



## Features of Medan's Millennials and Z-Gens as Social Media Users

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### Abstract

**Objectives:** The study aimed at examining two generations behavior (Generation Y and Generation Z), especially on social media. The respondents are Gen Y and Gen Z in Medan City, North Sumatra Province, Indonesia. The study focuses on similarities and differences in digital communication behavior between these two generations on social media. Stakeholders such as the government that formulates public policies, industry, politicians, and so on, need to map and understand what the characteristics of social media users are their citizens.

**Methods:** The researchers used quantitative methods with descriptive statistical analysis techniques with a total of 400 respondents. Data was collected using questionnaires and analyzed using the statistical utility SPSS.

**Results:** Research has shown that Generation Y prefers Facebook, while Generation Z prefers Instagram and YouTube. Both generations spend 30–60 minutes on social media, especially at night. While the level of caution on social media tends to appear in Gen Z. A significant difference between the two generations can be seen in the topics they post on social media, Gen Y posts topics about family more often. Meanwhile, Gen Z posts more about achievements. But in terms of how to communicate with each other, these two generations are no different. The majority of these two generations interact online every day with their friends, be it through social media, chat applications, or gaming.

**Conclusions:** Social media interaction has replaced interaction in the real world. Generation Y and Generation Z, as social media users, develop different communication behaviors compared to the other older generations.

**Keywords:** Social Media, Features, Gen Y, Gen Z, Uses and Gratification, Communication Research.

### السمات الرئيسية لجيل الميلينيال وجيل زيتا في ميدان باعتبارهم مستخدمين لوسائل التواصل الاجتماعي

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### ملخص

الأهداف: يهدف هذه الدراسة إلى بحث سلوك الجيلين (جيل الميلينيال وجيل زيتا) خاصة على وسائل التواصل الاجتماعي. يشمل المستجيبون جيل الميلينيال وجيل زيتا في مدينة ميدان بمقاطعة شمال سومطرة، إندونيسيا. تركز هذه الدراسة على التشابهات والاختلافات في سلوك الاتصال الرقمي بين هاتين الفئتين على وسائل التواصل الاجتماعي. تحتاج الجهات المعنية مثل الحكومة التي تصوغ السياسات العامة، والصناعة، والسياسيون، وما إلى ذلك من رسم خريطة، وفهم خصائص مستخدمي وسائل التواصل الاجتماعي.

المنهجية: استخدم الباحث الأسلوب الكمي مع تقنية التحليل الإحصائي الوصفي باستخدام إجمالي أربعين مترددة مستجيب. تم جمع البيانات باستخدام استبيان وتحليلها باستخدام برنامج الإحصاء SPSS.

النتائج: تشير النتائج البحثية إلى أن جيل الميلينيال يفضل بشكل أكبر استخدام فيسبوك، بخلاف جيل زيتا الذي يزيد من استخدامه. تفضي كلتا الجيلين ما بين ثلاثين إلى ستين دقيقة على وسائل التواصل الاجتماعي، خاصة في الليل. يبرز مستوى الجندر على وسائل التواصل الاجتماعي بشكل أكبر في جيل زيتا. الفارق الواضح بين الجيلين يظهر في المواقع التي ينشرونها على وسائل التواصل الاجتماعي، حيث يتحدث جيل الميلينيال بشكل أكبر عن الأسرة، بينما يركز جيل زيتا أكثر على نشر إنجازاتهم. أما فيما يتعلق بكيفية التواصل مع بعضهم البعض، لا يوجد فرق بين الجيلين. وتشير إلى أن معظمهم يتفاعلون عبر الإنترنت يومياً مع أصدقائهم، سواء عبر وسائل التواصل الاجتماعي أو تطبيقات الدردشة أو الألعاب.

الخلاصة: قامت التفاعلات عبر وسائل التواصل الاجتماعي باستبدال التواصل في الواقع. كجيل الميلينيال وجيل زيتا، حيث يستخدمون وسائل التواصل الاجتماعي، وقاموا بوضع سلوكيات اتصالية مختلفة عن الأكبر سناً.

الكلمات الدالة: وسائل التواصل الاجتماعي، سمات، جيل الميلينيال، جيل زيتا، استخدام ورضا، بحث في مجال الاتصالات.

