

# Shifts in Generation Z Television Consumption Behavior in the Digital Era: Study in Bandar Lampung

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## Abstract

**Purpose:** This research examines the transformation of television consumption patterns among Generation Z in Bandar Lampung, focusing on the shift from traditional television to digital platforms. With the rapid advancement of digital technologies, the way individuals access media and their content preferences have significantly changed, challenging the dominant position of traditional television.

**Research Methodology:** A descriptive quantitative approach was used, with data collected through a survey method. The study involved 200 respondents aged 17 to 23 years, selected via purposive sampling techniques. Data was gathered through a structured online questionnaire.

**Results:** The study reveals a clear shift from traditional television to digital platforms, with streaming emerging as the dominant access method (28%). The majority of respondents (61.5%) reported watching television for less than one hour per day, mostly during prime-time hours (6:00–9:00 PM), often while multitasking. Entertainment content, especially children's programming and dramas, remains the most preferred genre.

**Conclusions:** The findings show that Generation Z is increasingly choosing digital platforms, with streaming services overtaking traditional TV. However, entertainment-based content continues to attract young viewers, indicating a need for the broadcasting sector to innovate and adapt to digital trends.

**Limitations:** This study is limited to a descriptive quantitative framework and does not explore causal relationships. It is also confined to Bandar Lampung, limiting generalizability.

**Contributions:** The study offers valuable insights for the broadcasting sector to adjust its content strategies and distribution methods in response to the changing consumption habits of Generation Z.

**Keywords:** *Digital Media, Generation Z, Media Shift, Television Consumption, Regional Media Consumption*

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## 1. Introduction

Digital technology advancements have enormous potential to improve human well-being, increase economic development and productivity, and create new and better employment to replace outdated ones (Yulianita & Zulfikri, 2024). The development of digital technology has brought significant changes to the structure of the media ecosystem (Kurnia & Astuti, 2017), also influencing how businesses operate and

interact with audiences ([S. A. Y. Rahman, Rahayu, & Hendrayati, 2025](#)). This transformation is characterized by the growing dominance of digital platforms that enable fast, flexible, and real-time access to information. Within this environment, Generation Z, as digital natives, demonstrates increasingly fragmented media consumption patterns that align closely with individual preferences. Consequently, television, once a dominant medium, has experienced a decline in relevance due to the rise of digital platforms offering greater control over content and viewing time. In addition, algorithm-driven personalization further reinforces a decentralized media ecosystem ([Nurohmat \(2026\)](#)) one that transcends temporal and geographical boundaries ([Sarker, Sarker, Shaha, Sarker, & Borddin, 2025](#)). Collectively, these developments reflect a fundamental transformation in the relationship between audiences and media, wherein Generation Z no longer acts as passive recipients but instead assumes an active role in selecting media based on their needs ([Hans Karunia H. & Irwansyah, 2021](#)).

From a theoretical standpoint, this phenomenon may be understood through the Uses and Gratifications Theory, which conceptualizes audiences as active agents in media consumption processes. In a digital context, individuals are able to independently determine and regulate the content they engage with based on their own preferences ([Gaol & Hutasoit, 2021](#)). Nevertheless, this perspective requires reinforcement through the notion of media convergence, which highlights the integration of various platforms within a unified communication system. This convergence manifests not only in technological integration but also in patterns of media use that occur concurrently across different platforms ([Tenku, De, & Kurniadi, 2025](#)). The functions of mass media have begun to overlap with new media ([Hanana, Anindya, & Elian, 2020](#)).

Several studies demonstrate that Generation Z increasingly redirects its media consumption from television toward digital platforms. This transition is driven by the accessibility and content personalization capabilities inherent in digital media ([R. Rahman, Mitrin, Azizah, Amelia, & Amalia, 2025](#)). Moreover, digital content is perceived as more aligned with individual needs and more responsive to user preferences ([Evita, Prestianta, & Asmarantika, 2023](#)). Despite these findings, research that specifically addresses the transformation of television within localized contexts remains limited, thereby necessitating empirical investigations that consider region-specific characteristics ([Setiawan, 2023](#)). Digital natives refer to individuals who have grown up in environments closely integrated with technological advancements ([Danao et al., 2025](#)).

