

**THE MEDIATION EFFECT OF EXPERIENCE  
ON THE RELATIONSHIP BETWEEN  
EMOTIONAL CONTENT AND FACEBOOK  
USAGE AMONG GENERATION Z INTERNET  
USERS IN JAKARTA, INDONESIA**

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**ASIA e UNIVERSITY**

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BUGI SATRIO ADIWIBOWO

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## ABSTRACT

Social media have been enhancing the possibility of individual to respond messages simultaneously and immediately. The convenience and user-friendly features and ability to produce user-generated contents already successfully established Facebook become popular in Z Generation, as a platform to convey messages and emotional contents become popular and most shared by utilizing its sophisticated features. This phenomenon verified that public respond to contents (especially video) in the particular way. Nevertheless, it cannot verify that each individuals have their own characteristic and experiences, yet both affect their way to respond. This research purpose is to examine and compare the effect of Z generation's experience as mediating variable on the relationship of emotional content (happiness, sadness, uniqueness, and contradiction), towards Facebook Usage. Besides, this research also explains the pattern of Generation Z in using Facebook by applying the AIDA Model. The research involved 242 Generation Z respondents from the Faculty of Communication at Esa Unggul University and STIKOM Interstudi in the 2019-2020 school year. This research applied a quantitative method with Structural Equation Model (SEM) and Sobel Test to detect the mediation effect. Based on the results of hypothesis testing, the direct effect of the Emotional Content –Contradiction on Facebook Usage is not significant ( $0.518 > 0.05$ ), while happiness, sadness, and uniqueness are significant. After being mediated by the Experience, the direct effect becomes significant ( $0.000 < 0.05$ ). It shows that the Experience variable mediates the relationship between Emotional Content (esp. Contradiction contents) and Facebook Usage. Furthermore, respondents indicated that they were able to see images and sounds clearly, and had the desire to observe other people's responses, but had little desire to give likes and emoticons and were reluctant to involve in comment explicitly. This study provides a description of Generation Z in their content preferences, and the influence of personal experience on Facebook usage, so that it can be a recommendation for organizations/companies to create communication to public effectively via social media/other digital media, especially in PR campaign, marketing communications, political communication, and others.

Keywords : Emotional Content, Experience, Facebook Usage, Generation Z

## APPROVAL

I certify that I have supervised / read this study and that in my opinion it conforms to acceptable standards of scholarly presentation and is fully adequate, in quality and scope, as a thesis for the fulfillment of the requirements for the degree of Doctor of Philosophy.



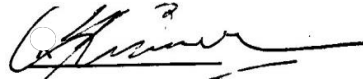
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## **DECLARATION**

I hereby declare that the thesis submitted in fulfilment of the PhD degree is my own work and that all contributions from any other persons or sources are properly and duly cited. I further declare that the material has not been submitted either in whole or in part, for a degree at this or any other university. In making this declaration, I understand and acknowledge any breaches in this declaration constitute academic misconduct, which may result in my expulsion from the programme and/or exclusion from the award of the degree.

**BUGI SATRIO ADIWIBOWO**

A handwritten signature in black ink, appearing to be 'Bugi Satrio Adiwibowo', written in a cursive style.

July 2021



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Thanks to the blessings of *Allah Subhanahu Wa Ta'ala*, finally this dissertation can be resolved. There is a lot of fun and sorrow that was passed during the writing of this dissertation proposal, but how much it became a source of wisdom to the author.

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**Bugi Satrio Adiwibowo**

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Problem

Social media has become an inevitably significant part of our private and professional lives. It is utilized for different purposes, the principles inspirations being keeping up and making associations with different clients, sharing and acquiring data and happiness (Dickinger, A, 2008; Ellison, N.B., 2007; Esuli, A. & Sebastiani, F, 2007). There has been a reasonable digit of examination inside Information System on the use of web-based media in everyday [Ahmed, A., 2014; Berger, K., 2014), zeroing in on viewpoints like information trade (Beck, R, 2014), information obtaining and hierarchical advantages (Leonardi, P.M., 2015). Albeit some encouraging work in regards to enthusiastic drivers in online conduct exists, we actually know little concerning how emotions are imparted via web-based media.