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## Introduction

Media like television, radio, newspapers, and magazines have traditionally been used to transmit information about social behavior and people's ways of thinking. Still, in the twenty-first century, social media has started to take over this function. Naturally, the emergence and development of a new generation in society coincides with the growth and development of social media's role. From the perspective of policymakers, the behavioral changes exhibited by generations that can adjust to the emergence of social media present both opportunities and challenges (Duffett, 2017).

The younger generation in today's society is classified into two age groups, namely Generation Y (millennials) and Generation Z. In Indonesia, there are still frequent misunderstandings about the term that represents this age group, especially the use of the word 'millennial'. The term millennial is often used in general to refer to young people. These generalizations can lead us to the wrong understanding, for example, when it comes to policies or strategic matters concerning the lives of the Y or Z generations.

Generation Y (hereinafter written Gen Y) or Millennials are those born in the early 1980s to the late 1990s. There is a difference in determining the final range of Gen Y; some limit it to 2000, some to 1999, and some only to 1994 (Bolton, Parasuraman, Hoefnagels, Michels, Kabadayi, Gruber, Loureiro, et al., 2013; Meechunek, 2017; Werenowska & Rzepka, 2020).

Generation Z, also known as Gen Z, refers to individuals who were born after the year 2000. Previous studies have shown that the birth year range of Gen Z is more diverse than that of Gen Y. Existing literature characterizes Gen Z as a cohort comprising individuals born from 1995 to 2009. Dimock (2019) designates the beginning of Gen Z as 1997; Lyons, LaVelle, and Smith as cited in VITELAR (2019) define the birth years of Gen Z members as 1993 and 1999; Kissinger (2019) includes individuals born between 1997 and 2012 in the Gen Z category; however, according to Madden (2017), anyone born between 1995 and 2009 is considered part of Generation Z.

The social media users from the Millennials and Generation Z, specifically in Medan, demonstrate unique traits. Studies indicate that these generations exhibit the highest levels of social media engagement (Kosar et al., 2023). They employ social media for diverse objectives including socializing, entertaining, educating, and shopping Mude & Undale (2023). Furthermore, Millennials in Medan extensively utilize social media platforms such as Instagram and YouTube to cultivate their religious identity and acquire Islamic knowledge (Luthfi et al., 2022). Factors influencing social media usage among the youth, including Millennials and Generation Z, have been investigated, with a focus on platforms like Facebook (Shava & Chinyamurindi, 2018).

This study applies the Uses and Gratification Theory as a framework for designing the questionnaire items presented to participants. This theory focuses on the process of receiving information in communication and clarifies how humans utilize media. The Uses and Gratification hypothesis posits that users possess several options to fulfill their wants. This theory believes that individuals possess the prerogative to evaluate and utilize the media, hence granting them the authority to determine how to engage with it. About media consumption, individuals utilize various forms of media and are influenced by its impact (Reinhard & Dervin, 2009).

According to Griffin as cited by Karunia H et al., (2021), there exists a typology that categorizes the connection between audiences and media based on the notion of uses and pleasure: Passing time as an attempt to fill free time and companionship to make new friends or partners; escape to have time alone and escape the pressure of a problem; enjoyment to get something fun; social Interaction to create relationships with others; relaxation as a place for relaxation, making oneself more relaxed; Information to dig up information or keep the audience up-to-date; and excitement to get another fun sensation.

This research was descriptive and aimed to describe the types of people in the community or social activities. In this article, Gen Y and Gen Z users of social media in Medan were compared and contrasted in terms of their social media usage habits. The contemporary Indonesian population is primarily made up of members of Generations Y and Z; this is also true in Medan. Understanding the attitudes and decisions of this generation, particularly in the social, economic, and political realms, can be aided by understanding their preferences and actions concerning using and creating social media. Unquestionably, social media is a crucial communication tool for these two generations. Hence, social media can be used

by anyone who wants to get attention, influence, convince, or understand these two generations.

From preliminary observation, researchers found that there are fundamental differences between the two generations in their behavior on social media. Several aspects were found to be different, for example, regarding the theme of the post what was followed when accessing social media, and what platform they used. These differences naturally occur because Gen Y and Gen Z were born and grew up at different times. A generation is not only about the same age range, but also the political, cultural, and technological experiences and situations they experience (Kissinger, 2019; Pyöriä et al., 2017).

## **Literatur Review**

### **Generational Behavior**

Sociologically, a "generation" is a group of people who were born during the same period, but it can also be understood more broadly as a group of people who were born during the same time and share not only the same age but also the same socio-cultural experiences (Pyöriä et al., 2017).

