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Motivasi Gen Z Mengonsumsi Konten No Buy Challenge di TikTok: Pendekatan Uses and Gratification
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ABSTRAK

TikTok menjadi menjadi media sosial yang menghadirkan berbagai macam konten, salah satunya adalah konten tren No Buy Challenge. Tren ini mengajak audiens untuk berhati-hati dalam melakukan pengeluaran, seperti dengan mengurangi pembelian barang-barang yang kurang bermanfaat dan mengurangi frekuensi nongkrong di cafe. Penelitian eksploratif ini menggunakan teori *Uses and Gratification* untuk melihat motivasi yang mendasari audiens Generasi Z dalam mengonsumsi konten Tren No Buy Challenge di TikTok, kepuasan yang didapatkan, serta bagaimana latar belakang informan membangun motivasi mereka untuk menonton konten. Wawancara mendalam terhadap enam informan menjadi sumber data primer kemudian data dianalisis menggunakan metode analisis Miles and Huberman. Hasil penelitian menunjukkan dimensi motivasi *"Information Seeking", "Personal Identity",* dan *"Convenience"* mendominasi motivasi informan. Kemudian, latar belakang informan turut membangun motivasi menonton meski tidak menjadi satu-satunya pembangun.

Kata Kunci: TikTok, No Buy Challenge, *Uses and Gratification,* motivasi, Generasi Z

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ABSTRACT

TikTok as a social media presents a wide variety of content, one of which is the No Buy Challenge trend. This trend encourages audiences to be more considerate of their spending habits, such as by reducing non-essential items purchasing and lowering their frequency of visiting cafes. This exploratory study employs Uses and Gratification theory to examine the motivations underlying Gen Z audiences in consuming No Buy Challenge trend content on TikTok, the gratifications obtained, and how informants' backgrounds shape their motivations for watching such content. In-depth interviews with six informants were conducted as the primary data source and the Miles and Huberman method chosen as the data analysis method. This research shows that motivational dimensions of Information Seeking, Personal Identity, and Convenience dominate informants' motivations. Furthermore, informants' backgrounds found contributed to shaping viewing motivations, though they do not serve as the sole determining factor.

Keywords: TikTok, No Buy Challenge, Uses and Gratification, motivation, Generation Z