

Needs Fulfillment Analysis of Social Media for Gen Y and Gen Z in Medan City

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Abstract: This article attempts to explain the analysis of Gen Y and Gen Z characters in using social media using Uses & Gratification theory and Dependency theory. As the main objective of this theory, this article also focuses on the work on the interdependence between the media system, the larger social system, and the media users. We conducted a survey on 400 respondents from Gen Y and Gen Z in the city of Medan. This survey summarizes three external aspects of dependence on media according to theory, namely cognitive, affective and behavioral aspects. From the survey data, we then tested the dependence on media at two levels of approach, namely the macro level approach and the micro level approach. At the micro-level approach we look more specifically at the role of media in individual lives, analyzing how people use and depend on media to meet specific goals or needs. In a macro-level approach, we analyze the interdependence between the user (audience), the media system, and the wider social system. The conclusion of this research work is how social institutions can build media systems that are appropriate and compatible with Gen Y and Gen Z characters as part of the largest social media audience.

1 INTRODUCTION

1.1 Research Background

In this digital era, interpersonal communication and ways of consuming mass media are also experiencing a shift from people who communicate in closed channels such as letters, telephones, e-mails to people who like to broadcast video and text in messaging and media sharing applications. Likewise, the way they get or search for news and other information, newspapers, magazines, and tabloids have become extinct and have been replaced by online news portals with digital news formats that are presented faster and are immediately accepted in the user's hand (mobile phone).

Medan is home to multi-ethnic people who come from the areas surrounding the city of Medan as the capital of the province of North Sumatra as well as ethnic immigrants from outside North Sumatra who migrated because of the economic attractiveness of the city of Medan which from the start was a strategic business and trade city on the edge of the Malacca strait. Thus, Medan is worthy of being called a miniature of multicultural Indonesia. Its population is

around 2 million people, making it the third largest city in Indonesia. As a big city, the internet service in this city can be said to be better than other areas outside the city of Medan. About network availability, price, and network speed. Therefore, Generation Y and Generation Z in Medan are very close to the demographic profile of Generation Y and Generation Z nationally.

Previous studies have shown that teenagers spend a lot of time on the internet, and half of that time is spent on social media (Scott et al., 2016). Research conducted by Spring (2018) states that the most popular social media platform for teenagers is Snapchat, followed by Instagram and Twitter (Statista, 2018). Younger people are moving away from Facebook and embracing different platforms instead (Statista, 2018). This shows that each generation interacts with social media in different ways and for different purposes.

In Indonesia, according to the Association of Indonesian Internet Service Providers (APJII), in 2018, more than 98 million Indonesians were connected to the internet and 95% of the activities carried out were opening social media. (Ardi and Putri 2020) According to the 2020 population census which conducted by the Central Statistics Agency

(BPS) of Indonesia, the composition of the Indonesian population is currently dominated by productive age. The two largest age groups are Generation Y or better known as Millennials and Generation Z. The proportion of Generation Z (Gen Z) is 27.94% and Millennial Generation (Gen Y) is 25.87% of the total population of Indonesia. (BPS, 2021)

Gen Y and Gen Z are each the earliest generation to adapt to the digital world, they have been in contact with the digital world from an early age (digital native). These two generations no longer have the need to consume conventional media such as newspapers and printed magazines, even electronic media such as radio and TV are products that they rarely consume.

Social media is currently very influential on the formation of individual communication interactions between generations and intra generations. On social media, Gen Y and Gen Z get information, satisfaction (leisure), and entertainment (Bolton et al. 2013). According to Hasbullah, social interactions that occur in cyberspace are built on a pattern of reciprocal and mutually beneficial interrelationships built on trust and supported by norms, positive and strong social values. There is also the principle of voluntary and willing to involve themselves in a network of social relations. (Hasbullah, 2006)

Knowing the behavior of using social media Gen Y and Gen Z is the entrance to find out and understand what is going on and where the generation is moving. Because most stereotypes about Gen Y or Gen Z come from assumptions, which can keep us from understanding the truth about these two generations (IDN Millennial Report 2020)

1.2 Focus of Discussion

This article focuses on the discussion of three variables in the uses and gratification theory as well as dependency, namely cognitive, affective and behavioral aspects to see the specific role of social media in individual (micro) lives and the role of social media on dependency relations between users (audience), media systems, and the wider social system (macro).

