

ABSTRACT

This study is motivated by the high usage of Instagram among Generation Z, particularly the @Folkative account, which is known for delivering informative content relevant to social issues, trends, and youth lifestyles. The research problem focuses on the extent to which @Folkative's content influences the formation of information perception among Generation Z. The purpose of this study is to determine the magnitude of this influence, applying Chris Heuer's 4C concept (Context, Communication, Connection, Collaboration) as the independent variable and Jalaluddin Rakhmat's perception theory (Selection, Interpretation, Evaluation, Retention) as the dependent variable. This research employed a quantitative approach with an online survey method, distributing questionnaires to 100 @Folkative followers aged 17–22 years. Data were analyzed using simple linear regression, correlation coefficient, coefficient of determination, and t-test. The results indicate a positive and significant influence of @Folkative's content on Generation Z's information perception, with Context and Communication emerging as the most dominant dimensions, while Collaboration and Retention scored the lowest. The study concludes that concise, relevant, and trend-focused static visual content effectively fulfills Generation Z's information needs. Therefore, it is important for digital media managers to maintain content quality while enhancing two-way interaction with their audiences.

Keywords: *Generation Z, Instagram, Social Media Content, Information Perception.*