



## Political News Preferences on Social Media Among Millennials and Gen Z in Bandung City in the 2024 Election Year

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### ABSTRACT

The political year 2024 in Indonesia presents unique dynamics in political news consumption, especially among the Millennial and Gen Z generations. This study explores their preferences, habits, and patterns of political news consumption behavior and the factors influencing them, focusing on the city of Bandung as a case study. This study uses a descriptive analysis method with a qualitative approach through in-depth interviews with purposively selected informants to gain in-depth insights. The study results show that the intensity of Exposure to political news through social media plays a significant role in increasing Millennial and Gen Z interest in political issues. Instagram and TikTok are the leading platforms used because of their interactive features and short video content that is considered interesting, informative, and entertaining. In contrast, traditional media such as television and print are increasingly rarely used because they are considered less flexible and difficult to access. The preference for short video formats reflects the fast and dynamic lifestyle of the younger generation. In addition, their active involvement in political discussions on social media shows the great potential of this generation as a driver of change in the Indonesian political landscape. By utilizing social media platforms and relevant visual content, political stakeholders can increase the younger generation's involvement in the democratic process while strengthening their role in shaping the future of Indonesian politics.

**Keywords:** News Consumption, Social Media, Young Generation

## INTRODUCTION

The rapid development of digital technology has changed the way people, especially the younger generation, access and consume news. Millennials and Gen Z in Indonesia dominate internet usage, with Gen Z as the largest user (34.4%), followed by Millennials (30.62%). This change reflects a shift from traditional media, such as newspapers and television, to digital media, especially social media. However, news consumption patterns among these two generations, especially related to political news, still require in-depth study.

The rapid development of digital technology has influenced and changed the way people obtain and consume news. The availability of various sources of information has opened up many platforms and content options that can be easily accessed by the public, wherever and whenever. Along with the wave of change in the digitalization process, there has been a shift in the habits of using conventional media. Users or consumers prefer more efficient and effective ways of using new media.

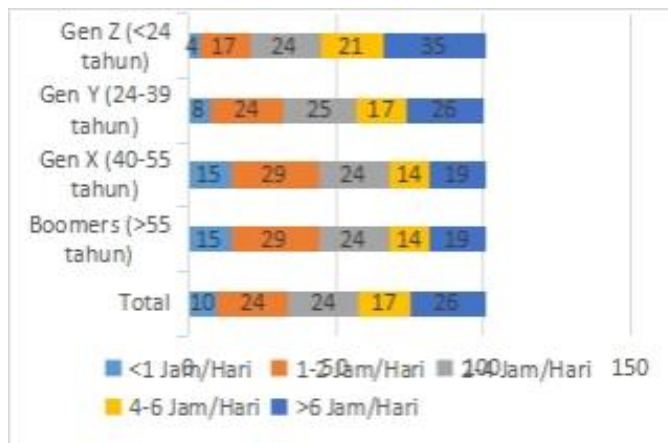
The survey entitled "Indonesian Internet Penetration 2024," conducted by the Indonesian Internet Service Providers Association (APJII) in 2024, further strengthens this. The survey was conducted on the Pre-Boomer age group born before 1945 (age 79 years and above), Baby Boomers born between 1946 and 1964 (age 60-78 years), Gen X between 1965 and 1980 (age 44-59 years), Millennials in 1981 to 1996 (age 28-43 years), Gen Z in 1997 to 2012 (age 12-27 years), and finally Post Gen Z with a birth range of 2013 and above (age less than 12 years). The study results show that internet usage in Indonesia is dominated by users in the Gen Z age group, which is 34.4 percent. Meanwhile, the millennial age group is 30.62 percent, Gen X is 18.98 percent, Post Gen Z is 9.17%, baby boomers are 6.58%, and pre-boomers are 0.24%. (Tri Haryanto, 2024).

2024 is an essential political year in Indonesia because the Presidential, Legislative, and Regional elections will be held simultaneously. Based on data from the General Election Commission (KPU), more than half of voters (56.45%) come from the Millennial and Gen Z groups. This makes them a strategic target for political actors in winning the election. However, although this group is an important target, little research has examined how this generation accesses political news, their preferences, and the factors that influence their political news consumption patterns.