This article is based on research that uses a quantitative approach with a descriptive type of research. To get a picture of the character and behavior of social media users in gen Y and gen Z, the author has conducted a survey on respondents in the city of Medan.

2 METHODOLOGY

The population in this study are residents of Medan city who fall into the Gen Y and Gen Z categories. Several researchers from various countries have conducted separate studies on Gen Y and social media, such as what was done (Pyöriä, Pasi, Ojala, Satu, Saari, Tiina and Järvinen 2017), (Meechunek 2018), (Werenowska and Rzepka 2020) and (Bolton et al. 2013). All of these researchers classify Gen Y/millennials as those born in the early 1980s to the late 1990s. There are differences in determining the final range of Gen Y, some limiting it to 2000, 1999, some only until 1994.

Meanwhile, Gen Z is generally associated with those born after 2000. The range of years of birth of Gen Z is more varied in some previous studies than Gen Y. Previous literature describes Gen Z as a group of individuals born from 1995 to 2009. Tapscott (2008) limits this generation between 1998-2008, Dimock (2019) starts Gen Z from 1997, Lyons, LaVelle, and Smith (2017) defines the year of birth of Gen Z members between 1993-1999, Kissinger (2019) says Gen Z people born between 1997-2012, but for Madden (2017) anyone born between 1995 and 2009 is considered a member of Generation Z. (VITELAR 2013); Kissinger 2019)

The very large number of populations is the reason for researchers to use samples by using a sampling technique first. The sample is used to reduce the use of time, effort, and costs in cross-sectional research or research that is conducted only at one time (Neuman, 1997: 28). The number of samples in this study were four hundred respondents (400) which were divided equally between Gen Y and Gen Z. The number of respondents between women and men was also divided equally for each generation. Sampling in this study using purposive sampling technique.

The data obtained through the process of collecting data through surveys were then analyzed using descriptive statistical analysis techniques. The data will be presented in the form of a single data frequency distribution or cross data tabulation. The results of data analysis are then presented in the form of a diagram that can describe the results of the study. Statistical data obtained through data processing using SPSS.

3 THEORIES

3.1 Uses & Gratification Theory

The uses & gratifications approach is one of the proper theoretical foundations for analyzing the motives of media users. Because this theory assumes users who actively choose the media used and the second is that the media used can provide gratification for the goals to be achieved. (Alyusi 2018) This theory suggests that audiences have complex needs that need to be met through the use of media (Bungin: 2006)

Katz, Gurevitch and Hazz (Effendy: 2000) say that there are several reasons for the fulfillment of someone who wants to be fulfilled in using the media, namely:

1. Cognitive Needs; namely needs related to information, knowledge and understanding. This need is based on the desire or urges to understand and master the environment, it also satisfies curiosity and the urge to investigate
2. Affective Needs; i.e. needs related to aesthetic, pleasurable and emotional experiences
3. Personal integration needs are needs related to credibility, confidence or trust, stability and individual status. These things are obtained from the desire for self-esteem.
4. Social integration needs, namely needs related to the addition of contact with family, friends and the outside world. These things are based on a desire for affiliation.
5. Escapist needs are needs related to the desire to escape from conditions of tension, emotion, loneliness and lack of social support, requiring entertainment as a solution.

3.2 Dependency Theory

Dependency theory is considered one step ahead of uses & gratification theory in showing the influence of media. The uses & gratification approach views the audience as an active and goal-directed audience instead of being used passively by the media. Audiences are very responsible for selecting media to meet their own needs. However, in the process of using media, users may develop certain dependencies that give the media more power than the uses & gratification theory imagines. (Littlejohn and Foss 2009)

The dependency theory was first proposed by Sandra Ball-Rokeach and Melvin De Fleur. They both use a systems-wide approach, in one model they propose an integral relationship between the audience, the media, and the larger society.