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In this regard, Bandar Lampung, as a rapidly developing urban area in Indonesia, presents a distinctive media landscape characterized by increasing internet penetration and the coexistence of conventional and digital media consumption practices. These conditions contribute to unique patterns of media engagement among Generation Z, which may differ from those observed in larger metropolitan areas. Therefore, this study seeks to both describe and interpret the changes in television consumption behavior among Generation Z in Bandar Lampung. Employing a locally grounded perspective is crucial, as media consumption practices are shaped by varying social, cultural, and digital environmental conditions across different regions. In addition, this research is expected to provide contributions to the field of media communication, particularly in understanding the ongoing transformation of conventional media within the digital era.

## 2. Literature Review

Media consumption behavior is a central concept in communication studies, referring to patterns, preferences, and the intensity with which individuals' access and use media. This is consistent with the findings of ([Audinovic, 2021](#)). In the digital era, media consumption behavior has undergone substantial transformation due to advancements in information technology that enable flexible, personalized, and on-demand access.

Recent studies (2020–2025) highlight that these changes are increasingly shaped by algorithmic systems and platform-based ecosystems, which personalize content and influence user engagement patterns ([R. Rahman et al., 2025](#); [S. A. Y. Rahman et al., 2025](#)). Generation Z, having grown up in a digitally integrated environment, demonstrates a strong tendency toward adaptive and technology-driven media consumption, including the simultaneous use of multiple platforms ([Danao et al., 2025](#); [Gani, 2022](#)). This pattern reflects a shift toward more active and selective media engagement, where users navigate content based on their individual preferences and needs ([Evita et al., 2023](#)). Consequently, media consumption is no longer linear but dynamic and user-oriented. As a result, television, once a dominant medium, has gradually shifted into a more integrated role within a broader digital media system. This transformation is further reinforced by the process of media convergence, which integrates previously separate media forms into a unified and interconnected platform ([Darmawan, Dharmawan, & Ulya, 2025](#)). Within this converged environment, audiences are able to access content across multiple devices and platforms simultaneously, thereby reshaping the way media is consumed and experienced.

The role of television as a mass medium has also evolved within the context of digital transformation. Conventional television, which relies on a linear broadcasting system, now faces increasing competition from internet-based platforms such as streaming services and social media. In this research ([Setiawan, 2023](#)) explains that digitalization has shifted content distribution from one-way broadcasting toward on-demand systems. Similarly, [Syamsuddin and Sonni \(2025\)](#) argue that digital technological development has fundamentally reshaped the media ecosystem, including journalistic practices in television. These changes occur at technological, structural, and epistemological levels. Empirical evidence from recent studies (2020–2025) further indicates a decline in television viewing duration and reduced audience dependence on fixed broadcast schedules. Consequently, television is no longer the primary medium but functions as a complementary platform for entertainment and information.

From a theoretical perspective, Uses and Gratifications Theory provides a relevant framework for understanding media consumption behavior. This theory emphasizes that audiences are active agents who select media based on their needs and preferences ([Kurnia & Astuti, 2017](#)). Individuals evaluate and utilize media to fulfill specific goals, such as entertainment, information, personal identity, and social interaction. In the digital context, this autonomy becomes more prominent, as users gain greater control over both media selection and content consumption ([Haqqu, 2020](#)). This reflects a shift from passive media reception to active participation. The rise of interactive platforms, particularly social media, further strengthens this perspective by enabling user-generated content and participatory communication, thereby addressing earlier critiques of the theory.