2024 in Indonesia is known as a Political Year. In 2024, the Presidential and Legislative Elections will be held simultaneously in February 2024. In addition, the Simultaneous Regional Head Elections (Pilkada) in November 2024 are essential for the community in determining the direction of their regional policies and leadership. At this moment, the existence of Millennial and Gen Z votes will be an essential target for Indonesian political actors to embrace. The KPU

determined that of the 204,807,222 Permanent Voters List (DPT) for the 2024 Election, the majority of voters are dominated by the Millennial and Gen Z groups, namely 113,622,550 or 56.45 percent.

With a percentage of more than half, regional head candidates who can embrace them will likely gain a significant advantage in the Pilkada contest. To enter the world of Millennials and Gen Z and win their votes, of course, knowledge is needed regarding the news consumption patterns, especially political news, of Millennials and Gen Z. The current news consumption patterns of Millennials and Gen Z reflect various dynamics and changes in their habits and preferences in obtaining information. Gen Z, born between 1997 and 2012, is a generation born in the era of the development of digital device technology such as computers, smartphones, and very easy and fast internet network coverage. Meanwhile, between 1981 and 1996 (ages 28-43 years), Millennials who are not far apart have similar news consumption patterns.



Source: Kominfo and Katadata Insight Center, Survey "Digital Literacy Status in Indonesia 2022"

Figure 1. Duration of Respondents Using the Internet Based on Age Group

The graph above shows the results of the survey "Digital Literacy Status in Indonesia 2022" from the Ministry of Communication and Informatics (Kemenkominfo) together with the Katadata Insight Center (KIC), which further strengthens the dependence of Millennials and Gen Z on the internet. This survey on the digital behavior patterns of the Indonesian people states that the majority of Gen Z respondents (35%) and Gen Y or Millennials (26%) use the internet for more than 6 hours per day. Meanwhile, those who access the internet for more than 6 hours per day are in the Gen X group, and Boomers are even fewer at only

19%. Meanwhile, most Gen X and Boomers access the internet between 1-2 hours daily. (Adi, 2023)

Internet dependency influences the consumption behavior patterns of Millennials and Gen Z in seeking information and consuming political news. Online news portals and social media are the primary sources of information for Millennials and Gen Z. They are reluctant to use print media not because of the lack of information in it but more because they grew up when print media was not the leading media consumed, television or radio were still influential although declining, and internet news was the leading choice.

Previous research (Asmarantika et al., 2022) highlighted that Gen Z tends to be exposed to news incidentally through social media, while Millennials have a better level of media literacy. However, this study has not highlighted the specific context in a political year, when Exposure to political news is much more intense and has not discussed the differences in consumption patterns between the two generations in a local context, such as the city of Bandung. In addition, there has been no discussion of the types of news content most interesting to them or the social media that is most often used.

This study aims to fill this gap by analyzing the preferences, habits, and patterns of political news consumption behavior of Millennials and Gen Z in Bandung City in the political year 2024. This study will also identify the leading social media companies, the types of content they are interested in, and the factors influencing their interest in political news.

This study is expected to provide valuable insights for stakeholders, including regional head candidates, survey institutions, and political parties, in designing more effective communication strategies for conveying political messages to Millennials and Gen Z.

This study hypothesizes that the intensity of Exposure to political news through social media influences Millennials and Gen Z's interest in political news. This study also suspects that Instagram and TikTik are the leading platforms for political news consumption among these two generations, with short video content being the most popular.

News consumption patterns refer to people's behavioral tendencies in accessing, consuming, and interacting with news and information. This includes preferences for types of news, news sources, media platforms, frequency of news consumption, and how people respond to and share news.

Rossalyn Ayu Asmarantika, Albertus Magnus Prestianta, and Nona Evita, in their 2022 scientific publication entitled *Digital Media Consumption Patterns and Online News of Gen Z Indonesia*, stated that social media is the most common channel used by Gen Z to access information. The initial pattern of Gen Z news consumption tends to be incidental, where they are exposed to news/information through social media (incidental news exposure). Only then

does Gen Z conduct searches on the information/news they find in various sources. Gen Z prioritizes aspects of content quality and media credibility when choosing a media brand rather than updates or the speed of content production from the media.

