



Implementation of Uses and Gratification Theory on Instagram Usage Patterns as an Alternative Media for Generation Z

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ABSTRACT

Changes in media consumption among Gen Z have been widely studied and researched, including in Indonesia. One of the data shows that most Gen Z consume more social media than other mainstream media to obtain information and news. This condition has caused online news portals to lose readership among the younger generation. This problem is what causes mainstream online media to lose their audience. This study aims to discover the pattern of using several popular Instagram accounts among Gen Z to find news, namely on @Sociolla, @Dagelan, and @RahasiaGadis accounts. What types of news and information attract the users' attention to the accounts? The Theory of Uses and Gratification is used in this study to see how audiences actively use media to satisfy these users. In this theory, the audience is seen as very active in choosing media according to their motives and needs. This study used a quantitative approach by distributing questionnaires to the three account followers. The results of this study show that 85.4 percent of Gen Z have the motivation to choose these three media alternatives and are used to look for information that can accomplish their needs; secondly, 77 percent as a personal relationship and create social interaction. Third, 76 percent for diversion from daily routines or entertain themselves. Meanwhile, only 14.6 percent of respondents agreed that the three media alternatives could give them an understanding of their self-identity.

Keywords

uses and gratification; usage pattern; instagram; alternative media; Gen Z

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INTRODUCTION

The development of technology and the new normal period after the COVID-19 pandemic is a significant combination that has led society to an era of digital change, maximizing the use of technology and making almost all community activities carried out through *online* media such as social media. Technology has provided fast internet access, eliminates distance or can reach almost the entire world, and makes it easier for humans to access information without restrictions on time and place. Changes in media consumption among Gen Z have been widely studied and researched, including in Indonesia. One of the data shows that the majority of Gen Z consumes social media more than other *mainstream* media to obtain information and news. This condition increasingly causes online news portals to lose readers among the younger generation.

As reported by We Are Social in 2023 (Kemp & Loretan, 2023), globally, the use of the internet as a *supermedium for communicating* has increased over time. As the figure below reported by We

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Are Social, in 2023, 64.4 percent of the world's 8.01 billion population, or 5.16 billion people, have used the internet. This is an increase of 1.9 percent from 2022, indicating a growth of 98 million internet users worldwide. In Indonesia alone, 77.0 percent of the 276.4 million population, or 212.9 million people, are internet literate.

Indonesia Gen Z Report 2022 (Utomo & Heriyanto, 2022) reported that Indonesia, with 70.72 percent of its population in the productive age of 15 to 64 years old, is enjoying a demographic bonus that should support the country to reach its golden age in 2045. Generation Z, born between 1997 and 2012, is the largest generation in Indonesia at 27.94 percent of the total population or 74.93 million people, while the Millennial generation is the second generation in Indonesia at 25.87 percent of the total population or 69.38 million people. Almost half of Generation Z has entered a productive age, while others will be able to participate in the labor force for many years.

Many surveys have proven that different generations have different styles of consuming news. As many as 40 percent of Generation Z currently choose social media such as Instagram and TikTok to find the information they need because social media has no advertisements (Nawang Sari & Kristanti, 2022). A survey by Maverick Indonesia (Ramadhanny, 2020) shows that Instagram is a source of information for 89 percent of respondents. They were followed by YouTube, with 77 percent of respondents and 54 percent of respondents using the news aggregator LINE Today, especially young people under 23. Maverick Indonesia's Analytics Manager, Karen Kusnadi, added her findings that there is a change in the information ecosystem in Generation Y-Z, where they seek news from social media. Generation Z prefers short news content formats and lots of visuals, in addition to the ease of content selection with *swipe-up* style from Instagram or *feed captions* on YouTube.

The Uses and Gratification theory explains how individual differences cause audiences to respond to media content differently. Some factors that cause this are different social and psychological factors among these individuals. This theory does not focus on message content but on audience attention as consumers of mass media. (Gruzd et al., 2018).

The Uses and Gratifications perspective describes adopters as active media users who choose and shape media use to meet their needs. Based on this theory, social media use can be studied more deeply. This theoretical approach can provide an overview of how the relationship between social media content and engagement behavior is presented (Dolan et al., 2016; Gruzd et al., 2018).

