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## **ABSTRAK**

Penelitian ini berjudul "Analisis Perilaku Konsumsi Internet Gen Z: Studi Kasus Pengguna Provider PT. Indonesia Comnets Plus di Kecamatan Ciledug." Fenomena peningkatan konsumsi internet di kalangan Gen Z, terutama terkait dengan pemilihan layanan internet, menjadi fokus utama penelitian ini. PT. Indonesia Comnets Plus, sebagai provider internet, menyediakan layanan untuk pengguna di Kecamatan Ciledug, sehingga penting untuk memahami faktor-faktor yang mempengaruhi pilihan provider oleh Gen Z.

Tujuan penelitian ini adalah untuk menganalisis perilaku konsumsi internet Gen Z di Kecamatan Ciledug, dengan fokus pada faktor-faktor yang mempengaruhi pemilihan layanan PT. Indonesia Comnets Plus. Metode yang digunakan adalah metode kuantitatif deskriptif, dengan survei sebagai instrumen utama untuk mengumpulkan data dari responden. Populasi penelitian adalah pengguna Gen Z di Kecamatan Ciledug yang menggunakan layanan PT. Indonesia Comnets Plus, dengan teknik pengambilan sampel purposive sampling. Data dianalisis menggunakan statistik deskriptif.

Temuan penelitian diharapkan memberikan gambaran tentang karakteristik konsumsi internet Gen Z, termasuk preferensi waktu akses, jenis konten yang sering dikonsumsi, serta faktor-faktor yang mempengaruhi loyalitas terhadap provider. Hasil penelitian ini diharapkan dapat memberikan kontribusi bagi PT. Indonesia Comnets Plus dalam merumuskan strategi pemasaran yang lebih efektif dan sesuai dengan kebutuhan Gen Z.

Penelitian ini menyarankan agar PT. Indonesia Comnets Plus mempertimbangkan karakteristik Gen Z dalam strategi pemasaran dan pengembangan produk layanan internet untuk menciptakan pengalaman pelanggan yang lebih baik dan meningkatkan loyalitas pengguna.

Kata Kunci: konsumsi internet, Gen Z, PT. Indonesia Comnets Plus, perilaku pengguna, strategi pemasaran.

## **ABSTRACT**

This research is titled "Analysis of Internet Consumption Behavior of Gen Z: A Case Study of PT. Indonesia Comnets Plus Provider Users in Ciledug Subdistrict." The phenomenon of increased internet consumption among Gen Z, particularly related to internet service selection, is the main focus of this study. PT. Indonesia Comnets Plus, as an internet provider, offers services to users in Ciledug Subdistrict, making it essential to understand the factors influencing Gen Z's choice of provider.

The aim of this research is to analyze the internet consumption behavior of Gen Z in Ciledug Subdistrict, focusing on the factors that influence their choice of PT. Indonesia Comnets Plus services. The research uses a descriptive quantitative method, with surveys as the main instrument for collecting data from respondents. The population of the study is Gen Z users in Ciledug Subdistrict who use PT. Indonesia Comnets Plus services, with purposive sampling as the sampling technique. Data is analyzed using descriptive statistics.

The research findings are expected to provide insights into the characteristics of Gen Z's internet consumption, including access time preferences, types of content most frequently consumed, and factors influencing loyalty to the provider. The results of this study are anticipated to contribute to PT. Indonesia Comnets Plus in formulating more effective marketing strategies that align with the needs of Gen Z.

This research suggests that PT. Indonesia Comnets Plus consider the characteristics of Gen Z in its marketing strategies and internet service product development to create a better customer experience and enhance user loyalty.

**Keywords:** internet consumption, Gen Z, PT. Indonesia Comnets Plus, user behavior, marketing strategy.



## CHAPTER I

### INTRODUCTION

#### 1.1 Overview of Research Objects

##### 1.1.1 Company Profile of PT. Indonesia Comnets Plus (ICON+)



**Figure 1. 1**  
**Logo PT. Indonesia Comnets Plus (ICON+)**

*Source: <https://iconpln.co.id>*

PT. Indonesia Comnets Plus (ICON+), a subsidiary of PT. PLN (Persero), was established on October 3, 2000. ICON+ specializes in providing information and communication technology (ICT) solutions and services. As part of its commitment to supporting Indonesia's digital transformation, ICON+ focuses on delivering reliable, high-quality telecommunications services. This aligns with the broader trend of digitalization observed among Indonesian industries, where innovation in ICT is crucial for competitive advantage (Nurmalia et al., 2024).

The company plays a pivotal role in ensuring operational efficiency for PLN's electricity distribution by providing connectivity infrastructure. ICON+ leverages its fiber optic network, which spans more than 45,000 kilometers, making it one of the most extensive networks in Indonesia. This robust infrastructure allows ICON+ to offer services such as high-speed internet, managed services, and integrated ICT solutions for enterprises, government institutions, and residential users. The expansion of digital infrastructure is essential

for supporting the growing needs of Generation Z, who are highly reliant on stable and fast internet services for their digital activities (Zahra & Marsofiyati, 2024).

