

From Fragility to Fortitude: Unpacking Resilience in the Strawberry Generation

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Abstract — This study aims to provide a descriptive analysis of resilience among employees from the Strawberry Generation, characterized by their perceived fragility and sensitivity in facing workplace challenges. Using a quantitative descriptive method, data were collected from 272 Strawberry Generation employees working in various industries through a questionnaire. The research instrument employed was a questionnaire distributed via Google Forms, utilizing the Growth-focused Resilience Scale (GFRS) as the measurement tool. The findings reveal that Strawberry Generation employees exhibit high levels of resilience, challenging the stereotype of their fragility and highlighting their potential to adapt and thrive in workplace settings.

Keywords — Resilience, Strawberry Generation.

I. INTRODUCTION

The contemporary workplace comprises a diverse mix of generations, including Baby Boomers, Generation X, Millennials (Generation Y), and Generation Z, all of whom actively contribute to organizational environments with their unique experiences, values, and perspectives. Generation Z, the youngest cohort in the workforce today, is typically defined as individuals born between 1997 and 2012 [1]. This generation is often referred to as the "Strawberry Generation," a term originating in 1990s Taiwan. It serves as a metaphor to describe young individuals perceived as fragile, unable to withstand social pressures, and less hardworking compared to previous generations. Additional characteristics associated with this generation include a slower work pace, non-conformity, arrogance, and individualism [2].

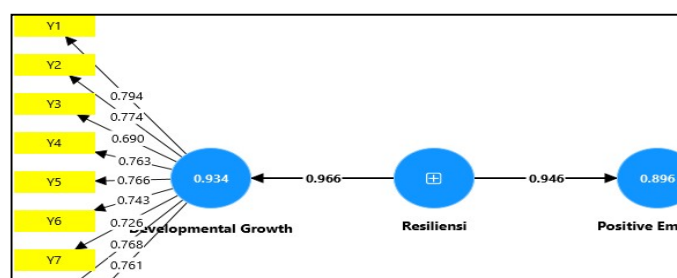
The Strawberry Generation is also characterized as creative but pampered, and prone to being overwhelmed by uncertainty and competition in their lives. Discussions around this generation often emphasize its negative aspects. However, positive attributes such as uniqueness, openness, creativity, critical thinking, and the ability to connect ideas or concepts are increasingly acknowledged. Members of this generation also tend to be more confident in public speaking compared to their predecessors [3].

Specifically, the term "Strawberry Generation" refers to individuals who exhibit low tolerance for stress, difficulty adapting to changing situations, poor emotional management skills, and a tendency to avoid confronting reality [4]. The ability to adapt to stress, recover from setbacks, maintain stable well-being, and use available resources to thrive—despite crises—is referred to as resilience [5]. Resilience encompasses adaptability, the ability to overcome disruptions, and the capacity to reset and bounce back (Walker, 2020). It is influenced by various factors, including personal, biological, and environmental elements. On a micro level, family and peer support significantly impact an individual's resilience. On a macro level, community, culture, religion, and minimal exposure to violence also contribute to resilience levels [6].

II. PURPOSE AND METHOD

This study aims to explore the resilience profile of employees belonging to the Strawberry Generation. This research employs a descriptive quantitative method. Quantitative data were collected using the Growth-focused Resilience Scale developed by Amir and Standen [7]. This scale measures two key aspects: developmental growth evaluation and positive emotion. The population of this study comprises Strawberry Generation employees, specifically those from Generation Z, defined as individuals born between 1997 and 2012 [1]. The sample size consisted of 272 respondents. These employees are currently working in institutions, organizations, or companies and have been employed in their current workplace for a period ranging from six months to two years.