This theory argues that the purpose of media use is active and discriminatory. Individuals are considered responsible for the media they choose to fulfill their needs. The *Uses and Gratification* theory explains when and how individuals use the media to be active or less active. (Morissan, 2013, p.508)

Uses and Gratification theory tries to reveal that audiences as users are active in choosing mass media to meet their needs. Kubey and Csikszentmihalyi (1990, as cited in Severin & Tankard, 2014, p. 298) added that users do not need concentration and tend to be more relaxed and passive. Research conducted by Saputra (2019) showed that 86.87 percent of students utilized social media as their communication tool, and 81.82 percent of respondents used social media as an information search. Furthermore, respondents chose *WhatsApp* and *Line* as the communication tools. In contrast, 56.57 percent of respondents used it to create social interactions by uploading statuses, and 55.56 percent chose it as entertainment or relaxation for them by using Instagram and Facebook.

Saputra (2019) also explained the behavior of respondents based on time. Seventeen percent of respondents give particular time to access social media, 75 percent agree that they choose time at night to access content on social media, and the remaining 16.67 percent during the day, and only 8.33 percent access in the morning with an average time of about 1-3 hours per day to access content on social media.

Social media is a new medium that is currently utilized as an alternative. Alternative media is another form of *mainstream* media that creates content, production, and distribution. By creating the right content and credible information, mass media can help audiences meet their needs (Mamahit & Pratiwi, 2022).

The digital divide based on gender also occurs in using social media. Men and women have gaps in fulfilling their needs. Research conducted by Limilia and Prihandini (2018) found three motivations

that cause men and women to use social media or the internet: social interaction, fulfillment of entertainment, and filling their free time. However, some things that do not play a role are information about education and relaxation. In the study, men are most motivated to fill leisure time and social interaction. Meanwhile, regarding educational motivation, women tend to be more dominant in accessing this information.

Previous research conducted by Rohmah (2020) found that 93 percent of respondents agreed that social media provides benefits for users as a medium for searching for information. Additionally, 92 percent agreed that the content of the information they find on social media provides satisfaction for them to do something, while only 19.3 percent agreed to help others. In addition, social media is also helpful for escaping from their routines, of which 80 percent agreed to this.

Other research states that there is a strong relationship between the information provided by the @rahasiagadis Instagram account and the attitudes of its followers, which, when viewed from cognitive, affective, and conative attitudes, are seen from the *self-love* that appears in its followers (Taqiyyah & Rochim, 2022). Affective attitudes arise when respondents see information from the account and motivate themselves to love themselves and feel feelings that match the information uploaded by the account. Likewise, when a conative attitude arises, namely when respondents often receive information from the @rahasiagadis account uploads, this frequency shows a pattern of actions, activities, and habits.

Uses and gratification research in media studies provides a coherent understanding of media use and is seen as complementary to the relationship between media satisfaction and media use. This theory is more oriented to the psychological sphere, which provides an understanding of the psychological functions of individuals' media use (Rohmah, 2020).

According to Griffin et al. (2018), there are eight classifications regarding the relationship between the media and its public based on the theory of *uses and gratification*. First, the efforts made by audiences to fill their time are called passing the time; second, efforts in friendship; thirdly, escape, which is an effort to have time alone to escape from problems. Fourth, strive for something to get pleasure, also called enjoyment; fifth, social interaction, creating relationships or interacting with others. Next is relaxation; seventh is digging up information, and finally, getting other sensations to create pleasure.

Meanwhile, the assumptions of the Uses and Gratification theory are (Rohmah, 2020):

1. Media use and active audiences are goal-oriented.
2. Need satisfaction is related to audience selection of specific media. The implication is that audiences have autonomy in mass communication.
3. Mass media has the certainty to compete with other media to fulfill needs.
4. Individuals have an awareness of the media they use, motives, and interests, which implies that they have an analysis of the media's usefulness.

Social media account management is largely done individually. Anyone can create an account on a social media platform, even with the desired number. Unlike the mass media or news portals, which have legal entities, the content of the information disseminated ideally must be in accordance with the facts and have gone through the flow of making proper news.

