

Generation Z Perception of the Tempo Brand

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ABSTRACT

This study focuses on the perception of Generation Z about the Tempo brand. This study was conducted because of the current phenomenon of several print media switching to digital, and the character of Gen Z also tends to read online. This study uses a qualitative approach, needed in this study to find out about the meaning or interpretation of Gen Z towards the Tempo Brand. This study can be used to find and understand the perceptions that influence the current media industry, especially in understanding that print media is currently a tough competition in the midst of online media. The data collection technique in this study uses in-depth interview techniques (In Depth Interview), and documentation to strengthen information. The Gen Z who are targeted are those who read Tempo.co. The results of this study show that Tempo has been able to compile programs according to the criteria owned by Generation Z.



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INTRODUCTION

Indonesia is one of the countries with low reading interest. This was concluded from the results of the "Most Littered Nation In the World" research conducted by Central Connecticut State University in March 2016, which stated that Indonesia was ranked 60th out of 61 countries in terms of reading interest (Devega, 2017). Meanwhile, the results of Emarketer's digital marketing research estimated that in 2018 the number of active smartphone users in Indonesia would be more than 100 million people. With that number, Indonesia will become the country with the fourth largest number of active smartphone users in the world after China, India, and America (Rahmayani, 2015). In fact, with these two facts, we can take the opportunity to grow reading interest because of the large amount of information, both scientific and non-scientific, that can be accessed quickly and easily via gadgets.

Tempo Magazine was first published as a trial edition in February 1971 with a cover titled Tragedi Minarni dan Kongres PBSI. Then on March 6, 1971, the first edition was published with the cover title Film Indonesia: Selamat Datang, Sex. In 1982, Tempo Magazine was banned for the first time because it was considered to be too explicit in criticizing the New Order regime and its political vehicle (Golkar Party). On June 21, 1994, the second ban occurred. Tempo Magazine was banned by the government through the Minister of Information Harmoko because it was considered too sharp in criticizing Habibie and Soeharto for purchasing used ships from East Germany. On October 6, 1998, Tempo Magazine was published again after being banned during the New Order era for 4 years (Karla, 2021).

Since then, Tempo has become a major media group brand in Indonesia with 16 business entities ranging from newspapers, websites, printing, event organizers, distributors, paper trading, and so on. In 2015, digital distribution occurred, resulting in a change in business strategy for the Tempo media group as well as other print media in Indonesia and around the world. A survey conducted by Nielsen in 2017 concluded that print media could still maintain its position even though reader penetration was admittedly declining. One of the survival strategies carried out by print media is synergy and collaboration (Dewi, 2022).

Seeing the current phenomenon, several print media have also switched to digital, and Gen Z characters also tend to read online. Koran Tempo has also switched to online, discontinuing the print

edition of [Koran Tempo](#) from its first publication on April 2, 2001 and switching completely to digital since 2019. PT Info Media Digital Content Director Wahyu Dhyatmika reasoned that in the digital media era, reader behavior has also changed.

LITERATURE REVIEW

Reception Analysis

Reception analysis pays attention to the specific social circumstances in which reading takes place (Burton, 1999: 186-193). According to McRobbie (1991 in CCMS: 2002) reception analysis is a "culturalist approach" where the meaning of the media is negotiated by individuals based on their life experiences. In other words, media messages are subjectively constructed by the audience individually. Reception theory emphasizes the audience's opinion on a media content or work, it can be a public opinion that can change about a work. According to Fiske, the use of reception analysis theory is a supporter in the study of the audience, in fact, it is intended to utilize the audience not merely passively but is seen as a cultural agent who has its own power in producing meaning from various content discourses offered by the media. The meaning carried by the media can then be open or polysemic and can even be responded to oppositionally by the audience (Adi, 2008). The development of cultural media research has been informed in three generations of studies. This development is characterized first as audience encoding/decoding and then to the discursive or constructionist view of media and audiences (Alaasutari, 1999: 2-8). Encoding is the activity of the source in translating ideas and ideas into the senses that can be received by the recipient. While decoding is the activity of translating or interpreting physical messages into a form that has meaning for the recipient (Morissan, 2013: 21). Messages from the media are a combination of symbols, signs, and meanings where the "preferred reading" has been determined, but there is still a chance that the message will be received in a different way than the message was sent. Preferred reading is the dominant meaning or selected meaning of a text. It is called dominant because there is a preferred reading pattern, and this reading makes the ideological or political or institutional order embedded in the reading or makes the reading institutionalized (Hall, 2011: 223).

