

## **SOCIAL MEDIA DISPLACING CONVENTIONAL MEDIA? ANALYSIS OF MEDIA HABITS OF GORONTALO CITY SOCIETY IN THE ERA OF CONVERGENCE**

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### **ABSTRACT**

Digital transformation has changed the media consumption patterns of Indonesians, including in Gorontalo City. This study aims to analyze people's media habits regarding television, radio, and social media, using Rosengren's three leading indicators: usage duration, media content, and media appeal. This study employed a descriptive quantitative approach, utilizing a survey technique with 399 respondents from nine sub-districts. The results show that social media ranks highest in terms of usage duration, content relevance, and emotional appeal, particularly on platforms such as TikTok, Facebook, and Instagram. In contrast, radio experienced a significant decline in all measured aspects. Television remains strong in specific content, particularly in the context of collective consumption. These findings indicate a shift in media habits from conventional to digital media, which are more personal, interactive, and visual. The implications of this research are essential for the government, local media practitioners, academics, and the public in developing communication strategies and digital literacy policies relevant to local characteristics.

**Keywords:** media habits ; social media; television; radio; media convergence

### **INTRODUCTION**

The development of information and communication technology over the past two decades has created a significant transformation in the global media landscape. In Indonesia, this change is marked by increased internet penetration, digital device ownership, and a shift in public preferences toward digital media. These changes have not only altered how individuals access information but also influenced overall media consumption patterns. This is according to We Are Social (2024), which found that more than 74% of Indonesians actively use social media, with an average daily usage duration of over three hours. This condition suggests that society is shifting increasingly towards flexible, interactive, and personalized media.

This phenomenon aligns with the concept of media habits, which are habits or patterns of media use that are formed repeatedly and become part of a daily routine. According to LaRose (2010), media habits are automatic behaviors triggered by environmental cues and carried out without conscious consideration. These habits are formed due to previous experiences in using media that provide certain satisfactions or benefits. McQuail (2010) states that media habits are also closely related to the audience's needs for information, affective, integrative, and escapism, which are met by the characteristics of each medium.

Furthermore, Rosengren (in Rakhmat & Ibrahim, 2016) proposed that media habits can be measured

through three leading indicators, namely: (1) duration of media use, which shows the intensity or time a person spends accessing certain media; (2) content of media consumed, which reflects content preferences or the type of information/entertainment sought; and (3) media appeal, which relates to the level of emotional or psychological interest in the media. These three indicators form the foundation for understanding a person's attachment to and closeness with the media in everyday life.

In the context of a digital society, media habits not only reflect preferences for specific platforms but also reflect evolving social relations, personal identity, and cultural values. Baran and Davis (2015) emphasize that, in a convergent media environment, media habits encompass not only content choices but also the platforms used, the duration of consumption, and the audience's social and psychological engagement patterns. Therefore, it is essential to understand media habits in more detail to illustrate the dynamics of people's interactions with the various types of media available.

The main theoretical framework in this study employs an approach. And gratification. A theory developed by Katz, Blumler, and Gurevitch (1973). This theory emphasizes that audiences are active actors who selectively use media to meet informational, affective, cognitive, and social needs. In the context of social media, this approach becomes increasingly relevant because users not only consume but also produce and share content. Furthermore, Kayany and Yelsma's (2000) media displacement theory explains that new media tend to replace old media if they are able to provide the same function more efficiently and attractively.

Several previous studies support the importance of examining media habits in the context of digital transformation. Livingstone (2004) demonstrated that younger generations tend to prefer digital media due to its ability to provide fast, personalized, and easily controlled access. Research by Efendy and Siregar (2022) also revealed that social media dominates media consumption behavior among millennials and Gen Z. On the other hand, Yuliarti and Budiman (2021) found that television remains a popular medium among adults and families for shared news and entertainment consumption. However, the intensity of this consumption continues to decline. Surahman et al. (2020), who studied the media behavior of the people of Central Sulawesi, found that social media is starting to replace radio as a source of local and religious information, indicating a digitalization trend that is reaching non-metropolitan areas.