In addition, media convergence theory explains how various media platforms are integrated into a unified communication system. Research by [Tenku et al. \(2025\)](#) emphasize that convergence extends beyond technology to include patterns of simultaneous media use. Content can now be accessed across multiple devices, such as televisions, smartphones, and computers, creating an interconnected media experience. This convergence expands access to information, enhances audience participation, and supports more inclusive communication ([Lubis & Sazali, 2025](#)). For Generation Z, this environment reinforces multitasking behavior and broadens content accessibility. Recent findings [Abdullah \(2025\)](#) further suggest

that digital communication introduces new behavioral dynamics, including temporally visible interactions that shape social interpretation.

Several recent studies (2020–2025) demonstrate significant shifts in Generation Z's media consumption patterns. Research by [R. Rahman et al. \(2025\)](#) found that algorithm-driven platforms shape increasingly personalized and segmented content preferences, making digital media more relevant than conventional television. Similarly, [Evita et al. \(2023\)](#) show that Generation Z prefers digital media due to its accessibility, speed, and adaptability to user needs. However, most existing studies focus on general or national-level trends and rarely incorporate localized contexts. This creates a gap in understanding how regional characteristics influence media consumption behavior.

In this regard, examining media consumption in Bandar Lampung is particularly important. As a developing urban area with expanding digital infrastructure and diverse socio-cultural conditions, Bandar Lampung presents unique media consumption dynamics that may differ from larger metropolitan regions. Local factors, such as access to digital technology, cultural preferences, and social environments, can significantly shape how Generation Z engages with television and digital media. Therefore, incorporating a regional perspective provides a more comprehensive understanding of media transformation.

### **2.1 Hypothesis**

Based on these theoretical and empirical foundations, this study develops a conceptual framework that integrates Uses and Gratifications Theory with media convergence theory. Within this framework, television consumption behavior is influenced by digital media access, content preferences, and multitasking usage patterns. Television is thus positioned as a medium undergoing functional transformation within a converged media environment. This framework is used to analyze how Generation Z accesses, uses, and interprets television within the evolving digital media landscape, particularly in a regional context.

*H<sub>1</sub>*: Digital media access significantly influences television consumption behavior among Generation Z in Bandar Lampung.

*H<sub>2</sub>*: Content preferences significantly influence television consumption behavior among Generation Z in Bandar Lampung.

*H<sub>3</sub>*: Multitasking usage patterns significantly influence television consumption behavior among Generation Z in Bandar Lampung.

*H<sub>4</sub>*: Television consumption behavior among Generation Z in Bandar Lampung reflects a functional shift within a converged digital media environment.

## **3. Methodology**

This study employs a quantitative approach with a descriptive design using a survey method. This approach is selected to systematically describe the characteristics and patterns of television consumption behavior among Generation Z in the digital era. Descriptive research aims to provide a factual depiction of the phenomenon under study without examining relationships among variables. The population of this study consists of Generation Z individuals aged 17–23 years who reside in Bandar Lampung City. The sampling technique applies a non-probability method using purposive sampling, in which respondents are selected based on clearly defined inclusion criteria. Specifically, eligible respondents must: (1) be within the age range of 17–23 years and categorized as Generation Z, (2) be active students at the senior high school or university level, (3) have accessed television content either through conventional television or digital/streaming platforms at least once in the past month, and (4) reside within the administrative area of Bandar Lampung City at the time of data collection. Respondents who do not meet all of these criteria are excluded from the study. The sample size is determined using the Slovin formula with a 7% margin of error, resulting in a total of 200 respondents.

Data are collected using a structured questionnaire with closed-ended questions developed based on indicators of media consumption behavior. The questionnaire is distributed online through the Google

Forms platform to facilitate broader respondent reach. The research instrument covers several aspects, including modes of accessing television broadcasts, viewing duration, viewing time, viewing location, activities during viewing, and types of content consumed. The data analysis technique employed in this study is descriptive analysis using frequency distributions and percentages. This analysis aims to depict the patterns of television consumption among Generation Z based on the observed characteristics. The results of the analysis are then presented in tabular form and interpreted narratively to provide a comprehensive understanding of the phenomenon under study.