As in all communication, emotion assume a significant part by they way we interface with others on the web, regardless of whether it be about enthusiasm before an occasion (Wakefield, R., 2016), a retweeting choice (Gruzd, A., 2013; Stieglitz, S. and Darn Xuan, L., 2013), or the apparent value of an online survey (Salehan, M. also, Kim, D.J., 2016). Emotions have been demonstrated to be infectious (Ferrara, E. what's more, Yang, Z., 2015), which likewise applies in an online environment (Gruzd, A., 2011; Kramer, A.D., 2014), and they are connected to talk spreading behavior (Goodness, O., 2013). The improvement of advanced



innovation quickly right now has made a wide range of media melded into the whole existence of the community. New media affects the conduct change in the utilization of media that has suggestions for social change, culture, economy, and politics. (Adhiarso, 2019; Subramanian, 2017). Social media alludes to the utilization of online and portable innovations to transform communication into an intelligent discourse, by using digital messages in magazines, web discussions, weblogs, social sites, microblogging, wikis, web recordings, photos or pictures, video, rating and social bookmarking (Baruah, 2012; Subramanian, 2017).

New media has carried human cooperation and society to a profoundly interconnected and complex level. Be that as it may, it challenges the actual presence of intercultural communication in its conventional sense (Woolley, 2013; Chen (2012). Social media puts the individual, the data and the message in the middle in light of the fact that the individual is allowed the chance to impart uninhibitedly in the online public open space (Brito and Hack, 2008; Talpau, 2014). It was called attention to that this zone is in steady advancement because of opportunity of expression and free admittance to these stages (Talpau, 2014).

Online activity and expression of emotions have been appeared to profoundly relate with and reflect genuine conduct and feeling (Garcia-Herranz, Moro, Cebrian, Christakis, and Fowler, 2014). Because of online media's blast in prominence and broad use (Ferrara and Yang, 2015a; Web World Details, 2015), researchers are beginning to utilize social media contents to get familiar with patterns in the populace all in all (for example Coviello, Sohn, et al., 2014; Kramer, 2010). Researchers have found that feelings are spread all through social media

networks in an irresistible way (Kramer, 2012; Kramer, Guillory, and Hancock, 2014a; Lin and Utz, 2015; Quercia, Ellis, Capra, and Crowcroft, 2012). Social media information can even be utilized to foresee occasions or behaviours (Baylis et al., 2018; Curtis et al., 2018; Reece et al., 2017; Sinnenberg et al., 2016; Tsugawa et al., 2015).

Emotion were characterized rather than mind-sets in that they will in general be quickly evolving, extraordinary, and because of explicit occasions. Despite the fact that there are various meanings of emotions, most contain a few or the entirety of the following components (Parkinson, 1995): Cognition (e.g. examination, assessment); inner response (e.g. pulse); overt behavior (e.g. approach, aversion); facial expression (e.g. grimace, grin); an objective construction (e.g. misfortune, anger) (Briner, 1999).

Facial expression appearances are exceptionally pertinent as a significant piece of emotion. According to Ekman (1972), Emotion is a complicated psychological state that contains three different components: subjective experience, physiological response, and behavioral or expressive response." (Hockenbury, 2007). Ekman believes, there are 6 basic emotions that are universally familiar and easily understood through precise expressions on face, namely: happiness, sadness, fear, anger, surprise, and disgust. In 1999, Ekman developed 7 (seven) other Basic Emotion theories, namely embarrassment/shame, excitement, contempt, pride, satisfaction, and amusement. In this study, researcher combined 13 basic emotions above into 4 (four) broad categories, like Happiness (happiness, excitement, pride,

satisfaction, and amusement), Sadness, Uniqueness (surprise), and Contradiction (fear, anger, disgust, shame, and contempt).

