



# Analysis of the Millennial Generation's Interest in Reading Print Media Journalism in the 4.0 Era

Ayu Zahara J<sup>1</sup>, M. Yoserizal Saragih<sup>1</sup>

<sup>1</sup>Universitas Islam Negeri Sumatera Utara, Indonesia

✉ [ayuzaharajambak30@gmail.com](mailto:ayuzaharajambak30@gmail.com) \*

## Abstract

Reading is a crucial activity that can broaden horizons and increase insight. In this digital era, reading interest faces various obstacles, ranging from minimal demand for reading to the rise of social media, and reading materials that are only skimmed because they are not interesting. This study aims to analyze the interest in reading print media journalism among the millennial generation in the 4.0 era. This study uses a qualitative approach with a phenomenological method to understand the current social phenomenon, one of which is the reading interest of the millennial generation in print media in the context of developments in the digital era. Data were collected through in-depth interviews with nine respondents including the millennial generation in Medan City which were taken using random sampling techniques. All the data that had been collected was then analyzed using the Miles & Huberman analysis technique with the stages of data collection, data reduction, data presentation, and conclusions. The themes of the findings regarding the Millennial Generation's Reading Interest in Print Media Journalism in the 4.0 Era are: i) changes in interest in reading print media, ii) characteristics of media consumption by the millennial generation, iii) factors influencing reading interest. Therefore, interest in reading print media has decreased significantly, due to the ease of access and speed of information from digital media. The millennial generation prefers digital platforms such as social media and video streaming which provide a more dynamic and relevant experience. However, print media still impresses in certain contexts, but the dominance of digital media is getting stronger in the daily lives of the millennial generation.

## Article Information:

Received May 6, 2025

Revised June 9, 2025

Accepted July 7, 2025

**Keywords:** *Reading interest, print media, millennial generation*

## How to cite:

J. A. Z., Saragih, M. Y. (2025). Analysis of the Millennial Generation's Interest in Reading Print Media Journalism in the 4.0 Era. *International Journal of Multidisciplinary of Higher Education (IJMURHICA)*, 8(3), 355-364.

## E-ISSN:

2622-741x

## Published by:

Islamic Studies and Development Center Universitas Negeri Padang

## INTRODUCTION

The shift in media consumption from print to digital has been one of the most significant transformations in the media landscape over the past few decades. This change has been driven by rapid technological advances, widespread internet availability, and a growing preference for instant access to information (Aliudin & Arisanty, 2019). Traditional print media, such as newspapers, magazines, and books, which previously dominated the way people consumed news and information, have seen a steady decline in readership. In contrast, digital platforms have become the primary source of news, entertainment, and knowledge.

The change in media consumption patterns in the digital era is not only a technological issue but also relates to the values of knowledge recommended in Islam. The Quran emphasizes the importance of reading as a means of gaining knowledge and understanding the world, as Allah says in Surah Al-'Alaq verses 1-5:

اقْرَأْ بِاسْمِ رَبِّكَ الَّذِي خَلَقَ ﴿١﴾ خَلَقَ الْإِنْسَانَ مِنْ عَلَقٍ ﴿٢﴾ اقْرَأْ وَرَبُّكَ الْأَكْرَمُ ﴿٣﴾ الَّذِي عَلَّمَ بِالْقَلَمِ ﴿٤﴾ عَلَّمَ الْإِنْسَانَ مَا لَمْ يَعْلَمْ ﴿٥﴾

Meaning: *Read in the name of your Lord who created. He created man from a clot of blood. Read, and your Lord is the Most Gracious, teaching (man) by means of the Pen. He taught man what he did not know* (QS. Al-'Alaq: 1-5)

This verse shows that reading is the main way to study and gain a broader understanding. Apart from that, in Surah Az-Zumar verse 9, Allah says:

قُلْ هَلْ يَسْتَوِي الَّذِينَ يَعْلَمُونَ وَالَّذِينَ لَا يَعْلَمُونَ

Meaning : *Say (O Muhammad), 'Are those who know equal to those who do not know?' Indeed, only those who possess reason can receive admonition* (QS. Az-Zumar: 9)

This verse teaches that knowledge plays an important role in life, and one way to obtain it is by reading. In the context of current media changes, the shift in reading interest of the millennial generation from print to digital media needs to be studied further to understand whether this change continues to encourage critical and informative reading habits, or reduces the quality of literacy of the younger generation. Therefore, this study not only focuses on the technological aspect but also considers the impact of media changes on literacy culture, especially in maintaining reading habits as part of the quest for knowledge recommended in Islam (Al-Irsyadiyah, 2023).