#### 4. Result and Discussions

To provide a comprehensive and systematic understanding of television consumption behavior among Generation Z, the findings of this study are presented based on several key dimensions, including access methods, viewing duration, viewing time, viewing location, viewing context within the home, and activities performed while watching television.

Table 1. Respondents' methods of accessing television broadcasts

Methods of Accessing Television Content/Broadcasts	Total	Percentage (%)
Applications	22	11
Internet Streaming	56	28
Others	6	3
Via Standard Antenna with Set Top Box (STB)	43	21,5
Via Subscription Satellite Antenna	22	11
Via Non-Subscription Satellite Antenna	18	9
Via Subscription Cable TV	33	16,5
Total	200	100

The findings indicate a significant shift in how Generation Z accesses television. Internet streaming emerges as the primary mode of access with a percentage of 28%, followed by the use of set-top boxes at 21.5% and cable television at 16.5%. Meanwhile, conventional methods such as satellite antenna experience a decline in interest. These findings confirm a transition from a linear distribution model to a more flexible on-demand model. The preference for streaming also reflects a shift in media consumption orientation from collective to individual. Generation Z tends to consume content more personally through mobile devices, which reflects an individual orientation in media consumption ([Dias & Serrano-Puche, 2020](#)). Television no longer serves as the central medium of content distribution but rather as one of several alternatives within the digital media ecosystem.

Table 2. Respondents' television viewing duration

Television Viewing Duration	Total	Percentage (%)
< 1 Hours	123	61,5
> 7 Hours	1	0,5
2-3 Hours	64	32
4-5 Hours	10	5
6-7 Hours	2	1
Total	200	100

The findings indicate that the majority of respondents demonstrate a relatively low level of television viewing intensity. A total of 61.5% of respondents reported watching television for less than one hour per day. Meanwhile, 32% of respondents fall within the category of two to three hours per day, representing the second largest group. Respondents who watch television for four to five hours account for only 5%, followed by 1% who watch for six to seven hours, and 0.5% who watch for more than seven hours. This distribution suggests that television consumption patterns among Generation Z tend to be limited in terms

of time. The high percentage in the less-than-one-hour category reflects a low level of audience engagement with television as a primary medium.

These findings are consistent with shifts in media consumption patterns influenced by the development of digital platforms that offer ease of access and time flexibility through on-demand systems. From a theoretical perspective, this phenomenon can be understood through Uses and Gratifications, which positions the audience as active agents in selecting media according to their needs (Sukmono, Dani, & Long, 2025). Generation Z tends to prioritize digital media because it provides greater control over both the timing and manner of content consumption. Therefore, television no longer functions as the primary source of entertainment, but rather as a complementary medium within an integrated digital media ecosystem.

Table 3. Cross-tabulation between viewing duration and access method

Access Method	Viewing Duration			Total
	<1 Hour	2–3 Hours	≥4 Hours	
Internet Streaming	42	12	2	56
Set Top Box (STB)	21	18	4	43
Cable TV	19	11	3	33
Satellite (Subscription & Non)	26	13	1	40
Others	15	10	2	28
Total	123	64	12	200

The cross-tabulation as shown in Table 3 analysis provides a more nuanced understanding of the relationship between access methods and television viewing duration among Generation Z. The results reveal a clear and consistent pattern in which respondents who primarily access television through internet streaming was predominantly concentrated in the short-duration viewing category (<1 hour). This finding suggests that streaming-based consumption is characterized by brevity, flexibility, and selective engagement, reflecting the on-demand nature of digital media platforms. In contrast, respondents who rely on conventional television platforms, such as Set-Top Boxes (STB), cable television, and satellite services, tend to be more evenly distributed across moderate viewing durations, particularly within the 2–3hour category. This indicates that traditional television consumption still retains a relatively structured pattern, often aligned with scheduled programming and longer viewing sessions. Such differences highlight that the transformation in media consumption is not solely reflected in the choice of platform, but also in the temporal patterns and intensity of media engagement.

