

Analysis of Factors Influencing Interest and Behavior in Using the Telegram Application: Implementation of the UTAUT 2 Model

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Abstract

The advancement of technology has transformed the global communication paradigm, particularly in Indonesia, where text-based communication has become a norm. Despite the superior security features and social elements of the Telegram instant messaging application, its popularity falls short of expectations. This research addresses this knowledge gap by employing the UTAUT2 approach, a model focused on individual technology acceptance introduced in 2013. Through quantitative data analysis and online questionnaires, the study engages Telegram users, employing purposive sampling with a minimum usage criterion of 3 months. Out of 160 processed questionnaires using PLS-SEM, only 4 hypotheses proved significant. The results reveal that effort expectancy, hedonic motivation, and user habit have a positive and significant impact on users' interest and usage behavior of the application. Conversely, variables such as performance expectancy, social influence, facilitating conditions, and price value do not have a significant impact. These findings offer crucial insights for the development of more effective applications aligned with user needs and contribute to understanding the factors influencing the adoption of instant messaging technology, particularly in the context of the Telegram application, in the evolving era of digital communication.

Keywords: Telegram, UTAUT 2, instant messaging applications, PLS-SEM.

INTRODUCTION

Technological advances have changed the way global society communicates, including in Indonesia. Currently, text-based communication has become a common practice. Although this concept is not new, humans have long communicated verbally before switching to using writing as a means of communication. Today's technology facilitates numerous verbal interactions, particularly in online conversations and messaging applications (Azmin, 2021).

The use of information technology, especially the internet and its various applications such as social media, is now the main means for individuals to search for information, communicate, and establish relationships online (Trisnani, 2017). This phenomenon has significantly changed the way we interact, allowing simple use of various types of messages, such as text, stickers, voice, video, file sharing, location, contacts, and images in communication activities (Zuhri et al., 2022). Social media platforms such as Facebook,

Twitter, LINE, BBM, WhatsApp, Instagram, Path, Ask.fm, LinkedIn, Snapchat, and others, which support communication, are now an integral part of the ever-growing digital world (Trisnani, 2017).

Many communication applications are available today, and as time goes by, more and more new applications emerge with unique advantages and characteristics. One application that attracts attention and is the focus of this study is Telegram. Telegram stands out because it has a variety of features and the potential to influence the way we communicate in the digital era (Zuhri et al., 2022). Telegram's advantages lie in its encrypted messages and social features. Users can create accounts, communicate individually, and join groups, both for private and public messages. In addition, Telegram also provides social media elements with the option to create channels and invite others to subscribe (Rogers, 2020).

According to data from datareportal.com, Telegram ranks among the top five social media platforms in Indonesia, boasting a user base of 64.3% (Kem, 2023). Telegram Messenger launched this application in 2013 with the aim of competing with WhatsApp. Overall, Telegram is similar to WhatsApp but has advantages, such as larger group capacity, unlimited storage, and a higher level of security. According to Sutikno's research, WhatsApp holds a dominant 60% of the global smartphone user base, followed by Viber and Telegram. While Viber serves as an instant messaging application, Sutikno recommends Telegram for communication security due to its good synchronization, fast service, reliable backup, and superior security features. Although WhatsApp is popular due to its simplicity and Facebook's support, Telegram essentially offers a superior platform (Sutikno et al., 2016).

Nova's 2018 study found that Telegram effectively conveys information, particularly about work. In addition, several studies have examined the use of Telegram in the context of education. One study noted that Telegram can improve students' writing skills in learning English (Alahmad, 2020). Other studies have shown that Telegram acts as an effective teaching tool, encouraging students' motivation to learn vocabulary in a beneficial way (Alakrash et al., 2020).

Quoting from telegram.org, the number of Telegram users continues to grow every year, reaching more than 700 million monthly active users, making it one of the most downloaded applications in the world (Telegram, 2023). Although previous studies have demonstrated Telegram's superiority in the instant messaging application category, its widespread use in education, business, and other fields, and its significant growth in usage, its popularity is not comparable to that of similar applications. Therefore, it is important to understand the factors that influence Telegram user interest and behavior. With an understanding of these factors, developers can improve application features to attract more users. Although Telegram shows outstanding potential, research that specifically explores the factors that influence user interest and behavior is still lacking.

To complement the unfulfilled knowledge, researchers are interested in investigating in detail the factors that influence interest and behavior in using the Telegram application. With a deeper understanding of these factors, application developers can improve features to attract more users and maintain the continuity of existing users. Researchers chose to apply the Unified Theory of Acceptance and Use of Technology (UTAUT) 2 method in the context of Telegram, a proven method that enhances understanding, particularly in mobile internet usage (Rondan et al., 2015). We anticipate that this approach will yield valuable insights for the development and utilization of instant messaging applications, particularly Telegram, in the era of increasingly significant digital communication.

