

STUDENTS' PERCEPTION OF THE #KABURAJADULU PHENOMENON (CASE STUDY)

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Abstract: *This study maps students' perceptions of the #KaburAjaDulu phenomenon across four aspects: understanding, exposure sources, causal factors, and perceived impacts. The analyzed questionnaire dataset comprises approximately N = 72 respondents. Descriptive results show that most respondents reported being Aware (55.6%) about #KaburAjaDulu; the most dominant initial exposure source was Social media (X, Instagram, TikTok, etc.) (88.9%). Attitudes toward people seeking opportunities abroad tended to be positive, with the 'Support' category reaching 47.2%. In the long run, the most frequently perceived impact was Loss of potential workforce (52.8%). These findings underscore the strong role of social media in shaping perceptions and the ambivalence between global opportunities and the risk of brain drain.*

Keyword: *KaburAjaDulu; perception; phenomenon; students; social media.*

Abstrak: Penelitian ini menyajikan gambaran persepsi mahasiswa terhadap fenomena #KaburAjaDulu melalui empat aspek: pemahaman, asal paparan, faktor penyebab, dan dampak yang dipersepsikan. Dataset kuesioner yang dianalisis berjumlah sekitar N = 72 responden. Hasil deskriptif menunjukkan sebagian besar responden menyatakan Tahu (55.6%) terhadap isu #KaburAjaDulu; sumber pertama yang paling dominan adalah Media sosial (X, Instagram, TikTok, dll.) (88.9%). Sikap terhadap orang yang mencari peluang di luar negeri cenderung positif dengan kategori 'Mendukung' mencapai 47.2%. Dalam jangka panjang, dampak yang paling sering dipersepsikan adalah Kehilangan potensi tenaga kerja (52.8%). Temuan ini menegaskan kuatnya peran media sosial dalam pembentukan persepsi serta adanya ambivalensi antara peluang global dan risiko brain drain.

Kata kunci: KaburAjaDulu; fenomena; mahasiswa; persepsi; social media.

INTRODUCTION

The #KaburAjaDulu phenomenon emerged as a digital expression of the younger generation—especially students—who perceive more promising life/career opportunities abroad. Several open academic studies show that this hashtag is used as a form of socio-political criticism, a channel for venting disappointment, and a call to “get out first” of a domestic situation that is perceived as stagnant or stagnant (Julio Salas et al., 2025). Public policy communication studies position #KaburAjaDulu as a crisis issue

demanding a government response; while social media analysis sees it as a discursive practice shaped by symbolic interactions between social media users on X/Instagram/TikTok (Sari et al., 2025). As a “viral phenomenon,” #KaburAjaDulu can be seen in the workings of the social media world in Indonesia. Because many people are exposed/affected, coupled with the push from algorithms and a culture of following the crowd, this issue ultimately spreads quickly, shaping opinions, and even influencing people's behavior. Research on "No Viral, No Justice" (Wahid et al., 2025), "sadfishing"

(Hamzah & Putri, 2022), and interactions on Instagram shows that content that touches on public concerns can easily spread on social media and influence collective attitudes (Nur et al., 2025). This is relevant for understanding and interpreting the dynamics of the #KaburAjaDulu phenomenon.

From a brain drain perspective, recent research has focused extensively on young people's intentions to move abroad and its impacts (Fachrie, 2025). For example, a study of health and tourism students (open access) showed that their desire to "go abroad" was influenced by self-confidence and financial anxiety. These findings highlight the importance of understanding student perceptions as indicators or early signs of migration intentions. Therefore, campuses are strategic locations for mapping students' understanding, sources of information, causal factors, and perceived impacts of #KaburAjaDulu (Gözüm et al., 2024).

Furthermore, recent research on "perception" (open access) shows that perceptions (Judijanto & Fahmi Lubis, 2024)—whether on technology, campus environment, or perceived value (Ihsan et al., 2023)—drive attitudes and behavioral intentions. This provides a methodological basis for measuring the four aspects of student perception that are the focus of this study (Rachmadian et al., 2024).

The problem solving of this research is carried out using student responses based on the problems that studied in this research which are analyzed based on: (1) students' understanding of the meaning and significance of the phenomenon, (2) the origin or source of information that influences students to know this hashtag, (3) causal factors that encourage interest or desire for the phenomenon, and (4) the impact that students perceive on Indonesia in the long term. These results will then be calculated to get an overview of their perceptions of the #KaburAjaDulu phenomenon which will

be presented using descriptions and reviews of questionnaire results and graphs where the output of this research will be published open-access to add to the scientific treasury of Indonesian students' perceptions of the migration/viral phenomenon.

METHOD

This research method uses a quantitative approach supported by qualitative data. The research stages include: 1. Data collection through the distribution of online questionnaires to students from Royal University. The questionnaire instrument included open-ended and closed-ended questions regarding the understanding, sources of information, causes, and impacts of the #KaburAjaDulu phenomenon. 2. Data processing using descriptive analysis to obtain the percentage distribution of respondents' answers, resulting in a quantitative picture of students' perceptions displayed in graphical form. 3. Qualitative analysis of open-ended answers to capture deeper nuances of thought, such as personal reasons, views on the economic-political situation, and views on nationalism. And 4. Interpretation of the results was carried out by comparing four aspects of students' perceptions, so that conclusions could be drawn regarding the tendencies of students' attitudes and views towards this phenomenon.