From a broader perspective, this pattern reflects the influence of digital media environments that encourage fragmented and time-efficient consumption behaviors. Algorithm-driven content distribution and personalized media feeds have contributed to shorter attention spans and more selective viewing habits among Generation Z (R. Rahman et al., 2025). In addition, the prevalence of multitasking practices further reinforces shorter viewing durations, as audiences tend to divide their attention across multiple media simultaneously (Gani, 2022).

Table 4. Respondents' television viewing time duration

Television Viewing Time	Total	Percentage (%)
00.00 - 03.00	2	1
03.00 - 06.00	3	1,5
06.00 - 09.00	9	4,5
09.00 - 12.00	22	11
12.00 - 15.00	18	9
15.00 - 18.00	24	12
18.00 - 21.00	97	48,5

21.00 - 24.00	25	12,5
Total	200	100

The distribution of television viewing time shows a tendency to concentrate within specific periods of the day (see Table 4). The majority of respondents, accounting for 48.5%, watch television between 18:00 and 21:00, which is known as prime time and has traditionally been the main period for television consumption [4]. In addition, 12.5% of respondents watch between 21:00 and 24:00, while another 12% fall within the 15:00 to 18:00 time range. Outside these periods, the level of television consumption tends to be lower. A total of 11% of respondents watch television between 09:00 and 12:00, and 9% between 12:00 and 15:00. Meanwhile, during the early morning hours, from 00:00 to 06:00, viewing activity is at a very minimal level, with percentages below 2%.

This pattern indicates that although the duration of television viewing has declined, the medium still retains a role at certain times, particularly during prime time. This condition suggests that television remains relevant in the context of shared consumption, such as when family members gather at home. However, outside these periods, audiences tend to shift toward digital media, which offers greater flexibility (Nurohmat, 2026). These findings reinforce the concept of media convergence, in which television is not entirely abandoned but rather undergoes a transformation in function. The use of television becomes more selective and limited to specific time periods, while other media consumption needs are fulfilled through digital platforms. Thus, media consumption behavior among Generation Z reflects a fragmented pattern that is strongly influenced by temporal context.

Table 5. Respondents' television viewing locations

Television Viewing Location	Total	Percentage (%)
Office	1	0,5
Home	194	97
Public Place	5	2,5
Total	200	100

The majority of respondents access television within the home environment, accounting for 97%. In contrast, only 2.5% of respondents watch television in public spaces, and 0.5% do so in workplace settings (see Table 5). This distribution pattern indicates that television viewing activity remains concentrated within the domestic sphere. The high intensity of viewing at home suggests that television continues to function as a medium oriented toward the family environment. The domestic space, particularly the living room, serves as the primary setting for television consumption activities. This finding affirms that, despite the shift toward digital media, television still plays a role in supporting shared consumption and social interaction among family members.

On the other hand, the low level of television consumption in public spaces and workplaces indicates the limited flexibility of television compared to digital media. Digital-based media enables access to content across various locations through mobile devices, making it more compatible with the high mobility characteristics of Generation Z. This condition reflects a fundamental distinction between television, which is relatively static, and digital media, which is more portable and personal. Within the framework of media convergence theory, these findings indicate that television is undergoing a shift in its position, becoming a domestically oriented medium used in specific contexts. Audiences tend to access television when they are at home, while the use of digital media increases when they are outside the home. Thus, media consumption patterns become fragmented in accordance with spatial and activity contexts.

When examined through the lens of Uses and Gratifications Theory, the choice of viewing location reflects the audience's ability to adjust media use according to their needs and situational conditions. The home serves as a space that supports television consumption, as it provides comfort and is reinforced by social

habits. In contrast, the limited accessibility of television outside the home strengthens the position of digital media as the primary alternative for fulfilling media consumption needs. These findings indicate that television is not entirely abandoned, but rather undergoes a functional specialization within the domestic environment. This shift demonstrates that media transformation occurs in an adaptive manner, where television continues to exist, albeit with a more limited role within the digital media ecosystem.