One of the main factors driving this shift is convenience. Digital media facilitates users to access a variety of content anytime and anywhere (Saragih & Sirait, 2023). Unlike print media, which requires physical distribution and is often limited by geography, digital content can be distributed globally with just one click. This rapid availability and accessibility make digital platforms more attractive to consumers, who increasingly rely on smartphones to meet their daily information needs (Saep, 2022).

Another major factor is cost. The production and distribution of print media involves significant costs, including printing, paper, and transportation costs. Digital media, on the other hand, eliminates these costs to distribute content more cheaply and efficiently (Harahap & Arum, 2020). This cost reduction has also led to the emergence of new independent media that can reach audiences without the financial barriers associated with traditional print publishing (Saragih, 2018).

The interactive nature of digital media also plays a significant role in its popularity. Unlike print media, which is largely a one-way form of communication, digital platforms provide real-time interaction between content creators and their audiences (Saragih, 2018). Readers can comment on articles, share content with others, and engage in discussions, creating a more dynamic and participatory media environment.

Millennials, born between the early 1980s and mid-1990s to early 2000s, have unique characteristics that influence their media preferences. They grew up in an era of rapid digitalization, which shaped the way they consume information and entertainment. Unlike previous generations who were accustomed to traditional print media and television broadcasts, millennials are more likely to access content through digital platforms such as social media, video streaming, and online news sites (Zis et al., 2021).

One of the main characteristics of millennials is their dependence on technology and the internet. They often spend time on mobile devices, whether for communication, work, or entertainment. Platforms such as online media are the main choice because they offer content that can be accessed anytime and anywhere, by their dynamic and always connected lifestyle. In addition, millennials tend to look for interactive and personal content (Syarifah & Kusuma, 2016). They are more interested in experiences that allow them to participate or provide feedback, such as through comments or sharing on social media. Content presented in the form of short videos, infographics, or easy-to-understand articles is also more interesting to them than long texts or more traditional formats (Subandowo, 2017).

Millennial media preferences are also influenced by their desire to always be up to date with the latest trends. They value fast and relevant information, often relying on online news platforms and social media to get the latest news. However, they also tend to be sceptical of the information they receive, given the prevalence of fake news on the internet, so they often check the source of the information before believing it (Saputri & Elfiandri, 2020).

The print media industry faces major challenges in the digital era, where technology has changed the way people consume information. One of the main challenges is the sharp decline in circulation and sales of print media, such as newspapers and magazines, which for decades have been the primary source of news and information. People now prefer to access news online, via mobile devices or computers, which offer speed and ease of access that print media cannot match (Indrianti, 2021).

The technological transformation has also changed consumer expectations of content. Readers now want information that is fast, relevant, and accessible at any time (Kristyowati, 2021). Print media, which operates on a daily or weekly production cycle, often struggles to compete with the speed of information distribution offered by online media. This makes print media seem outdated to a generation accustomed to real-time news updates.

On the other hand, print media also faces challenges in terms of relevance and audience engagement. With the increasing number of digital platforms offering personalized news, information, and entertainment, print media often loses out in attracting readers, especially among the younger generation who prefer digital content (Kennedy, 2023). To stay relevant, print media need to innovate, either by integrating digital technology into their operations, such as digital editions or mobile applications, or by developing unique and in-depth content that is not easily found on digital platforms.

Overall, the print media industry must adapt quickly to survive in this digital era. Despite facing many challenges, there are still opportunities to find

certain market niches, such as publications that focus on in-depth analysis or local communities that remain loyal to the print format. However, success in this digital era requires creative and flexible strategies, as well as the ability to adapt to the needs and expectations of an ever-evolving audience. Based on the background that has been described above, the purpose of this study is to determine the reading interests of print media journalism of the millennial generation in the 4.0 era.

