the value of academic pursuits and the role of scientific writing in shaping knowledge and innovation. The impact of this educational increases not only for Generation Z, but also impacts on the influencers itself. Their self-branding would become more valuable and widen their knowledge about scientific. Ultimately, by fostering a deeper appreciation for research, influencers can motivate a new generation to actively participate in scientific inquiry and contribute to the development of knowledge.

Overall, the results of this study suggest that a collaborative effort between educators, policymakers, and content creators can significantly accelerate the development of scientific interest among Generation Z. By working together, these key stakeholders can create a dynamic and engaging ecosystem that nurtures scientific curiosity and fosters a culture of academic achievement. Such collaboration can help bridge the gap between traditional educational methods and the digital engagement preferred by today's youth, thereby enhancing the relevance of scientific research and writing in their lives. This, in turn, will contribute to improving the overall quality of education, research, and innovation in Indonesia. By encouraging greater participation from the younger generation in the scientific community, this collaborative approach can strengthen the country's knowledge and research base, ensuring that Indonesia remains competitive in the global knowledge economy and continues to drive forward innovation in various fields.

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5. Author Contributions

Vigie Priantika Putra Hutama contributed to the conceptualization of the study, writing the original draft, developing the methodology, utilizing relevant software, as well as performing validation and formal analysis. Additionally, he was responsible for conducting the investigation, curating the data, and ensuring the integrity of the research process. Meanwhile, Salma Alya Ristiana contributed by reviewing the manuscript and providing critical feedback, as well as editing the final draft to enhance clarity, coherence, and overall quality.

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8. Conflict of interest

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