Table 6. Room for television viewing

Room for Television Viewing	Total	Percentage (%)
Bedroom	38	19
Living Room	131	65,5
Dining Room	3	1,5
Guest Room	23	11,5
Total	195	97,5

Referring to Table 6, the majority of respondents access television in the living room, accounting for 65.5%. Furthermore, 19% of respondents watch television in the bedroom, followed by 11.5% in the guest room, and only 1.5% in the dining room. This distribution pattern indicates that the living room serves as the dominant location for television viewing activities within the home environment. The high utilization of the living room suggests that television continues to function as a collective medium used within the context of family togetherness. As the center of domestic activity, the living room facilitates social interaction among family members while accessing media. This finding confirms that television still retains a social function despite the ongoing shift toward the use of digital media.

On the other hand, the proportion of television viewing in the bedroom, which reaches 19%, indicates a tendency toward the individualization of media consumption. This phenomenon reflects a shift in consumption patterns that are no longer entirely collective but are increasingly becoming more personal (Dias & Serrano-Puche, 2020). This condition aligns with the characteristics of Generation Z, who tend to access media in a private manner and based on individual preferences. The low intensity of television viewing in the dining room suggests that this medium is no longer strongly integrated into all domestic activities. This can be associated with changes in lifestyle patterns as well as the increasing use of mobile devices that enable flexible media access without being confined to a specific space. In terms of temporal shifts, audiences no longer adjust themselves to television program schedules. In the past, individuals aligned their viewing time with television schedules, whereas currently, they watch television only when program schedules align with their own availability (Permana, Abdullah, & Mahameruaji, 2019).

Within the framework of media convergence theory, this distribution of viewing locations reflects a combination of collective and individual consumption patterns. Television continues to be utilized in social contexts within the living room, yet it is also increasingly used in a more personal manner in private spaces such as the bedroom. Thus, television consumption patterns among Generation Z exhibit a hybrid character that integrates traditional media practices with digital media habits. Moreover, when examined through Uses and Gratifications Theory, the choice of viewing space reflects the audience's strategy in adjusting media consumption experiences to situational needs (Hashim, Bolong, & Razak, 2021). The living room supports the need for social interaction, while the bedroom provides comfort and privacy. This condition indicates that television remains relevant, although its use has become more contextual and flexible in everyday life.

Table 7. Respondents' activities while watching television

Activities While Watching TV	Total	Percentage (%)
No Other Activities	16	8
Doing Household Chores	4	2

Eating/Drinking	124	62
Using a Mobile Phone or Other Devices	35	17,5
Playing and Socializing with Family	21	10,5
Total	200	100

Based on Table 7, the majority of respondents engage in additional activities while watching television. A total of 62% of respondents report watching while eating or drinking, which represents the most dominant form of multitasking. In addition, 17.5% of respondents use devices such as smartphones while watching television, while another 10.5% are involved in social activities such as playing or gathering with family. In contrast, only 8% of respondents watch television without engaging in other activities, and 2% watch while doing household chores. This distribution indicates that television viewing among Generation Z is no longer conducted with full attention or as an exclusive activity. Reality TV is a consistent part of viewers' weekly consumption patterns ([Shamshudeen, Bolong, Razali, Syed, & Zulkifle, 2025](#)). Most respondents combine viewing with other activities, whether individual or social in nature. This pattern reflects a shift in how audiences allocate and manage their attention toward media ([Gani, 2022](#)).

From the perspective of media convergence theory, this multitasking phenomenon indicates that media consumption has evolved into an experience that occurs simultaneously across multiple platforms. Grant and Wilkinson note that media convergence provides audiences with a greater range of media choices along with increasingly diverse content. The use of devices while watching television reflects the practice of second screening, in which audiences' access more than one medium at the same time. This underscores that television no longer serves as the primary focus of attention, but rather as one component within a broader digital media ecosystem ([Hardana, 2024](#)). In addition, these findings can also be explained through Uses and Gratifications Theory, which positions the audience as active agents in organizing their media consumption experiences according to their needs. Generation Z does not rely on television solely for entertainment purposes, but simultaneously utilizes other media to fulfil needs related to communication, social interaction, and access to information. Therefore, multitasking practices reflect a form of efficiency in media consumption patterns.

