

## Gen Z's Motives to Watch Beauty Vlogger Content (More than just Entertainment)

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### **ABSTRACT:**

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*Recently, following and watching content from beauty vloggers has become one of the most common activities done by Generation Z through various social media platforms. Apart from entertainment purposes, following and watching content from beauty vloggers is done with various motives and reasons. This research specifically aims to find out the motives of Generation Z in Jakarta in following and consuming content produced by beauty vloggers. This research uses a qualitative approach with a phenomenological method. The data were analyzed using Alfred Schutz's phenomenological method. The findings of this study show that there are three typification of informants in this research based on their motives: entertainment seekers, information and reference seekers and role model seekers.*

### **Introduction**

Beauty vlogger is a new profession that emerged during information and communication technology development. Although relatively new, this profession is considered quite promising, and many young people are trying to pursue it. Beauty vloggers can simply be content creators on social media (especially YouTube and Instagram) who specifically discuss everything related to beauty, such as how to apply makeup and skincare, info and reviews of cosmetic products, and fashion tips (Choi & Behm-Morawitz, 2017).

The beauty vlogging activity carried out by beauty vloggers is one of the interesting phenomena that has emerged on various social media platforms (YouTube, Instagram, Facebook, TikTok, etc.) in recent years (Berryman & Kavka, 2017). At the beginning of its emergence, this

activity was nothing more than a form of self-expression or hobby for those who like make-up and everything related to beauty care. But gradually, with the high response from the audience to the uploaded content, this activity has turned into a new business and profession in the digital era. Not a few then seriously pursue this profession because, in addition to being able to channel their hobbies, beauty vloggers can also reap high profits from this activity (detik.com, 2018).

Generally, the beauty vlogger profession is carried out by young women (millennials and Gen Z) who are active on social media, both for self-actualization and to make a profit (AnNur & Hariyanti, 2019). To become a beauty vlogger, one must have the ability to dress up and the confidence to appear in front of the camera (Mariezka et al., 2018). In addition, what is equally important is that they must have many subscribers and video visitors (views) that make them famous.

Through various social media platforms, beauty vloggers share various beauty tips, such as make-up tutorials and information on beauty products, to educate and inspire their audiences. They also provide demonstrations on the use of make-up, recommendations, and reviews of different beauty products that offer a new experience for the audience (Chen & Dermawan, 2020).

The content produced by beauty vloggers is usually packaged in an engaging, interactive, personal, and relaxed manner presented in the form of live broadcasts so that a more intimate and personal relationship is built with the viewers (Sykes, n.d, 2014). Often, in live broadcasts through various social media platforms, beauty vloggers interact with the audience by answering questions from the audience about beauty. This seemingly casual interaction is interesting because beauty vloggers appear more authentic and honest than product promotional content such as advertisements and other promotional media. The information they present is also more diverse, ranging from product reviews and tutorials on the use of beauty products to tips on caring for skin & face, which are indeed very popular with teenagers and young women, especially Generation Z (Gen Z) (born 1996-2009).

Along with its development, beauty vloggers today do not only share various beauty-related things in the video content they share. But they also open themselves up to their audience by sharing their personal lives, relationships, motivations, and opinions on various things outside of beauty. This activity is a unique attraction that can make audiences feel the closeness and friendship built by beauty vloggers (Ladhari et al., 2020).

Currently, beauty vloggers are considered influencers who have the power to influence audience behavior. They are even referred to as internet celebrities. These influential opinion leaders have the power to influence today's digital society far beyond the control or influence of conventional celebrities (celebrities who appear in mainstream media). They also significantly impact young people's lives, especially Gen Z. Beauty vloggers are not only entertainment for leisure time but also beauty trendsetters among Generation Z.

Many Gen Z people are tempted to buy and use makeup and beauty care products that beauty vloggers promote in their vlog content (Safitri & Erdiansyah, 2019). Based on the research conducted by ZAP, 36 percent of Indonesian women had used beauty products before they were 19. Also, Indonesian Gen Z, especially students, spend almost all their expenses on beauty treatments (ZAP, 2020: 8-10). It is no exaggeration to mention that makeup and other beauty care products have become a daily necessity for women, especially Gen Z.

Another interesting fact that shows the influence of beauty vloggers is the findings of recent research that shows a strong correlation between following beauty vloggers and the consumptive behavior of young women in buying cosmetics and other beauty care products (Sanjaya & Suwanto, 2017; Chen & Dermawan, 2020). For young women, the content uploaded by beauty vloggers is a source of information and reference when buying beauty products (ZAP, 2022).