There are two factors that determine how dependent users are on media according to Ball-Rokeach and DeFleur. First, users will become more dependent on media that satisfy some of a person's needs than on media that satisfy only a few of their needs. For example, for a group of people, the function of the news reporting media is more important than sports. then the dependence on information from a media that presents news increases, because the media provides more important information for the group.

The second source of dependence is social stability, as social change and conflict escalate, established institutions, beliefs, and activities are challenged, prompting a reassessment and perhaps new choices regarding media consumption. At such times the dependence on the media will increase. Conversely, the more stable the situation, the dependence of a person on the media will decrease.

4 RESULT & DISCUSSION

Comparison table of respondents' opinion percentage about using social media to fulfill cognitive needs

Kategori Jawaban	Mendapatkan pembelajaran dari orang lain		Dapat bertukar opini secara bebas dengan siapa saja di media sosial		Bertemu dengan orang yang mempunyai pandangan/ ketertarikan yang sama		Dapat melihat komentar menarik tentang berita terbaru melalui media sosial		Dapat bebas membahas topik remeh saat berinteraksi dengan orang lainOK	
	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z
Sangat setuju	14.72	30.80	11.66	17.72	15.95	25.32	17.79	27	11.66	25.74
Setuju	71.17	57.38	57.06	64.98	57.67	54.85	59.51	54.85	49.08	45.57
Kurang setuju	11.6	10.13	28.22	15.61	20.86	17.30	20.25	15.61	31.90	23.63
Tidak setuju	2.45	1.69	3.07	1.69	5.52	2.53	2.45	2.53	7.36	5.06
Total	100	100	100	100	100	100	100	100	100	100

We summarize respondents' opinions regarding the use of social media to fulfill cognitive needs. There are five (5) criteria of cognitive needs that we ask; firstly using social media can get learning from others, secondly being able to exchange opinions freely with anyone on social media, thirdly meeting people who have the same views/interests, fourthly being able to see interesting comments about the latest news through social media, lastly can free to discuss trivial topics when interacting with others. From the results of respondents' answers, the two generations majority chose 'agree' and 'strongly agree'

for the first four categories. As for the last category, although the two generations still prefer to 'agree', the second most is the choice of 'less agree'. We can conclude from the category of social media to fulfill this cognitive need, both generations are very enthusiastic about using social media to get learning from others. Then some of the second generation population seems to have decreased interest in discussing trivial topics when interacting with other people on social media.

Comparison table of respondents' opinion percentage about using social media to fulfill affective needs

KATEGORI	Mendapatkan informasi terbaru tentang teman dan keluarga		Merasa saling menguatkan meskipun belum pernah bertemu		Lebih terhubung dengan apa yang terjadi di kehidupan teman		Tempat menemukan cara pandang berbeda		Membentuk perasaan lebih dekat dengan teman	
	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z
Sangat setuju	20.25	28.27	11.66	23.21	12.27	21.94	15.95	24.05	14.11	21.94
Setuju	68.10	63.29	60.12	51.90	61.96	54.43	62.58	55.70	56.44	57.38
Kurang setuju	10.43	7.59	25.15	23.21	20.86	21.94	19.63	17.30	26.99	18.14
Tidak setuju	1.23	0.84	3.07	1.69	4.91	1.69	1.84	2.95	2.45	2.53
Total	100	100	100	100	100	100	100	100	100	100

In addition to cognitive aspects, we also summarize respondents' opinions regarding the fulfillment of affective aspects in using social media. There are five affective criteria that we propose, firstly getting the latest information about friends and family, second feeling mutually reinforcing even though they have never met, third more connected to what is happening in friends' lives, fourth place to find different perspectives, and fifth form feelings closer with friend. From the results of the responses we received, the majority of these two generations chose 'agree' for all criteria.