Flew (2002, as cited in Watie, 2011, p. 70) revealed that digitization, convergence, interactivity, and network development are used to create and deliver messages on social media. Interactivity offers, mainly social media users, the ability to control the selection of information consumed by sorting and selecting as desired. Watie (2011) argues that the central concept of social media is the ability to offer interactivity. Watie also states that social media has different characteristics from conventional media, such as magazines, newspapers, radio, and television. Social media has an interactive nature that results in interaction but does not eliminate the function of conventional media. The difference between conventional media and social media is only in their characteristics.

Ardianto (2011, as cited in Watie, 2011, p. 71), in the book *Communication 2.0*, Public behavior is proven to provide strength in seeking support for mass movements that can unite opinions, attitudes, and behavior of the community. The phenomenon of the Prita Mulyasari case versus Omni International Hospital reinforces the opinion that social media has a significant influence. Public opinion in society develops because it is influenced by social networks rather than online mass media, where public opinion has a very influential power (Watie, 2011).

Social media users range from children to teenagers and parents. The content consumed is also influenced by interests and goals such as entertainment, finding factual news, or adding insight. According to Strauss and Howe (1991, as cited in Pujiono, 2021), who popularized this theory, Generational levels strongly influence social media use. This theory is divided based on the similarities between the birth periods and events that align with the history experienced. Many theories from other researchers still have the same meaning as Strauss and Howe's theory.

This is seen from the grouping of categories of people based on certain similarities that fall into generational groups. There are five generations in general: Traditionalists, Baby Boomers, Generation X, Millennials or Generation Y, Generation Z, and Generation Alpha. However, many parties give the opinion that Generation Z is a generation that is literate in technology and lives side by side with technology from birth to growing up, according to Stillman & Stillman (2017, as cited in Pujiono, 2021), Generation Z is the generation of Gen Wii, Net Gen, and iGeneration.

According to Google, Generation Z carries out 5.1 billion daily information searches (Mendrofa & Aprilia, 2023); sixty-six percent of Instagram users, an increase of about twelve points, are among Generation Y or Millennials (Maharani & Kusumawardhani, 2023). This evidence shows that Generation Z is very active in conducting activities on social media to interact online. Generation Z has a better opportunity to use the internet through smartphones to exchange messages, listen to music, and play games (Pujiono, 2021).

Tyas et al. (2022, as cited in Qhosiah et al., 2024, p. 14) said that Generation Z is currently positioned as the largest population, where they have the capability to master technology. Therefore, behavioral changes impact other factors, including mental health. Since birth, according to Bakar and Usmar (2022, as cited in Qhosiah et al., 2024, p.14), Generation Z has grown up in an era of increasingly sophisticated technology. It allows Generation Z to access data quickly and have social interactions on social media such as WhatsApp, Instagram, Facebook, Twitter, and others (Qhosiah et al., 2024).

According to Macarthy (2015, p. 191), Instagram is a social media application that emphasizes visuals and has a fun feature that allows users to take pictures and upload them to a feed page that is made to be seen by many people.

Meanwhile, according to the results of Utomo and Heriyanto (2022, p. 30), three out of four Gen Z (74 percent) use Instagram social media daily. This aligns with trends in the United States, where teenagers and young adults prefer Instagram to Facebook. This is because Facebook is considered more synonymous with social media for older people. For Generation Z, Instagram functions not only for social purposes, such as showing one's curated life and interacting on the platform, but also for discovery, as a shopping platform, and even for looking for the latest information.

Data obtained from Carbon Expo (2022) states that 15 Instagram accounts must be followed in 2022: @kokbisa, @wowfakta, @binaracademy, @ayomikir, @bacaterus, @blossom, @lifehack, @video.masak, @dietmulaibesok, @lingkarindonesia, @dagelan, @indovidgram, @thegoodquote, @rahasiagadis, and @sociolla.

The researcher then conducted pre-research on 30 respondents and found that the most accessed were @socioolla, @dagelan, and the third @rahasiagadis. So based on the results of pre-research and the background above, this study wants to see how Generation Z implements the theory of Uses and Gratification as alternative media, namely @socioolla, @rahasiagadis, @dagelan that they use with the five factors of media selection motives put forward by McQuail (1996, as cited in Rohmah, 2020). The goal is to find out the motives behind Generation Z's choice of three Instagram accounts as their alternative media on Instagram.

