

ABSTRACT

The development of information and communication technology has led to changes in the behavior of Generation Z in seeking and consuming information. One of the main impacts is the widespread use of social media, particularly TikTok, as an alternative source of information that is considered faster, more concise, and more engaging due to the use of AI. This study aims to investigate the influence of two different types of content—TikTok true story AI content on the @aiwitness.id account and non-AI content on the @ngmare account—on the fulfillment of Generation Z's information needs, with perception as the mediating variable. The method used is quantitative with a descriptive approach, data was collected through a questionnaire administered to 400 Gen Z respondents who are followers of the @aiwitness.id and @ngmare accounts, and data analysis was conducted using Structural Equation Modeling (SEM) with the SmartPLS 4 software. The results of this study generally indicate that AI and Non-AI True Story content, mediated by perception, influences the fulfillment of Gen Z's information needs. Based on the Elaboration Likelihood Theory (ELT), these findings suggest that AI content tends to be processed through the peripheral route, while Non-AI content tends to be processed through the central route. Additionally, this study contributes to the development of the Uses and Gratifications theory in a digital context.

Keywords: Artificial Intelligence, Gen Z, TikTok, Perception, True Story.