New Media Theory

New media theory is a digital communication technology connected to the internet network, where in its delivery it must be distributed via the internet or online (kompas.com, detik.com). New media includes online in the form of online television, streaming radio. However, now social media such as Facebook, Twitter, Instagram and so on can also be said to be new media because information can be distributed through these social media. New media emphasizes the network system more, in contrast to old media which emphasizes broadcasting. New media is used by people to express themselves and convey all views on something. The characteristics of new media itself are decentralized, two-way, beyond the control of the situation, democratization, raising individual awareness and individual orientation.

Generation Z (Gen Z)

That generation is a group of individuals who identify groups based on year of birth, age, location, and events in the lives of groups of individuals that have a significant influence on the growth phase. In generation theory, Codrington et al. (2004) stated that human generations are divided into 5 based on their year of birth, namely: baby boomer generation born 1946-1964, generation X born 1965-1980, generation Y born 1981-1994, often called the millennial generation, generation Z born 1995-2010 also called iGeneration, iNet generation, internet generation and alpha generation born 2011-2025. The five generations have differences in personality growth and development. Stillman research (2017) stated that generation Z is the newest working generation, born between 1995 and 2012, also called the net generation or internet generation. Based on this research, generation Z is different from generation Y or millennials. In Stillman's book (2017) *How the Next Generation Is Transforming the Workplace*, the differences are explained. One of the differences between Gen Y and Gen Z is that Generation Z has a more advanced grasp of technology, is more open-minded and does not care too much about norms.

Brand

Jingga (2015) brand is a name and/or symbol that is useful for distinguishing (a logo, stamp, and packaging or others) which is intended to identify or know a good or also a service from a seller or a particular product, thus also distinguishing it from goods or services produced by competitors. So that sellers or brand makers can identify the products or services provided in the form of names, brands, logos, or other symbols. Vanessa & Arifin (2017) brand is a symbol, sign, design or a combination. These three things can be used as the identity of several sellers or producers to later be used as a differentiator with other competitors on the market. Vanessa & Arifin (2017) brand is a description of associations and also a sense of consumer confidence in a brand. Kartajaya in Surya Sanjaya (2015) brand is an indicator of value that producers will offer to customers or consumers.

RESEARCH METHODS

This study uses the reception analysis method. Reception analysis can be said to be a new perspective in the discourse and social aspects of communication theory (Jensen, 1999). Reception analysis is a separate approach that tries to examine in depth the actual process through media discourse assimilated with various discourses and cultural practices of its audience. Reception is taken from Latin, namely "recipere" which means to receive. Reception is a stream in literary research since the 60s shifting the focus from the text itself to the reader. In this case, it is intended for readers who interpret literature broadly, it can be psychological or sociological.

Reception studies in mass communication return to Stuart Hall's attention to Encoding and Decoding in television discourse. Reception studies are actually known as cultural studies, although many reception theories show other roots. The activity of receiving messages begins with the decoding process, which is to translate physical messages that have a form of meaning for the recipient. Decoding is an activity that is the opposite of the encoding process. Encoding is the process of creating messages that are adjusted to certain codes. The audience receives or decodes according to their cultural background and life experiences. Reception analysis as a supporter in the study of the audience wants to position the audience as a cultural agent and not passive, so that they have the power to interpret a discourse offered by the media. The meaning created can be open and can be responded to oppositionally by the audience, Fiske (1987). In this study, researchers used reception studies and conducted research on Generation Z, to find out to what extent they interpret and give meaning to the contents of the message Against the Tempo Brand. Several indicators of the position of the hypothesis above in this study can be described in the following chart:

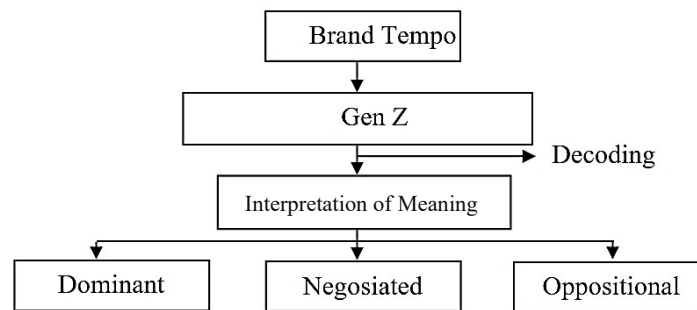


Figure 1. Hypothesis Position Indicators of Media Text Readers

This research was conducted with a qualitative approach. One of the reasons researchers use this method is that it can describe each object studied and is tentative. In addition, qualitative research is also natural because it is carried out without any manipulation of the object. Qualitative research is needed in this study to find out about the meaning or interpretation of Gen Z towards the Tempo Brand. This research can be used to find and understand the perceptions that influence the current media industry. Especially in understanding print media is currently a tough competition in the midst of online media.