ICON+ embraces the corporate vision of becoming the "Leading ICT Provider in Southeast Asia," supported by the mission to "Deliver Reliable and Innovative ICT Solutions for a Better Life." These values are reflected in the company's commitment to excellence and innovation. Such a mission resonates with the increasing demand for innovative solutions in the digital economy, particularly as Generation Z drives the adoption of cutting-edge technologies (Rinanda & Krisnani, 2024).

In addition to providing internet services, ICON+ contributes to bridging the digital divide in Indonesia through initiatives such as expanding internet connectivity to remote and underserved areas. This initiative aligns with the Indonesian government's agenda for digital inclusion. Ensuring equitable access to digital infrastructure is crucial for fostering national development and enabling all communities to participate in the digital transformation (Asrun & Gunawan, 2024).

ICON+ collaborates with various sectors, including energy, finance, education, healthcare, and transportation, to offer tailored ICT solutions. The company's strategic partnerships have enabled it to support Indonesia's growing demand for digital infrastructure. Collaboration between sectors enhances the ability of ICT providers to meet diverse needs, as highlighted in studies on digital integration across industries (Junaedi et al., 2023).

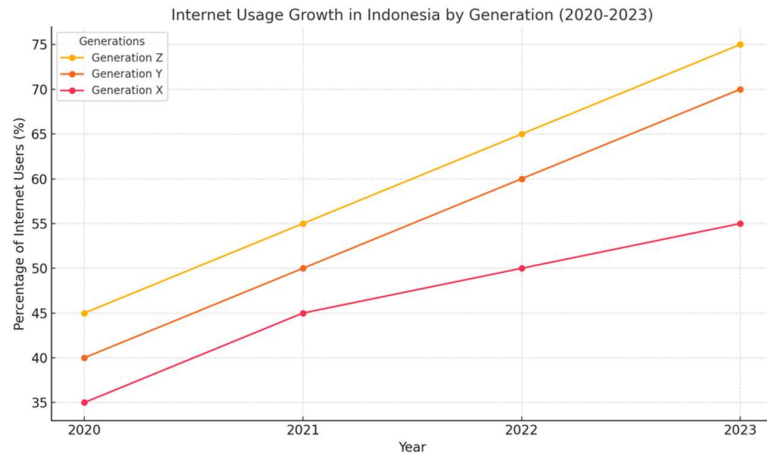
With a comprehensive portfolio of services, including Internet Protocol Television (IPTV), Virtual Private Networks (VPN), data centers, and cloud computing, ICON+ has established itself as a key

player in Indonesia's ICT landscape. The company's innovative solutions and extensive infrastructure ensure the seamless delivery of services to more than 500 cities and districts across the archipelago. As Generation Z becomes a dominant user group, tailored solutions catering to their unique preferences will be increasingly important (Nadhifah et al., 2024).

As of now, ICON+ continues to expand its service coverage and enhance its technological capabilities to meet the evolving needs of its customers and contribute to Indonesia's digital economy. This commitment to growth and innovation reflects the broader trends in digital transformation observed globally (Permana et al., 2024).

## **1.2 Background**

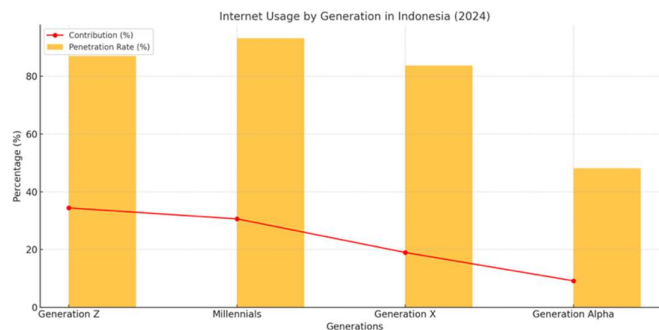
The rapid advancement of technology has transformed how people interact with the internet, particularly among Generation Z. This cohort, born between the late 1990s and early 2010s, has grown up in a digital era, making them the most connected and internet-savvy generation. Companies in the telecommunication sector, like PT. Indonesia Comnets Plus (ICON+), face both opportunities and challenges in understanding and catering to this demographic's internet consumption behavior. Generation Z's strong reliance on digital platforms has significantly shaped market dynamics, as highlighted in studies examining their behavior and digital engagement (Nadhifah et al., 2024).



