

Media Consumption in Shaping of Personal Identity : Case of Coming of Age Films in Netflix

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STATEMENT BY THE AUTHOR

I hereby declare that this thesis is my original work and has not been submitted for any degree or qualification at any other educational institution. To the best of my knowledge, all sources of information and materials used in this thesis have been properly acknowledged and cited.



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ABSTRACT

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This study examines how media consumption of coming-of-age films contributes to personal identity formation among Indonesian Generation Z audiences. The rapid growth of digital streaming platforms, particularly Netflix, has transformed media consumption into a more active and personalized experience, where audiences engage with content not only for entertainment but also for emotional reflection and self-understanding. This research aims to explore how Indonesian youth interpret and internalize coming-of-age film narratives through emotional involvement, character identification and narrative interpretation, and sociocultural interpretation.

Using **Uses and Gratifications Theory (UGT)** as the theoretical framework, this study employed a descriptive qualitative approach through in-depth interviews with four Generation Z participants, supported by a media professional and academic expert as triangulation sources. The findings indicate that coming-of-age films function as emotionally meaningful and reflective media texts that contribute to self-reflection, emotional validation, aspiration, and identity exploration. The study also found that participants actively negotiated Western cultural values presented in the films according to Indonesian sociocultural contexts rather than directly adopting them. Overall, the findings suggest that personal identity formation through media consumption is an active, interpretive, and socially mediated process in which coming-of-age films serve as symbolic resources that help young audiences understand and negotiate their sense of self.

Keywords: Media Consumption, Personal Identity Formation, Generation Z, Coming-of-Age Films, Uses and Gratifications Theory (UGT), Netflix



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DEDICATION

I dedicate this thesis to my passion and dream of pursuing a future in the film industry, which inspired and motivated me throughout this journey. I also dedicate this work to my beloved parents for their endless love, support, encouragement, and sacrifices, as well as to my sister for her constant support and presence throughout this process.



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