The study used a mixed-methods sequential explanatory design: a quantitative phase (survey) followed by a qualitative phase (thematic analysis of open-ended answers) to explain four aspects of students' perceptions of #KaburAjaDulu—(1) understanding, (2) origins/exposure, (3) causal factors, (4) impact. This design allows for structured measurement (numbers/percentages) as well as deepening of meaning (narrative). The sample of this study was undergraduate students of the Faculty of Computer Science, Information Systems

Study Program from Royal University who were taken using stratified random sampling techniques, specifically students of the class of 2022 with a total of 71 people with an age range ranging from 19 to 23 years. By using research instruments in the form of: Closed questionnaires for

four main formulations, namely: Understanding (definition, scope, attitude), Information origin (first & most influential channel), Causes (economic, political, career, quality of life, cultural values), Impact (individual, campus, nation). And using open-ended questions to capture personal reasons, anecdotes of media exposure, and imagined impact scenarios. The Data Collection Procedure was carried out through an online survey distributed through student WhatsApp groups in a Google Form format and with informed consent included.

Google Form is an effective, efficient and practical service for obtaining certain information (Nasution et al., 2024). The analysis of this research will be based on: (1) students' understanding of the meaning and significance of the phenomenon, (2) the origin or source of information that influences students to know this hashtag, (3) the causal factors that drive interest or desire for the phenomenon, and (4) the impact that students perceive on Indonesia in the long term. These results will then be calculated to get an overview of their perceptions of the #KaburAjaDulu phenomenon which will be presented using descriptions and reviews of questionnaire results and graphs where the output of this research will be published open-access to add to the scientific treasury of Indonesian students' perceptions of the migration/viral phenomenon.

Literature Source/Reference

The #KaburAjaDulu phenomenon, in recent studies, is understood as an articulation of public anxiety—particularly among the younger

generation—over the economic, socio-political situation, as well as a symbolic critique reproduced through digital platforms. The IJPSAT article (Julio Salas et al., 2025) positions it as a crisis communication issue requiring a cross-phase state response (prodromal–resolution). At the state-citizen level, it elaborates on the dilemmatic relationship and mutual distrust (government–individuals/scientists) using a stag-hunt framework. Meanwhile, JUBPI (Sari et al., 2025) shows that symbolic interactions on TikTok (hundreds of thousands of posts) construct meaning and reinforce the intention to "get out first" as a strategy to deal with domestic constraints.

Within the Indonesian virality ecology, research on "No Viral, No Justice" (Wahid et al., 2025) demonstrates how massive visibility shifts case handling priorities, increases accountability, but also risks encouraging hasty investigations and disinformation—marking the powerful role of public pressure. A legal study (IUS 2024) emphasized that virality often triggers access to justice, despite its potential conflict with the principle of due process. The phenomenon of sadfishing—emotional self-disclosure (Hamzah & Putri, 2022) to elicit sympathy—illustrates how emotions are packaged by algorithms and trigger participation, including among adolescents (BMC, open access) (Nur et al., 2025). These three strands (viral justice, sadfishing, engagement) imply an attention-emotion mechanism relevant to understanding the spread of #KaburAjaDulu.

Regarding engagement on social media platforms such as (X/IG/TikTok), Indonesia exhibits very high levels of activity (entertainment, interaction, trendiness, advertising, customization) in daily use, driving engagement and making these social media platforms a primary channel for migration/viral dissemination. Implications for #KaburAjaDulu: Channels and content styles influence the "origin" of student

exposure (X/IG/TikTok) and the intensity of meaning given by FNJN (Gözüm et al., 2024).

Literature on student migration intentions and FNJN (Gözüm et al., 2024) links life satisfaction → (mediation) self-efficacy and financial anxiety → perception of brain drain/intention by (Fachrie, 2025), confirming that cognitive-affective perceptions serve as a bridge from experience to intention. This provides a theoretical basis for examining the intention to "run away" as an outcome of students' perceptual structure (Gözüm et al., 2024).

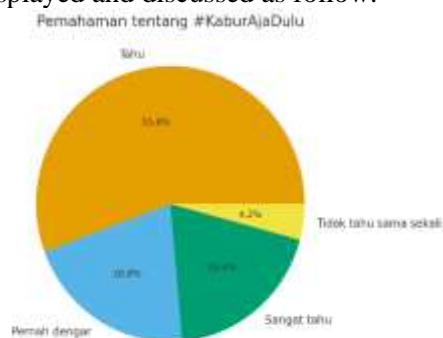
In the realm of perception, the authors use three references: First, (Judijanto & Fahmi Lubis, 2024) through Sanskara Hukum dan HAM. A qualitative study of the perceived impact of technology on human rights in Indonesia highlights the trade-off between innovation, regulation, and privacy—underscoring the importance of trusted information sources influencing perceptions of the #KaburAjaDulu phenomenon. Second, (Rachmadian et al., 2024) through JPLB shows how campus norms influence attitudes/participation—analogue to the way campus communities influence interpretations of #KaburAjaDulu.