According to Willard C. Bleyer, news is new information that is selected and presented after journalists' selection and investigation process, with content that is raised because it is considered engaging or has meaning for readers. News can be in the form of facts, ideas, or opinions that are true and interesting to the audience, then published in news format and disseminated through mass media. The news-making process is usually based on actual conditions, conveyed through narratives and denotations by new standards. (Zamroni, 2022)

There are various types of news, including political news, which have similarities in writing systematics and data collection techniques with other kinds of news. Political news concerns political activities or events around state issues and everything related to government and state affairs. Politics here must be interpreted as human efforts to organize the lives of the people, government, and state to achieve a noble common goal and ideal, namely improving the life or fate of the nation. Political news is a political communication message or political information covering national and state life that directly impacts people's lives. Political news is the primary media content menu because its influence is broad and profound in people's daily lives. Political news will feel its intensity and echo increase when approaching, during, and after general elections, DPR/MPR sessions, cabinet formation, legislative crises, regional head elections, party congresses, etc. (Junika, 2020)

In his article entitled "8 Characteristics of Gen Z in 2024" on blog.gwi.com, Tom Hedges stated that Gen Z is the generation after Millennials. Before Gen Alpha, they were roughly born between the mid-1990s and early 2010s. They are the first generation of "digital natives" who have never known a world without the internet. This, coupled with the fact that they faced a global pandemic and a cost-of-living crisis during their growing years, has dramatically influenced their personalities and values, making them an engaging audience to understand (Hedges, 2024)

Generation Z is known as "digital natives" because they grew up in an environment flooded with digital technology, such as computers, smartphones, and social media. They have high technological skills and are accustomed to using the internet from an early age. Palfrey & Gasser explained that digital natives have access to digital technology networks and have the skills and knowledge to utilize them (Palfrey & Gasser, 2011).

Jean M. Twenge, in her book "iGen: Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy--and Completely

Unprepared for Adulthood--and What That Means for the Rest of Us" explains that Generation Z is the first generation to grow up in the digital era since birth. They are the generation that lives and interacts in a world filled with smartphones, social media, and various other internet technologies. Generation Z was born and grew up in the digital era, where digital technology has become an inseparable part of everyday life (Twenge, 2017)

The Millennial Generation refers to individuals born between 1981 and 1996 (ages 28-43). The Millennial Generation has a unique pattern of consuming political news. Although they are not considered digital natives, the closeness of the Millennial Generation to technology and the digital world is very similar to Gen Z. Social media is one of the leading platforms for the millennial generation to get information and engage in discussions. (Rahkasiwi & Irwansyah, 2021)

The Millennial Generation has advantages over Gen Z, especially regarding emotional management and media literacy. The millennial generation, more mature than Gen Z, has good media literacy skills to sort out the information received, especially in the digital era, full of politically charged information or things that smell hoaxes and require re-searching from trusted sources. With good media literacy, millennials can become critical and intelligent news consumers. (Sari, 2019)

Regional head elections, whether at the provincial, city/or district level in Indonesia, are a democratic process at the regional level where residents of a city or district have the right to elect their leaders. The election of city/district heads in Indonesia is regulated in Law Number 10 of 2016 concerning Regional Elections.

The Uses and Gratification Theory can be used to examine the consumption patterns of political news by Millennials and Gen Z. Although this theory is quite old, McQuail has made assumptions that can be used to understand it today. McQuail explains that media content is created for rational reasons and is intended for a specific audience. The audience uses media according to their personal and social needs. This fulfillment is in the form of content or media form. (McQuail, 2010)

West and Turner stated that the Uses and Gratification Theory assumes that individuals, consciously and unconsciously, seek satisfaction through consuming certain media. The media must be able to meet the needs of its users in order to remain in demand (West & Turner, 2008). In this context, media users are considered active, not passive, parties, so they can choose media that suits their needs. In fulfilling these needs, there is a difference between the satisfaction expected (gratification sought) and the satisfaction obtained (gratification obtained). Analysis of these two types of satisfaction can reveal the most profound preferences for mass media.

