Patterns of media and social media use in generation z in Indonesia

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Abstract Industry 4.0 makes everything shift from conventional to digital, and this conversion also changes media consumption habits among Generation Z. This generation is important because Generation Z is the largest digital consumer in Indonesia. This study discusses Generation Z's media consumption in Indonesia during the pandemic. This study aims to discover how the pattern of media consumption and use of social media in Generation Z in the pandemic era coincides with the industrial era 4.0. This study uses a survey method of 1177 respondents, and this type of research is descriptive exploratory with purposive sampling. The age range of respondents is 15-25 years from all over Indonesia. An interesting finding from this study is that the media that are the main gates of Generation Z in getting information are instant messaging applications and social media. The primary purpose of media from Generation Z is to seek entertainment, but Generation Z is also looking for non-entertainment/serious information, such as information related to education and work.

Keywords: media consumption patterns; social media usage; generation Z

INTRODUCTION

Indonesia is currently accelerating towards industry 4.0. This era integrates information and technology that involves the application of the Internet of Things (IoT) in all aspects of life (Suharman & Murti, 2019). This transition is essential for industries, including the media industry. Bruce Owens forecasted convergence in his research (Owens, 1999). Digitisation means that the internet will play a significant role, and television, telephone, and computers will converge on the Internet (Owens, 1999). Kittler suggests that in the future, all media will be digitally connected (Kittler, 1999), and Jenkins (2006) argues that new media interoperability leads to more active audience participation in media. According to Jenkins, old media consumers are more isolated. In contrast, new consumers of converged media have broader fragments, including the ability to upload their content and to choose between corporate and grassroots media. Audiences are also more socially connected because they can select the information that has been altered (Jenkins, 2006).

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The reality of media convergence must also be embraced. The media has now penetrated the digital realm, and many have expanded their market to online media. From Alexa's top 5 online media rankings, namely Okezone.com, Pikiran-rakyat.com, Liputan6.com, Tribunnews.com, and Kompas.com, the five media started as conventional media, which then converged into digital media (jouron.republika.co.id, 2022). Mass communication has also shifted along with the growing application of media convergence in Indonesia. The six major metamorphoses that mark the new media era, according to McQuail (McQuail, 2002), are: 1) Digitisation and convergence of all aspects of media. 2) Improved network interactivity and connectivity. 3) Mobility and relocation of transmission and reception. 4) Adapt the role of publications and audiences. 5)5. New forms of media portals and their appearance. 6) Blurred separation of media and institutions.

In line with McQuail (2002), the main change that is interesting to be examined more thoroughly is the difference in the audience's media consumption pattern. Alexa's Top 5 online media shows news sites that turned to online media. This transition indicates that digital users are substantial in number because conventional news media are becoming digital (online), which may happen due to demands from the audience. Of course, this change is also closely related to audience consumption patterns on social media as a form of digital media. Therefore, it is essential to conduct this research to look at social media consumption patterns in the current era of convergence.

This research was conducted in the second semester of 2021 when Indonesia's COVID-19 pandemic occurred. The COVID-19 pandemic has brought significant changes to Indonesians' digital consumption habits. Several policies during the pandemic, such as Work From Home (WFH) and online schools, have made people prioritise the internet in every activity. This is in line with the 2021 Digital Report Indonesia released by We Are Social Hootsuite. The growth of internet users is greater than that of the Indonesian population. The growth of Indonesian internet users in 2021 increased by 15.5 per cent compared to 2020. Meanwhile, the total population of Indonesia in 2021 increased by only 1.1 per cent compared to 2020 (Hootsuite, 2021). At the same time, Hootsuite's findings strengthen the argument of this research that the pandemic era is the most crucial point in accelerating the growth of the Internet of Things (IoT) in the industrial era 4.0 in Indonesia.

The object of this research is Generation Z. Based on 2020 data from Indonesia's Central Bureau of Statistics, Generation Z is the largest population in Indonesia (27.94%) (Kompas.com). Generation Z is the first consumer to have grown up wholly in the digital era. This generation is technology savvy and prioritises mobiles. Generation Z also has high standards for how they spend their time online. This generation is important to study because Generation Z will soon become the most influential generation in the future of retail. Many will

have huge purchasing power by 2026 (businessinssider.com). The object of this research is Generation Z, aged 15-25 years, and domiciled throughout Indonesia.

Figure 1. Hootsuite Traffic Share data by Age Group.
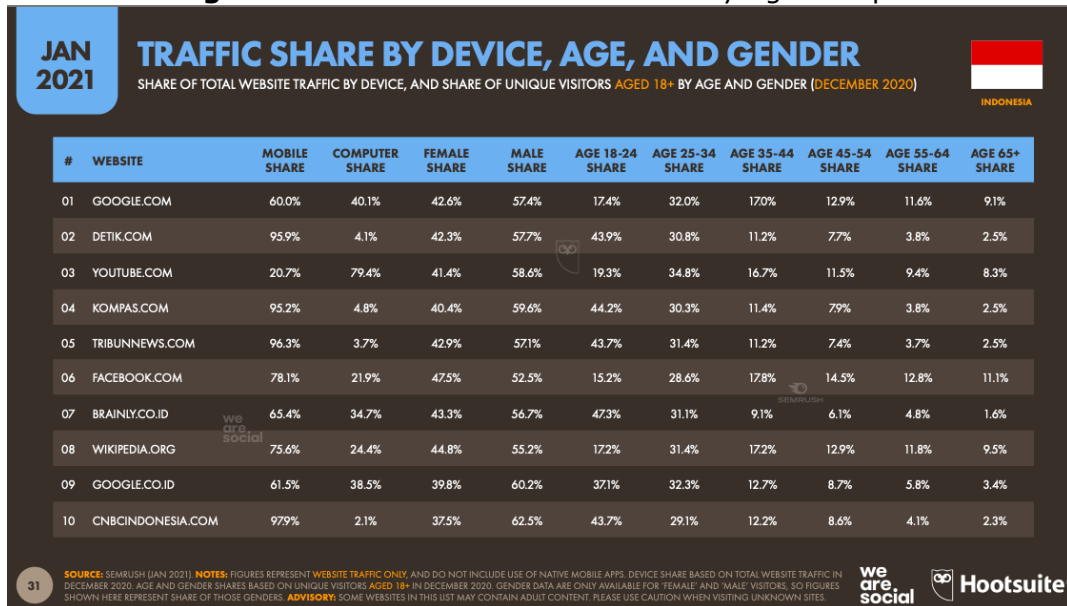
Source: Hootsuite (2021)

From Figure 1, it can be seen that from the traffic share of the age group, two online media which are included in the top 5 versions of Alexa, namely Kompas.com and Tribunnews.com, their traffic shares predominately come from the 18–24 year age group or the age of Generation Z with figures: Kompas.com (44.2%) and Tribunnews.com (43.7%). The Generation Z age group also visited Google.co.id the most, with a percentage of 37.1 per cent.