Although numerous studies have been conducted in various regions across Indonesia, studies specifically exploring the media behavior of people in Gorontalo City are still limited. However, with its unique social, cultural, and economic background, studies in Gorontalo can make essential contributions to understanding variations in media use outside of large cities. Furthermore, the local context is also crucial in developing digital literacy strategies and developing relevant media content. Therefore, this research is expected to fill a gap in the literature and provide a foundation for policymakers, media practitioners, and academics to understand and respond to changes in people's media habits in the era of digital convergence.

Gorontalo City, as an urban area within a local context with distinct socio-cultural characteristics, has experienced significant digitalization. Despite being located outside major urban centers like Jakarta or Surabaya, internet penetration, smartphone ownership, and social media usage in Gorontalo exhibit similar patterns to those in other urban areas of Indonesia. However, there are still limitations in studies that specifically compare the consumption behavior of the three main types of media—television, radio, and social media—in a non-metropolitan area like Gorontalo City. However, as a city with a growing urban population and strong local cultural characteristics, Gorontalo can serve as a mirror for the media transition in non-

metropolitan urban areas in Indonesia.

Based on this background, this study aims to comprehensively examine the media habits of residents in Gorontalo City, focusing on three key indicators proposed by Rosengren: duration, content, and media appeal. This study also compares preferences for television, radio, and social media to understand the transformation of public media behavior in the context of the digital convergence era.

## RESEARCH METHODS

This study employs a descriptive quantitative approach to describe and analyze the media habits of residents in Gorontalo City regarding three main types of media: television, radio, and social media. The quantitative approach was chosen because it allows researchers to objectively measure social phenomena that can be calculated numerically, as well as provide a general overview of the frequency, duration, media content preferences, and appeal of each type of media (Neuman, 2014).

This research is a survey, which allows for systematic data collection from the target population through a closed-ended questionnaire. The study was conducted in Gorontalo City, involving a total of 399 respondents across nine sub-districts. Respondents were selected using a purposive sampling technique based on the criteria of being at least 17 years old and actively using at least one type of media, both conventional and digital. The selection of locations and respondents was made to ensure spatial and demographic representation, thereby obtaining a picture that reflects the diversity of Gorontalo's urban community.

The research instrument was a questionnaire consisting of three leading indicators: duration of media use (ratio), content of media consumed (ordinal/ Likert ), and media appeal (ordinal/ Likert ). These indicators were adapted from the Media Habits Model (Rosengren, in Rakhmat & Ibrahim, 2016), which is widely used in audience behavior studies. Media duration is measured with an open-ended item asking “how many minutes a day do you use media...”, while the other two indicators use attitude statements with a Likert scale of 1–5 (from strongly disagree to strongly agree).

The data processing procedure was conducted in several stages, including editing, coding, tabulation, and descriptive analysis. The collected data were analyzed using descriptive statistics, including frequency distributions, average values, percentages, and categorical groupings based on predetermined score intervals. For ordinal variables, categorization was carried out into three levels: low, medium, and high, using calculations of minimum and maximum value indices, intervals, and category distances.

*content validation. Validity) by seeking* input from communication and media experts. The reliability of the instrument was tested using Cronbach's Alpha, with results above 0.70 indicating an acceptable level of internal consistency (Sugiyono, 2017). All data were analyzed using SPSS software version 25.

This research also pays attention to research ethics, including participant consent ( *informed consent*). *Consent*, confidentiality of personal data, and the principle of anonymity in reporting. All respondents were provided with information regarding the study's objectives and benefits, and they participated voluntarily without any pressure. Through this method, the study aims to provide a comprehensive description of the media habits of the people of Gorontalo City, while also offering insight into shifting media preferences in the increasingly complex era of digital convergence.

## RESULTS AND DISCUSSION

This study involved 399 respondents from nine sub-districts in Gorontalo City. Respondent distribution showed even spatial representation, with the highest concentrations in Kota Tengah (13.53%), Kota Timur (13.28%), and Duingingi (13.03%) sub-districts. This diversity of locations suggests that the data were collected from a geographically heterogeneous urban population, which may have influenced access to media, digital infrastructure, and information exposure.