METHOD

In this study, the author conducts quantitative data analysis by distributing online questionnaires via Google Forms to respondents, primarily Telegram application users. The author applies nonprobability sampling, a method that disregards probability and opportunity. Purposive sampling, a type of nonprobability sampling, selects samples based on specific criteria (Chandrarin, 2017). The criteria used in selecting samples involve individuals who are Telegram application users and have a minimum usage experience of 3 months. The lack of relevant and accurate data about Telegram application users in Indonesia makes it impossible to determine the population size in this study. In the Onsardi & Mantovani study, Hair et al. suggest a minimum sample size of 5-10 times the number of indicator variables (Onsardi & Mantovani, 2022). With 28 variable indicators in this study, the minimum sample size is 140, calculated using the formula $n(28) \times 5 = 140$. Thus, the minimum research sample is 140.

This study used a four-point Likert scale as a measurement tool to assess attitudes, opinions, and perceptions related to social phenomena. The procedure involved respondents stating their level of agreement, with four answer options: 1 = Strongly Disagree, 2 = Disagree, 3 = Agree, and 4 = Strongly Agree. Hertanto (2017) conveys that this scale, based on Hadi's view, is considered more accurate in data collection than a five-point scale. We adjusted this scale to address the weaknesses in the five-point scale, particularly the neutral category's potential for multiple interpretations. It is hoped that by eliminating this category, the resulting data will be more consistent, the middle effect will be avoided, and the information obtained from respondents will be more relevant (Hertanto, 2017). This study uses the UTAUT2 model, as shown in the following figure:

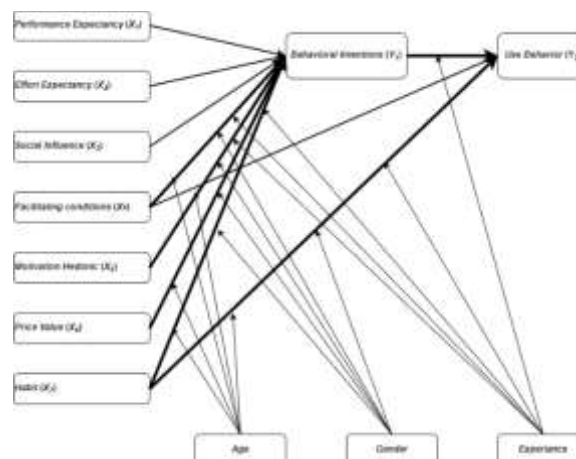


Figure 1. UTAUT 2 Model

RESULT AND DISCUSSION

We obtained the data in this study by distributing online questionnaires to Telegram application users through social media platforms. We determined the minimum desired number of respondents using the sampling technique to be 140 people. The distribution of this questionnaire succeeded in collecting data from 180 respondents, which showed the enthusiasm of the application's users to participate. However, out of the total 180 questionnaires received, 20 were considered unfit for further processing. This was due to the presence of identical answer patterns, which indicated invalid filling. This study was able to process 160 questionnaires, surpassing the set minimum. We then processed the data to bolster the analysis and formulate conclusions. The next stage in this study is to explain the characteristics of the respondents who contributed to filling out the questionnaire. Provide an

overview of the respondents' demographic profile and other attributes, which may affect the analysis results. Therefore, the respondents' characteristics will serve as a foundation for comprehending the context of the collected data.

The majority of respondents in this study were female, with a total of 122 people, or 76.2% of the total sample. This shows that female users dominate the questionnaire in this study. In terms of age, most respondents are in the 19- to 21-year age range, with a total of 76 people, or 47.5% of the total sample. This data indicates that the young age group is the majority in the population of Telegram application users who participated. In terms of application usage, the majority of respondents, namely 56 people, or 35% of the total sample, have used Telegram for 27–50 months. Meanwhile, the user group with a usage duration of 3 to 12 months includes 48 people, or 30% of the total sample. This data provides an overview of the varied application usage experience among respondents, with a duration that tends to be quite long for most users. Furthermore, we analyzed the collected data using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach. The SmartPLS 4 application conducted this analysis, enabling this study to comprehensively and in-depthly test the relationship between variables. We chose this approach due to its capacity to analyze complex models with moderate sample sizes.