Previous research discussed the depth (frequency) and the extent of the digital media platform types Generation Z uses in Indonesia (Suwana, Pramiyanti, Mayangsari, Nuraeni & Firdaus, 2020). Suwana et al.'s (2020) study surveyed 326 participants. Suwana et al. (2020) found that Generation Z can be categorised as light users regarding the frequency and duration of receiving and sharing information related to COVID-19. However, Generation Z are heavy social media users in everyday life as they spend more than four hours daily using digital media. These differences show that Generation Z, raised by digital technology, pays less attention to information about COVID-19.

Furthermore, Suwana et al. (2020) said that the immensity (various types) of digital media usage of WhatsApp, Instagram, Twitter, Facebook, and YouTube varies. WhatsApp is Generation Z's most widely used platform to share information related to COVID-19. Indeed, WhatsApp, with its user-friendly features, is Indonesia's second most used communication platform. This platform is an effective medium for Generation Z in Indonesia to convey messages.

Concurrently, they also prefer to use Instagram and Twitter to stay informed about COVID-19. These findings show that Generation Z considers WhatsApp, Instagram, and Twitter as essential platforms for disseminating COVID-19 information. The interactivity, visual capabilities, and simplicity of the platform have caught the attention of Generation Z in responding to COVID-19 information.

Research by Suwana et al. (2020) discusses the use of digital media for Generation Z regarding information about COVID-19. In comparison, this study focuses more on discussing the general use of social media by Generation Z, providing an exploratory picture of the behavioural study of Generation Z audiences in Indonesia. This study also uses a larger sample than the study of Suwana et al. (2020).

Another study by Lucy Pujasari Supratman (Supratman, 2018) discusses the use of social media by the younger generation born in the internet era. Supratman's research (2018) uses a qualitative method with an explanatory case study approach on 225 informants. Supratman's research (2018) discusses media literacy in three areas: media access, analysis, and evaluation. This research focuses on the media access domain of Supratman's research. The media access domain in question is how digital natives access social media such as Instagram, Line, Youtube, WhatsApp, Facebook, Snapchat, Twitter, and Askfm. In addition to access to social media brands, Supratman's research (2018) also explores how informants understand how to access and the provisions that apply, primarily when registering for the first time (sign up). Supratman's research (2018) provides an incomplete overview of social media access. Some information must be explored to complement Generation Z's social media consumption patterns. Therefore, this research will fill this gap by exploring Generation Z's social media consumption patterns to complement Supratman's research.

Another study that examines the use of social media by Generation Z is Turner's (2015) research. Turner (2015) examines Generation Z and its relationship, particularly to technology and social media, its values, and how this generation can shape and practice social interests. This research was conducted in 2015 or pre-pandemic, but there is a common thread between Turner's (2015) and this research. Both researchers studied Generation Z, born and raised in the internet era. Turner's (2015) research stems from the unique values of Generation Z. These unique characteristics are characterised by labels such as I-Generation, net-gen and digital natives.

Moreover, this generation is also very friendly with the more advanced multimedia technology such as tablets, smartphones with internet access, and social media. This generation is used to constantly interacting and communicating with the connected world. In Turner's (2015) research, it is described that Generation Z experienced an increased stress level because of the national recession due to the 2008 financial crisis. The stress level experienced by Generation Z

increased because they witnessed their parents experiencing financial pressure due to the financial crisis, where many people experienced financial difficulties. This is one of the reasons why Generation Z may become aware of the importance of money and the importance of saving.

Generation Z also grew up exposed to war information in some parts of the world. Some of the wars in the Generation Z era was the 9/11 terror that caused the war in Afghanistan, which was still ongoing when Turner's (2015) paper was written. Another war that took place and became the world's spotlight was the Iraq War. The wars in Iraq and Afghanistan, directly and indirectly, influenced how Generation Z views the world. Turner's research (2015) states that this generation views the world as unsafe, so they have more global awareness. This incident made Generation Z more concerned about tolerance for others, education, job flexibility, and networking/connection capabilities.

Turner (2015) also discusses issues such as generation Z's use of technology and their collective interest. There are some interesting findings from Generation Z's communal interest points. This generation may often use technology to avoid responsibilities in their daily lives or find solace, an escape, and fantasies to fill their emptiness and emotions (Toronto, 2009). Take video games as an example. Video games have a bad reputation but are not entirely wrong. Weinstein's study (2010) showed that the dopamine released in the limbic system of the brain of video game players is comparable to levels in amphetamine users (Weinstein, 2010). However, at the same time, playing video games excessively can lead to the inability to manage frustration, fear, anxiety, and a drop in grades because of the limited study time. In a social context, excessive video game play can also cause difficulty navigating and tolerating difficult situations (Turner, 2015).

This study wants to re-examine the social media consumption patterns in different eras. Maybe the previous era had entered the industrial 4.0 era. However, the pandemic era accelerated the implementation of industry 4.0, and there needs to be a re-examining of how Generation Z's social media consumption patterns in this era. So this leads to this paper's research question:

RQ: How are Generation Z's social media consumption patterns in the pandemic era?

In a theoretical framework, the relationship between the media and users is dynamic and influences each other. This study emphasises the principle of an active audience. In terminology, Levy and Windahl (1985) define an active audience as an audience with a conscious and selective orientation towards the communication process. This orientation shows how media use is motivated by needs and wants to

be defined by audience members. Uses and Gratification is one of the theoretical models in mass communication, emphasising that audiences play an active role in determining which media is chosen for their needs. This theory was first stated by Elihu Katz, who emphasised not what the media did to the audience (what the media did to people) but what the audience did to the media (Rakhmat, 2011).

Whitling & Williams (2013) formulated the theoretical framework of Uses and Gratification with internet-based (digital) media approaches into the seven most frequently used themes: social interaction, information seeking, passing the time, entertainment, relaxation, communication utility, and convenience utility. This framework can be used to research media consumption patterns and news information among Generation Z, the digital native generation.

The researchers use the Uses and Gratification theory as a framework for thinking to examine the origin of human needs psychologically and socially, which raises certain expectations of the mass media or other sources and leads to fulfilling needs. This model underlines the activity of selecting media that is done intentionally by the audience to meet the needs of each user (Severin and Tankard, 2008). Therefore, this study focuses on what people do with the media. The author uses the Uses and Gratification Theory as a fundamental principle in developing research. Because according to Nurudin (2007), this theory emphasises the audiences' side as the most active party in determining which media choices they want to use to fulfil their needs.

METHODOLOGY

This study uses quantitative methods with survey data collection techniques for 1,177 respondents spread across 34 Provinces in Indonesia. Respondents are Generation Z, with an age range of 18-25 years. The survey was conducted online via the SurveyMonkey platform. The survey was conducted online due to the pandemic, making it difficult to conduct face-to-face surveys. The survey was conducted from 28 July to 10 August 2021.