In terms of gender, the majority of respondents were female (57.64%), while males accounted for 42.36%. This distinction is important because various studies have shown that gender can influence media preferences, usage motives, and time spent accessing media (Tuchman, 2000). Women, for example, tend to be more active in accessing social media related to social relationships and home life, while men are more interested in informative content or technological entertainment.

The age distribution of respondents showed wide diversity, ranging from 17 to 83 years old, with an average age of 36.26 years. The largest age group was between 18 and 25 years old, commonly referred to as digital natives. This group has a high propensity to use social media and is an active user of digital platforms. This age variation provides an opportunity to examine cross-generational differences in media habits.

In terms of education, the majority of respondents (50.38%) were high school graduates, followed by those with a bachelor's degree (17.79%). This composition suggests that the majority of respondents possess a fairly good level of media literacy. According to Livingstone (2004), an individual's education level influences their ability to understand and evaluate media content. Respondents with higher education tend to be more selective and reflective in their approach to accessing media content.

Employment status indicates that the largest group is housewives (23.31%), followed by self-employed individuals (14.54%), university students (10.53%), and school students (6.77%). These characteristics suggest that many respondents belong to groups with relatively more flexible free time, which enables higher levels of media use, particularly social media. Homemakers, for example, may use media for entertainment, to obtain practical information, or to build social connections.

In terms of monthly expenditure, the majority of respondents (46.62%) are in the expenditure group below Rp1,000,000, and 28.57% are in the range of Rp1,000,000 – Rp2,500,000. This suggests that the majority of respondents belong to the lower-middle economic group. Based on the hierarchy of media needs theory (Shoemaker & Reese, 2014), this group tends to choose media that is inexpensive, easily accessible, and entertaining, such as free and application-based social media.

The dominant ethnic group is Gorontalo (85.46%), and the majority are Muslim (97.99%), reflecting the general ethnocultural demographics of Gorontalo City. Cultural and religious identities significantly influence media content preferences. For example, people may prefer content that is local, religious, or aligned with community values.

In terms of media still frequently used, social media ranked highest (90.48%), followed by television (54.39%) and radio (22.31%). This data reinforces the primary analysis that social media has become a dominant platform in people's lives. Furthermore, smartphones (92.73%) were the most dominant medium for internet access, and the majority of respondents (70.43%) had Wi-Fi at home, a crucial prerequisite for the intensity of digital media use.

Thus, the demographic and socioeconomic characteristics of the respondents indicate that residents of Gorontalo City have a high level of technological readiness to adopt digital media, particularly social media.

The combination of a productive age, secondary education, female dominance, and widespread gadget ownership and internet access supports the formation of modern, flexible, and content-personalized media habits.

### Duration of Media Use by Gorontalo City Residents

The first indicator analyzed in this study is the duration or length of time spent by the people of Gorontalo City using various types of media in one day. The duration or length of time an individual spends using media is an important aspect in the study of media habits, as explained by Rosengren (in Rakhmat & Ibrahim, 2016). Duration reflects the intensity of a person's interaction with a medium, which in turn indicates the level of attachment, need, and relevance of the medium in everyday life. In the context of the people of Gorontalo City, the study's results reveal a striking difference in the duration of use between conventional media and social media. This is evident from the data presented in various tables 1.

**Table 1**  
**Duration of Media Use by Gorontalo City Residents**

Media Usage in One Day (minutes)	N	Minimum	Maximum	Mean	Standard Deviation
Radio Media	399	0	1440	38.53	129.94
Television Media	399	0	1440	98.57	193.08
<b>Social media</b>					
Facebook	399	0	1440	212.54	365.36
Instagram	399	0	1440	173.82	340.75
TikTok	399	0	1440	255.98	411.36
Twitter/X	399	0	1440	54.45	215.04

Source: Research Results, 2025

A survey of 399 respondents found that social media recorded the highest usage duration compared to television and radio. The average time spent on TikTok reached 255.98 minutes per day, followed by Facebook at 212.54 minutes, and Instagram at 173.82 minutes. Meanwhile, television usage was recorded at 98.57 minutes per day, while radio usage was recorded at only 38.53 minutes.