Happiness is a state in which a person remembers more of the events that are fun than they actually are, and they forget more about unfortunate events, satisfaction, and positive attitude towards life (Diener, 2008; Seligman, 2002; Sumner, 2003). Regardless, principal understandings of the term can be named supported by fortune, encountering outrageous happiness, possessing the best goods, and being happy with one's life, delight, harmony, peacefulness, life fulfillment, individual satisfaction, significant life, and even happiness and humor for a brief timeframe (Tatarkiewicz, 1979; Edyta & Agnieszka, 2018; Damodar, et al., 2020). Happiness can be stimulated by the object which gives happiness, satisfaction, pride, and excitement (Ekman, 1972; Hockenbury, 2007; Seligman, 2002; Ryan dan Deci, 2001; Carr, 2003; Diener, 2008).

Sadness can be categorized into melancholy and grief. Melancholy is viewed as an adversely valenced emotion related with low physiological excitement, while grief is believed to be a contrarily valenced feeling related with high physiological excitement (Lindsay, 2019). Melancholy may emerge when an individual encounters an inability to meet expectations, among different reasons (Ekman, 1992). While the condition of grief are likewise thought to encounter negative-valence, however their body is in a condition of high arousal, with relating physiological indications like crying, whimsical breathing, and wailing (Rosenblatt et al., 1976; Vingerhoets & Cornelius, 2012). While in a condition of sorrow, an individual's pulse and circulatory strain may increment and breathing may turn out

to be more erratic (Frick, 1985; Mazo, 1994; Urban, 1988). Sadness can be stimulated by the object which gives feeling of sadness, depression, make a shock, and disappointment (Ekman, 1972; Hockenbury, 2007; Freud, 1917; Engel, 1964; Ross, 1969).

Uniqueness theory states that people have a need to be distinctive and special, although not fully dissimilar from others (Snyder & Fromkin, 1980). people dissent within the extent to that they look for singularity, however most try for singularity in socially approved ways in which and solely few at the danger of social disapproval. A way to realize subjective singularity is thru consumption. Consequently, unique is “the attribute of following differentness relative to others through the acquisition, utilization, and disposition of commodity for the aim of developing and enhancing one's self-image and social image” (Tian et al., 2001, p. 52). Uniqueness can be stimulated by the object which gives feeling of expressive behavior, funny, adorable, and cheer up (Ekman, 1972; Hockenbury, 2007; Allport, 1961).

Contradiction or logical inconsistency is to say that something an individual has said or composed or communicated isn't right or erroneous and that the inverse is valid. Subsequently it implies forswearing of an assertion. Commonly restricted or conflicting occasions negate one another. It implies absence of arrangement between proclamations, realities, activities, and so on, so that in any event one should be bogus (Pal, 2018). Contradiction can be stimulated by the object which gives feeling of fear, anger, disgust, and insult (Ekman, 1972; Hockenbury, 2007; Leon, 1951; Camgoz, 2011; Baxter, 2013).

In interpersonal communication, include in social media, users can catch others' emotions through cycles of emotion contagion with the goal that the passionate condition of the individual they are noticing turns into their own (Hatfield, Cacioppo, and Rapson, 1993). Notwithstanding equal emotional states, (e.g., when happiness triggers mutual happiness), emotional articulations can likewise incite integral emotional states (e.g., trouble may evoke sympathy; Van Kleef et al., 2008) or even inverse emotional states (e.g., another's pain may trigger happiness; Lanzetta and Englis, 1989). Subsequently, adequate proof shows that the emotions of one individual can inspire emotions in others (Evert A., 2011).

People figure out how social media functions exclusively by utilizing it effectively—for instance, individuals figure out how to utilize social media through systems, communication, trade of data and utilization of different applications in the online space. This makes a qualification between the individuals who are effectively utilizing online media and the individuals who actually see social media as something new (Brito and Hack, 2008; Talpau, 2014). Social media gets such a lot of data about the intended interest group that a campaign has. It isn't that hard to realize what individuals love and you can utilize all the data that is unreservedly accessible about those people you are keen on (Subramanian, 2017).