The sampling technique used in this study is non-probability sampling. Researchers use this technique to be efficient in time, cost, and resources. The types of non-random samples used in this study were convenience and quota. The population range of survey respondents is in line with the data sample from the Indonesian Internet Service Providers Association 2019-2020 (Q2). The number of respondents is divided proportionally to the total population area throughout Indonesia.

Data analysis was carried out in stages, starting with selecting and cleaning the data, which consists of the respondents' answers. The researchers then proceeded with data processing using the SPSS application version 25.

RESULTS AND DISCUSSION
Generation Z at a glance

In this study, the researchers attempt to define Generation Z by measuring their life values. This research uses Schwartz's Theory of Individual Values (2012) to explain the life values of Generation Z. Schwartz divides individual life values into ten fundamental values: Power, Achievement, Hedonism, Stimulation, Self-direction, Universalism, Benevolence, Tradition, and Conformity. From the results of this study, Generation Z Indonesia pays attention to life-related values related to improving people's welfare and the importance of tolerance and protection of nature.

Table 1. Results of the Generation Z life value survey

Val ue	Self-enhancement			Openness to change		Self-transcendenc e		Conservation		
Sub Val ue	Po we r	Achiev ement	Hed onis m	Stim ulatio n	Self - dire ctio n	Univer salism	Benev olenc e	Tra ditio n	Conf ormit y	Sec urit y
Bas elin e (me an)	5, 72	7,22	4,73	7,23	7,5 4	8,03	8,04	6,7 9	7,77	7,7 6

Source: Author's analysis (2023)

Table 1 shows the survey results on the life values of Generation Z in Indonesia. The value with the highest results is the self-transcendence value. Self-transcendence is about going beyond oneself and getting in touch with what is greater than the personal self. In simpler terms, it is the realisation that one is a small part of a larger whole. Something larger can be in the form of various things, such as humans in general, nature, and divine power. In self-transcendence, there are two indicators: universalism and benevolence (Figure 2).

An interesting finding from this study is that generation Z cares more about their surroundings than themselves. It can be seen from Figure 1 that the values of universalism (8.03) and benevolence (8.04) are more significant than power (5.72) and hedonism (4.73). These findings indicate that when individuals have full attention to the common well-being and exceed personal selfish values (Schwartz, 2012).
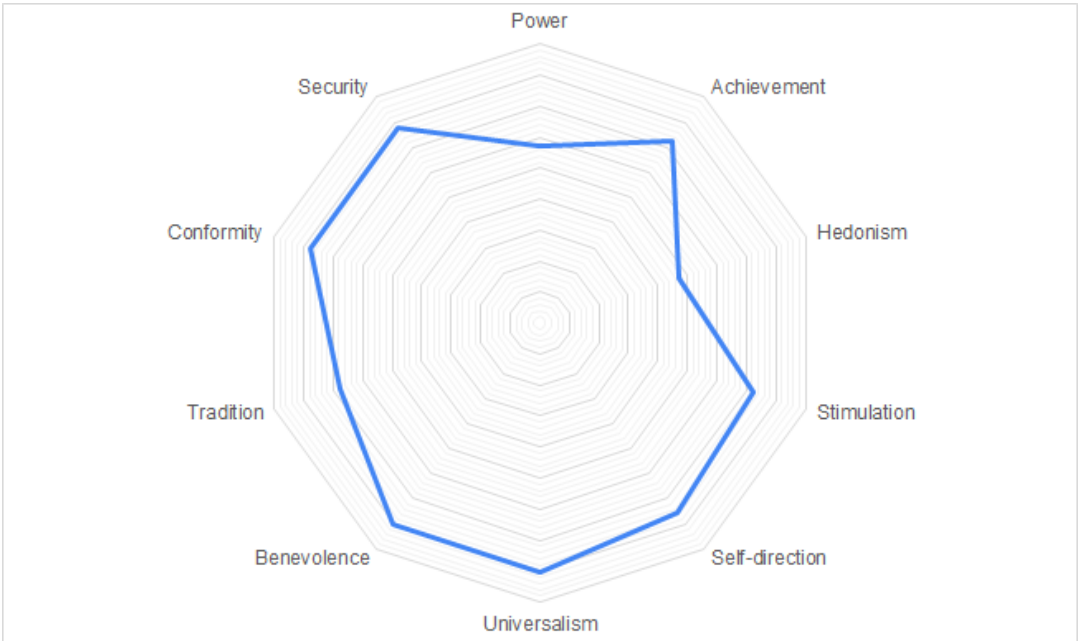
Figure 2. Generation Z's life values
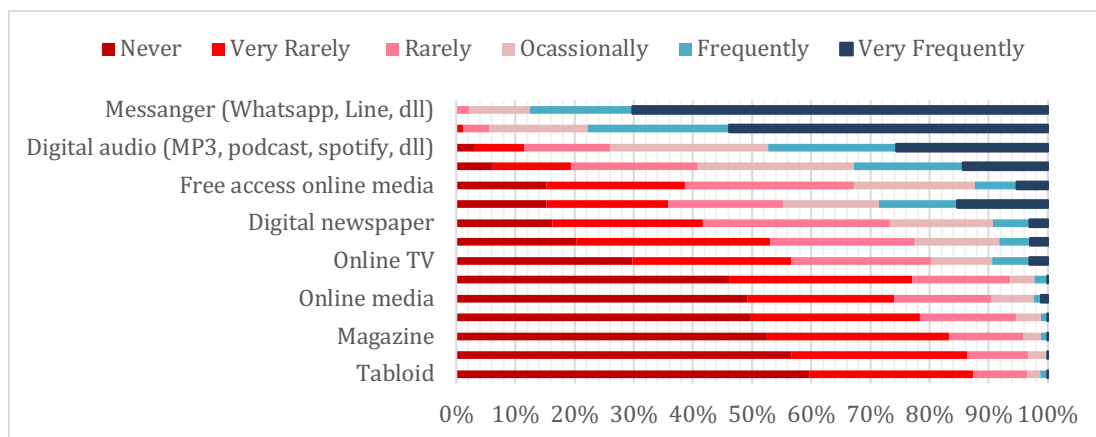Source: Author's analysis (2023)

