

Understanding Generation Z during 2019 Student Protest in Indonesia through Empathy Map Canvas

Fitorio Bowo Leksono

Faculty of Technology and Design, Universitas Pembangunan Jaya,
Tangerang, Indonesia
fitorio.leksono@upj.ac.id

After 20 years of Reformation, Indonesian witnessing the largest student demonstration in September 23th-24th 2019. Ten of thousands students went to the streets in many big cities in Indonesia to protest several Proposed Bills that considered a threat for Indonesian democracy. Interestingly, Indonesian students succeed to give a new looks for a student protest in Indonesia through various posters and slogans that witty, quirky, and influenced by various meme in social media. This phenomena is something that never been seen in Indonesian student activism before, something that could be the signature of an era in Indonesia. In order to get understanding this trend, we need to learn about the student itself, the generation Z of Indonesia, through Empathic Study. Empathic Study is the first step during Design Thinking methodology that aim to get holistic understanding towards potential user, and one of the tools that could be used during this stage is Empathy Map Canvas. The result

Keywords: *2019 Student Protest, Indonesia, Generation Z, Empathic Map Canvas.*