The type of research used in this study is descriptive research, namely the data collected in the form of words and pictures derived from the interpretation of informants. In the Final Assignment Writing Guidelines (Machmud, 2016: 137), descriptive research is intended to describe and illustrate

phenomena that exist today or in the past naturally. This study does not manipulate or change the independent variables, but describes a condition as it is. This research was conducted in 2023 to 2024, and was conducted around Jakarta around the Tempo Building. The subjects in this study were members of Gen Z with a total of 5 people, consisting of men and women. In this case, the researcher used purposive sampling to determine the research subjects. To facilitate sampling in this study, certain criteria are needed in drawing samples. the researcher used in-depth interview techniques (In Depth Interview), and documentation to strengthen the information. The Gen Z who were targeted were those who read Tempo.co. Interviews are conducted to individuals directly to collect information from the audience for research purposes by means of face-to-face questions and answers. In-depth interviews are conducted freely and controlled, meaning that researchers create a relaxed atmosphere in the question and answer process so that the information obtained is extensive data. Data analysis is taken from the objectives to be achieved in this study, namely Generation Z Perception of the Tempo Brand. Information that Gen Z is looking for on tempo.co Topics that attract Generation Z attention on Tempo.co. Activities carried out in qualitative data analysis are data reduction, data presentation, and data verification/conclusions.

In this study, researchers reduced data and focused on Gen Z who had read Tempo Magazine. After completing the data reduction, the researchers then presented the data in the form of narratives, brief descriptions, charts, relationships between categories and the like. The most frequently used to present data in qualitative research is with narrative text. In this study, researchers used credibility with method triangulation as a tester of data validity. In Qualitative Research, triangulation is a step to re-check the results that have been found.

RESULTS AND DISCUSSION

As mentioned in the previous section, this study aims to determine the perception of generation Z towards the Tempo brand, the information sought by generation Z on Tempo.co, and the topics that attract the attention of generation Z on Tempo.co. In order to determine the perception of generation Z towards the Tempo brand, the research team first tried to find a benchmark for the credibility of a media in their eyes. From the results of the study, it can be seen that generation Z has various benchmarks regarding the credibility of the media they want to read. If categorized, then according to the informants, the credibility that must be possessed by the media is, first, the media displays news with information sources based on clarity, honesty, and conformity with their values. Another informant added that generation Z tends to seek information from sources that can be trusted and verified before making conclusions.

The second requirement, credibility related to news and information sources will be owned by the media if the news presentation is based on facts. Another informant explained that the media is also open to the origin of information based on the facts it conveys. The third requirement, media credibility can be seen from how consistent the media is in reporting and is not oriented towards one interest (but towards the entire community). According to another informant, the credibility and trustworthiness of news and information sources can be seen based on the clarity of the source, consistency with verifiable facts, and views from various different angles.

This study also shows that Tempo has the three requirements as a credible media as mentioned above, namely consistently choosing clear sources, writing based on open facts, and not being oriented towards one interest. Generation Z perception of Tempo as a credible and trusted news source, according to one informant, can be influenced by several factors. One of them is Tempo's reputation in providing accurate and balanced news coverage, as one of the principles of journalism. Another informant stated that the Tempo Magazine brand can be said to be a fairly credible and fairly trusted news source. This is proven by the many in-depth investigations presented, not manipulating data, and not covering up the sources of the news published.

The second factor, ease of access and use of digital platforms can also affect Tempo's credibility. As generation Z, the next informant stated that they use technology in the form of social media platforms more to find information from Tempo. Why social media? Because we can interact directly with Tempo. Several answers from informants showed positive reactions in different sentences as follows:

"Through digital platforms such as Instagram tempo.co, one of the social media that Generation Z accesses every day. Sharing hit news content with other friends." (Source: informant's answer)

"If Tempo does not use technology and social media, it will be difficult for them to reach generation Z because generation Z itself cannot be separated from technology." (Source: answer from informant)

"For me, today's technology makes it very easy for me to search for news on tempo.co and to find the truth through cekfakta.tempo.co" (Source: answer from informant)

Meanwhile, the third factor, Tempo has succeeded in building an emotional connection with the Gen Z audience through relevant content that is in line with their values. The values referred to here, as stated by one informant, are appreciating a transparent, balanced, and in-depth approach in reporting these issues. This was stated by the informants when asked about, how does Generation Z perceive the way Tempo conveys information related to controversial or sensitive issues? The answers given were very diverse and quite in-depth, as stated by the following informants:

"Generation Z perception of how Tempo delivers information related to controversial or sensitive issues can be accepted or not, depending on whether the news delivered to the public is fair, accurate and from a trusted source or not." (Source: answers from informants)