Understanding of Gen Y characteristics is frequently based on assumptions; they are described as lazy, self-centered, and having unreasonable work expectations (Werenowska & Rzepka, 2020). There is, however, no research to support the assumption that Gen Y's work ethic is lower than that of the previous generation (Pyöriä et al., 2017).

In general, Generation Y is a confident generation, certain of their great talent. They are also a generation that is more open to change and optimistic than previous generations. Gen Y is more knowledgeable about certain skills and is determined to succeed. They can search for information that is directly related to new technological knowledge. This generation is constantly connected to the internet. Generation Y uses social media to find information, entertainment, and friendship. Even their first two hours in the morning are spent scrolling through social media (Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, Gruber, Loureiro, et al., 2013; Meechunek, 2017; Werenowska & Rzepka, 2020).

Generation Z is known as the mobile generation; they grow and develop in tandem with the advancement of instant global connectivity, the World Wide Web, mp3 players, mobile phones, SMS, YouTube, and other gadgets and mobile applications. This generation is self-assured, happy, enjoys teamwork, and participates in community service activities. They are also more interested than previous generations in participating in activities (Ozkan & Solmaz, 2015; VITELAR, 2019).

## **Social Media**

Social media is defined broadly as any online service where each user can create and share content material through the service. User-created services such as online journals, social networking sites, online games, audio-video sharing sites, review forums, and online groups are among those included in social media, where users generate, design, disseminate, or check and verify content and information (Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, Gruber, Loureiro, et al., 2013; Prakash Yadav & Rai, 2017).

According to social media research, there are two types of activities that people engage in on social media: contributing (posting) and consuming (lurking or watching). Furthermore, the majority of social media users consume rather than contribute (Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, Gruber, Loureiro, et al., 2013).

Generations Y and Z are frequently referred to as technologically or digitally savvy. Because, despite their ages, the development of information and communication technology only began to peak in 2003, when Gen Y was the most ready to accept and utilize digital technology, while some of Gen Z were still young and about to be born. However, Gen Z is the generation that truly grows and develops from a young age, aided by smartphones, tablets, and other technological devices. As a result, these two generations regard technology and internet connectivity as essential components of their lives (Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, Gruber, Loureiro, et al., 2013; VITELAR, 2019). Both generations spend more time on social media than they do interacting in person. In their communication patterns, however, they are more open to new things than previous generations (Ardi & Putri, 2020).

The younger generation's use of social media is important for those who want to influence and make the two generations the targets of a policy they want to implement. Political campaigns, for example, are constantly experimenting with new

and innovative communication methods to reach voters. Many authors argue that social media has altered how political communication is created, distributed, and measured (Alen, 2019).

In the digital world, social media is undoubtedly the most important platform for marketing and advertising. Duffett (2017) cites Schivinski and Dabrowski who found that brand communications on social media made by companies can increase awareness (cognitive response). Furthermore, Labrecque also found that brand interactions on various social media platforms generated positive cognitive and attitudinal responses among respondents in the United States in three separate studies (Duffett, 2017). Positive cognitive attitudinal responses regarding brand interactions on social media were obtained as a result of this study.

Social media is a complex concept that has been defined and examined from multiple viewpoints. In their study, Kapoor et al., (2018) define social media as a platform that allows regular individuals on social networks to generate news content, thereby differentiating it from the work of professional journalists. Similarly, Zhou et al. (2022) delineate social media as a medium where users can generate and distribute content, emphasizing the transformation of social media from a communication platform to a platform for sharing content. Several of these definitions highlight the interactive aspect of social media, wherein users actively generate and disseminate content.

Furthermore, the definition of social media as digital platforms that enable users to generate, disseminate, exchange, and interact online emphasizes the interactive and communicative nature of social media (Högberg, 2018). As another example, Chirumamilla & Gulati (2021) offer valuable information on the influence of social media on patient education, emphasizing the practical consequences of utilizing social media. These studies demonstrate that social media serves as both a means of communication and a platform for the distribution and involvement of health-related information.

The rise of social media also ushered in the era of social media influencers, who influenced consumers' perceptions as well as their lives (G. Dalangin et al., 2021; Octaviana & Susilo, 2021; Shava & Chinyamurindi, 2018). Some social media platforms blur the distinction between aspirational and informative uses. Social media influencers use the platform to advertise product information and advertisements to their online followers. As brand ambassadors, businesses use social media influencers with millions of followers on their social media accounts to promote their goods to their followers and other customers (G. Dalangin et al., 2021).

