

# The Influence of Social Media on Audience Behavior in Information Consumption: An Analysis of New Media Usage in Indonesia

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## Abstract

This study aims to analyze the influence of social media on audience behavior in information consumption, particularly in Indonesia. Using a quantitative approach through a survey method, the findings indicate that the frequency of social media usage is directly associated with changes in audience behavior in selecting and consuming information. Social media provides fast, accessible, and interactive access to information, thereby transforming how audiences obtain information compared to traditional media. The results of this study can be utilized by organizations and companies in designing more effective digital marketing communication strategies.

**Keywords:** social media, audience behavior, information consumption, new media, digital marketing

## 1. Introduction

### 1.1 Introduce the Problem

In the digital era, the development of new media, particularly social media, has significantly transformed the landscape of mass communication. The use of social media platforms such as Facebook, Twitter, Instagram, and TikTok has become an integral part of daily life, influencing the way people interact, communicate, and consume information. According to Hootsuite (2023), Indonesia is among the countries with the highest social media usage rates in Asia, with more than 150 million active social media users in 2023.

This phenomenon has had a substantial impact on audience information consumption behavior. Previously, people relied on traditional mass media, such as television, radio, and newspapers, to obtain information. However, technological advancements and the emergence of social media have provided audiences with faster and easier access to information, while also enabling them to share information more efficiently. This raises important questions regarding the extent to which social media influences the way audiences select and consume information, as well as how organizations can leverage this phenomenon to enhance their marketing strategies.

### 1.2 Explore Importance of the Problem

In the context of information consumption, social media has transformed audiences from passive consumers into active participants. Audiences no longer merely receive information through one-way communication channels but can also select, distribute, and even create their own content. According to DataReportal (2023), nearly 60% of internet users in Indonesia

prefer social media platforms as their primary source of news rather than traditional media outlets. This finding indicates a shift in information consumption preferences, which ultimately affects the sustainability of traditional media in the digital age.

Furthermore, social media plays a crucial role in shaping public opinion. Information that becomes viral on social media platforms often turns into a major topic of discussion in both online and offline communities. According to a study conducted by the Pew Research Center (2022), more than 70% of social media users believe that these platforms influence their views on social and political issues. Therefore, social media serves not only as a source of information but also as a powerful tool for shaping audience perceptions and opinions. Given these developments, examining the influence of social media on audience information consumption has become increasingly important for understanding communication behavior in the digital era.

### *1.3 Describe Relevant Scholarship*

Several communication theories are relevant to understanding this phenomenon, including Traditional Mass Communication Theory and New Media Theory. Traditional Mass Communication Theory, as discussed by Severin and Tankard (2014), suggests that mass media possess the power to directly influence audiences. However, the emergence of social media has challenged this perspective, as social media enables more dynamic and interactive two-way communication. In this context, audiences are no longer passive recipients of information but active content creators and participants in the communication process.

Meanwhile, Castells (2010), through his theory of the Network Society, argues that new media technologies, such as the internet and social media, facilitate the formation of globally connected societies in which information can be produced and consumed by anyone, anytime, and anywhere. This environment provides audiences with opportunities to participate actively in communication processes rather than merely receiving messages. As part of the network society, individuals become members of broader information networks that influence how they access, interpret, and process information.

Previous research conducted by Setiawan and Indrawati (2017) found that social media significantly influences public opinion formation in Indonesia, with audiences tending to prefer information that is engaging, visually appealing, and easily accessible through mobile devices. This finding is consistent with the study by Andrio and Utami (2018), which revealed that millennials prefer social media as their primary source of information compared to traditional media. These findings reflect changing audience preferences driven by technological developments and the increasing demand for faster and more interactive information access. Although previous studies have demonstrated the growing influence of social media on audience behavior, further research is needed to examine how these developments affect information consumption patterns within the Indonesian context.

### *1.4 State Research Objective*

Based on the background and the relevant scholarship presented above, this study aims to examine the influence of social media on audience behavior in information consumption. Specifically, the study seeks to analyze how social media affects the way audiences access, select, and consume information in Indonesia. The findings are expected to contribute to the development of communication studies, particularly in the field of new media, while also providing practical insights for organizations in designing effective communication and marketing strategies in the digital era.

## **2. Method**

This study employs a quantitative approach using a survey method to collect data. The population of this study comprised active social media users in Indonesia. The sample consisted of 200 respondents residing in Jakarta. Respondents were selected using purposive sampling based on the criteria of being between 18 and 35 years old and actively using social media for

at least two hours per day. Data were gathered through questionnaires distributed to 200 active social media users in Jakarta.

