

ABSTRACT

PACKAGING OF HOMELESS MEDIA NEWS CONTENT FOR MILLENNIAL AND GEN Z AUDIENCES

(Qualitative Content Analysis on Gen Fun's Special Coverage Content on YouTube and TikTok During the Period of January 2, 2025 – January 31, 2025)

Dianesia Ester Esrika¹⁾, Isti Purwi Tyas Utami, S.Sos., M.I.Kom.²⁾

¹⁾ Student of Communication Science Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Communication Science Department, Universitas Pembangunan Jaya

Gen Fun is a homeless media outlet that specifically targets Generation Z as its main audience. Special coverage (*liputan khusus*) is the most frequently produced and distributed news content on platforms such as YouTube and TikTok—media channels that are closely associated with young audiences. This study aims to examine the packaging of Gen Fun's special coverage content on YouTube and TikTok. The research adopts a post-positivist paradigm and utilizes a qualitative content analysis method. The main analytical categories include news theme, news source, news values, and news tone. The unit of analysis comprises 475 content samples published during January 2025. The results show that the dominant news themes in Gen Fun's special coverage on both YouTube and TikTok are politics and governance, social issues, and law and criminality. This is due to the new government's initiation of the MBG program during the research period. The most frequently used news sources are government representatives, which aligns with the dominant news themes. Journalists serve as the second most common sources, as many contents were repackaged from existing social media posts. The most prominent news values identified are proximity and prominence, given the psychological closeness of the issues to the audience and the frequent appearance of government figures. Neutral news tone is the most dominant. A notable finding is that Gen Fun's special coverage format significantly differs from that of mainstream media.

Keywords: Homeless media, Special Reports, Millennials and Gen Z, YouTube as a News Platform, TikTok as a News Platform

Libraries : 29

Publication Years : 2015 - 2025