Third, the perceived value framework (utilitarian, hedonic, social) has been shown to influence trust/loyalty, a construct that can be adapted to explain the “perceived value” of escape options (salary, global experience, networking) through IJBLE by (Ihsan et al., 2023).

Gap & State of the Art. Many #KaburAjaDulu studies have addressed policy aspects, symbolic interactions, and state-citizen relations; virality literature maps attention-emotion mechanisms; and perception research provides a measurement framework for cognitive-affective constructs. However, there is no integrated model that specifically: (1) maps four aspects of student perception—(a) understanding, (b) origin of exposure, (c) causal factors, (d) perceived impact—in one analytical architecture.

RESULT AND DISSCUSSION

The result of this study will be displayed and discussed as follow:



Picture 1 The Undertsanding of KaburAjaDulu

The graph shows a high level of awareness or understanding itself. The "Know" category dominates (55.6%), followed by "Have heard of" (20.8%) and "Very aware" (19.4%). Only 4.2% said "Don't know at all." This means that more than three-quarters of respondents are familiar with this issue, allowing further discussions (e.g., campus/career policies) to build on a relatively shared understanding.



Picture 2. The Origin/Source of KaburAjaDulu

The primary source of introduction to the phenomenon was social media (X/Instagram/TikTok) with a share of 88.9%—highly dominant compared to others (5.6%), Forums/Communities (2.8%), Friends/Family (1.4%), and News Portals (1.4%). The practical implication: communication or education strategies that aim to reach students are most

effective via social media, while other channels play a complementary role.

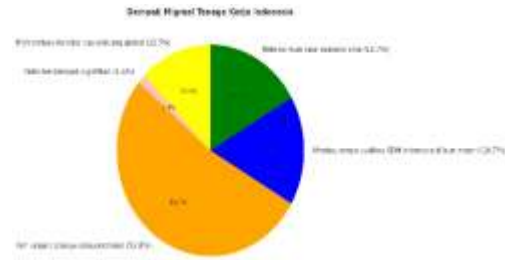


Picture 3 The Cause of KaburAjaDulu

The horizontal bars show the main structural-economic drivers:

1. Lack of domestic employment opportunities (65.3%) was the most dominant factor.
2. The desire to improve quality of life (22.2%) came in second.
3. Social pressure/unhealthy work environments (8.3%) were also recorded, although to a lesser extent.
4. Social media trends alone (2.8%) and the high cost of education (1.4%) were relatively minor factors.

The conclusion of this graphs is the interest in #KaburAjaDulu is driven more by the reality of opportunities and well-being than simply the "viral" effect.



Picture 4 The Impact of KaburAjaDulu

The impact pie chart shows the primary concern is the loss of potential workers (52.8%). However, respondents also see positive aspects:

1. Improving the quality of Indonesian human resources abroad (16.7%),
2. Expanding global connections and opportunities (12.5%).

On the other hand, weakening nationalism (16.7%) emerged as an additional concern; it had no significant impact at only 1.4%. This indicates ambivalence: there is recognition of global opportunities, but also awareness of the risks of brain drain for the country.

SUMMARY

Based on this case study, the research objective—to describe student perceptions of the #KaburAjaDulu phenomenon in terms of understanding, information sources, causal factors, and impacts—has been empirically met. In terms of understanding, more than three-quarters of respondents were familiar with the issue (55.6% “know,” 19.4% “very aware,” only 4.2% “don’t know at all”), indicating that the issue has become a discursive reference on campus.

The source of information was dominated by social media (88.9%), so digital networks proved to be the most influential channel for shaping perceptions. Attitudes toward individuals seeking opportunities abroad tended to be positive (a combination of “support” 47.2% and “strongly support” 22.2%), while the strongest causal factors were structural-economic—particularly the lack

of domestic employment (65.3%) and the desire to improve quality of life (22.2%); other factors such as social/work environment pressure (8.3%) and the effect of trends alone were relatively small.

On the impact dimension, respondents acknowledged ambivalence between global opportunities and national risks: the primary concern was the loss of potential labor (52.8%), but perceived benefits included improving the quality of Indonesian human resources abroad (16.7%) and expanding global connections/opportunities (12.5%); on the other hand, a weakening sense of nationalism was also noted (16.7%).

Substantively, this study advances current knowledge by (1) mapping four aspects of perception within a single operational framework based on campus data, (2) quantitatively measuring the weight of social media as a primary source of exposure, (3) quantifying public “ambivalence” between global mobility and the risk of brain drain, and (4) providing an evidential basis for practical interventions—from communication design on campus digital channels to career services and talent retention schemes.

These findings and structured percentage visualizations can be replicated across study programs/regions, serving as a baseline for advanced models while also enriching the local literature on youth perceptions of international mobility.

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