## METHODS

This study uses a qualitative approach with a phenomenological method to understand the social phenomena that are currently rampant, one of which is the reading interest of the millennial generation in print media in the context of developments in the digital era (Dwietama et al., 2024; Fadli, 2021; Nafisah et al., 2025; Yogi & Aimah, 2025; Yusanto, 2020; Zen et al., 2022). The method chosen is descriptive to explore in depth the perspectives, experiences, and motivations of individuals in consuming print media amidst the rapid advancement of digital technology. Data collection was taken through in-depth interviews involving nine informant from the millennial generation in Medan City and selected using purposive sampling techniques based on certain criteria, such as an age range that matches the millennial generation, experience in accessing both print and digital media, and having an interest in news and information (Rijali, 2018; Sugiono, 2020).

Furthermore, the data was analyzed thematically by identifying the main patterns in the respondents' answers, grouping the themes that emerged, and finding deep meaning from the informant's answers by analyzing the answers obtained from the informant (Engkizar et al., 2023; Iskandar et al., 2024; Putri et al., 2022; Sepriasa et al., 2020; Sugiyono, 2014). Then the validity of the data, this study uses the source triangulation technique, where the information obtained is compared between one respondent and another to find a pattern match.

In addition, member checking was also conducted, namely reconfirming the interview results with respondents so that the data collected remains from their perspective. Through this approach, the study is expected to provide a clearer understanding of how the millennial generation responds to print media, what factors influence changes in their reading interests, and how the dominance of digital media is increasingly shifting the role of print media in everyday life. Thus, this study not only provides insight into reading trends in the digital era but can also be a consideration for the print media industry in designing strategies that are more relevant to today's generation (Psomas, 2021; Saragih, 2018; Syafril et al., 2021).

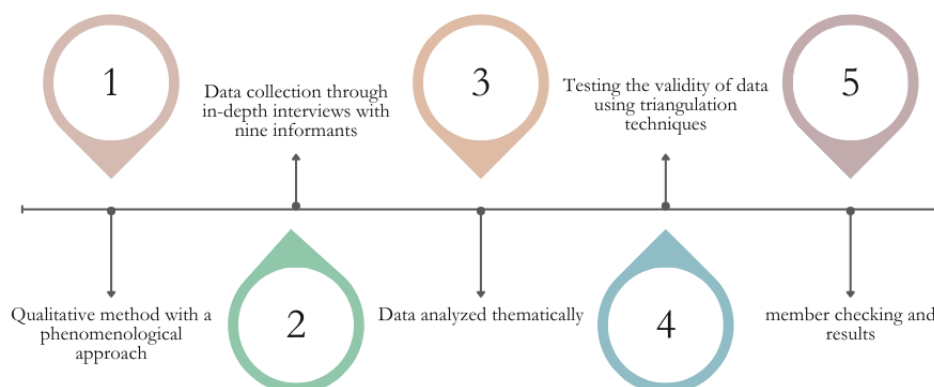
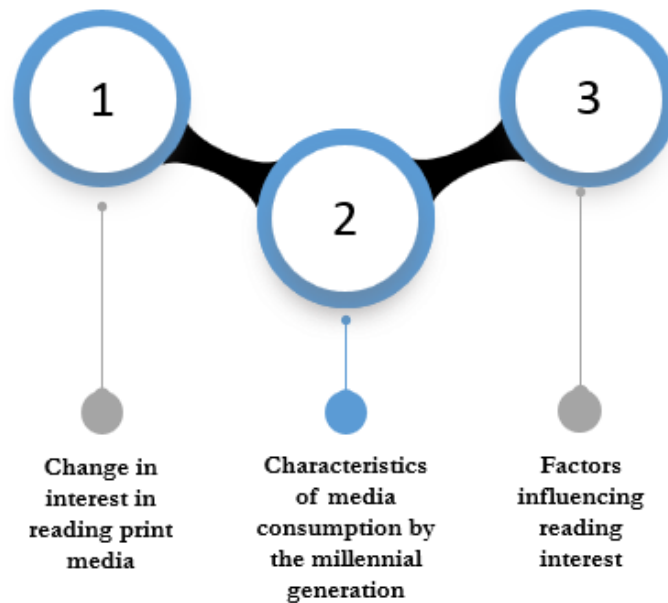