These findings indicate that television has undergone a shift in function from a primary medium to a background medium. Audiences no longer give their full attention to television, but instead use it as a companion to daily activities. Television viewing patterns have also changed, no longer being bound by broadcast schedules and airtime. More specifically, Allan Rubin identified that the motivations for media consumption include passing time, companionship, excitement, escape, enjoyment, social interaction, obtaining information, and learning ([Ester, 2016](#)). This reinforces the transformation of media consumption behavior influenced by digital technology. The findings confirm that Uses and Gratifications Theory remains relevant ([Haquu, 2020](#)), but requires reinterpretation in the digital context. Media gratification is now produced through interactions across multiple platforms [R. Rahman et al. \(2025\)](#), reflecting a multidimensional consumption pattern.

Furthermore, consistent with Jenkins' perspective, old media do not disappear but adapt and reposition themselves. Television remains relevant in specific contexts, particularly in collective consumption within the domestic environment ([Mardhiyyah, 2023](#); [Yayuk Lestari & Puspita, 2017](#)). This study also identifies a paradox: Generation Z emphasizes flexibility and personalization, yet continues to maintain collective viewing practices within the family ([Hidayat, 2016](#)). This reflects a hybrid pattern between digital and conventional media consumption. At the same time, this phenomenon reflects a shift from collective viewing within the family toward personalized individual viewing, while also highlighting how slowly changing social and cultural structures influence media consumption practices. This condition illustrates a hybrid pattern between digital and conventional media. Therefore, the analysis of media behavior needs to consider social and cultural dimensions simultaneously.

## **5. Conclusions**

### **5.1 Conclusion**

This study confirms that the shift in television consumption among Generation Z constitutes part of a structural transformation within the digital media ecosystem. Television has not disappeared; rather, it has undergone a repositioning as a complementary medium within a multi-platform environment. This shift reflects fundamental changes in how audience access, consume, and interpret media content. The findings contribute theoretically by reinforcing the concept of media convergence and supporting a reinterpretation of Uses and Gratifications Theory in the context of digitally mediated consumption behavior. From a practical perspective, these results highlight the urgency for the broadcasting industry to move beyond conventional linear programming and adopt integrated digital strategies.

### **5.2 Research Limitations**

This study is limited to a specific local context and employs a descriptive quantitative approach, which may not fully capture the complexity and evolving dynamics of media consumption behavior. The scope of variables observed is also restricted to certain aspects of television consumption, thereby limiting the exploration of broader influencing factors such as socio-cultural context, algorithmic exposure, and cross-platform interaction.

### **5.3 Suggestions and Directions for Future Research**

Future research is recommended to adopt longitudinal designs or mixed-method approaches in order to gain a more comprehensive understanding of changes in media consumption over time. Further studies may also expand the scope by incorporating broader geographical contexts, comparative regional analysis, and additional variables such as digital literacy, platform trust, and economic factors. Moreover, future research could explore the effectiveness of specific media strategies implemented by local broadcasters in adapting to digital transformation, thereby providing more actionable insights for industry practitioners. In terms of practical implications, media companies in Bandar Lampung and similar regions are encouraged to develop hybrid distribution models that combine traditional broadcasting with streaming platforms and social media integration. Content innovation should prioritize short-form, interactive, and on-demand formats that align with Generation Z preferences. In addition, leveraging data analytics to understand audience behavior, optimizing mobile-first content delivery, and collaborating with digital creators or influencers can enhance audience engagement and relevance. These strategies are essential to maintaining competitiveness in an increasingly fragmented media landscape.

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## **Author Contributions**

AW was responsible for the conceptualization and methodology of the study, as well as the formal analysis. Hestin Oktiani contributed to the data collection process. TW handled the writing of the original draft preparation, while TW took part in the writing, review, and editing of the manuscript. JA provided supervision throughout the research process.

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