The novelty and significance of this research is the use of the use and gratification theory commonly used in mass media. The novelty and significance of this research is the use of the Uses and Gratification theory, which is usually used in mass media; in this research, it is used for social media. Every year, the increasing number of social media users accounts for a growth of 139 million users in Indonesia based on data from We Are Social in 2024 (Kemp & Thompson, 2024), making this a significant subject for research. This research contributes to the development and knowledge of social network adoption and looks empirically at social network users' motivation with social media.

METHOD

This research uses a descriptive quantitative approach, which examines a phenomenon in more detail or compares it with other phenomena (Nurlan, 2019, p.4). According to Arikunto (2006, as cited in Putra, 2015), quantitative research describes what it is about a variable, so descriptive quantitative research does not measure a hypothesis. Nazir (2003, p. 68) revealed that the Descriptive Method is a research method that discusses a phenomenon, social group, or object that occurs in the present. This method also tries to reveal a phenomenon in an actual and authentic way because this research systematically describes or depicts the relationship between the studied phenomena (Rukajat, 2018).

This research collects data. It implements descriptive quantitative methods using only one variable: social media. This research looks at social media as an alternative media that is useful for satisfying information needs by implementing the theory of uses and gratification. So, only one variable is the basis for researcher analysis.

The population in this study is *infinite*, and its number is uncertain (Sabtohadhi, 2022). This is because the readers of the three media studied, @sociolla, @rahasiagadis, and @dagelan, do not know precisely how many population totals there are.

The sample in this study was taken using the Rao Purba formula (Purba, 1996), which is as follows:

$$n = \frac{Z^2}{4(Moe)^2}$$

N = Sample size

Z = Confidence level in determining the sample 95% = 1.96

Moe = Margin of error or maximum error that can be tolerated, which is set at 10%

The Rao Purba formula was used in this study as a basis for determining the number of samples and for an error tolerance limit of 10%, so the samples needed in this study were:

$$n = \left[\frac{1.96}{4(0.1)^2} \right]$$

$$n = 96,04 \text{ (researchers rounded up to 96)}$$

Based on this formula, a sample of 96 respondents was generated with a margin of error level of 10%.

The data collection technique in this study uses an online questionnaire via Google form, which will be distributed online to 96 respondents on followers of three Instagram accounts, namely @Sociolla as many as 32 respondents, @Dagelan as many as 32 respondents, and @RahasiaGadis account as many as 32 respondents.

This study uses purposive sampling, namely the existence of characteristics so that not all populations have the opportunity to be sampled.

The criteria for respondents in this study are:

- a. Generation Z who lives in Jakarta
- b. Using Instagram accounts @Sociolla, @Dagelan, @RahasiaGadis as a source of information
- c. Followers of Instagram accounts @Sociolla, @Dagelan, @RahasiaGadis

This research uses the Uses and Gratification theory dimensions by examining how Generation Z implements this theory through 3 Instagram accounts as their alternative media. The dimensions of the Uses and Gratification theory are:

Table 1. Operational variables

No.	Dimensions	Indicator
1.	Diversion	<ul style="list-style-type: none"> • An escape from routine • Emotional release
2.	Personal Relationship	<ul style="list-style-type: none"> • Social Information • Media replacement
3.	Personal Identity or Individual Psychology	<ul style="list-style-type: none"> • Improve understanding of self • Explore yourself
4.	Surveillance	<ul style="list-style-type: none"> • Information Media • Resolving self-interest

Source: Modification of researchers from McQuail (1996, as cited in Rohmah, 2020)

The limitations of this study are that it focuses on the four motivations tested based on the Uses and Gratification theory, namely diversion, personal relationships, personal identity, and surveillance, and does not analyze other motivations of social media users, especially Generation Z. The motivations analyzed in this study are aimed at three social media accounts, so further research is needed whether it can be applied to other social media accounts or using other motives. The motivations analyzed in this study are aimed at three social media accounts, so further research is needed on whether it can be applied to other social media accounts or by using other motives.

FINDINGS AND DISCUSSION

Generation Z is the generation after the millennial generation, with birth years starting in 1996 to 2012. This research discusses how Generation Z uses or implements use and gratification in the pattern of using alternative media to find information. The survey results are dominated by Generation Z, with a presentation of 93.3 percent, namely at the age of 17 - 22 with the birth year 2003 - 2008.