Generation Z's Media Habits

In this study, the researchers mapped the devices Generation Z used and measured their access to the media. In addition, researchers also mapped their purpose for using the media and the activities carried out while using social media. Furthermore, the researchers measured the duration of Generation Z's digital access to information and mapped out what content they needed (Figure 3).
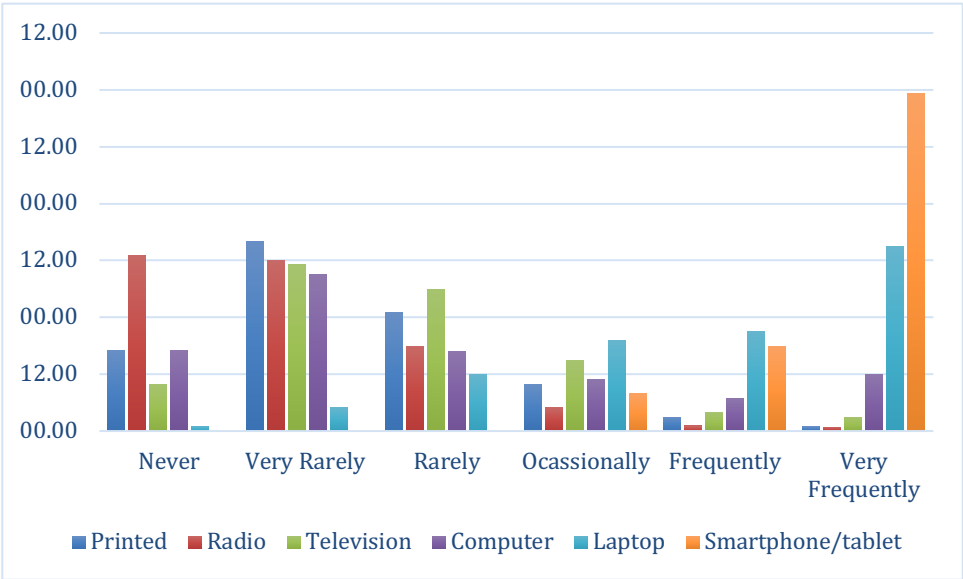
Figure 3. Frequency of Device Use
Source: Author's analysis (2023)

The results indicate that smartphones are Generation Z's most frequently used information and communication technology devices, while print media (newspaper) and radio are relatively rarely used.

One of the reasons radio usage is low may be because most people listen to the radio in the car, and driving activities are reduced during the pandemic. The radio in question, in this case, is conventional radio, excluding radio accessed through websites, streaming, and mobile apps.

Figure 4. Levels of access to the media
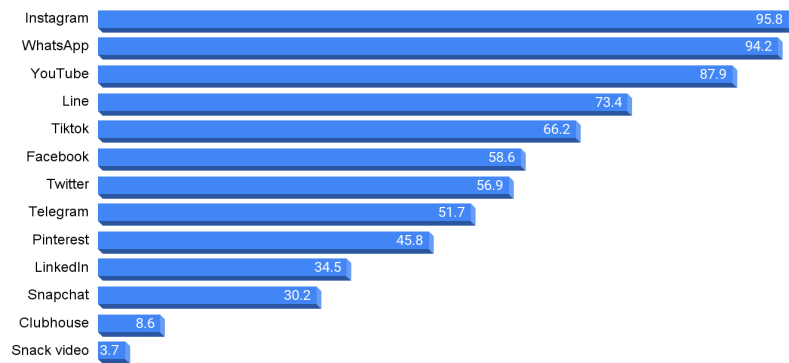Source: Author's analysis (2023)

The collapsing bar chart in Figure 4 shows the varying levels of Generation Z's access to the media. The findings show that messenger apps, social media, and digital audios are the platforms or applications that are predominately accessed. In addition, games, video streaming (VoD), and free online media access are also platforms that are often accessed. Interestingly, a third of the total respondents often access print media in digital format. This shows that Generation Z is interested in digital print media content. However, it is not yet known in detail what form and which content is most frequently accessed. Even though they are digitally based, radio streaming is rarely accessed. Compared to online TV, more than 50% of respondents have never accessed print media: tabloids, newspapers, and magazines.

When the purpose of accessing the media is associated with the activities carried out (as seen in Figure 5), the activities are: listening to music, watching movies & videos online, and using social media to seek entertainment. Reading does not seem to be the main activity of Generation Z. As seen in Figure 5, the choice of reading is placed in the middle to the bottom. In terms of searching for information and reading, Generation Z prioritises searching for information related to education and work.

Most Generation Z respondents said that educational content is what they need the most. There are three major categories of educational content that respondents are interested in. First, educational content related to teaching and learning activities at schools or campuses, such as exam questions, lessons, and courses. Second, valuable educational content, such as entrepreneurship or business education, for students. Third, educational content includes

tips and strategies to get scholarships, study life abroad, and more (Figure 6).

Figure 5. Activities carried out digitally.
Source: Author's analysis (2023)

Figure 6. Top-of-mind content needed
Source: Author's analysis (2023)

Generation Z's Social Media Consumption Pattern
In this section, the researchers map out what social media Generation Z has, how long they have had their social media accounts, the initial purpose of creating them, and the activities or social media usage in their daily life.

Instagram and WhatsApp, the two American-based social media platforms owned by Facebook, Inc., occupy the top position in the survey of social media account ownership among generation Z. 96.8% of Generation Z in Indonesia has an Instagram account, followed by WhatsApp at 94.2% (Figure 7). Another American social media with multiple accounts owned by Generation Z in Indonesia is Youtube (87.9%). Asian social media are also included in this line. 73.4% of Generation Z in Indonesia have a Line account, the South Korean

social media platform and 66.2% of Generation Z have accounts on Tik Tok, the Chinese social media platform.