At this point, we present the research results, elaborating on the findings that align with earlier studies. The first hypothesis seeks to examine the impact of the performance expectancy variable on the behavioral intentions of users of the Telegram application. Based on the results of the analysis, the path coefficient value of 0.093 indicates a positive effect, although the effect is not statistically significant (T-Statistic = 1.155, p-value = 0.248). This indicates that the perception of the benefits of the Telegram application's performance does not have a strong impact on influencing user behavioral intentions. The results of this study are consistent with the findings of Suharsono et al. (2023) and Suparyati (2019), who also found that the effect of performance expectancy on behavioral intentions in certain contexts was not significant. However, this finding stands in contrast to Ainul Bashir's (2020) research, which asserts a significant impact of performance expectancy on behavioral intentions. The research context, respondent characteristics, or the analysis method may influence this difference. Thus, these results contribute to enriching the understanding of the relationship between performance expectancy and behavioral intentions, especially in the use of the Telegram application. Furthermore, these results underscore the necessity of incorporating contextual factors into the evaluation of previous research findings, and underscore the significance of conducting additional research to enhance our understanding of the relationship between the two variables.

The second hypothesis in this study tests the effect of the effort expectancy variable on behavioral intentions in using the Telegram application. The results of the analysis show a significant positive effect with a path coefficient value of 0.143, a T-Statistic of 2.011, and a p-value of 0.044. These findings indicate that the ease of use of the application plays an important role in influencing users' intentions to use the Telegram application. The easier the application is to use, the higher the tendency for users to continue using it. This study is in line with the results of research by Hidayat et al. (2020) and Suharsono et al. (2023), which also found a significant relationship between effort expectancy and behavioral intentions. However, these results contradict the research by Juningsih et al. (2020), which did not find a significant relationship between the two variables. This difference is likely due to variations in respondent characteristics, the context of application use, or the analytical approach applied in each study.

Meanwhile, the third hypothesis tests the effect of the social influence variable on

behavioral intentions. The results of the analysis show a positive influence with a path coefficient value of 0.004, but the influence is not statistically significant (T-Statistic = 0.043, p-value = 0.966). This indicates that while there is a slight social influence on user intentions, it is not significant enough in the context of this study. These results support the findings of Mayanti (2020) and Ainul Bashir (2020), who also found that social influence on behavioral intentions was not significant in some contexts. However, this finding contradicts the research of Putri and Jumhur (2019), which states that social influence plays an important role in influencing behavioral intentions. These diverse findings suggest that social factors can have varying influences depending on the social, cultural, and demographic contexts of the population studied.

The fourth hypothesis in this study tests the effect of the facilitating condition variable on behavioral intentions when using the Telegram application. The results of the analysis show a negative effect with a path coefficient value of -0.048, but this effect is not statistically significant (T-Statistic = 0.565, p-value = 0.572). This shows that the availability of supporting facilities, such as devices and technology access, does not directly affect user behavioral intentions in the context of this study. The results of this fourth hypothesis are in line with the research of Juningsih et al. (2020) and Fatihanisya & Purnamasari (2021), which also found that facilitating conditions did not have a significant effect on behavioral intentions. However, this finding contradicts the research of Ainul Bashir (2020), which states that facilitating conditions play an important role in shaping behavioral intentions. We can attribute this difference in results to differences in respondent characteristics and research context.

Furthermore, the fifth hypothesis tests the effect of facilitating conditions on use behavior. The results show a negative effect with a path coefficient value of -0.039, but it is also not statistically significant (T-Statistic = 0.544, p-value = 0.587). This indicates that the availability of supporting facilities does not have enough influence on the actual behavior of Telegram application users in this study. The results of this fifth hypothesis are consistent with the research of Mayanti (2020) and Putri & Jumhur (2019), which also found that facilitating conditions did not have a significant effect on use behavior. However, this finding is not in line with the research of Hidayat et al. (2020), which stated that there was a significant influence of this variable. These diverse findings highlight the need for further study to understand the role of facilitating conditions in influencing user intentions and behavior in various contexts and populations.

The sixth hypothesis in this study tests the effect of the hedonic motivation variable on behavioral intentions in using the Telegram application. The results of the analysis show a significant positive effect with a path coefficient value of 0.279, a T-Statistic of 3.464, and a p-value of 0.001. This finding indicates that hedonic motivation, such as a feeling of pleasure or satisfaction when using the application, plays an important role in influencing users' intentions to use Telegram. Research by Juningsih et al. (2020) and Mayanti (2020), which also found a significant effect of hedonic motivation on behavioral intentions, is consistent with these results. However, these results contradict the research of Hidayat et al. (2020), which did not find a significant effect of hedonic motivation. Differences in respondent demographics, the context of the studied application, or the study's analysis method could be the cause of this discrepancy in results.