Simangunsong (2018) asserts that social media has given rise to novel consumer interaction models, as well as consumer and business interaction models. Additionally, e-commerce through social media serves as a crucial avenue for consumers to make purchases. In general, the idea of social media includes content created by users, interactive communication, spreading information, and different types of social interaction. These definitions and perspectives enhance our comprehension of the multifaceted nature of social media.

## **Research Methods**

Descriptive research focuses on "how" and "who" questions. Research in this dimension uses data collection techniques, such as surveys or field research. The approach used in collecting data is through quantitative research methods. Quantitative aspects will be obtained through a survey questionnaire designed in the form of closed questions, namely the type of questionnaire with multiple choice questions. Respondents to closed questions were not given the freedom to answer but were more focused on giving answers related to the questions asked.

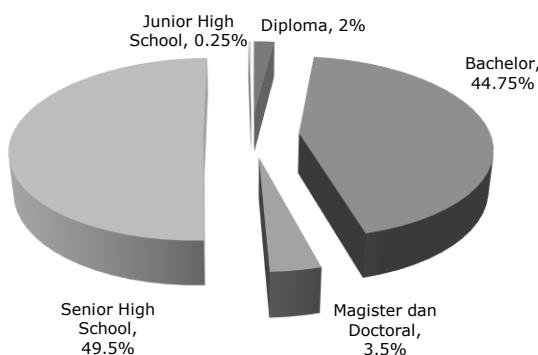
The research was conducted in the city of Medan for approximately 7 months, from April 2021 to October 2021. The population in this study were residents of the city of Medan, who are classified as Gen Y and Gen Z. In 21 sub-districts of the city of Medan, this study used a survey technique with populations of Gen Y (born 1981-1995) and Gen Z (born 1995-2010). With this non-probability sampling method, samples will be drawn from a group of 400 respondents, giving each generation 200 samples in total, with equal representation of the sexes.

The number of respondents among women and men was also divided equally for each generation. Sampling in this study used a purposive sampling technique. Statistical analysis techniques will be used to look at the information gathered in the ways described above. The data will be presented in the form of a single frequency distribution or cross-data

tabulations. The results of the analysis of the data are then shown in diagrams that show what the research found. Even though the results of the interviews are only used to back up statistical data that was processed with SPSS.

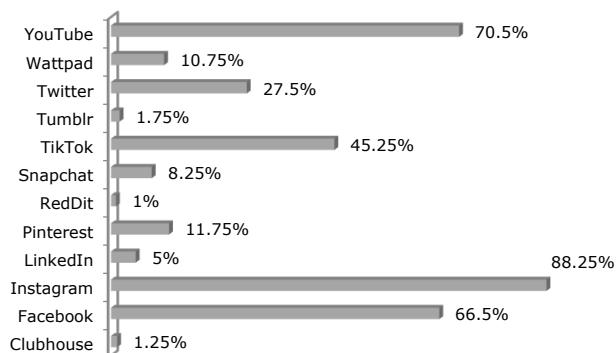
## Result and Discussion

This research aims to conduct two distinct generations, namely Generation Y and Generation Z, with a specific focus on their behavior on social media platforms. The study included a total of 400 participants, with the age distribution as follows: 27 respondents (6.75%) were between 11-16 years old, 124 respondents (31%) were between 17-21 years old, 112 respondents (28%) were between 22-27 years old, 84 respondents (21%) were between 28-32 years old, 24 respondents (6%) were between 33-36 years old, and 29 respondents (7.25%) were between 37-40 years old. We review their behavior based on several categories that can be seen in the figures and tables presented below.



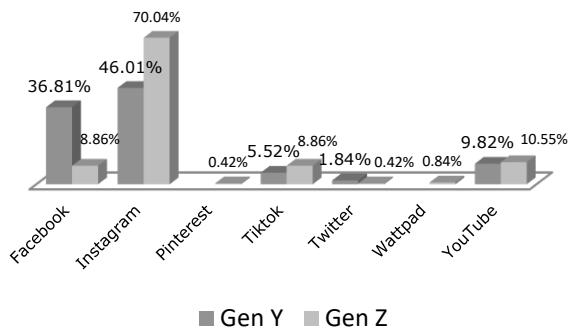
**Figure 1. Distribution on education of respondents**

We attempted to classify the participants according to their most recent educational attainment at the time of the survey. Figure 1 displays the findings indicating that 49.75% of the respondents belong to the student group, which is further categorized into junior high school and high school. 46.75% of respondents hold either a Diploma or Bachelor's degree, while 3.5% of respondents have obtained a Master's or Doctoral degree.