Fig 1. Steps of qualitative research methods

## RESULT AND DISCUSSION

Based on the findings regarding the millennial generation's interest in reading print media journalism in era 4.0, which were found by nine informants, three themes were the results and discussions in this study, as follows:



**Fig 2. Findings of millennial generation reading interest analysis**

To be clearer, the author will explain the themes according to the findings obtained during the research, as follows:

### **Changes in reading interest in print media**

The decline in reading interest in print media among the millennial generation in Medan City is caused by various factors. Based on the results of interviews, many informants expressed that they prefer digital media because of ease of access and convenience. Print media such as newspapers and magazines are considered less practical because it takes time and money to get them. On the other hand, they can access information quickly and easily through their mobile devices without having to wait for the latest printed edition.

One of the reasons often mentioned by informants is the availability of more complete and up-to-date information through digital platforms. They consider print media to be slower in providing up-to-date information. In the era of rapid information, millennial readers prefer to follow the news through websites or social media that provide real-time updates (Saragih, 2019). This affects their preferences, who prefer to consume information digitally rather than having to wait for the printed edition.

In addition, many millennials feel that print media does not provide the interactive experience they want. Most print media readers can only receive information passively without the opportunity to interact with the content. On the other hand, digital media allows readers to provide comments, share articles, and discuss directly with content creators. This makes them feel more involved and connected to the information they consume (Zis et al., 2021). In terms of cost, digital media is also more efficient. Informants revealed that subscription fees for print media, such as daily newspapers, tend to be more expensive compared to free access or relatively cheap subscriptions for digital platforms. The high production and distribution costs of print media, such as printing and shipping costs, make many millennials reluctant to continue their



subscriptions to print media that are no longer relevant to their needs (Saep, 2022).

However, several informants stated that they were still interested in print media at certain times, especially for more in-depth or special content, such as magazines or books. However, most millennials prefer to read news and light information digitally because of the ease of access and speed offered. Overall, these findings indicate that although print media still has a place in the hearts of some people, the majority of millennials' preferences lean towards digital media for practical, efficient, and interactive reasons.

### **Characteristics of media consumption by millennials**

The millennial generation in Medan City shows a very high dependence on technology and the internet in their daily lives. Based on interviews with several informants, almost all respondents stated that they cannot do activities without their digital devices, such as smartphones and laptops. The internet is the main means of obtaining information, communicating, working, and entertainment. This intensive use of the internet creates a habit of accessing information quickly, which also changes the way they consume media (Saputri & Elfiandri, 2020).

Informants emphasized that smartphones have become devices that are almost inseparable from their daily activities. With various applications connected to the internet, they can access various types of information in seconds. They are more likely to rely on their mobile devices to read news, watch videos, and interact with friends through social media. This shows that the millennial generation is very connected to the digital world and the internet as part of their lifestyle (Indrianti, 2021).

The use of social media has become an inseparable part of their media consumption patterns. Many informants stated that social media such as Instagram, Facebook, and Twitter are the main platforms for obtaining information, especially the latest news. In addition, social media allows them to interact directly with content and content creators, comment, share, and discuss certain topics with others (Karunia H et al., 2021). They feel closer to the information on social media because of its greater interactivity compared to print media.

Digital platforms such as YouTube, TikTok, and podcasts are also very popular among millennials (Saputra, 2019). Informants revealed that they spend more time on these platforms because the content is more varied, interactive, and in line with their interests. In this case, short videos, tutorials, and content that can be watched anytime are the main choices. Millennial readers tend to look for light but informative content, which can be adjusted to their limited free time.