This study uses a qualitative method with a descriptive approach to explore

the political news consumption patterns of the Millennial and Gen Z Generations in Bandung City in the 2024 political year. The choice of qualitative methods was made because this method allows for in-depth exploration of informants' experiences, preferences, and behaviors that cannot be adequately explained through a quantitative approach. This method is also relevant to understanding the social and cultural contexts that influence the political news consumption patterns of the two generations (Creswell, 2016). The research location is centered in Bandung City, which was chosen because of the high number of Millennial and Gen Z voters in the 2024 Election. Based on data from the Bandung City KPU, of the total 1,872,381 Permanent Voters List (DPT), more than 50% are young people, with 612,643 voters from the Millennial group (32.72%) and 408,862 voters from the Gen Z group (21.84%). As a large city with high digital penetration, Bandung offers an ideal context for studying news consumption patterns through social media, which is the main focus of this study.

The primary data for the study were collected through in-depth interviews using semi-structured guidelines. The interview method was chosen because it provides flexibility to explore various aspects of news consumption behavior that may have been previously unanticipated. These interviews were designed to explore information on the intensity of political news consumption, social media platforms used, types of content of interest, and factors that influence political news consumption preferences. Each interview lasted 45-60 minutes and was conducted either in person or online, depending on the availability of the informant. All interviews were recorded with the informant's consent for later transcription and analysis.

This study involved five informants selected using a purposive sampling technique. Informants were selected based on specific criteria, namely domiciled in Bandung City, aged between 28-43 years (Millennials) or 12-27 years (Gen Z), and actively using social media to access political news. The purposive sampling technique was chosen to ensure that the informants had characteristics relevant to the research objectives so that the data collected could provide in-depth insights (Helaluddin & Wijaya, 2019). The informants consisted of three individuals from the Millennial group and two from the Gen Z group, who were selected to capture a variety of perspectives based on differences in age and media consumption habits. In addition to interviews, additional data were collected through secondary documentation, such as KPU reports, articles, and surveys related to social media consumption patterns. This data was used to strengthen the findings from the interviews and provide additional context regarding the political news consumption patterns of the younger generation in Indonesia (Asmarantika et al., 2022). The data analysis process was carried out thematically following the stages Braun and Clarke described (2006). The first step was to transcribe the interviews



verbatim to ensure data accuracy. The data was then organized based on initial themes related to the research indicators, such as media platform preferences, types of news content, and factors influencing political news consumption. The next stage was the coding process, where the data was analyzed to identify key themes that emerged, such as "social media as the main source" and "preference for short video content." The results of this analysis are then organized into relevant themes to answer the research questions.

Qualitative methods have several limitations, especially in generalizing the results to a broader population. However, this approach provides an important depth of analysis to understand political news consumption patterns in specific contexts. This is relevant for stakeholders such as political parties and regional head candidates in designing more effective communication strategies for the Millennial and Gen Z generations (Yuan, 2011).

## RESULTS AND DISCUSSION

This study aims to identify Millennials and Gen Z's political news consumption patterns in Bandung City based on three main aspects: news consumption intensity, media used, and content type preferences. Data obtained through in-depth interviews and quantitative analysis are presented as tables and visualizations to clarify the findings. The results of the study show that the intensity of political news consumption increased significantly during the 2024 political year. In addition, the ease of access to social media and the interactive nature of its content are also important factors influencing the increase in political news consumption, especially among Gen Z. Most Millennials and Gen Z who are often exposed to political news through social media show a greater interest in political topics than those who are rarely or not exposed. Based on the intensity of consumption, the data can be summarized in the following table:

**Table 1**  
**Millennial and Gen Z Exposure Intensity**  
**By Political News**

Group	Frequent Exposure ( $>3$ times/day)	Rarely Exposed ( $<1$ time/day) Not Exposed	Rarely Exposed ( $<1$ time/day) Not Exposed
Millennial	60%	30%	10%
Gen Z	70%	20%	10%

Source: Research interview results

Based on the data processing results from a survey of Millennial and Gen Z informants, it is known that Millennials and Gen Z's interest in political news is relatively high. This is because it is influenced by political news that has dominated



the news on all media platforms since the Presidential and Vice Presidential Election (Pilpres) process, especially during the campaign stage, which began on November 28, 2023. The dominance of the Presidential Election news causes them to read several news items and eventually follow political news intensively.

"Open online media, the content is political news. Open social media, the same. Even TikTok is about the Presidential Election. At first, I read it briefly, but after a while, I became interested in discovering more. Finally, I became interested in political news, not just presidential election news" (Interview with Informant 1).

For Millennials and Gen Z interested in political news, the dominance of political news in print, electronic, online, and social media makes them want to read and follow political news.

