

ABSTRAK

Konvergensi media secara konsisten mendorong penerbit dan pengiklan untuk terus mengembangkan variasi konten guna memperluas jangkauan audiens. Layaknya simbiosis mutualisme, industri penerbitan membutuhkan pendapatan yang memadai untuk dapat terus eksis dalam bisnis, sementara industri periklanan membutuhkan inovasi dalam memperluas *engagement* atau keterikatan terhadap pelanggan potensial; sehingga, demi mencapai tujuan yang selaras dengan kebutuhan masing-masing, penerbitan pesan komersial dibalut artikel informatif yang meminjam kredibilitas ruang redaksi, yang kerap disebut *native advertising*, menjadi solusi yang memikat kedua belah pihak untuk bersama meraup keuntungan sesuai kepentingan.

Atensi dan partisipasi audiens menjadi unsur yang esensial perihal kontribusi terhadap kelancaran perputaran bisnis ini. Dengan begitu, respons audiens dalam menyikapi kehadiran *native advertising* menjadi krusial untuk dibahas guna menjadi bahan pertimbangan. Sesuai dengan tujuan penelitian yaitu mengetahui kecenderungan respons audiens pada generasi Milenial dan generasi Z dalam menanggapi konten *native advertising* di portal berita daring IDN Times, peneliti mencari kecenderungan respons tersebut melalui metode survei yang dilakukan kepada 400 responden.

Peneliti turut menyematkan elaborasi dengan konsep dan teori yang sejalan, seperti teori Model Pengetahuan Persuasi, generasi milenial, generasi Z, dan *native advertising* itu sendiri. Hasil survei diperoleh yang telah dijabarkan, dihitung, dan dijelaskan, menunjukkan bahwa respons audiens ialah positif dengan persentase kecenderungan sebesar 76,16%. Selain itu, responden sebagai audiens turut memberi dukungan bagi *native advertising* sebagai inovasi dalam bidang periklanan untuk terus berkembang di Indonesia. Secara praktis dan teoretis, penelitian ini diharapkan mampu berkontribusi dalam mengimplementasikan *native advertising* secara digital sesuai konsep yang berlaku disertai dengan situasi riil yang ada.

Kata Kunci: *native advertising*, generasi milenial, generasi z, survei audiens, IDN Times.

ABSTRACT

Media convergence has been consistently forcing the publishers and advertisers to keep on evolving in the case of content variation in order to expand the range of audience to reach. Similar to sense of mutualism symbiosis, publishing industry requires a suffice revenue as a means to remain existing in the related business, meanwhile advertising industry needs a proper innovation for the purpose of extending the possible engagement to the potential customer; so, in attempt to attain the goal, the commercial messages wrapped in informative articles which borrow the newsroom credibility, also known as native advertising, has become the solution that attracts both parties to earn gains.

Audience attention as well as participation has come to be essential with regard to the contribution of associated business productivity. Therefore, audience response to the presence of native advertising has now become critically crucial to be discussed for a further consideration. In accordance with the objective of this research, which is recognizing the millennials and generation Z response tendency on native advertising trends in online news portal IDN Times, the researcher is seeking for the related propensity through the use of survey as the primary method towards 400 respondents.

The researcher also elaborates this study with a suitable concepts and theories, like Persuasion Knowledge Model theory, millennials, generation Z, and the native advertising itself. The obtained results are being described, calculated, and explained, later shows that audience response tends to be positive with a percentage above 70; 76,16% to be precise. Furthermore, the respondents have shown the positive support towards native advertising as a potentially developing innovation within the advertising field that keeps on thriving in Indonesia. Practically and theoretically, this research is expected to be able to contribute in implementing native advertising digitally, according to the applicable concepts and accompanied by the real situation there is.

Keywords: *native advertising, millennials, generation Z, audience survey, IDN Times.*