Overall, the media consumption patterns of millennials in Medan City show a significant change from print media to digital media. Dependence on technology and the internet not only affects how they access information, but also how they interact with the world around them. The use of social media and interactive digital platforms creates a more personal and relevant experience for them, which indirectly changes their perception of print media and information consumption in general.

### **Factors affecting reading interest**

Accessibility and speed of information are two main factors that influence the reading interest of the millennial generation in Medan City. Many informants said that they prefer digital media because of its ease of access. They can read news, and articles, or watch videos anytime and anywhere, just by using a smartphone or other device connected to the internet. The speed

of obtaining information, especially that related to current events, is one of the reasons why print media is less popular. Informants said that digital media provides faster and more efficient access compared to print media which requires longer production and distribution times (Saputri & Elfiandri, 2020).

In addition, accessibility also plays an important role in attracting the attention of the millennial generation. Many informants said that they prefer to search for information through digital platforms because they are not tied to location and time. The news and content they want can be easily found through search engines or news applications, without having to wait for the new print edition to be published. This habit has eroded print media because the millennial generation prioritizes ease and convenience in accessing information (Saragih, 2019).

Interactivity is another important factor that influences reading interest among millennials. Many informants consider that social media and digital platforms provide a more dynamic reading experience. They not only consume information but also interact with content creators and other audiences. Features such as comments, sharing, and direct reactions to content make this experience more interesting. Informants mentioned that they prefer to participate in discussions or give their opinions on a topic rather than just passively receiving information as is the case with print media (Setiyani et al., 2023).

Content personalization is also an important factor in digital media consumption by millennials. Informants revealed that they like platforms that can customize content based on their interests and preferences (Zis et al., 2021). For example, algorithms on social media that display news or videos according to their search history and interactions. This provides a more relevant and personalized experience, which is difficult to find in print media. Personalized content makes them feel more connected to the information they consume, thus increasing their reading interest.

Overall, factors such as fast accessibility, interactivity, and content personalization are the main attractions for millennials in consuming digital media. These factors make digital media superior to print media, which is considered unable to offer the same experience. Millennials' interest in reading print media is decreasing, because they are more likely to look for media that can meet their needs in terms of speed, convenience, and interactivity.

## CONCLUSION

Based on the results of the study, the interest in reading print media among the millennial generation in Medan City has decreased significantly. This is due to the ease of access and speed of information offered by digital media. The millennial generation is more likely to consume information through digital platforms that are more efficient, interactive, and can be personalized according to their interests. Social media and digital platforms such as YouTube and TikTok are the main choices because they provide a more dynamic and relevant experience. Although print media is still appreciated in certain contexts, the dominance of digital media is increasingly clear.

## REFERENCES

- Al-Irsyadiyah, A.-I. (2023). Dasar-Dasar Pendidikan Islam dalam Al-Qur'an. *Masterpiece: Journal of Islamic Studies and Social Sciences*, 1(1), 1–8. <https://doi.org/10.62083/18xh7k80>
- Aliudin, E. R., & Arisanty, M. (2019). Transformasi Digital Majalah Hai Dalam