"Initially, because every day we were fed political news during the last Presidential Election, we inevitably followed political news. It turns out that there is an urge to find out news about politics, including the current Bandung Mayoral Election. Moreover, the Bandung Mayoral issue also went viral because of the case with the Corruption Eradication Committee (KPK)" (Informant Interview 2, 2024).

Some are interested because of the many podcasts that discuss political issues, from initially accidentally reading political news to finally following political news. This shows that even though they initially did not have a special interest in political news, because of continuous Exposure, their interest in political news gradually increased.

However, Millennials and Gen Z, who are not interested in political news, consider political events ordinary, so they are not interested in reading it even though the media they consume presents political news. Even if they read, they only read the title briefly and are not interested in continuing.

"If there is political news online, I never pay attention. Likewise, if there is a news link sent on social media, I never continue by opening it. Not interested in following political news" (Informant Interview 5, 2024).

From informants who like political news, it is known that their interest cannot be separated from Exposure to political news. The Uses and Gratifications theory is also closely related to media exposure (Sparks, 2012). Unlike media access, media exposure is not only related to how someone is physically close enough to the mass media but also the level of openness to the messages of the mass media. Media exposure, according to Rosengren in Rakhmat (Rakhmat, 2001), can be operationalized as the amount of time spent on various types of media, the content of the media consumed, and the various relationships between individual media consumers and the content of the media consumed or the media as a whole. Most informants interested in political news admit that media exposure

is the main factor that makes them interested in following political news. They admit that in the last two years, the frequency of Exposure to news about the Presidential Election and the Legislative Election (Pileg), which were both held in February 2024 through the mass media, has influenced their views on political news. "I very often read and watch news about the Presidential Election and Pileg. This finally made me interested in political news" (Interview Informant 3, 2024).

Most informants admitted that their media exposure frequency was relatively high. "How could it not be? Almost every day, I am fed with presidential and legislative election news; after a while, I get used to it and look for it myself" (Interview Informant 1, 2024). This study shows that for Millennials and Gen Z interested in political news, Exposure to political news is quite frequent.

Meanwhile, informants rarely exposed to political news admitted that this was because they rarely used online and social media and that no one in their environment subscribed to print media. "If there is political news online, I never pay attention. Likewise, if there is a news link sent on social media, I never continue by opening it. Not interested in following political news" (Interview Informant 5, 2024). Most respondents stated that social media is the leading platform for accessing political news. This is driven by ease of access, speed of information dissemination, and interactive features such as comments and sharing that allow for direct discussion. In addition, the popularity of informative and entertaining short video content further strengthens the appeal of social media compared to traditional media. Instagram and TikTok are the favorite choices because of their ease of access, interactive nature, and engaging short video content. This can be seen from the following media usage table:

Table 2  
Platforms Used by Millennials and Gen Z to Access Political News

Media	Percentage of Millennial Usage Percentage of Gen Z	Usage Percentage of Millennial Usage Percentage of Gen Z Usage
Instagram	90%	95%
TikTok	80%	85%
YouTube	75%	65%
Media Online	70%	60%
Television	30%	20%
Media Cetak	15%	10%

Source: Research interview results

Content type preferences are also an important factor in political news consumption patterns. Short video content is the most preferred type, followed by podcasts and infographics. Short videos are popular because they can convey information quickly and interestingly to the lifestyle of the younger generation, who tend to be mobile and efficient. These content type preferences are

summarized in the following table:

Table 3

Variety of Political News Content Preferred by Millennials and Gen Z

Content-Type	Percentage of Millennial Preferences	Percentage of Gen Z Preferences
Video Pendek	85%	90%
Podcast	50%	40%
Infografis	40%	30%
Artikel Panjang	20%	10%
Live Streaming	15%	10%

Source: Research interview results

Most informants stated that short video formats like those available on Instagram Reels or TikTok allow them to quickly understand political issues without reading long articles. One informant stated, "With short videos like on TikTok or Reels, we can quickly find out what issues are happening without having to tire ourselves out reading long news stories." In contrast, those who chose podcasts considered this format to provide deeper insights, while infographics were preferred because they were practical and saved internet quota.