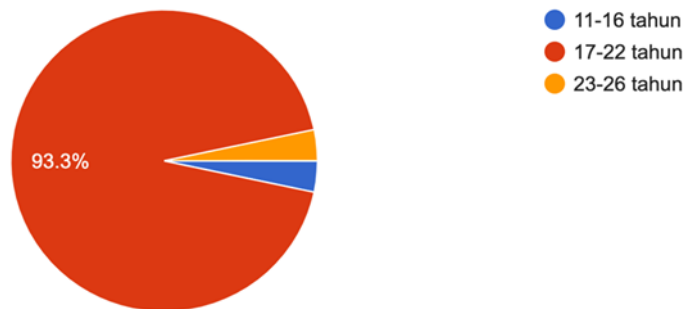


Figure 1. Results of Respondent Characteristics Based on Age. Source: Researcher Processed Data, 2023

The survey results are in line with the Katadata Insight Center (KIC) survey conducted with the Ministry of Communication and Informatics (Kominfo), which shows that 73 percent of individuals aged 13-70 use social media to fulfill their information needs (Vania, 2022).

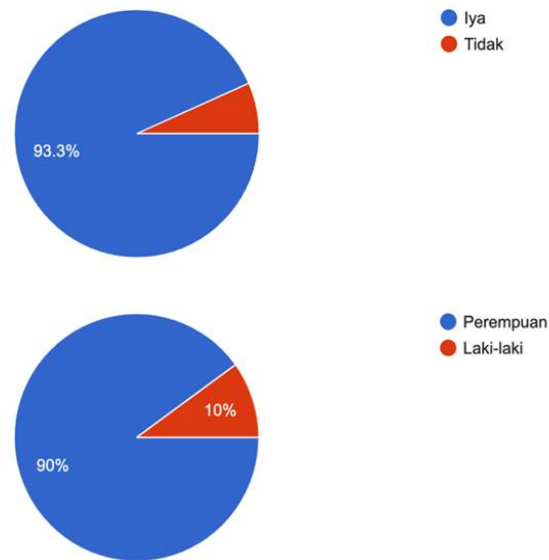


Figure 2. Results of Respondent Characteristics based on Gender and Use of Social Media as an Information Search. Source: Researcher Processed Data, 2023

It is dominated by women, as much as 90 percent, and men, only 10 percent, with 93.3 percent agreeing that they often look for information through social media Instagram. Research conducted by Limilia and Prihandini (2018) revealed a digital divide based on gender in motivating the use of social media. They found three motivations that encourage men to be superior: using the internet as social interaction, filling leisure time, and seeking entertainment. The motivation to use the internet or social media to search for information, education, and relaxation makes women do it more often.

Based on the opinion of McQuail (1996, as cited in Rohmah, 2020), social media is used by most individuals as an escape from problems and entertainment motives, as well as a substitute for media as their friendship and as a personal identity motive:

Diversion

The diversion is how Generation Z uses alternative media to release emotions and escape daily routine problems (Rohmah, 2020).

Table 2. I consume these three alternative media as an escape from my daily.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1,0	1,0	1,0
	2	12,5	12,5	13,5
	3	18,8	18,8	32,3
	4	30,2	30,2	62,5
	5	37,5	37,5	100,0
Total	96	100,0	100,0	

Source: Researcher Processed Data, 2023

Based on the results of a survey of 96 respondents through the Instagram platform regarding the motives for using social media @dagelan, @sociolla, and @rahasiagadis as alternative media, 67.7 percent of respondents agreed to choose and use the three Instagram accounts as an escape from their daily routines.

Aside from being an escape from their daily routines, 76 percent of respondents said their motive for using Instagram accounts @sociolla, @rahasiagadis, and @dagelan was to release their emotions.

The results of this study are more significant than the percentage of numbers from research conducted by Saputra (2019). The study said that 55.56 percent of respondents or students use social media as entertainment and 45.45 percent to fill their spare time, meaning that Generation Z is increasing or changing their motivation to use social media as a diversion from their daily routine.

Table 3. I consume these three alternative media to release my emotions from my daily routine.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	7,3	7,3	7,3
	3	16	16,7	16,7	24,0
	4	25	26,0	26,0	50,0
	5	48	50,0	50,0	100,0
Total		96	100,0	100,0	

Source: Researcher Processed Data, 2023

The data above show that 76% of respondents agreed that the three alternative media are used to release emotions from daily routines. Only about 7.3% disagreed that the three media can release fatigue.