The seventh hypothesis tests the effect of the price value variable on behavioral intentions. Based on the results of the analysis, this variable has a positive effect with a path coefficient value of 0.059. However, the effect is not statistically significant, as indicated by the T-Statistic value of 0.811 and the p-value of 0.417. These results indicate that users' perceptions of the value provided by the Telegram application compared to the costs incurred do not have

a strong impact on their behavioral intentions. This study supports the findings of Suharsono et al. (2023) and Fatihanisya & Purnamasari (2021), who also found that price value did not have a significant effect on behavioral intentions in certain contexts. On the contrary, these results contradict the research of Putri & Suardikha (2020), which states that price value plays an important role in influencing user intentions. Variations in price models or value perceptions among different populations can explain this difference.

Overall, the results of the sixth and seventh hypotheses provide different insights into the factors that influence behavioral intentions. The study reveals that hedonic motivation significantly influences user intentions, but perceptions of the application's price value do not demonstrate a significant impact. This indicates that emotional experience is more important than financial considerations in the context of this study. These findings provide important implications for Telegram application developers. To increase user intention, developers can focus on increasing the fun and satisfaction aspects when using the application. On the other hand, although price value is not significant in this study, it is still important to consider a competitive pricing strategy to maintain competitiveness in the market.

The eighth hypothesis tests the effect of habit variables on behavioral intentions in using the Telegram application. The results of the analysis show a significant positive effect with a path coefficient value of 0.412, a T-Statistic of 4.400, and a p-value of 0.000. This finding indicates that the habit of using Telegram routinely and repeatedly plays a major role in shaping users' intentions to continue using this application in the future. These results are consistent with the research of Hidayat et al. (2020) and Fatihanisya & Purnamasari (2021), which also found that habit has a significant effect on behavioral intentions. However, these results are not in line with Mayanti's research (2020), which found no significant relationship between habit and behavioral intentions. Differences in the research context or respondent profile, such as the level of involvement with the application, may influence this difference.

The ninth hypothesis tests the effect of habit on use behavior. The results show a very significant positive effect, as indicated by a path coefficient value of 0.733, a T-Statistic of 11.258, and a p-value of 0.000. This suggests that habits play a significant role in determining the actual behavior of Telegram users, as they tend to continue using the application as part of their daily routine. The results of the ninth hypothesis support the findings of Suparyati (2019) and Putri & Suardikha (2020), who also found that habit is an important factor in influencing use behavior. In contrast, these results contradict the research of Ainul Bashir (2020), who found no significant relationship between the two variables. This difference may reflect variations in technology use or the level of user dependence on certain applications across contexts.

Overall, the findings of the eighth and ninth hypotheses highlight the importance of habit in shaping Telegram users' intentions and behavior. The habit of using the application not only drives behavioral intentions but also has a direct impact on users' daily behaviors, making it one of the strongest factors in this study. Based on these results, application developers can consider strategies to encourage the formation of user habits, such as through regular reminders or features that encourage repeated use. By strengthening user engagement, Telegram can significantly increase loyalty and frequency of application use.

The tenth hypothesis investigates the impact of the Behavioral Intentions variable on the Use Behavior of the Telegram application. The results of the analysis show a positive effect with a path coefficient value of 0.078. However, this effect is not statistically significant, as indicated by the T-statistic of 1.011 and p-value of 0.312. This indicates that, although behavioral intentions play a role in influencing application usage behavior, the effect is not strong enough to be considered significant. The results of this study are consistent with the

findings of Fatihanisya & Purnamasari (2021) and Suparyati (2019), which also show that the relationship between behavioral intentions and use behavior is not always significant. However, these results contradict Mayanti's (2020) research, which found a significant effect between the two variables. This discrepancy could potentially stem from varying research contexts, such as the respondents' varying levels of experience or the unique characteristics of their application usage. Overall, these results indicate that, although behavioral intentions are important, other factors, such as habits or facilitating conditions, may have a greater influence on actual behavior. Therefore, application developers should concentrate their efforts on creating user experiences that effectively support and motivate usage habits, thereby strengthening user behavior.

CONCLUSION

This study concludes that the Telegram application's performance (performance expectancy) positively, but not significantly, influences user interest in using it. Conversely, ease of use (effort expectancy) significantly increases user interest. Social factors (social influence), facilitating conditions, and price (price value) do not have a significant influence on user interest. This means that the influence of family, friends, facilities, and price does not significantly affect the user's desire to use the Telegram application. Hedonic motivation plays an important role in increasing user interest. However, this interest does not significantly affect the behavior of using the application.

Habit, specifically the belief that the application facilitates communication, positively and significantly boosts interest and behavior in using the Telegram application. In the context of moderator variables like gender, only one path demonstrates significance, suggesting that gender moderates the effect of price on behavioral intention. Suggestions for further research are to use alternative analysis methods or add variables to deepen the findings. Further research can focus on identifying contextual factors that moderate the relationship between variables, with the aim of increasing the relevance of the findings to user behavior.

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