Figure 7. Ownership of social media accounts
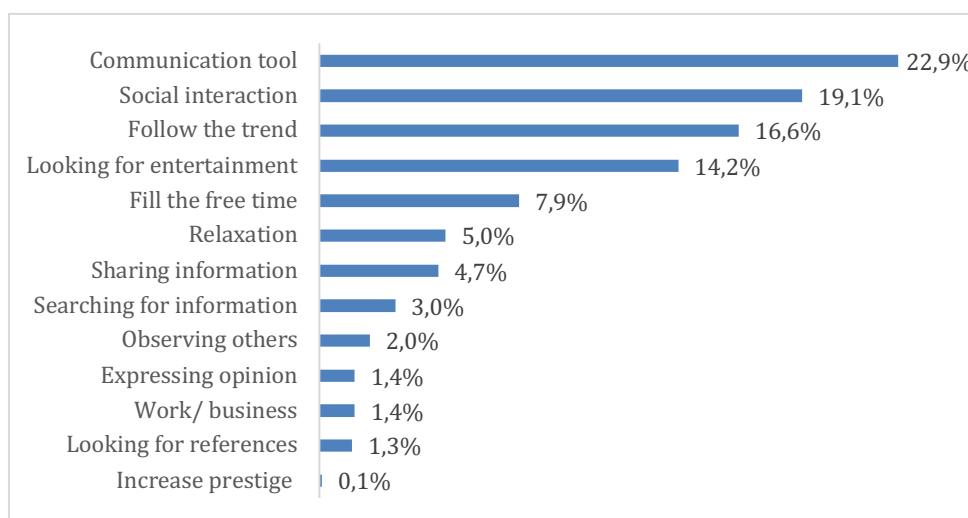Source: Author's analysis (2023)
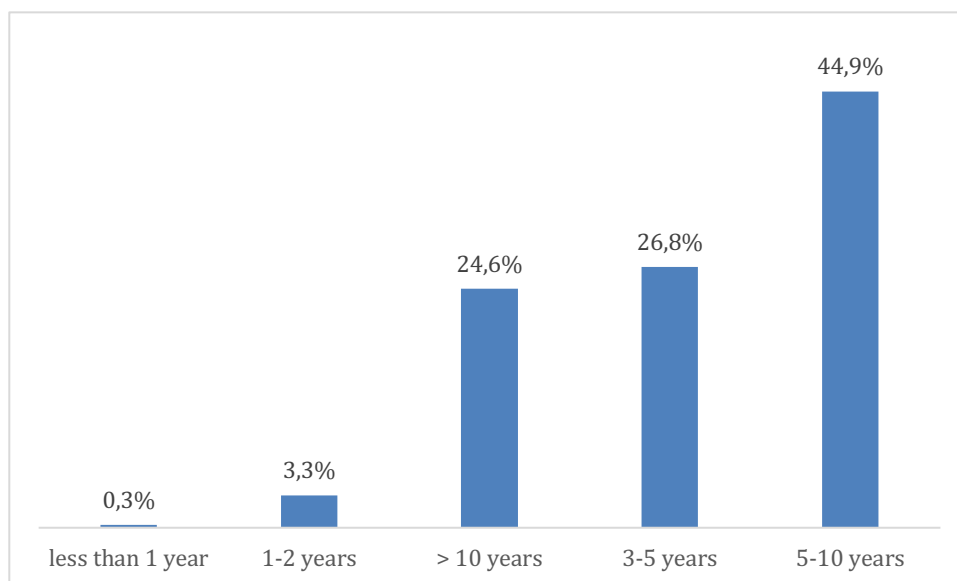
Figure 8. Duration of social media ownership
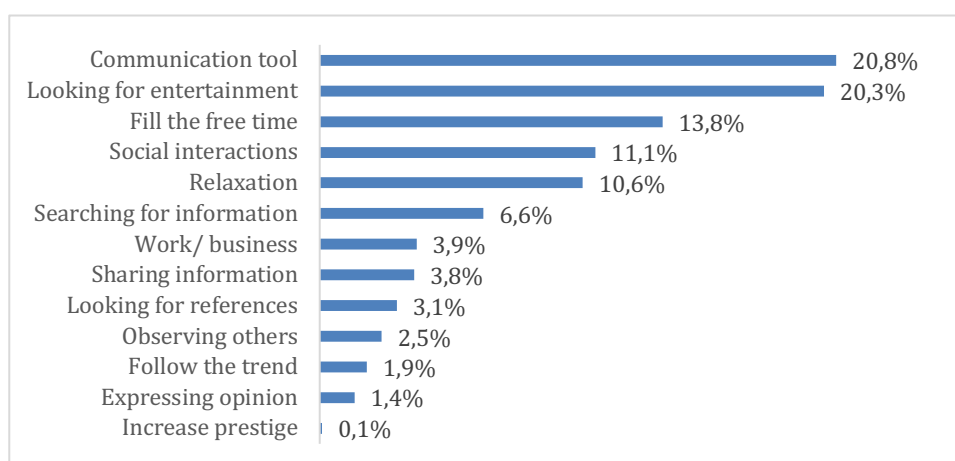Source: Author's analysis (2023)

Nearly half of the Generation Z respondents have had social media accounts for 5-10 years (44.9%). 26.8% have had their social media accounts for 3-5 years, and 24.6% claimed to have had them for over ten years. From this data, we can see that most of Generation Z (ages 15-25) likely had their social media accounts before their teens (10-19 years, adolescent age range according to the World Health Organization). With this finding, we can see that most Generation Z in Indonesia is already very familiar with using social media in their daily lives, even from a reasonably early age. This confirms the digital natives label for this generation (Figure 8).

Most Generation Z mentioned that communicative purposes (Figure 9), such as chatting, finding a talking point, and staying updated (23.1%), were the main reasons they first created a social media account. They were followed by reasons for social interaction

such as reuniting with friends, joining communities & participating in online events/activities (19.2%), and following trends (16.7%). From this data, we can see that the initial purpose of Generation Z using social media was to communicate/interact with other people. When referring to the Uses & Gratification theory in the reasons for using social media, Whiting & Williams (2013) categorise these two goals as aspects of social interaction.


Figure 9. The initial goal of creating a social media account
Source: Author's analysis (2023)

Figure 10. The current dominant social media activity
Source: Author's analysis (2023)

Social media as a communication tool (20.8%) still dominates Generation Z's social media activities (Figure 10). A little behind, at a percentage of 20.3%, Generation Z uses social media to seek entertainment. Meanwhile, 13.8% of respondents use social media to fill their spare time. As previously found, social interaction activities are the second biggest reason (19.1%) (see Figure 10) when creating social media accounts. In this section of the survey of activities currently most often carried out on social media, social interaction is placed fourth with a percentage of 11.1%. There are some shifts if we

compare it with the survey of the initial reasons for creating social media. In their current activities, social media is still predominantly used as a communication tool. However, instead of social media for social interaction, Generation Z uses it to "seek entertainment" and "fill out their free time." This finding could be an idea of Generation Z's activities during the pandemic, where there is more free time and less social interaction. Thus, there is also a shift in their activities on social media.
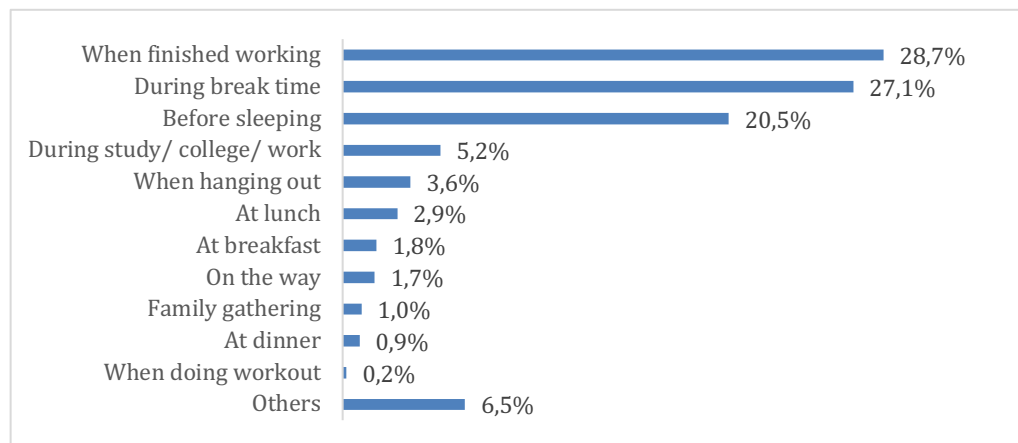
Figure 11. Favourite time to access social media
Source: Author's analysis (2023)

The top three times Generation Z access social media are when they are done with their activities (28.7%), during breaks (27.1%), and before going to bed (20.5%). This finding shows that Generation Z does not access social media during their daily activities but rather in their spare time. Social media does not interfere with their daily activities. From these findings, we can also see that Generation Z is likely wise enough to manage their time when they access social media in their daily lives (Figure 11).