- Upaya Mempertahankan Eksistensi Brand. *Widyakala Journal*, 5(2), 77.  
<https://doi.org/10.36262/widyakala.v5i2.114>
- Dwietama, R. A., Suresman, E., & Iman, M. (2024). Five Holistic Learning Approaches in Educating Students. *Emotional and Spiritual Intelligence in Junior High School*, 7(4), 326–336.
- Engkizar, E., Jaafar, A., Taufan, M., Rahman, I., Oktavia, G., & Guspita, R. (2023). Quran Teacher: Future Profession or Devotion to the Ummah? *International Journal of Multidisciplinary Research of Higher Education (IJMURHICA)*, 6(4), 196–210.  
<https://doi.org/10.24036/ijmurhica.v6i4.321>
- Fadli, M. R. (2021). Memahami desain metode penelitian kualitatif. *Humanika*, 21(1), 33–54. <https://doi.org/10.21831/hum.v21i1.38075>
- Harahap, H., & Arum, N. (2020). Pelanggaran Kode Etik Jurnalistik Dalam Media Online. *Komunika*, 16(1), 71–80.  
<https://doi.org/10.32734/komunika.v16i1.5393>
- Indrianti, Y. (2021). Media Online E-Mail Newsletter Catch Me Up! Konsep dan Inovasi dalam Perkembangan Media Baru. *Komunikologi: Jurnal Pengembangan Ilmu Komunikasi Dan Sosial*, 5(2), 151.  
<https://doi.org/10.30829/komunikologi.v5i2.10064>
- Iskandar, M. Y., Azira, V., Nugraha, R. A., Jasneli, I., Rahmanda, R., & Putra, A. E. (2024). Advancing Educational Practices: Implementation and Impact Desain Grafis in Education. *International Journal of Multidisciplinary Research of Higher Education (IJMURHICA)*, 7(2), 98–107.  
<https://doi.org/10.24036/ijmurhica.v7i2.216>
- Karunia H, H., Ashri, N., & Irwansyah, I. (2021). Fenomena Penggunaan Media Sosial : Studi Pada Teori Uses and Gratification. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, 3(1), 92–104.  
<https://doi.org/10.47233/jteksis.v3i1.187>
- Kennedy, P. (2023). Digitalisasi Pendidikan: Artificial Intelligence Di Pendidikan Tinggi. In *Prosiding Nasional 2023 Universitas Abdurachman Saleh Situbondo* (pp. 205–215).
- Kristyowati, Y. (2021). Generasi “Z” Dan Strategi Melayaninya. *Ambassador: Jurnal Teologi Dan Pendidikan Kristiani*, 02(1), 23–34.  
<https://doi.org/10.31219/osf.io/w3d7s>
- Nafisah, A., Anam, S., & Maulana, A. (2025). Advancing Educational Practice: Plotagon Story Media Implementation in Arabic Language Learning. *International Journal of Multidisciplinary Research of Higher Education (IJMURHICA)*, 8(1), 148–157.  
<https://doi.org/10.24036/ijmurhica.v8i1.265>
- Psomas, E. (2021). Future research methodologies of lean manufacturing: a systematic literature review. *International Journal of Lean Six Sigma*, 12(6), 1146–1183. <https://doi.org/10.1108/IJLSS-06-2020-0082>
- Putri, G. S., Wahyuni, S., Ridwan, M., Wyananda, P. A., Rishan, M., & Ahmadi, E. (2022). Student Perception of Applications TikTok as a Media Processing. *International Journal of Multidisciplinary Research of Higher Education*, 5(2), 76–84. <https://doi.org/10.24036/ijmurhica.v5i2.130>
- Saep, A. (2022). Penggunaan Bahasa Jurnalistik pada Surat Kabar Online Galuh.ID. *Diksatrasia: Jurnal Ilmiah Pendidikan Bahasa Dan Sastra Indonesia*, 6(2), 117. <https://doi.org/10.25157/diksatrasia.v6i2.7692>
- Saputra, A. (2019). Survei Penggunaan Media Sosial Di Kalangan Mahasiswa Kota Padang Menggunakan Teori Uses and Gratifications. In *Baca: Jurnal Dokumentasi Dan Informasi* (Vol. 40, Issue 2). Jurnal Dokumentasi dan Informasi. <https://doi.org/10.14203/j.baca.v40i2.476>