Comparison table of respondents' opinion percentage about using social media as a means of release

KATEGORI	Menggunakan media sosial karena mencari informasi terbaru di masyarakat		Menggunakan media sosial karena mencari gosip artis idola		Menggunakan media sosial untuk mencari berita dengan topik tertentu		Menggunakan media sosial untuk mencari hal-hal yang lucu		Menggunakan media sosial untuk berbagi ide yang baru	
	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z
Sangat setuju	19.63	34.18	12.88	15.61	22.09	26.16	19.63	29.96	16.56	20.68
Setuju	71.17	56.96	40.49	32.49	57.06	60.34	59.51	58.65	65.64	68.35
Kurang setuju	9.20	8.44	30.06	37.55	19.02	13.08	19.63	10.55	15.34	9.70
Tidak setuju	-	0.42	16.56	14.35	1.84	0.42	1.23	0.84	2.45	1.27
Total	100	100	100	100	100	100	100	100	100	100

Social media is also a means for release by using it as the following criteria; firstly looking for the latest information in the community, secondly using social

media for looking for idol artist gossip, third using social media to find news with certain topics. The fourth uses social media to find funny things, the fifth uses social media to share new ideas. Both generations overwhelmingly chose the agree and strongly agree categories for the first criterion. However, for the second criterion, Gen Y even though the criteria for agreeing remained in the majority, the category that did not agree was the second highest, Gen Z even those who chose not to agree became the majority followed by those who chose to agree in the second position. The rest for criteria 3, 4 and 5 the majority of respondents chose to agree and strongly agree. From these results we can conclude that both generations really use social media to find out the latest information and developments in society. Most of Gen Y likes to look for celebrity gossip on social media, while Gen Z mostly doesn't even like looking for celebrity gossip on social media. Social media is also used by these two generations to find news on a certain topic, or just to find entertainment with funny posts. Both generations also predominantly agree that social media is used to share new ideas.

5 CONCLUSION & FOLLOW UP

5.1 Micro Approach

At the micro-level approach we look more specifically at the role of media in individual lives, analyzing how people use and depend on media to meet specific goals or needs. First on cognitive needs, namely needs related to information, knowledge and understanding.

In today's digital generation, there is a phenomenon called fear of missing out (FOMO). Fear of missing out is a psychological syndrome in the form of fear that arises in individuals, when other people have fun without their presence (Przybylski, Murayama, DeHaan, & Gladwell, 2013 in (Risdyanti, Faradiba, and Syihab 2019). In this FOMO syndrome, social media is not only a tool to find out everything that they feel is important like normal people, they have feelings of fear, anxiety, anxiety or worry if they are not involved in social activities with the people around them, they will tend to be more attached to the media. social life to cause negative consequences for him.

From table 1 of the survey results above, we can see that the majority of Gen Y and Gen Z do use social media to fulfill their cognitive needs such as getting learning from others, being able to exchange opinions

freely with anyone on social media, meeting people who have the same views/interests, and can see interesting comments about the latest news through social media.

Thus, there is no doubt that Gen Y and Gen Z's dependence on social media can meet the needs of various types of information, be it knowledge information or trivial information circulating among their friends. The social media platforms used are also relevant to what information they need, so we find that in generation Y and generation Z there are different social media platforms dominated by each generation.

5.2 Macro Approach

In a macro-level approach, we analyze the interdependence between the user (audience), the media system, and the wider social system. An example of the phenomenon that the author chooses for this macro approach is the presence of influencers on social media who then become a mouthpiece to amplify values, attitudes and choices that are considered correct by a community group to an audience on social media.

The audience here is not seen as users who are free (rational) to choose, social media audiences are automatically collected by the social media system into a bubble containing like-minded people. The social media algorithm system is increasingly creating social divisions in society, starting on social media where people are met only with those who have the same understanding, then they are unable to tolerate the differences they encounter in real society, social conflicts occur starting from the social divisions that occur on social media.

The author is still conducting further studies for a case study of this macro approach, this research work will be continued by determining a topic that has occurred in the world of social media which then has an impact on the social situation and condition of the community. Determine the influencers that will be used as resource persons and the social media audience that is the target market of the influencers.

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