Patterns of Generation Z's Desire to Subscribe
This section discusses the pattern of Generation Z's desire to subscribe and aims to show several findings: Generation Z's most subscribed brands, reasons why Generation Z subscribes, Generation Z's media subscription budget per month, how Generation Z pays for digital media subscription fees, and the digital medium with the most advertisements according to Generation Z.

The majority of Generation Z are subscribed to Disney+ (50.4%), Joox (46.6%), and Amazon Prime (25.5%). Disney+ and Amazon Prime have different services from Joox because Joox is a music subscription service. However, the three brands have the same characteristics: providing monthly subscription services (Figure 12).

The researchers propose some assumptions that monthly subscriptions can solve Generation Z's unstable income, and this finding could confirm that Generation Z is a wise buyer. Although a yearly subscription is usually cheaper than a monthly subscription,

Generation Z can measure purchasing power. Generation Z does not insist on an annual subscription because they know or may have allocated a monthly digital media budget.
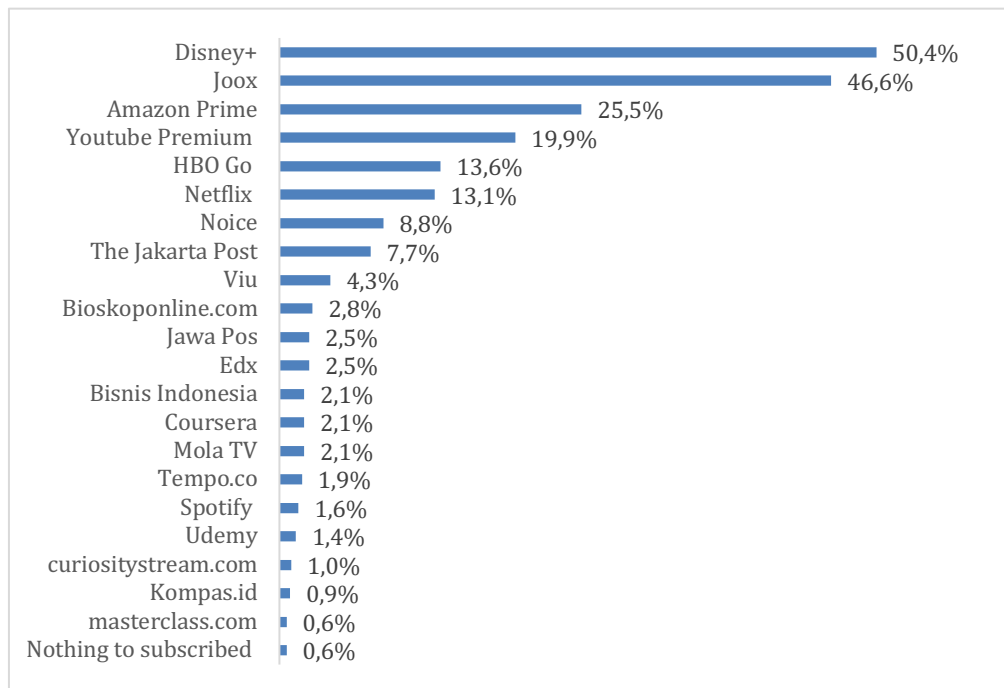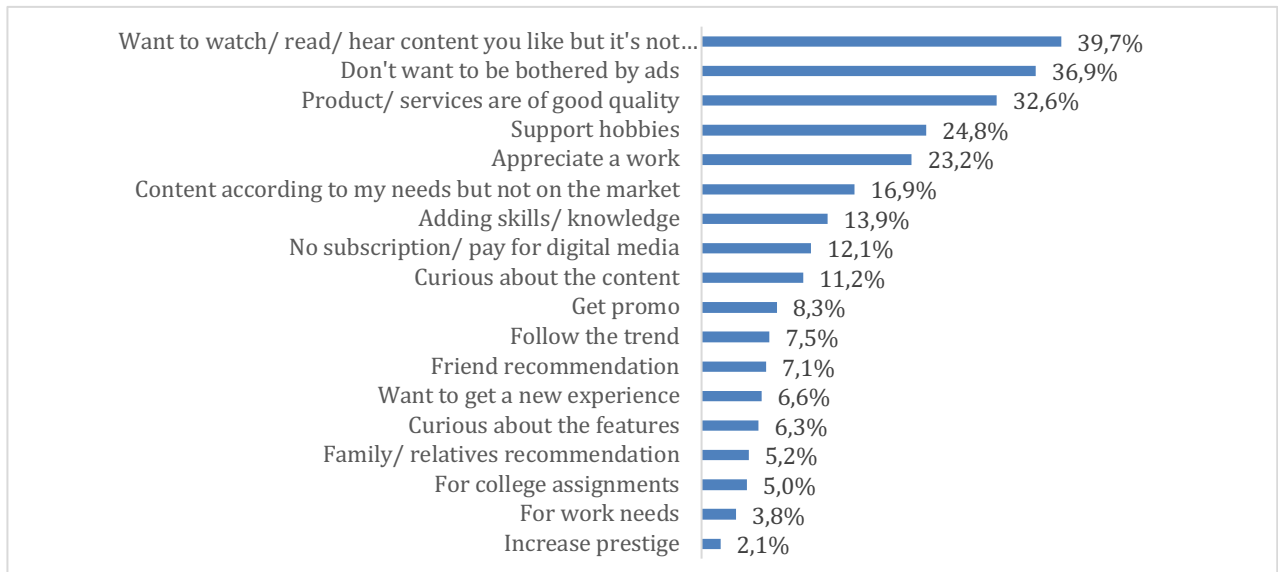