These findings suggest that residents of Gorontalo City allocate more time to social media, particularly to visual and interactive platforms such as TikTok and Instagram. The high duration of TikTok usage is strongly associated with its short, fast-paced, and addictive content, as well as its algorithmic support that adapts to user preferences (Sundar, 2008). This also aligns with the concept of uses. Moreover, gratifications, where individuals tend to choose media that can fulfill their needs for entertainment, escape, and social identity instantly and enjoyably (Katz et al., 1973).

Television continues to show significant levels of engagement, especially among older respondents and those with limited access to digital media. However, 83.2% of respondents reported watching less than 144 minutes of television per day, indicating that their engagement with this medium is moderate and selective.

Television is likely still used for news programs or family entertainment at specific times, such as in the evening.

In contrast, radio listening time has shown a drastic decline. 93.98% of respondents listen to the radio for less than 144 minutes per day, and the majority stated they do not listen to the radio at all. This indicates that radio is no longer a significant part of people's daily routines, especially in the digital age. These results reinforce the displacement theory (Kayany & Yelsma, 2000), which posits that old media, such as radio, are gradually being replaced by new media that are more relevant to the needs, lifestyles, and preferences of today's audiences.

Distribution analysis also reveals that, although social media dominates usage duration, there is a significant variation between users, as indicated by large standard deviation values—for example, TikTok (SD = 411.36 minutes) and Facebook (SD = 365.36 minutes). This indicates the presence of a group of heavy users. Users) Those who use social media for extreme durations (more than 9 hours per day), along with low-user groups. This phenomenon reinforces the internal digital divide, where engagement with digital media is uneven and heavily influenced by factors such as age, education, occupation, and access to technology.

The duration indicator in this study reveals that the media consumption patterns of Gorontalo City residents are undergoing a significant transformation toward more participatory, flexible, and personalized digital media use. Social media has become a primary choice due to its ability to present varied, easily accessible content that aligns with the needs and lifestyles of contemporary urban communities.

### Television, Radio, and Social Media Content for the Gorontalo Community

Media habits studies, based on the Rosengren model (Rakhmat & Ibrahim, 2016), indicate that media content is a significant indicator of the types of content people consume and the motives behind their media choices. Media content analysis reflects the functional needs of audiences—whether they seek entertainment, information, relaxation, or social identification. In this study, media content indicators were measured using a scale of questions that reflected the extent to which media content is the primary attraction for accessing television, radio, and social media.

In general, the research results indicate that the majority of respondents categorized the media content they consume as medium (57.39%), followed by high (37.84%), and a small portion as low (4.76%). This suggests that the majority of residents in Gorontalo City actively choose media based on the relevance of the content, although not in an intensive or specific manner. This finding supports the *uses framework*. *Moreover, gratification theory* (Katz et al., 1973) posits that audiences actively select media and content that best meet their informational, affective, personal, or social needs.

**Table 2**  
**Media Content Options for the People of Gorontalo City**

Media Content	Tall		Currently		Low		Total	
	f	%	f	%	f	%	f	%
Television	205	51.4	103	25.8	91	22.8	399	100
Radio	103	25.8	91	22.8	205	51.4	399	100

Social media	300	75.2	62	15.5	37	9.3	399	100
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In more detail, when examined by media type, there are striking differences in the categories of public engagement with media content. As shown in Table 2, social media ranked highest in the "high" category (75.2%), followed by television (51.4%). Radio, on the other hand, dominated in the "low" category (51.4%).

The dominance of social media in terms of media content reflects the success of these platforms in providing personalized, dynamic, and tailored content that caters to user preferences. Supported by algorithms that can filter and recommend content based on user click history and interactions, social media such as TikTok, Instagram, and Facebook can meet the needs of entertainment, light information, and self-expression within a single digital ecosystem. This finding aligns with the MAIN model (Sundar, 2008), which emphasizes that the modality, agency, interactivity, and navigability aspects of a medium play a crucial role in creating user engagement with media content.