**Figure 2. Actively used social media platforms**

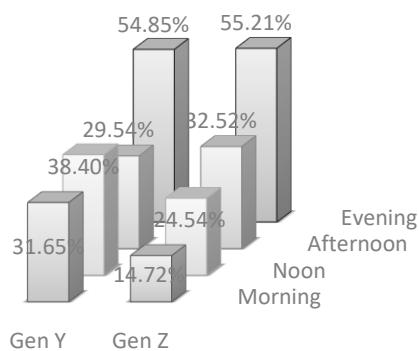
Based on data we display in figure 2, it is known that the social media platform with the most users is Instagram. The second position and so on are followed by YouTube, Facebook, and TikTok. If we classify respondents between Gen Y and Gen Z and the most accessed social media platforms in a week, it can be seen that both Gen Y and Gen Z access Instagram the most. Gen Y and Gen Z respondents alike have been using social media for an average of more than five years. The typical Gen Y and Gen Z user spends 30 to 60 minutes visiting social media once. When compared to Gen Y, Gen Z does have a propensity to achieve higher results from 2 hours to more than 3 hours in one session. The two generations use social media the most in total each day, between one and three hours.



**Figure 3. Social media accessed in the last 1 week**

Figure 3 display the finding about the Generation Z populace loves Instagram. Every week, 70.04% of Gen Z respondents use Instagram. While Instagram is the most popular platform for Gen Y, it is not the only one to dominate, as it is for Gen Z. Facebook is in second position with a differential of under 10%. Based on the survey findings, we can see differences in interest in social media platforms between these two generations. Gen Z is very intense about accessing Instagram, while Gen Y spreads on Instagram and Facebook. YouTube is ranked second most accessed by Gen Z, but for Gen Y, it is in third place after Facebook.

Different factors can be attributed to generational preferences in social media usage. Generation Y, also known as Millennials, were drawn to Facebook during their developmental years, whereas Generation Z had a more varied range of options and showed a preference for platforms such as Instagram. The inclination of Generation Z towards Instagram can be elucidated by its visual-centric nature, the immediate satisfaction it provides, and its focus on safeguarding privacy and promoting genuineness. The popularity of YouTube among Generation Z is driven by its wide range of content options and its ability to cater to their preference for comprehensive knowledge. The prevalence of Generation Y on Facebook can be attributed to their early embrace of the platform and its social networking capabilities. These trends demonstrate how the experiences of different generations and the distinct characteristics of each platform influence diverse preferences.



**Figure 4. Favorite time accessing social media**

Both generations exhibit the same habit when it comes to accessing social media, favoring the evening as their preferred time. As we display in Figure 4, Gen Y and Gen Z appear to be active and dominant during the day, with the difference being most noticeable in the morning. Gen Z becomes active in the late afternoon and reaches its peak at night. The majority of Generation Z is still in school, therefore due to their hectic schedules at school and the ban on smartphone use in schools, their access to social media is severely restricted in the morning and afternoon. The following conclusion confirms this presumption: both generations prefer to use social media from their homes. This indicates that using social media at home at night is the most common place and time. Schools, universities, and offices are in second and third place, respectively,

followed by public spaces (cafés, restaurants, parks).

These results confirm previous studies that say these two generations tend to spend more time using social media than interacting directly. However, in their communication patterns, both are very open to new things compared to previous generations (Ardi & Putri, 2020).

There are differences in the two generations' capacities for processing information gained via social media, as well as in their social media literacy. Gen Z is less trusting than Gen Y, and while both generations are cautious about news on social media, Gen Z is less willing to believe it and seeks for extra sources of information in addition to what they are told. Gen Z's suspicion about how they spread information without verifying it is also consistent with survey findings. Gen Y demonstrated a reasonably high number of people who frequently passed material without confirmation, but Gen Z had the largest percentage of those who never did so. We can infer from these results that Gen Z is more adept at social networking.

The characteristics of Generation Z, born in the early 2000s, are more skeptical than Millennials in responding to information circulating on social media. Several reasons can strengthen this statement, including because Gen Z grew up in the digital era with extensive access to technology and the internet. This skeptical attitude towards the information they receive is reinforced by the results of research conducted by Indrajaya & Lukitawati (2019). The results of the two researchers' research show that Generation Z does not trust online news in the form of infographics or concise news. This is emphasized by Swanzen (2018) who states that Generation Z has a high collective awareness, so they access information not only to maintain self-existence but are aware of the need for information as part of a routine activity that needs to be done.

