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MOTIVASI DAN PERILAKU BERMEDIA GEN Z PADA PROGRAM MEET NITE LIVE: USES AND GRATIFICATION DAN MEDIA REPERTOIRE
Friska Marthin Austin Liu, Dr. Mufti Nurlatifah, S.I.P., M.A.
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ABSTRAK

Generasi Z tumbuh dalam ekosistem digital dengan perilaku bermedia yang cepat, visual, dan lintas platform. Program *Meet Nite Live* Metro TV, yang didistribusikan secara multiplatform, menjadi konteks relevan untuk mengamati motivasi dan kebiasaan bermedia Generasi Z. Penelitian ini bertujuan mendeskripsikan motivasi dan perilaku bermedia Generasi Z dalam mengakses *Meet Nite Live* melalui pendekatan teori *Uses and Gratification* dan *Media Repertoire*. Penelitian menggunakan pendekatan kuantitatif dengan metode survei deskriptif. Data dikumpulkan melalui kuesioner yang disebarkan kepada 280 responden Generasi Z dengan teknik *purposive sampling* dan dianalisis secara deskriptif. Hasil penelitian menunjukkan hipertekstualitas menjadi dimensi motivasi tertinggi (66,8%), diikuti asinkronisitas (65,7%) dan demassifikasi (63,6%), sementara interaktivitas mayoritas berada di kategori sedang (51,4%). Dari sisi perilaku bermedia, mayoritas responden hanya mengakses *Meet Nite Live* melalui satu platform (60,4%), dengan TikTok sebagai platform paling rutin diakses (57,9%), diikuti YouTube (49,3%), Instagram (32,1%), televisi (17,5%), dan X (5,0%). Temuan ini menunjukkan Generasi Z cenderung membangun *repertoire* yang terkonsentrasi pada satu atau dua platform utama, dipengaruhi faktor posisional seperti usia dan jenis kelamin.

Kata Kunci: *Generasi Z, Motivasi Bermedia, Perilaku Bermedia, Uses and Gratification, Media Repertoire*

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ABSTRACT

Generation Z has grown up in a digital ecosystem marked by fast-paced, visual, and cross-platform media behavior. Meet Nite Live, a Metro TV program distributed across multiple platforms, offers a relevant context for observing Generation Z's media motivations and habits. This study aims to describe the motivations and media behavior of Generation Z in accessing Meet Nite Live using the Uses and Gratifications theory and the Media Repertoire approach. A quantitative approach with a descriptive survey method was used. Data were collected through questionnaires distributed to 280 Generation Z respondents using purposive sampling and analyzed descriptively. The findings show that hypertextuality was the highest-rated motivational dimension (66.8%), followed by asynchronicity (65.7%) and demassification (63.6%), while most respondents rated interactivity as moderate (51.4%). Regarding media behavior, most respondents accessed Meet Nite Live through only one platform (60.4%), with TikTok as the most routinely used (57.9%), followed by YouTube (49.3%), Instagram (32.1%), television (17.5%), and X (5.0%). These findings indicate that Generation Z tends to build a media repertoire concentrated on one or two main platforms, shaped by positional factors such as age and gender.

Keywords**:** *Generation Z, Media Motivation, Media Behavior, Uses and Gratifications, Media Repertoire*