Factors influencing political news consumption include media exposure, ease of access, and type of content. Informants who are often exposed to political news through social media are more likely to be interested in following the news. Social media is considered easier to access than traditional media such as television and print. In addition, engaging content, such as short videos with entertainment elements, is preferred over long articles or live broadcasts.

In this fast-paced digital era, media has become a primary means for people to obtain information, including political news. The diversity of media available, ranging from television and newspapers to digital platforms such as online news sites and social media, provides people with various choices in accessing news. Therefore, it is important to understand Millennials and Gen Z's trends and preferences in consuming political news to identify the most widely accessed media. This knowledge is important to ensure that news delivered to the public can be widely accessed and well understood, thus encouraging public participation in the political process.

Like media consumption patterns, an audience's news consumption patterns also indirectly provide input into the use of the mass media most trusted and considered credible by the audience. Yuan explains that the audience's perception of the credibility of news sources influences the choice of media for their news consumption (Yuan, 2011). Several previous studies began by looking at consumer behavior or consumption patterns and starting with the types of

media most often consumed (Tawaang, 2012). The study continued by looking more specifically at the motives for using media and the age limits of informants (Krisnawati, 2016)

Quoted from [humasindonesia.Id](https://www.humasindonesia.id), Maverick Indonesia Analytics Manager Karen Kusnadi revealed the results of Maverick Indonesia's research, which stated that around 81% of 453 respondents aged 18 to 32 years in Jabodetabek and Bandung use online news portals and social media to access news in their daily activities. Among the various digital channels, Instagram social media is the primary source of information for 89% of respondents, followed by YouTube at 77%. This is in line with the 2020 Reuters Digital News Report, which indicates that visual and real-time factors are important factors in the popularity of the two platforms. (Rvh, 2021)

As the data above, the level of media consumption of the informants in this study also shows the same thing. This study shows the use of social media as a choice for Millennials and Generation Z to search for and receive political news. After social media, they fulfill their political news needs from online media. All informants use smartphones, so it is easier to search for and get political news from online and social media than from electronic and print media. "Finding news on social media and online media is easier because you just have to click. Even the news comes to us. Like on Instagram, without us asking, news links come by themselves" (Interview Informant 1, 2024).

Dave Karpfen, Michelle Greenbaum, and Robert Berk, in the book entitled *Likeable Social Media* state that social media is defined as a place for a collection of images, videos, and writings for interactive relationships in a network, both between individuals and between groups such as organizations (Kerven et al., 2019). Social media can be understood as a digital platform that provides facilities for carrying out social activities for each user. Some activities can be done on social media, for example, communicating or interacting to provide information or content in writing, photos, and videos.

Social media is the choice of Millennials and Gen Z because it presents text news, graphic info, and videos. Witanti Prihatiningsih's research entitled "Motives for Using Instagram Social Media Among Teenagers" conveys that social media is online content created using publishing technology that is very easy to access and measurable. The most important thing about this technology is the shift in how people get to know people, read and share news, and search for information and content. (Prihatiningsih, 2017)

Choosing social media does not mean they do not use online media. The informants of this study said that they use online media to complement the news obtained from social media, which is generally short because it is an excerpt from the news available online. "I do not like long news; on Instagram, the news is short. If you want something more complete, read it online" (Informant Interview

3, 2024).

Meanwhile, electronic media, such as television and print media, are no longer the leading choice for Millennials and Gen Z regarding political news. It is ineffective and inflexible because watching television must be done at home; it cannot be done anywhere. Likewise, you must subscribe when reading newspapers because no one at home or in the surrounding environment subscribes to newspapers.

Regarding the types of social media used, Millennials and Gen Z use all types of social media, such as Instagram, TikTok, Youtube, Facebook, WhatsApp, and X (Twitter). Of all these types of social media, Instagram is the social media most accessed by Millennials and Gen Z to find and fulfill their political news needs. According to them, Instagram is a social media platform included in the category of social networks that are easily accessible and able to provide information. This is indeed inseparable from the various advantages that Instagram has. Instagram has advantages because users can share photos, videos, and information. On this media, sharing photos and commenting are activities to interact with other users. (Serafinelli, 2018).

Most informants admitted to choosing Instagram because they enjoyed being able to comment on the news they read and watch. According to them, this interaction is attractive because they can find out how other people comment on the broadcast news. "From these comments, you can find most readers' direction regarding a political issue. Sometimes, it is funny if there are comment wars, like during the presidential election. However, it can make me know the quality of the presidential and vice presidential candidate supporters" (Interview Informant 4, 2024).