"Actually, it's fine, but maybe just pay attention to every piece of information that is AI or accurate. So it doesn't just blurt out and tend to be slander or spreading false information. Because right now the government is also having a hard time, if they are caught, it will be called silencing." (Source: answer from informant)

"In my opinion, Tempo has quite harsh language. This is usually found in the news headlines, magazine titles, and magazine covers. So that it becomes a catchy point that triggers the audience to read it. However, it is very unfortunate, the habit of gen-z who only refer to the title without reading the contents makes the information conveyed only accepted in the "sarcasm" section, not the data and facts presented." (Source: informant's answer)

"I myself like to be blunt/to the point and Tempo has a characteristic of being to the point even though sometimes it is also sarcastic." (Source: answer from informant)

"The way Tempo delivers news is very bold, and shows that Tempo prioritizes the community over a group." (Source: answer from informant)

Furthermore, in accordance with the second objective of this study, namely to obtain information sought by generation Z on Tempo.co, data was obtained that generation Z seeks a variety of information. Some of them are information about life in the world or what is currently virally discussed at that time. Other information is information that presents concrete data, be it entertainment or politics. Meanwhile, in terms of form, the information sought is information in a podcast format or like a show on YouTube. One of the reasons they like information in this format is that the information can be listened to while doing other activities. Another type of information they seek is information presented in the form of cartoons as answered by one of the following informants.

"In my opinion, the most interesting content is news content presented in cartoon form like comics. In addition, content that is made concise in the form of picture points." (Source: informant's answer)

In order to achieve the third objective of this study, namely to find topics that attract the attention of generation Z on Tempo.co, the first data obtained from informants is that the content on Tempo.co turns out to have various criteria as mentioned in the second objective. Furthermore, the topic that is often mentioned as a topic that attracts the attention of generation Z is the Bocor Alus Politik (BAP) podcast which is broadcast on the Tempo.co YouTube platform. The podcast contains discussions about the latest background information related to coverage (especially investigations) of Tempo magazine. One of the reasons for choosing BAP as the most interesting topic is because the information is packaged in a conversational form as stated by the informant in the following answer:

"One type of content that is interesting for Generation Z is a podcast produced by Tempo, namely BAP (Bocor Alus Politik), because the information is packaged with conversation." (Source: answer from informant)

"The most interesting news content is content about life in the world or what is currently virally discussed at that time. In my opinion, Tempo meets 8/10 for exploring viral content (not politics)." (Source: informant's answer)

"In my opinion, the Youtube account, especially Bocor Alus Politik, is of very high quality." (Source: answer from informant)

This study also found that artistically, Tempo can display a distinctive color presentation and attract the attention of generation Z, namely red, black, and white. According to them, the visual aspect and use of words in Tempo news make it easier and do not give a feeling of boredom when reading the news. The red color is able to attract the attention of generation Z to see further the news it displays as stated by the following informant:

"The impact is, things like this make generation Z want to know more about the news. Generation Z will look at the visual aspect first compared to the writing." (Source: informant's answer)

"Tempo is already famous for its red color, maybe Generation Z kids like me don't really pay attention to websites and other things. What's more important is the content of the news," (Source: answer from informant)

"Yes, because in this era, generation Z likes simple things but is able to attract attention." (Source: answer from informant)

"Very interesting, we like the aesthetics and it doesn't make the eyes tired quickly when reading it. So it doesn't get bored easily." (Source: answer from informant)

"Which can influence generation Z to access news from the Tempo brand from their visual platform. Visuals can influence the appeal of generation Z. With a modern design and not too many ornaments, it can create a pleasing and professional impression." (Source: answers from informants)

"Tempo's clean, well-structured, and easy-to-navigate website layout can improve the user experience of generation Z when accessing news from Tempo. The graphic design is creative, modern, and relevant to generation Z." (Source: informant's answer).

CONCLUSION

As a media that was born in 1971, Tempo has experienced various phases of industrial development in accordance with the conditions of the times. Currently, Tempo continues to transform in order to reach readers who are constantly changing. This study shows that generation Z has a certain perception of the media they will read, and Tempo is one of the media that is a source of information that they will seek. Generation Z also has various criteria for information that they always seek in their daily lives, and Tempo already has most of the criteria they have set. The most interesting topic for generation Z is the topic of politics which is packaged in a podcast format with the program name Bocor Alus Politik. Based on data from informants in this study, Tempo needs to maintain its performance by maintaining various columns with formats that suit the character of generation Z. Furthermore, Tepio needs to hear more input from generation Z itself to formulate new columns with formats that are more familiar with the lives of generation Z.

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