**Figure 1. 2**  
**Internet Usage Growth in Indonesia by Generation**

Source: <https://developingtelecoms.com>

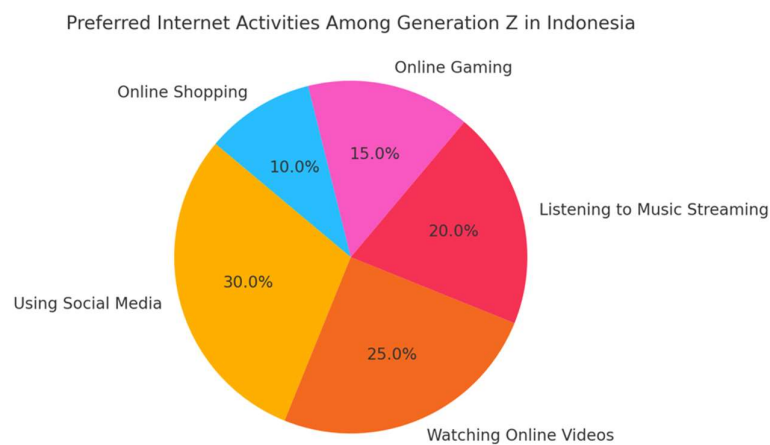
The increasing reliance on the internet has necessitated internet service providers (ISPs) to innovate continuously to meet the demands of their users. According to data from the Ministry of Communication and Information Technology, internet usage in Indonesia has grown exponentially from 2020 to 2023. Generation Z has emerged as the primary contributor to this growth, reflecting their dominance in driving connectivity trends (Rahmadina et al., 2024).



**Figure 1. 3**  
**Internet Penetration Rate by Generation**

Source: <https://www.kompas.com>

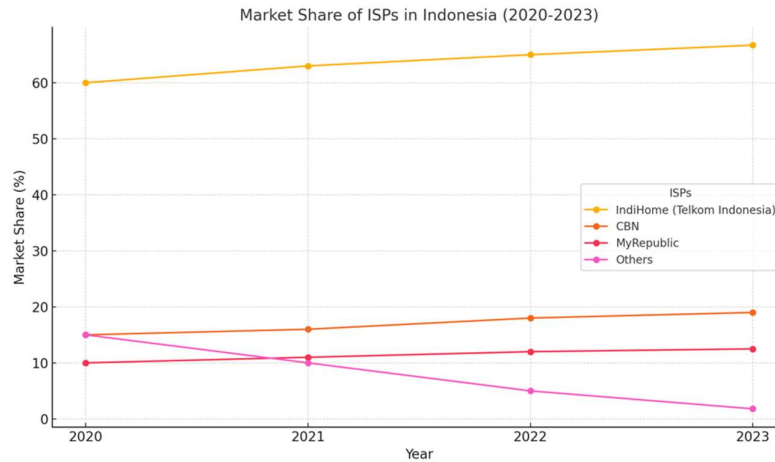
As of 2024, data indicates that Generation Z accounts for the largest percentage of internet penetration among all generations in Indonesia. Their dominance highlights the importance of ISPs focusing on strategies tailored to their needs. This penetration demonstrates the widespread adoption of digital connectivity among Generation Z, which sets them apart as a critical demographic for ISPs like ICON+ to capture. (Figure 1.3 Internet Penetration Rate by Generation).



**Figure 1. 4**  
**Preferred Internet Activities Among Generation Z in Indonesia**

*Source: <https://www.cbn.id/>*

Preferred Internet Activities Among Generation Z Behavioral factors influencing internet usage include ease of access, affordability, and content relevance. According to the Indonesia Digital Trends Report, Generation Z prefers services that are fast, mobile-friendly, and capable of supporting multimedia applications such as streaming, gaming, and social media. This highlights their preference for interactive, high-speed internet solutions that cater to both leisure and productivity (Rinanda & Krisnani, 2024). (Figure 1.4 Preferred Internet Activities Among Generation Z in Indonesia).



**Figure 1. 5**  
**Market Share of ISPs Among Generation Z in Indonesia**

*Source: <https://apjii.or.id/>*

ICON+, as a subsidiary of PT. PLN (Persero), has taken significant steps to enhance its services, focusing on delivering high-speed, reliable internet to meet the needs of modern users. Despite these efforts, the ISP faces stiff competition from other providers targeting the Generation Z market. A survey conducted by WeAreSocial in 2023 shows the market share of ISPs, indicating that while ICON+ has a presence, improvements in differentiation and customer engagement are necessary to strengthen its position. (Figure 1.5 Market Share of ISPs Among Generation Z in Indonesia).

This study aims to analyze the internet consumption behavior and preferences of Generation Z users in the Ciledug Subdistrict, a region selected due to its growing number of young internet users and the increasing adoption of ICON+ services, making it a relevant case study for understanding digital consumption trends in urban communities. The findings provide actionable insights for ICON+ to enhance its service offerings and meet the demands of this tech-savvy demographic. Moreover, this research contributes to understanding the broader implications of digital connectivity among younger