III. RESULT AND DISCUSSION



Data analysis was conducted descriptively on 272 respondents, data are shown as follows:

FIGURE 1. OUTER LOADING VALUES FOR RESILIENCE

Based on the Fig. 1, analysis of the outer loading values, for the positive emotion aspect, all items show a loading factor value greater than 0.7. However, for the developmental growth aspect, one item did not meet the criteria, specifically item number 3, which has a loading factor value of 0.690 (< 0.7). Therefore, this item is considered invalid and excluded from the analysis. Next, a convergent validity test based on AVE was conducted after eliminating the invalid items, resulting in the following outcomes:

TABLE I. AVE VALUE FOR RESILIENCE

Aspect	AVE
Developmental Growth	0.588
Positive Emotion	0.582

Based on the results above, the developmental growth aspect has an AVE value of 0.588 (> 0.5), and the positive emotion aspect has an AVE value of 0.582 (> 0.5). This indicates that the resilience variable meets the criteria for convergent validity. Next, the reliability test for the resilience scale is presented in the table below:

TABLE II. RESILIENCE RELIABILITY TEST

Cronbach's Alpha	Composite Reliability	AVE	Description
0.940	0.947	0.527	Reliable

The results above show that the Cronbach's Alpha value is 0.940 (> 0.6) and the Composite Reliability value is 0.947 (> 0.7). This indicates that the resilience scale has a high level of reliability.

TABLE III. PARTICIPANTS BY GENDER

No.	Description		
	Gender	Frequency (N)	Percentage (%)
1.	Male	109	40.07%
2.	Female	163	59.93%
Total		272	100%

Based on Table III above, it can be seen that the male participant rate is 40.07%, which is less than the female participant rate of 59.93%. Thus, the majority of research participants were female.

TABLE IV. PARTICIPANTS BY EDUCATION

No.	Description		
	Education	Frequency (N)	Percentage (%)
1.	Senior High School	80	29.41%
2.	Diplome	51	18.75%
3.	Bachelor's Degree	137	50.37%
4.	Master's Degree	4	1.47%
Total		272	100%

Based on Table IV, the largest group of subjects in the study consists of those with a Bachelor's degree (S1), totaling 137 individuals (50.37%), while the smallest group comprises subjects with a Master's degree (S2), totaling 4 individuals (1.47%).

TABLE V. PARTICIPANTS BY WORK EXPERIENCE

No.	Description		
	Work Experience	Frequency (N)	Percentage (%)
1.	6 months – 1 Year	149	54.78%
2.	1 – 2 Years	123	45.22%
Total		272	100%

According to the Table V, the majority of subjects in the study have work experience between 6 months and 1 year, totaling 149 individuals (54.78%), while the group with work experience ranging from 1 to 2 years consists of 123 individuals (45.22%).

TABLE VI. PARTICIPANTS BY WORK FIELD

No.	Description		
	Work Field	Frequency (N)	Percentage (%)
1.	Finance	59	21.69%
2.	Education	41	15.07%
3.	Technology	41	15.07%

No.	Description		
	Work Field	Frequency (N)	Percentage (%)
4.	Healthcare	37	13.60%
5.	Trade/Retail	35	12.88%
6.	Manufacturing/Production	13	4.77%
7.	Social/Community	12	4.41%
8.	F&B (Food & Beverages)	8	2.94%
9.	Construction & Maintenance	5	1.83%
10.	Security & Government	5	1.83%
11.	Transportation/Logistics	2	0.74%
12.	Agriculture & Agroindustry	2	0.74%
13.	Energy	1	0.37%
14.	Other	1	0.37%
Total		272	100%

According to the Table VI, the most prevalent field among the subjects in the study is finance, with 59 individuals (21.69%), while the least represented fields are energy and others, each with just 1 individual (0.37%).

TABLE VII. CATEGORIZATION OF RESILIENCE

Range	Categorization	Frequency (N)	Percentage (%)
$X < 35$	Low	11	4 %
$35 \leq X < 55$	Medium	24	8.8 %
$55 \leq X$	High	237	87.1 %
Total			100 %

Based on the Table VII, it can be observed that there are 11 subjects (4%) in the low resilience category, 24 subjects (8.8%) in the medium category, and 237 subjects (87.1%) in the high resilience category. This data indicates that the majority of subjects exhibit a high level of resilience.

IV. CONCLUSION

This study presents an analysis of resilience among the "strawberry generation" employees in Indonesia. Based on a total of 272 participants, the results show that 87.1% of the majority group exhibit high levels of resilience, indicating that employees from the "strawberry generation" in Indonesia generally possess strong adaptive capacities to cope with workplace challenges. Additionally, the study reveals that female participants dominate the sample (59.93%), and the most common work experience range is between 6 months and 1 year, accounting for 54.78% of the participants, showing that many employees in this study are relatively early in their careers.

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