

# CONFIRMATORY OF E-LIFESTYLE IN Z GENERATION

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## ABSTRACT

The development of information technology has changed the way and patterns of everyday life. The changes that occur are lifestyles that tend toward digital (e-lifestyle). Understanding lifestyles can be an ingredient in developing marketing strategies according to the intended segment, especially generation Z, identified as having a lifestyle that is in accordance with the development of information technology / digital. The research conducted aims to confirm the factors of e-lifestyle among the Z generation, especially UNY students as members of the dominant academic community in the academic environment. Specifically, the aim is to identify the pattern of e-lifestyle formation in Generation Z, especially among students and the information / social media used by Generation Z. This type of research is survey. This research was begun through empirical field observations. The study population used in this study was UNY students. The sampling technique uses simple random sampling technique. The data used are primary data that is the response given by research subjects related to e-lifestyle factors. Data was collected through a survey using a questionnaire. The data analysis technique in this study uses a factor analysis technique, namely CFA (Confirmatory Factor Analysis). The results showed that the motives that became the basis of e-lifestyle in the Z generation corresponded to 4 factors namely e-activities, e-interests, e-opinions and e-values. Information / social media that are often used by Generation Z, namely Instagram, Youtube, Line, Facebook, Twitter, Discard, Pinterest, Spotify and Telegram. The purpose of using information / social media is communication, entertainment, consumption / shopping and community / hobby activities

Kata Kunci: *Generatiion Z, E-lifestyle*