Figure 12. Subscribed brands
Source: Author's analysis (2023)
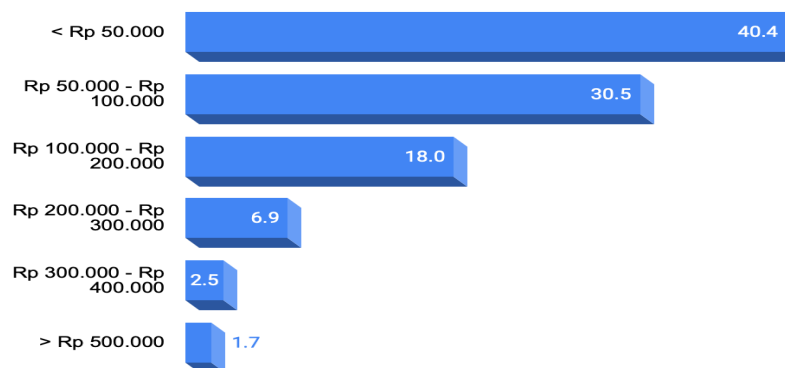
Figure 13. Monthly digital media subscription budget
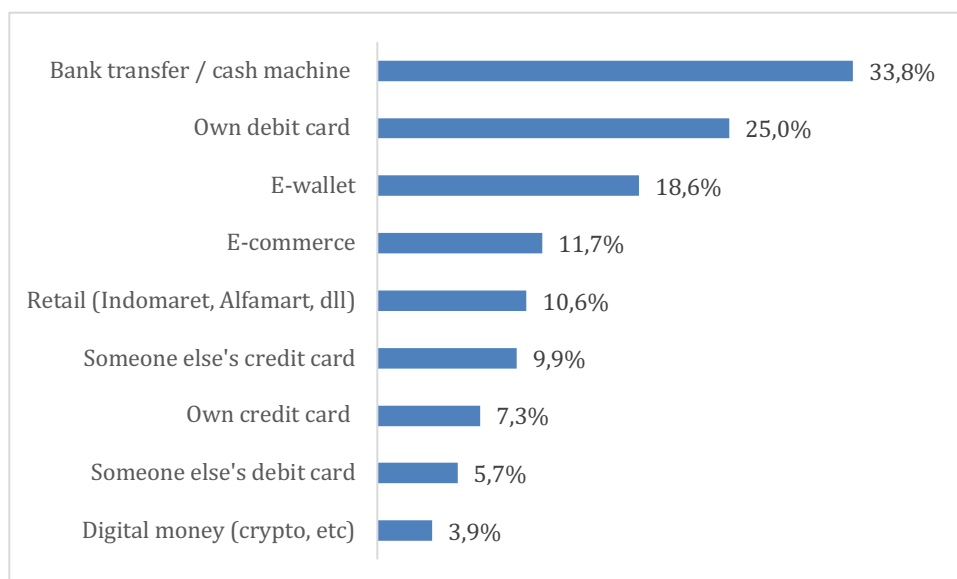Source: Author's analysis (2023)

For the monthly digital media subscription budget, 40.4% of respondents budgeted < Rp 50,000 per month (figure 13). Then 30.5% of respondents spend IDR 50,000 - IDR 100,000 per month. In line with the previous findings in Graph 7, the budget allocation for the monthly digital media subscriptions below Rp 50,000 shows that Generation Z is a wise buyer because they do not force an annual subscription even though the price is lower than the monthly subscription fee.

As seen in Figure 14, Generation Z is willing to pay/subscribe to digital media because they want to watch/read/listen (39.7%). 36.9% subscribe to digital media because they do not want to be interrupted by advertisements, and 32.6% have a reason that the product/service they subscribed to has good quality.


Figure 14. Things that make Generation Z want to subscribe
Source: Author's analysis (2023)

Generation Z pays their digital media subscription fees via bank transfer/ATM (33.8%), debit cards (25%) and E-Wallet (18.6%). This finding shows that most of them still use conventional methods to make payment transactions (Figure 15).

Figure 15. How Generation Z pays their digital media subscription fees
Source: Author's analysis (2023)
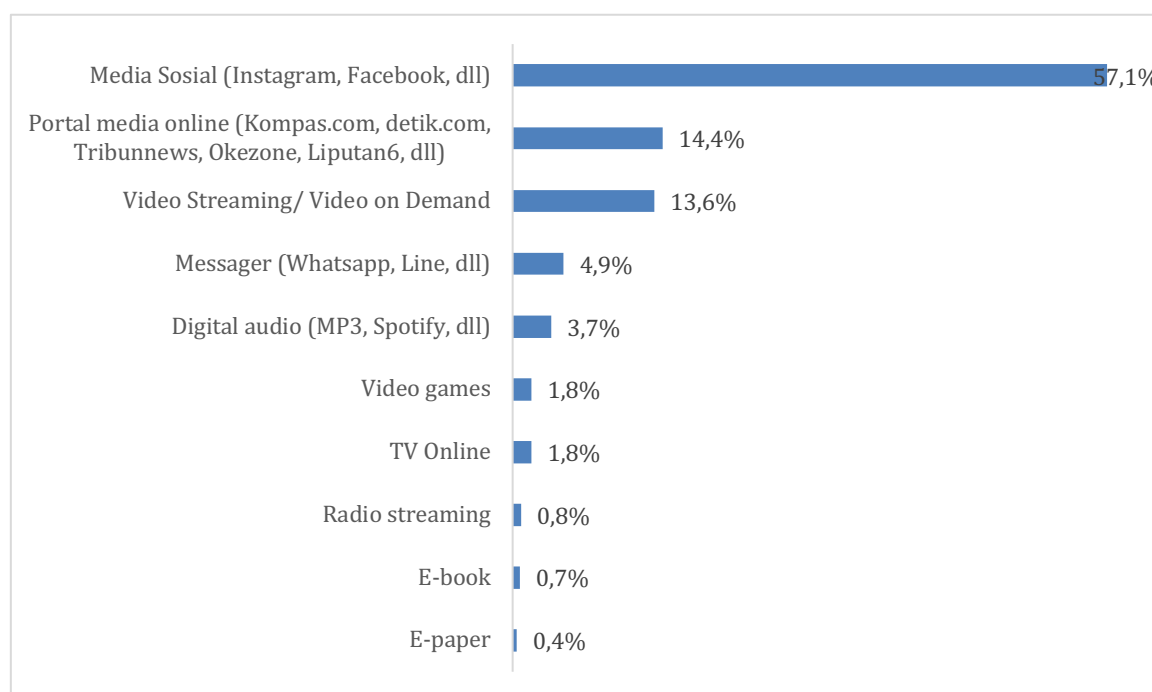
Figure 16. Digital medium with the most advertisements, according to Generation Z
Source: Author's analysis (2023)

Figure 16 shows the top three positions for digital media with the most advertisements according to Generation Z. The digital mediums are social media (Instagram, Facebook, and more.) (57.6%), online media portals (14.6%), and video streaming/video on demand (13,7%). This finding is directly proportional to Generation Z, who accesses the most information on social media, with Instagram as the most accessed platform.

Discussion

This research which maps out the patterns of media consumption and social media usage in Generation Z in Indonesia, provides a broader picture than previous research. What is more, some of the findings of this study also complement the findings of previous studies that discuss the same topic.

From the results of this study, researchers found that Generation Z is a unique generation. Generation Z describes themselves as "self-transcendence" rather than "self-enhancement" individuals. The emphasis is on caring about the welfare and interests of others, the sustainability of nature and the world, rather than themselves. The life values of universalism and benevolence are more dominant than their opposites, power and achievement. Concerning this study, it is understood that the pandemic situation influences individual life choices. This generation has a concern for others. Not a few also conducted and even initiated humanitarian activities during the pandemic.