In previous research, the content of the @rahasiagadis Instagram account provided benefits for informants, making it easier for them to deal with problems and helping them control their emotions during these problems (Qhosiah et al., 2024).

Personal Relationship

Based on research from McQuail, Blumler, and Brown (1972, as cited in Rohmah, 2020), personal relationships include how the media is used as a social place of information in building interactions and friendship containers. Personal relationships can be related to how audiences use and choose the three Instagram accounts as their alternative media, namely as a social relationship of established friendship and interactions built between fellow users.

Table 4. The three alternative media as a source for social information in conversations with my friends.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	12,5	12,5	12,5
	3	10	10,4	10,4	22,9
	4	31	32,3	32,3	55,2
	5	43	44,8	44,8	100,0
Total		96	100,0	100,0	

Source: Researcher Processed Data, 2023

77.1 percent of respondents said the three accounts were used as social information to create interaction, and 86.5 percent of respondents agreed and strongly agreed that their motivation for using the three accounts as alternative media was to make friends.

This percentage is an increase from previous research conducted by Saputra (2019), which says that 56.57 percent of students use social media for social interaction.

Table 5. The three alternative media are my substitute for fulfilling my need to build personal relationships.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2,1	2,1	2,1
	2	4	4,2	4,2	6,3
	3	7	7,3	7,3	13,5
	4	40	41,7	41,7	55,2
	5	43	44,8	44,8	100,0
Total		96	100,0	100,0	

Source: Researcher Processed Data, 2023

The data above states that around 86.5% agree that the three alternative media are my substitute in fulfilling my need to build personal relationships. However, 6.3% think that these media cannot be a substitute for building personal relationships. According to Riki (2021, as cited in Hidayatullah & Winduwati, 2023), teenagers often share activities that impact the intensity of accessing the account through their Instagram accounts. So, personal relationships can be built from the frequent sharing of events and activities.

Personal Identity or Individual Psychology

Personal identity strengthens an individual's values, psychology, self-understanding, and so on (Rohmah, 2020).

Table 6. My understanding of myself has increased through the information from these three accounts.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	41	42,7	42,7	42,7
	2	29	30,2	30,2	72,9
	3	12	12,5	12,5	85,4
	4	6	6,3	6,3	91,7
	5	8	8,3	8,3	100,0
	Total	96	100,0	100,0	

Source: Researcher Processed Data, 2023

Interestingly, only 14.6 percent of respondents agreed and strongly agreed that the motivation for using @sociolla, @rahasiagadis, and @dagelan accounts is their self-identity or satisfies them in understanding themselves. 72.9 percent of the respondents disagreed. The three accounts are not used to form or develop Generation Z's self-identity because their backgrounds differ. For example, @dagelan packages information by displaying humorous elements, @rahasiagadis uploads content about women, and @sociolla is an Instagram account for *online shopping* about beauty.

Surveillance

Supervision is information that influences individuals to do something (Rohmah, 2020).

Table 7. The information I get from these three accounts can fulfill my needs in finding information and doing something.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1,0	1,0	1,0
	2	3	3,1	3,1	4,2
	3	10	10,4	10,4	14,6
	4	22	22,9	22,9	37,5
	5	60	62,5	62,5	100,0
	Total	96	100,0	100,0	

Source: Researcher Processed Data, 2023

Alternative media satisfies Generation Z as their monitoring function. As many as 85.4 percent of respondents said that the three alternative media are sources of information; the information they need can be obtained from these alternative media. 44.8 percent of respondents also agreed that the information obtained from the three Instagram accounts could fulfill their interest in finding information.

The need for information-seeking among Gen Z has mostly stayed the same; what has changed is how they get information. This is influenced by information and communication technology development and the existing trend of getting information quickly, concisely, and interestingly. This means that the dissemination of content needed by the community, especially Gen Z, is more

effective using alternative media. However, this is also influenced by the way alternative media is used, as previous research conducted by Khansa and Putri (2022) shows that alternative media has been proven to influence the lifestyle of adolescents.