Quoting from Karunia H et al., (2021), there are classification groups that describe the relationship between audiences and media according to the theory of uses and gratification, namely:

1. Passing time as an effort to fill spare time;
2. Companionship to make new friends or partners;
3. Escape to have time alone and escape the pressure of a problem;
4. Enjoyment to get something fun;
5. Social Interaction to create relationships with other people;
6. Relaxation as a place for relaxation, making oneself more relaxed;
7. Information to dig up information or keep the audience up-to-date; and
8. Excitement to get another fun sensation.

Based on the classification of audience relationships with media according to the Uses and Gratification theory above, researchers measured several aspects of the social media behavior of the two generations.

**Table 1. Percentage comparison of reasons respondents gave likes to posts**

Answer category	Provide the latest information		Provide entertainment		Connect with others		Giving inspiration		Increase the credibility of social status	
	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z
Constantly	25.77	36.71	22.09	34.18	18.40	27.43	20.25	34.60	15.95	26.58
Often	43.56	35.44	42.94	43.46	49.69	40.93	49.69	43.04	39.26	35.44
Rarely	28.22	21.52	28.83	17.72	26.99	25.74	26.99	18.99	36.20	29.54
Never	2.45	6.33	6.13	4.64	4.91	5.91	3.07	3.38	8.59	8.44
Total	100	100	100	100	100	100	100	100	100	100

Gen Y and Gen Z responded similarly to various requirements for posts that they marked as "loved" (with the like button). The criteria for the posts we request are posts that offer the most recent information, entertaining posts, posts that encourage social interaction, posts that inspire, and posts that boost social status credibility. The majority of the two generations selected the category of often giving "likes" on social media based on each of these criteria.

**Table 2. Percentage comparison of reasons for respondents to comment on posts**

Answer category	Provide the latest information		Provide entertainment		Connect with others		Giving inspiration		Increase the credibility of social status	
	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z
Constantly	18.40	18.14	16.56	18.14	15.34	17.30	17.18	18.57	14.11	15.61
Often	37.42	28.27	37.42	32.49	38.65	32.91	33.74	34.18	33.13	27.43
Rarely	30.67	40.08	34.97	36.29	36.20	36.29	38.65	33.33	38.65	39.24
Never	13.50	13.50	11.04	13.08	9.82	13.50	10.43	13.92	14.11	17.72
Total	100	100	100	100	100	100	100	100	100	100

We also asked respondents why they commented on a post. With the same posting criteria as above, you can see a decrease in the percentage in the 'often' category. However, in Generation Y, the 'often' category is still dominant in the posting category that provides information, provides entertainment, and connects with others. From this chart, we can conclude that Generation Y is more active in commenting on posts than Gen Z. Even so, if we look at the internals of each generation, those who 'rarely' and 'often' comment show that the balance is not too unequal.

**Table 3. Percentage comparison of respondents' opinions about the use of social media to fulfill cognitive needs**

Answer category	Get learning from others		Can exchange opinions freely with anyone on social media		Meet people with the same views and interest		Can see interesting comments about the latest news on social media		Can freely discuss trivial topics when interacting with others	
	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z
Strongly agree	14.72	30.80	11.66	17.72	15.95	25.32	17.79	27	11.66	25.74
Agree	71.17	57.38	57.06	64.98	57.67	54.85	59.51	54.85	49.08	45.57
Disagree	11.6	10.13	28.22	15.61	20.86	17.30	20.25	15.61	31.90	23.63
Don't agree	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

Next, we give a summary of what people said about using social media to meet cognitive needs. There are five (5) criteria for cognitive needs that we offer: first, the use of social media allows people to get lessons from other people; second, they can exchange opinions freely with anyone on social media; third, they can meet people who share their views or interests; fourth, they can see interesting comments about the latest news through social media; and finally, they can freely discuss trivial topics when interacting with others. From the results of the respondents' answers, the majority of the two generations chose 'agree' and 'strongly agree' for the first four categories. In the final category, while both generations prefer "agree," "disagree" is the second most popular option.

Based on the category of social media used to meet this cognitive need, we can conclude that both generations are very enthusiastic about using social media to learn from others. Then, when interacting with others on social media, a portion of the population from both generations has shown a decrease in their interest in discussing trivial topics.