Television remains a relatively strong draw in terms of media content, particularly for broadcast programs. Fifty-one-fourths of respondents ranked television content as high, and 25.8% as medium. This finding suggests that television remains a preferred source of content considered credible, structured, and familiar, particularly for national news, family entertainment, or religious events. This is reinforced by the responses to the statement "Television broadcast programs are the reason I watch television," which were dominated by those who agreed (36.3%) and strongly agreed (15.0%). This suggests that although television is beginning to be displaced in terms of usage duration, its content is still considered important by some, particularly adults and families.

In contrast, radio performed relatively poorly in terms of content appeal. Fifty-one-fourths of respondents rated radio content as low, and only 25.8% rated it as high. Responses to the statement "I listen to the radio because I want to hear the broadcast programs" also showed that the majority of respondents either disagreed (34.3%) or strongly disagreed (17.0%). This suggests that the content offered by radio no longer aligns with the expectations of today's digital audience. With the rise of music streaming services, podcasts, and audio-visual social media, radio is losing its relevance as a primary source of content. According to displacement theory (Kayany & Yelsma, 2000), this condition occurs when the traditional functions of old media are replaced by new media that offer advantages in terms of access, flexibility, and content diversity.

mood regulation. Regulation), especially in the context of social media. Most respondents agreed that they access social media because they are attracted to the content (48.9% agree; 26.3% strongly agree). Content that is lighthearted, humorous, visual, and aligned with personal interests is the primary reason for using social media, as explained in mood theory. management (Zillmann, 1988), namely, individuals selectively consume content that can improve or adjust their emotional state.

Thus, the research results show that media content plays a significant role in determining media choices among Gorontalo City residents, with social media being the most prominent platform in providing relevant, personalized, and engaging content. Television still maintains its content strengths in specific segments, while radio is losing its appeal due to limited content and its inability to adapt to the dynamics of today's digital audience preferences.

### The Attraction of Television, Radio, and Social Media for the People of Gorontalo City

Media appeal refers to the extent to which a particular medium has emotional, cognitive, and psychological value for its users. In Rosengren's (1974) study of media habits, appeal is a key indicator explaining an audience's intrinsic motivation for media consumption. Media appeal extends beyond content to perception, personal experience, and the subjective satisfaction that users feel. In this study, appeal was measured through responses to several statements that described respondents' interest and engagement in content offered by television, radio, and social media.

The results showed that the majority of respondents rated media appeal as moderate (59.15%), followed by high (36.09%), and only 4.76% of respondents rated it as low. This distribution pattern suggests that, in general, residents of Gorontalo City still consider the media an integral part of their lives. However, not all types of media have the same level of attractiveness.

**Table 3**  
**The Attraction of Television, Radio, and Social Media for the People of Gorontalo City**

Media Attraction	Tall		Currently		Low		Total	
	f	%	f	%	f	%	f	%
Television	202	50.6	114	28.6	83	20.8	399	100
Radio	89	22.3	104	26.1	206	51.6	399	100
Social media	308	77.2	53	13.3	38	9.5	399	100

Table 3 provides more detailed information on the appeal of various media, including television, radio, and social media. When viewed by media type, there are striking differences in the appeal categories of television, radio, and social media. Social media ranks highest in the "high" category (77.2%), followed by television (50.6%). Radio, on the other hand, is dominated by the "low" category (51.6%).

When analyzed by media type, social media again demonstrates its dominance in terms of appeal. A total of 77.2% of respondents stated that they "agree" or "strongly agree" with the statement, "I use social media because I am attracted to the content presented." This means that social media is used not only because of ease of access or compulsion, but because it is truly emotionally and functionally engaging. This appeal can be explained through the selective exposure theory, which states that individuals tend to be exposed to and retain media that aligns with their values, interests, and needs (Stroud, 2008).

Furthermore, the interactivity and personalization of social media content also strengthen its appeal. Within the MAIN Model framework (Sundar, 2008), media that provides a personal experience—through algorithmic features, interactive visuals, and user-generated content—will increase the perception of meaningfulness and relevance for users. TikTok, Instagram, and Facebook provide a vast space for the people of Gorontalo to not only consume but also produce content that is closely tied to their local identity, such as regional music, religious activities, or community events.