Table 8. The information on the three alternative media can satisfy me in finding information.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	10,4	10,4	10,4
	2	18	18,8	18,8	29,2
	3	25	26,0	26,0	55,2
	4	29	30,2	30,2	85,4
	5	14	14,6	14,6	100,0
	Total	96	100,0	100,0	

Source: Researcher Processed Data, 2023

According to Atmoko (2012, as cited in Hidayatullah & Winduwati, 2023), Instagram is an application for photo-taking and information exchange. Based on the data above, 44.8% of respondents think that the information provided by the three alternative media can satisfy their needs for finding information, meaning that they are satisfied with the information provided on the three accounts.

In relation to the Uses and Gratification theory

Based on the explanation above, *Uses and Gratification* is a theory that explains that audiences have certain motives when using media, where the media is considered to meet the audience's needs. The three alternative media are stated to be able to meet the needs of the audience, especially Generation Z, based on the large percentage of agreeing with the statement above. They also need the media as an information search besides being a diversion. This research also has similarities with several previous journal articles, namely Generation Z, who are satisfied choosing the media they need and have quality information. The quality of information on a medium also plays an essential role in generating audience trust (Safriana & Samatan, 2021).

The Uses and Gratification theory is a framework for explaining the motives of specific media users. The theory holds that media consumption is intentional, and individuals seek to fulfill their needs through various uses. In short, this theory hypothesizes identifying social and psychological attributes of needs, given that users consider different characteristics necessary when choosing media (Gallego et al., 2016).

When associated with the four motives in the *Uses and gratification* theory, the first motive is (Allaili, 2020, as cited in Hidayatullah & Winduwati, 2023):

1. *Information motive:* 85% of respondents agreed that the three Instagram accounts could be a medium for their information sources. This motive is to find events in the surrounding environment that aim to educate them.
2. *Identity Motive:* This motive allows Generation Z to emphasize personal values and explore themselves. Based on the data above, respondents argue that there are better mediums for them to explore than the three accounts. Only 14.6% agree that the Instagram account is a medium for them to understand themselves.
3. *Integrity Motive:* This motive relates to the audience's efforts to gain knowledge and interact socially with friends. Based on the data above, a high percentage, namely 86.5%, states that these three alternative media can be an intermediary for them to interact socially. They can make the content a topic of conversation among friends from the content presented.
4. *Entertainment Motive:* In addition to the three motives above, entertainment is essential for an individual to release from fatigue or daily problems. In a rapidly changing life, this motive stands out from other motives because, according to the results of this study, 67.7% and 76% of respondents think that they need this Instagram account to relieve daily fatigue. The Instagram account @dagelan presents comedy content and can help them as entertainment.

The Uses and Gratification theory was developed to understand an individual's motivation to receive communication through a particular medium. After forming the Uses and Gratification theory, this approach has been applied to various media types, such as social media. (Bowden-Green et al., 2021).

Based on these findings, Generation Z does not utilize alternative media to explore themselves and emphasize personal values. However, they use it to seek information, release fatigue, and gain new knowledge. Zeng (2011, as cited in Gallego et al., 2016) argues that satisfaction from content results from an individual's need for direct, substantive, and intrinsic benefits (e.g., entertainment), while process satisfaction results from using intrinsic values that have no direct relationship to the specific substantive characteristics of the content, namely information-seeking.

CONCLUSION

A survey conducted in 2021 by the Katadata Insight Center (KIC) with the Ministry of Communication and Information Technology (KOMINFO) showed that social media is the platform most frequently accessed by the public to get information using 73 percent of respondents. Although the previous survey in 2020 showed a higher result of 76 percent, it still shows that social media is still superior as a source of getting the desired news or information.

This research sees Generation Z choosing @sociolla, @rahasiagadis, and @dagelan as alternative media that they use to fulfill their needs. From the results of statistical tests of audience functions and gratifications in choosing media, namely to supervision where 85.4 percent agreed that respondents used the three accounts to find information about things that could complete what they needed, secondly as a personal relationship with friends at 77 percent, thirdly as a diversion from the daily routine at 76 percent. Meanwhile, only 14.6 percent of respondents agreed that the three accounts could give them an understanding of their identity. This research also resulted in a percentage change from previous research on the motivation for using social media as an information search in Generation Z using the Uses and Gratification theory.

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