Millennials and Gen Z who access TikTok, Youtube, and Facebook to get political news are also exceptionally high; 80 percent access TikTok, followed by YouTube usage at 60 percent and Facebook at 40 percent. Of all types of social media, the use of Whatsapp and X (Twitter) is among the lowest. Millennials and Gen Z do not use WhatsApp much to search for and fulfill their political news needs because the political information and news they get on WhatsApp is not from the first source but from links sent by WhatsApp users, both personally and in groups.

The Uses and Gratifications theory is also closely related to media exposure (Sparks, 2012). Unlike media access, media exposure is not only related to how someone is physically close enough to the mass media but also the level of openness to the messages of the mass media. According to Rosengren, media exposure can be operationalized as the amount of time spent on various types of media, the content consumed, and the relationships between individual media consumers and the content consumed or the media as a whole.

Regarding political news content, social media includes short videos, podcasts, photos, infographics, and live streaming. The interview found that all informants liked video content trending among Millennials and Gen Z. They liked short videos such as Instagram reels, TikTok, and YouTube shorts. TikTok and Instagram Reels are two short videos that are favorites of Gen Z and Millennials.

"With short videos like on TikTok or Reels, we can quickly find out what issues are happening without having to tire ourselves reading the news. In addition, on TikTok or Reels, in addition to presenting information related to an issue, it is also accompanied by current popular music so that we also get entertainment and information about the issue itself" (Interview with Informant 3, 2024).

Meanwhile, informants who stated that they liked podcasts (80%) said they liked podcasts because they discussed an issue in more depth. "Podcasts are, on average, about one hour; of course, you will get much information, and it is quite in-depth in that one hour" (Interview Informant 2, 2024).

Meanwhile, Millennials and Gen Z like photos and infographics more for practicality and economy. "By reading infographics, we can read data without spending much quota like when using videos" (Interview Informant 1, 2024).

Meanwhile, only a few informants like live streaming on TikTok (20%). They like political news content in the form of live streaming because they think that by greeting them directly, they can find out what the political figures they follow are like without any engineering or artificial imagery. "If they are life, they will be seen as they are; if they are messy, they will look messy; if they are smart, their smartness will be seen" (Interview Informant 4, 2024).

Ahead of the Bandung City Pilkada, which will take place on November 27, 2024, Millennials and Gen Z use social media as their source of news and information to find out about regional head candidates, in this case, the candidates for Mayor and Deputy Mayor of Bandung. Informants who use social media as a reference source to get news and information about the candidates for Mayor and Deputy Mayor of Bandung are 100 percent. Followed by informants who use online media 80 percent, television 40 percent, and print media 20 percent.

From interviews with Millennials and Gen Z who choose social media as a reference to get information about regional head candidates, it was stated that the social media they follow are social media from online media or social media from names that are widely discussed as regional head candidates, which for now is only the candidate for Mayor of Bandung. Social media owned by online media is more trustworthy because the news comes from online media, which is the work of trained journalists.

For informants who mentioned that television was a reference, they said, "Watching the news on television to make sure that the news on online media and social media is true" (Interview Informant 2, 2024). Meanwhile, print media is still

a reference for information about regional head candidates because the workplace environment still provides print media regularly. "Well, rather than not reading it, it is a shame because it is in front of our eyes" (Interview Informant 1, 2024). The findings of this study strengthen the Uses and Gratifications theory, which states that audiences actively choose media according to their needs and preferences. This is also in line with research by [Asmarantika et al. \(2022\)](#), which found that Gen Z is more often exposed to news incidentally through social media. However, this study differs from the findings of [Yuan \(2011\)](#), who emphasized the credibility of news sources as the main factor.

In contrast, this study shows that ease of access and visual appeal play a more significant role in media choices for the younger generation. Millennials and Gen Z in Bandung City tend to use social media, especially Instagram and TikTok, as their primary source of political news. This aligns with research by [Asmarantika et al. \(2022\)](#), which found that Gen Z is more often exposed to news incidentally through social media. However, this study also found that the intensity of news exposure in political years significantly increases the involvement of the younger generation in political issues, something that has not been widely discussed in previous studies.