Meanwhile, television ranked second in terms of appeal. Respondents were quite optimistic about the statement "I watch television because the content on display captures my attention," with 37.8% stating "agree"



and 12.8% "strongly agree." While not the most dominant, this data shows that television still holds power as a mainstream medium, particularly in presenting national, formal, and routine programs such as news, family entertainment, and religious events. Television's appeal is also related to habitual viewing behavior (Kubey & Csikszentmihalyi, 1990), where users watch as part of their daily routine or family habit.

In contrast to the previous two media, radio demonstrated the lowest level of appeal. More than half of the respondents (51.6%) disagreed or strongly disagreed with the statement, "Radio has its own appeal because it allows you to imagine when listening to broadcasts." This demonstrates the radio's ability to create theatricality of the mind (Crisell, 1994)—namely, the power of imagination through sound—is no longer relevant to the majority of society. The digital native generation, which dominates the productive age group, is more accustomed to visual and multisensory media, which provide an immersive experience, than simply listening to sound.

Radio's declining appeal is also related to its inability to compete in the context of media richness—a concept proposed by Daft and Lengel (1986), which assesses a medium's effectiveness based on its capacity to convey highly complex information. Radio, which is one-way, non-visual, and tends to be passive, is losing out to social media and television, which are rich in features, interaction, and rapid feedback. Overall, the analysis of media appeal indicators reinforces the conclusion that residents of Gorontalo City have experienced a shift in preference toward media that offers more personal, interactive, and visual experiences. Social media has become a primary choice because it fulfills affective and social needs while allowing users to feel actively engaged. Television continues to hold a space for emotional engagement, particularly among older generations and within collective contexts (family), while radio has experienced a significant erosion of appeal, limited to a very small and specific segment.

## CONCLUSION

This study reveals that the media habits of residents in Gorontalo City have undergone significant transformation, coinciding with the development of digital technology and the widespread availability of the internet and mobile devices. Of the three media types studied—television, radio, and social media—social media consistently ranked at the top in terms of usage duration, appeal, and engagement with media content.

In terms of duration, residents of Gorontalo City spend significantly more time on social media, particularly TikTok and Facebook, than on television or radio. Social media has become an integral part of daily routines, especially among those of working age. Conversely, radio usage rates are very low, indicating a functional dislocation due to the presence of digital media.

In terms of media content, social media offers the most relevant content tailored to user preferences. This is reinforced by the algorithm's ability to tailor content to individual interests. While television still maintains its strong content base in news and family entertainment programs, radio has seen a decline in interest due to its limitations in presenting competitive content, both in format and content.

Meanwhile, in terms of appeal, social media is the medium with the highest emotional engagement. Users feel a personal connection to the content and the community within it. Television has moderate appeal, especially in collective contexts (family), while radio has seen a significant decline in appeal, particularly among younger generations who are more accustomed to visual and interactive media.

Overall, this research shows that the transformation taking place reflects a shift from passive

consumption patterns to active, personalized, and two-way use.

## **SUGGESTION**

This research contributes to various parties, including the government, public institutions, local media actors and broadcasting communities, academics and researchers, and the general public.

Governments and public institutions need to design public communication strategies that are more adaptable to the public's media consumption patterns. Social media can be utilized as a primary channel for disseminating information, policy, and promoting digital literacy. Audience segmentation based on age, education, and occupation is also essential to ensure message effectiveness.

Local media and broadcasting communities need innovation in both content and presentation formats. Integration with digital platforms, such as live streaming, podcasts, and social media, can be a strategy for reaching younger audiences and maintaining relevance in the era of media convergence.

For academics and researchers, further studies are needed to broaden the focus by exploring psychosocial motives, the role of cultural identity, or the relationship between media habits and social participation. A qualitative or mixed approach is needed. Methods can provide a deeper understanding of media experiences in various local socio-cultural contexts.

The public needs to be critically aware of their media choices and the content they consume. Digital literacy needs to be improved to prevent the spread of hoaxes, disinformation, and the negative impacts of excessive media use, particularly on addictive platforms like TikTok.

By considering the evolving media habits, all stakeholders are expected to respond to these changes strategically and inclusively, thereby creating a healthy, productive, and sustainable communication ecosystem in Gorontalo City.

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