This finding is in line with the findings of Turner's (2015) study which concluded that this generation cares more about others. One of
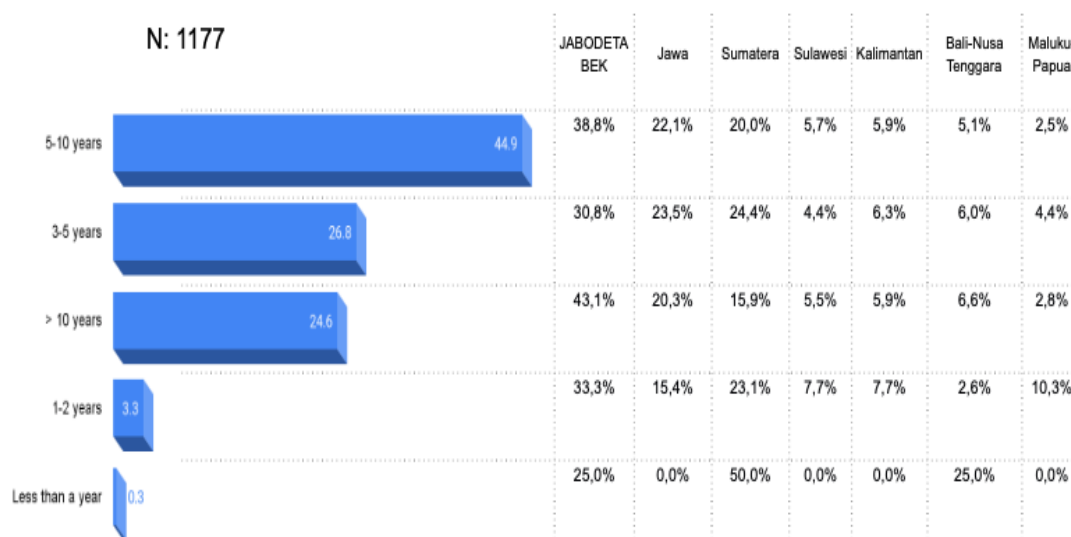
the contributing factors may be the exposure to information about events that occur collectively throughout the world, such as global crises, wars, and other issues like environmental issues. The world was hit by a global pandemic when this research was conducted. These events may have caused Generation Z to behave beyond their selfishness by paying more attention to the welfare of others and nature. This is different from the Millennial Generation, who is FOMO (Fear of Missing Out) and wants continuous "approval" (Stein, 2013). Simultaneously, Generation Z also has a substantial value in self-enhancement. However, in self-enhancement, the orientation of power and hedonism is not their personal rule.

In terms of media use by Generation Z, this study finds the main reasons Generation Z uses social media are to seek entertainment, references, and to fill their leisure time. At the same time, the activities of listening to music, watching videos or movies online, and using social media are the activities they do most often. During the pandemic, Generation Z is accessing the radio less and less. Because one way to access the radio is to listen to it while in the car, and the pandemic limited travel activities, it impacts the lack of Generation Z who listens to the radio. Educational content, especially those related to learning content, entrepreneurship, or business education content, as well as tips and strategies for getting scholarships, studying abroad, and the like, are forms of content that this generation needs. This finding confirms the character of Generation Z, who also focuses on self-development.

Regarding social media consumption, most Generation Z has had social media accounts since they were less than 15 years old or in junior high school. American and Chinese social media still dominate the social media accounts owned by Generation Z. Generation Z tends to choose social media according to their needs and goals (convenience utility). The cross-tabulation results show a significant disparity in the duration of social media ownership between Generation Z in Java and outside Java.

The charts and tables in Figure 17 describe the distribution of social media account ownership duration among Generation Z by region. These findings show that Generation Z in the Jabodetabek (Jakarta Metropolitan Area and surrounding) and Java areas are exposed to social media earlier than Generation Z in other regions. Most Generation Z in Jabodetabek has had social media accounts for over ten years. For the Java region, social media account ownership is in the 3-5 year period. Meanwhile, in some areas, such as Sulawesi, Kalimantan, and Maluku-Papua, the duration of ownership of social media accounts ranges from 1-2 years. For the Sumatra and Bali-Nusa Tenggara regions, the duration of social media ownership is less than one year. These findings show that although the internet and digitisation allow global access, there is still a digital divide between regions in Indonesia. This digital gap can occur because of the uneven

distribution of information technology facilities and infrastructure (Wilantika, Sensuse, Wibisono, Putro, & Damanik, 2018).

	JABODETABEK	Jawa	Sumatera	Sulawesi	Kalimantan	Bali-Nusa Tenggara	Maluku-Papua
5-10 years	38,8%	22,1%	20,0%	5,7%	5,9%	5,1%	2,5%
3-5 years	30,8%	23,5%	24,4%	4,4%	6,3%	6,0%	4,4%
> 10 years	43,1%	20,3%	15,9%	5,5%	5,9%	6,6%	2,8%
1-2 years	33,3%	15,4%	23,1%	7,7%	7,7%	2,6%	10,3%
Less than a year	25,0%	0,0%	50,0%	0,0%	0,0%	25,0%	0,0%

Figure 17. The distribution of the duration of social media account ownership by region
Source: Author's analysis (2023)

According to a survey by the Indonesian Internet Service Providers Association, the island of Java accounts for 41.7% of 73.3% of internet users throughout Indonesia (CNN, 2021). This may be due to the high digital divide in Indonesia. There is a shift between the goal of creating social media and the activities done in social media. Initially, Generation Z created social media for communication and social interaction, but nowadays, their social media activities are primarily used to fill their spare time and seek entertainment.

In terms of Generation Z's desire to subscribe, they prefer to subscribe monthly than yearly. This can be seen in the top three subscribed brands by Generation Z, all of which have the same characteristics, namely, providing monthly subscription services. This study proposes some assumptions that monthly subscriptions can be a solution for the unstable income of Generation Z and that this finding could confirm that Generation Z is a wise buyer. Although a yearly subscription is usually cheaper than a monthly subscription, Generation Z can measure buying power. Generation Z does not insist on an annual subscription because they know or may have allocated a monthly digital media budget. As for each month, at most, Gen Z allocates a budget for digital media subscriptions under Rp 50,000. This budget allocation shows that Generation Z is a wise buyer because they do not force an annual subscription even though the price is lower than the monthly subscription fee.

There are interesting common threads in this research. Turner (2015) mentions that digital natives take saving seriously. This results from their experience of feeling their parents' stress levels during the global financial crisis. This study shows that Generation Z is a wise

buyer who carefully allocates its monthly subscription budget. Then, education related to financial literacy is the information needed by Generation Z. This common thread shows that Generation Z is interested in issues necessary for the long term, one of which is financial literacy. However, this study cannot conclude how high their financial literacy is. Further research on this matter will be needed.

CONCLUSION

The findings in this paper showed that Generation Z cares about themselves. It is also in line with the Schwartz Theory, especially in the point of self-transcendence. They know exactly what contents they need. Seeking entertainment and references and spending their leisure time is the top goal of Generation Z when it comes to accessing social media in general. At the same time, they often listen to music, watch videos or movies online, and use social media. During the pandemic, Gen Z accesses the radio less and less. One way to access the radio is to listen while in the car, and a pandemic situation, travelling is limited. Educational content, especially those related to learning content, entrepreneurship, or business education content, as well as tips and strategies for getting scholarships, studying abroad, and the like, are forms of content that this generation needs.

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