Content is depicted as making of substance for making mindfulness by pulling in the intended interest group and past to the firm, making items and administrations engaging, arriving at the intended interest group, setting up a relationship with them, and procuring quantifiable outcomes by assembling them (Penpece, 2013). Social posts are messages planned on empower client investment;

they incorporate questions and articulations and offer clients the chance to react, encouraging collaboration (Cvijikj and Michahelles, 2013). Social media consists mainly of advanced technologies and networking tools, which provide efficient ways for consumers to express their opinions through networking sites, blogs, video, photos, and chat room (Scott, 2010).

As indicated by a new Cisco research, the greater part of the consumer traffic on the Web today is identified in video format, and that division is relied upon to surpass 85% in 2016 (Cisco, 2018). As all types of customary media like news, amusement and sports move to the Web, video on-demand traffic is required to significantly increase by 2016 from the levels seen in 2011. Video suppliers who offer online recordings incorporate news stations, sports stations, film outlets, and diversion suppliers. Video providers bear the expenses of securing and conveying the recordings to their crowd of viewers. Obtaining expenses may incorporate creation costs for unique substance or authorizing costs as well as income sharing for outsider substance. The conveyance costs frequently include contracting with a substance conveyance administration (E. Nygren, 2010).

One major concern encompassing online media's effect is communication over-burden—figuring out how to deal with and sort out this more data we currently have. We are getting more data about a larger number of individuals than any other time previously, and we want to measure and maybe even react to everything (Subramanian, 2017). In addition, the data can be immediately shared as well as appropriated without having any control. Public space has changed because of

social media media, as it has made new ways that permitted limitless right to speak freely (Talpai, 2014).

The users of social media in Indonesia differ in many spectrum of age which have unique experiences following the times and historical events as generations in other countries. The birth cohort is inseparable from the history written by that generation or the next generation of layers below it. Cohort division in this study refers to Lancaster and Stillman (2012), which can be understood in the table below:

**Table 1.1**  
Generation Differentiation

<b>Year of Birth</b>	<b>Generation Label</b>
1946 - 1960	Baby Boomer
1960 - 1980	X Generation
1980 - 1995	Y Generation
1995 - 2010	Z Generation
2010 +	Alfa Generation

The age determines the type of consumption a person includes, media choices, types of news, entertainment, information, and so on. Age is only a matter of numbers because many women 50 years and over feel more confident, wiser, and freer than ever before (Roberts, 1998: 3). So, there are two understandings of age, namely chronological age (how old is in numbers), and cognitive age (how old feels like a concept of self, which is reflected in what they see, feel, and behave).

This opinion becomes a motivation to understand lifestyles that develop in various cohorts, especially the views of information on social media, although media users are in various age groups there can be a crossing in terms of tastes, interests, and opinions shown by the cohort itself (Roberts, 1998: 3). Generation Z are inventive pioneers with regards to new media collaboration. Media designs have

changed into a portable wonder, including PCs, phones, tablets, and so on. Worldwide information plans and remote portable availability permit phone and Web access anyplace (Zemmels, 2012).

One explanation individuals may share stories, news, and data is on the grounds that they contain valuable data. Coupons or articles about great cafés help individuals set aside cash and eat better. Customers may share such essentially valuable substance for unselfish reasons (e.g., to help other people) or for selfenhancement purposes (e.g., to seem learned, see Wojnicki and Godes 2008). Basically helpful substance likewise has social trade esteem (Homans 1958), and individuals may share it to produce correspondence (Fehr, Kirchsteiger, and Riedl 1998). Passionate parts of substance may likewise influence whether it is shared (Heath, Ringer, and Sternberg 2001). Individuals report examining a large number of their passionate encounters with others, and clients report more noteworthy informal exchange at the limits of fulfillment (i.e., exceptionally fulfilled or profoundly disappointed; Anderson 1998). Individuals may share genuinely charged substance to sort out their encounters, decrease cacophony, or develop social associations (Festinger, Riecken, and Schachter 1956; Peters and Kashima 2007; Rime et al. 1991).

Facebook is one of the social networks that have a high level of users and the development of the site is quite extraordinary in the world. Based on data from the Ministry of Communication and Information (June, 2012) Indonesia ranks third largest in the world for the number of Facebook users. Even the country with a population projected to reach 273.2 million in 2025 ([www.datastatistik-](http://www.datastatistik-)