The questionnaires were distributed online through a secure survey platform. The questionnaire consisted of closed-ended questions regarding social media usage frequency, information preferences, and news consumption habits. The collected data were analyzed using regression analysis to examine the influence of social media usage on changes in information consumption behavior. Statistical analysis was conducted using SPSS version 26.

### 3. Result

#### 3.1 Social Media Usage

The findings indicate a significant relationship between the frequency of social media usage and audience information consumption behavior. Approximately 75% of respondents reported accessing news more frequently through social media than through traditional media. This result suggests that social media has become the primary source of information for most users, particularly among individuals within the productive age group.

Respondents indicated that social media provides information more quickly and conveniently while offering content that is better aligned with their interests compared to traditional media such as television, radio, and newspapers. These findings suggest that social media has fundamentally altered audience information-seeking behavior by increasing accessibility, personalization, and interactivity in the information consumption process.

#### 3.2 Information Consumption

Table 1. Table title (this is an example of table 1)

Variable	Mean Score	Standard Deviation
Frequency of Social Media Usage	4.3	0.5
Satisfaction with Shared Content	3.9	0.7
Influence of Social Media on Information Consumption	4.0	0.6

Based on the table 1. respondents reported an average score of 4.3 for social media usage frequency, indicating intensive use of social media in their daily lives. Furthermore, the level of satisfaction with content shared on social media was relatively high, with an average score of 3.9, suggesting that audiences perceive social media content as relevant and engaging. The variable "Influence of Social Media on Information Consumption" recorded an average score of 4.0, confirming the significant role of social media in shaping information consumption habits.

#### 3.3 Audience Trust

The study found that 65% of respondents were more likely to trust information presented by public figures or influencers on social media than information obtained from traditional media outlets. This result indicates a shift in audience trust patterns, where informational authority is no longer concentrated solely within media institutions but is increasingly shared with individuals and communities perceived as relevant, authentic, and credible.

### 4. Discussion

The findings of this study demonstrate that social media has become the primary platform for audience information consumption. The high frequency of social media usage among respondents indicates that digital platforms have increasingly replaced traditional media as the preferred source of information. The accessibility, speed, and convenience offered by social media enable audiences to obtain information more efficiently while engaging with content that matches their personal interests.

These findings are consistent with the study conducted by Rakhmani and Aziz (2020), which demonstrated that social media enables audiences to play a more active role in selecting and filtering information. Unlike traditional media, which primarily operates through one-way communication, social media provides users with greater autonomy in determining the types of content they wish to consume, including videos, news articles, and infographics. This finding also highlights the importance of content personalization in attracting and maintaining audience interest.

The finding that 65% of respondents place greater trust in information shared by public figures or influencers further indicates a transformation in audience trust patterns. Informational authority is no longer concentrated solely within traditional media institutions but is increasingly distributed among individuals and online communities that are perceived as relevant, authentic, and credible.

Overall, the findings emphasize the crucial role of social media as a primary tool for modern information consumption. Through its ability to deliver information quickly, interactively, and in a personalized manner, social media has not only transformed how audiences access information but has also influenced how they evaluate, interpret, and trust that information.

## **5. Conclusion**

Based on the findings of this study, it can be concluded that social media has a significant influence on changes in audience information consumption behavior. The intensive use of social media, particularly among individuals within the productive age group, indicates a shift in audience preferences from traditional mass media to more interactive digital media platforms. Social media has evolved beyond a tool for obtaining information quickly; it has also become a platform through which audiences can share, create, and curate information that aligns with their personal interests and needs. This trend suggests that social media is increasingly dominating everyday information consumption practices, gradually replacing traditional media as the primary source of information.

The findings further reveal that audiences tend to prefer content that is easily accessible, simple to understand, and relevant to their personal interests. These characteristics reflect the demands of modern audiences who seek information that is both immediate and personalized. Moreover, the ability of social media platforms to facilitate two-way communication between users and information providers makes them ideal channels for fostering closer and more interactive relationships.

Therefore, a strategic recommendation for organizations is to maximize the use of social media within their digital marketing strategies. By adopting more personalized and interactive approaches, companies can enhance audience engagement and strengthen relationships with consumers. For example, utilizing features such as live streaming, interactive content, and user-generated campaigns can be effective ways to increase brand awareness and customer loyalty.

This study also opens opportunities for future research. Further studies may explore the impact of social media on more specific demographic groups, such as Generation Z, young professionals, or rural communities. Additionally, comparative research across different social media platforms including Instagram, TikTok, LinkedIn, and others would provide deeper insights into how platform-specific characteristics influence information consumption behavior. Such research would contribute to a more comprehensive understanding of audience behavior dynamics in the digital era.

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