- Saputri, A., & Elfiandri, E. (2020). Minat Membaca Generasi Millennial Terhadap Media Cetak Dan Media Online Di Kecamatan Pusako Kabupaten Siak. *Jurnal Riset Mahasiswa Dakwah Dan Komunikasi*, 2(3), 134. <https://doi.org/10.24014/jrmdk.v2i3.11794>
- Saragih, E. M., & Sirait, S. (2023). Pengaruh Penggunaan Media Animasi Berbasis Plotagon untuk Meningkatkan Hasil Belajar Siswa. *Jurnal Pendidikan Mipa*, 13(4), 1005–1011. <https://doi.org/10.37630/jpm.v13i4.1265>
- Saragih, M. Y. (2018a). Jurnalisme: Harapan dan Tantangan di Era Revolusi Industri 4.0 dalam Mendidik Masyarakat. *Attaqwa: Jurnal Ilmu Pendidikan Islam*, 14(1), 25–38. <https://doi.org/10.54069/Attaqwa.V14i1.29>
- Saragih, M. Y. (2018b). Some Characteristics of Islamic Journalism Based on Al Quran. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 1(1), 1–10. <https://doi.org/10.33258/birci.v1i1.1>
- Saragih, M. Y. (2019). Media Massa Dan Jurnalisme: Kajian Pemaknaan Antara Media Massa Cetak dan Jurnalistik. *Jurnal Pemberdayaan Masyarakat*, 6(1), 12. <https://doi.org/10.37064/jpm.v6i1.4988>
- Sepriasa, A., Helena, H., & Iskandar, M. Y. (2020). The Effect of Instagram Media @ngajilagi.id in Increasing People's Alquran Reading Ability. *International Journal of Multidisciplinary Research of Higher Education*, 3(2), 65–72.
- Setiyani, L., Wahidin, M., & Kriswanto, F. P. P. (2023). Analisis Kepuasan Mahasiswa Stmik Rosma Dalam Pemanfaatan Akun Instagram @Stmikrosmaofficial Menggunakan Teori Uses And Gratifications. *Jurnal Interkom: Jurnal Publikasi Ilmiah Bidang Teknologi Informasi Dan Komunikasi*, 17(4), 167–174. <https://doi.org/10.35969/interkom.v17i4.276>
- Subandowo, M. (2017). Peradaban dan Produktivitas dalam Perspektif Bonus Demografi serta Generasi Y dan Z. *SOSIOHUMANIKA: Jurnal Pendidikan Sains Sosial Dan Kemanusiaan*, 10(2), 191–208. [www.mindamas-journals.com/index.php/sosiohumanika](http://www.mindamas-journals.com/index.php/sosiohumanika)
- Sugiyono. (2014). *Metodologi Statistika untuk Penelitian*. Alfabeta.
- Syafril, S., Asril, Z., Engkizar, E., Zafirah, A., Agusti, F. A., & Sugiharta, I. (2021). Designing prototype model of virtual geometry in mathematics learning using augmented reality. *IOP Conference Series: Earth and Environmental Science*, 1796(1), 12035. <https://doi.org/10.1088/1742-6596/1796/1/012035>
- Syarifah, S., & Kusuma, A. (2016). Globalisasi Sebagai Tantangan Identitas Nasional bagi Mahasiswa Surabaya. *Global and Policy Journal of International Relations*, 4(02), 78–91. <https://doi.org/10.33005/jgp.v4i02.1917>
- Yogi, C. S. R., & Aimah, S. (2025). The Effect of Social Media on Student Learning: Chances and Challenges. *International Journal of Multidisciplinary Research of Higher Education (IJMURHICA)*, 8(2), 197–206. <https://doi.org/10.24036/ijmurhica.v8i2.298>
- Yusanto, Y. (2020). Ragam Pendekatan Penelitian Kualitatif. *Journal of Scientific Communication (Jsc)*, 1(1), 1–13. <https://doi.org/10.31506/jsc.v1i1.7764>
- Zen, A. R., Zalnur, M., K, M., Pratiwi, Y., & Rambe, A. A. (2022). Parenting Model and the Effects Toward Children's Akhlaq: An Ethnographic Study of Coastal Community in Padang West Sumatera. *International Journal of Islamic Studies Higher Education*, 1(1), 30–41. <https://doi.org/10.24036/insight.v1i1.112>
- Zis, S. F., Effendi, N., & Roem, E. R. (2021). Perubahan Perilaku Komunikasi

Generasi Milenial dan Generasi Z di Era Digital. *Satwika : Kajian Ilmu  
Budaya Dan Perubahan Sosial*, 5(1), 69–87.  
<https://doi.org/10.22219/satwika.v5i1.15550>

---

**Copyright holder:**

© J. A. Z., Saragih, M. Y.

**First publication right:**

International Journal of Multidisciplinary of Higher Education (IJMURHICA)

**This article is licensed under:**

**CC-BY-SA**