**Table 4. Percentage comparison of respondents' opinions about the use of social media to fulfill affective needs**

Answer category	Get the latest information about friends and family		They feel mutually reinforcing even though they have never met		Be more connected to what's going on in a friend's life		A place to find different perspectives		Forming feelings closer to friends	
	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z
Strongly agree	20.25	28.27	11.66	23.21	12.27	21.94	15.95	24.05	14.11	21.94
Agree	68.10	63.29	60.12	51.90	61.96	54.43	62.58	55.70	56.44	57.38
Disagree	10.43	7.59	25.15	23.21	20.86	21.94	19.63	17.30	26.99	18.14

Answer category	Get the latest information about friends and family		They feel mutually reinforcing even though they have never met		Be more connected to what's going on in a friend's life		A place to find different perspectives		Forming feelings closer to friends	
	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z
Don't agree	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

We summarized what respondents said about the affective aspects of social media use in addition to the cognitive aspects. We propose five affective criteria: getting the most recent information about friends and family; feeling mutually reinforcing even though they have never met; feeling more connected to what is going on in friends' lives; finding different perspectives; and forming a feeling of closeness with a friend. The majority of these two generations voted 'agree' for all criteria based on the responses we received.

**Table 5. Percentage comparison of respondents' opinion about the use of social media to gain social recognition**

Answer category	Social media is a place to show your creative side		Social media can be a means of forming social identity		Social media is a place to show support for certain issues		Social media is a place to interact with people from different backgrounds and experiences		Social media is a means of communication that strengthens social relations in the real world	
	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z
Strongly agree	23.93	29.54	14.72	18.14	11.66	15.61	15.34	19.41	16.56	18.57
Agree	59.51	62.87	60.74	59.07	58.28	60.76	60.12	65.40	49.08	60.34
Disagree	14.72	6.75	21.47	21.10	26.38	20.25	22.70	13.50	32.52	19.83
Don't agree	1.84	0.84	3.07	1.69	3.68	3.38	1.84	1.69	1.84	1.27
Total	100	100	100	100	100	100	100	100	100	100

Do social media users in Generation Y and Generation Z use it for social recognition? The survey results are summarized using five social recognition criteria: First, social media can be used to express creativity; second, it can be used to form social identities; third, it can be used to show support for specific issues; fourth, it can be used to interact with people from different backgrounds; and fifth, it can be used to reinforce social relationships in the real world.

As a result of the first criterion, the majority of answers are agree or strongly agree. The majority of answers still agree in the second criterion, but the second-most answers disagree. What happened to the third, fourth, and fifth criteria, too? Even though the agree category remained the most popular, the disagree category was the second most popular.

Based on this aspect of social recognition, we can conclude that the majority of Gen Y and Gen Z people use social media to gain social recognition. They both agree that social media is a great place to express their creative side. The fourth criterion demonstrates the difference between Gen Y and Gen Z: Gen Y is less enthusiastic than Gen Z about using social media to interact with people from different backgrounds or experiences. According to these findings, Gen Z is more accepting of others than the majority of its peers.

**Table 6. Percentage comparison of respondents' opinion about the use of social media as a means of discharge**

Answer category	Using social media to find the latest information in society		Using social media to find idol artist gossip		Using social media to find news on a particular topic		Using social media to find funny things		Use social media to share new ideas	
	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z
Strongly Agree	19.63	34.18	12.88	15.61	22.09	26.16	19.63	29.96	16.56	20.68
Agree	71.17	56.96	40.49	32.49	57.06	60.34	59.51	58.65	65.64	68.35

Answer category	Using social media to find the latest information in society		Using social media to find idol artist gossip		Using social media to find news on a particular topic		Using social media to find funny things		Use social media to share new ideas	
	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z
Disagree	9.20	8.44	30.06	37.55	19.02	13.08	19.63	10.55	15.34	9.70
Don't Agree	-	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 can also be used to relieve fatigue in the following ways: the first is to look for the most recent information in society, the second is to find gossip about idol artists, and the third is to find news on a specific topic. The fourth uses social media to discover amusing things, and the fifth uses it to share new ideas. For the first criterion, the two generations consistently chose the agree and strongly agree categories. However, for the second criterion, while the criteria for agreeing remain the majority in Gen Y, the disagreeing category occupies the second-most position; in Gen Z, those who choose to disagree are the majority, with those who choose to agree coming in second place.