In the local context, Bandung City, as a large city with a high level of digital penetration, offers unique dynamics. Instagram is the platform most preferred by the younger generation because of its ease of access, visually appealing content, and ability to convey information concisely and interactively. The preference shift from traditional to video-based social media reflects this generation's adaptation to technological developments.

Millennials and Gen Z also strongly prefer short video content to access political news. The popularity of this format is driven by its informative nature and ease of consumption, and it often includes entertainment elements such as music. Although podcasts and infographics are also used, their popularity is not as high as short videos. This generation uses online media as a complement to get more in-depth information.

The results of this study also show several differences from previous literature. If [Yuan \(2011\)](#) emphasized the credibility of news sources as the main factor in media selection, this study found that ease of access and visual appeal are the main priorities for Millennials and Gen Z. However, they still consider the credibility of online media to complement the information obtained from social media.

This analysis provides important insights for stakeholders, especially political actors and media providers. The younger generation's preference for social media can be utilized as an effective communication strategy. Interesting and short visual content, such as videos on Instagram and TikTok, can be a



strategic tool for conveying political messages. In addition, this generation's active involvement in political discussions through social media shows their potential as drivers of change in the Indonesian political landscape.

By utilizing their preferences for informative and entertaining content, political messages can be conveyed more effectively, especially in the digital era like today. The consumption patterns of political news by Millennials and Gen Z reflect their adaptation to technological changes. With the majority using Instagram as a platform and relying on short videos as the primary content type, this generation presents challenges and opportunities for politics and media.

This study confirms that a deeper understanding of the media consumption behavior of the younger generation is essential to fostering more active and conscious political participation. Effective communication strategies must consider these preferences to achieve greater engagement from the younger generation.

## **CONCLUSION**

Millennials and Gen Z use social media as their primary source for accessing political news, complementing online media. Extensive access to social and online media beats traditional media such as television and newspapers. Among the various social media channels chosen by Millennials and Gen Z, Instagram is a source for finding political news because it is easy to access and provides political news in various content.

Millennials and Gen Z use social media as their primary source for accessing political news, complementing online media. Extensive access to social and online media beats traditional media such as television and newspapers. Among the various social media channels chosen by Millennials and Gen Z, Instagram is a source for finding political news because it is easy to access and provides political news in various content. Short video content is the most accessed by them to get political news rather than podcast content, photos, infographics, and live streaming. TikTok and Instagram Reels are two of Gen Z and Millennials' favorite short video content.

Looking at the news consumption patterns of Millennials and Gen Z, who use social media to fulfill their political news needs, they have great potential to become a driving force for significant political change, driven by their broad access to information and ability to actively participate in political discussions.

The results of this study indicate that the political news consumption patterns of Millennials and Gen Z in Bandung City are greatly influenced by the ease of access to social media and preferences for short video content. This study also highlights that the intensity of Exposure to political news plays an important role in increasing the younger generation's interest in political news. Platforms

such as Instagram and TikTok have proven to be the leading choices for accessing political information. At the same time, short video-based content is the most popular type because of its concise, informative, and entertaining nature.

This study opens up opportunities for future study developments. One relevant direction is to expand the study area to other regions with varying levels of digital penetration to understand the differences in political news consumption patterns based on local contexts. In addition, comparing political news consumption patterns between different generations, such as Baby Boomers or Post-Gen Z, can provide additional insights into the evolution of media behavior in society.

Further research could also explore the influence of content types, such as short videos, infographics, or podcasts, on young people's understanding and engagement with political issues. A study of the extent to which political news consumption drives participation in elections or public discussions could be the next step to evaluate the real impact of these news consumption patterns. Furthermore, it is important to explore the role of social media credibility in shaping young people's trust in the political information they consume. Practically, the results of this study can be utilized by various parties. Political actors can use these findings to design more effective communication strategies by utilizing social media platforms and types of content that are relevant to Millennials and Gen Z. In addition, media providers can develop political news formats that are more attractive and easily accessible to young people. These findings are also relevant for educational institutions and non-governmental organizations in designing digital literacy programs to help young people improve their ability to filter information and avoid fake news. By understanding these political news consumption patterns, it is hoped that young people can play a more active role in the democratic process by increasing political participation and constructive public discussions.

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