The majority of respondents chose to agree or strongly agree on the remaining criteria 3, 4, and 5. Based on these findings, we can conclude that both generations use social media to stay up to date on the latest news and developments in society. The majority of Generation Y enjoys looking for celebrity gossip on social media, whereas the majority of Generation Z does not. These two generations definitely use social media to find news on specific topics or for entertainment with funny posts. Both generations also agree that social media is used to spread new ideas.

The research findings on social media as a means of disengagement are in line with statements in previous studies, for example those that mention Gen Y is active on social media, mainly for information, entertainment, and online friendship (Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, Gruber, Komarova Loureiro, et al., 2013; Meechunek, 2017; Werenowska & Rzepka, 2020). This research also suggests that both generations tend to spend more time using social media than interacting in person, but both are very open to new things compared to previous generations (Ardi & Putri, 2020; Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, Gruber, Loureiro, et al., 2013; Meechunek, 2017; Werenowska & Rzepka, 2020).

**Table 7. Percentage comparison of respondents' opinions about the use of social media as a means of self-existence**

Answer Category	Share pictures		Share created or recorded videos		Make updates about whereabouts or activity		Post something that can go viral		Share information that only you and close friends know		Share information about favorite movies or songs	
	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z
Strongly agree	11.04	19.41	3.68	10.97	3.68	14.35	5.52	8.44	6.75	13.92	3.68	9.70
Agree	38.65	32.07	32.52	30.80	39.88	27	25.77	23.63	31.29	37.97	32.52	40.51
Disagree	40.49	43.46	56.44	50.63	47.85	51.48	44.17	47.68	49.69	40.51	52.76	40.51
Don't agree	9.82	5.06	7.36	7.59	8.59	7.17	24.54	20.25	12.27	7.59	11.04	9.28
Total	100	100	100	100	100	100	100	100	100	100	100	100

We summarize social media as a means of self-existence for Generation Y and Generation Z in five criteria: the first is sharing photos; the second is sharing videos that he made or recorded himself; the third is updates about whereabouts or activities; the fourth is posting something that has the potential to go viral; the fifth is sharing information that only oneself and close friends know; and the sixth is sharing information on favorite movies or songs. The majority of respondents from

these two generations chose 'disagree' from all of these self-existence criteria, even though 'agree' was the second most popular answer category. The criteria for sharing videos made or recorded have the highest percentage of disagreement—more than 50% in both generations. However, when the percentages of answers that strongly agree are examined, it can be seen that Gen Z prefers to highlight their existence rather than Gen Y, although those who like to 'exist' are a minority within the internal Gen Z population.

### Conclusion

After conducting research on differences in social media use between Generations Y and Z in the city of Medan, we can conclude a number of significant differences and similarities between the two generations. **First:** Facebook is more appealing to Generation Y, while it is less appealing to Generation Z. However, Instagram (IG) is the most popular platform among these two generations of users. After Instagram, YouTube is the second-largest platform used or accessed by Gen Z. However, among Generation Y, YouTube ranks third after Facebook. **Second:** These two generations have the same tendency when it comes to the amount of time they spend on social media. They use social media for 30 to 60 minutes at a time. **Third:** The majority of both generations prefer to access social media during the evening hours. However, there is a difference between the morning and afternoon; Gen Y is more active than Gen Z at both times. **Fourth:** Both of these generations prefer to use social media at home first, then in public places (cafés, parks, or restaurants), and finally in schools, colleges, and workplaces. **Fifth:** Gen Y posts more about family topics, while Gen Z posts the most about self-achievement. **Sixth:** In terms of social media prowess, it is clear that Gen Z is more cautious about the information he receives on social media. The behavior of passing on information without first attempting to confirm the truth is still prevalent in Generation Y, whereas in Generation Z, this behavior is very minimal, and the attitude of never passing on information without confirmation is very prevalent in Generation Z. **Seventh:** Gen Y and Gen Z are two distinct generations with distinct digital experiences. As a result, our conclusion states that the communication process for these two generations must also be different, adapting to the two generations' distinct characteristics.

The rapid development of social media has been facilitated by internet access; the internet connects users from all over the world. Social media has an impact on all aspects of human life, including purchasing decisions. Social media is also important in politics; it is a tool that allows political parties and candidates to interact with citizens on a larger scale. For example, conducted research to determine the impact of social media on political campaigns from several perspectives: political participation, political knowledge, and political efficiency (Alen, 2019).

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