In Indonesia, the number of beauty vloggers continues to increase occasionally. The beauty vlogger phenomenon is a new professional trend that is also in demand by young people in Indonesia today. The following is data on the ten most popular beauty vloggers in Indonesia based on the number of followers on their Instagram accounts in March 2022 (katadata.co.id, 2022):

Table 1.1. List of Indonesia's 10 most popular beauty vloggers

<b>Number</b>	<b>Name</b>	<b>Total Subscriber</b>
1	Tasya Farasya	5.100.000
2	Jharna Bhagwani	3.300.000
3	Nanda Arsyinta	2.400.000
4	Rachel Goddard	1.100.000
5	Abel Cantika	1.000.000
6	Marcella Febrienne	867.000
7	Sarah Ayu Hunter	806.000
8	Jovi Adhiguna Hunter	790.000

9	Tyna Dwi Jayanti	707.000
10	Suhay Salim	645.000

*Source: katadata.co.id*

Based on the data in Table 1.1, the interest of young people in Indonesia in following beauty vloggers is quite high. It is not surprising that beauty vloggers in Indonesia can reap tens to hundreds of profits per month from their beauty vlogging activities.

Interestingly, beauty vlogging is not only profitable for the creators. This phenomenon also provides great benefits for the cosmetics and beauty products industry in the country. The persuasive power of beauty vloggers in influencing young people, especially Gen Z, even surpasses the advertising capabilities that the beauty industry has been relying on (Dermawan, 2020). As a result, lately many cosmetic and beauty product industries have joined forces with beauty vloggers/beauty influencers to market their products.

The reality of the success of these beauty vloggers cannot be separated from the fact that many of Generation Z today are internet users, especially in Indonesia. A survey conducted by Alvara Research Center found that internet addicts in Indonesia are dominated by Gen Z, who spend an average of approximately 7 hours a day accessing the internet (katadata.co.id, 2022). In addition, a survey found that 75 percent of Gen Z in Indonesia prefer video-based content, which is also widely watched by Generation Z in Indonesia (IDN Research Institute, 2022).

For Gen Z, the Internet is a space to do many things, not only to find information and interact but also to find entertainment, express themselves, and form their identity. Especially with several social media platforms today, the need to express and form self-identity has become very wide open.

The communication experience between Gen Z and beauty vloggers is relevant to observe, considering that many Gen Z follow and build a para-social relationship with one or more beauty vloggers in their daily lives. Although initially, following and watching content from beauty vloggers was just entertainment for most Gen Z, gradually, the activity was no longer just entertainment. Using a qualitative approach and phenomenological method, this research will explain the motives, desires, and meanings of watching and following beauty vloggers for informants (Gen Z in Jakarta).

## Method

This research uses the post-positivistic paradigm to discover the motives underlying informants to follow and consume content produced by beauty vloggers. From these motives, the meaning of the communication experience by the informants will be known. The approach is qualitative with phenomenological methods. At the same time, the data in this study were collected by conducting in-depth interviews and non-participant observation. The data obtained were then processed using Schutz's typing method.

Phenomenological research seeks to answer what it is like to experience this and that (Sobur, 2014). Phenomenological research focuses on how we perceive existing reality through our experience or awareness (Hamzah, 2020).

There are various views on phenomenology, but the phenomenology that will be used in analyzing this study's problems is Alfred Schutz's phenomenology. In Schutz's perspective, phenomenology can be interpreted in two ways. First, phenomenology can be interpreted as an effort to understand human meaning that positivism methodology cannot penetrate. Second, phenomenology is interpreted as a new way of looking at reality to escape the trap of the reductive worldview carried by the logic of science and other views based on mass collective emotionalism. In other words, phenomenology for Schutz functions as a methodology related to efforts to understand humans and can also be considered part of a critical emancipatory methodology with emancipatory sides (Supraja & Akbar, 2020).

Schutz stated that phenomena that occur in individuals or groups can be understood through three models of human action, namely logical consistency, subjective interpretation, and adequacy, as described below:

1. Logical Consistency

Logical consistency is used to validate the researcher's objective construction. All individual actions are recorded and then constructed using 'logical consistency'. For this reason, researchers must be careful in compiling and constructing meanings that informants consistently speak. Meanwhile, consistent utterances must be addressed.

2. Subjective interpretation

Researchers use subjective interpretation to refer to all human actions and the meaning of these actions. Researchers make subjective interpretations of each action by referring to

concepts and theories that can confirm the interpretation results. In this case, the researcher must convey what is by the findings.

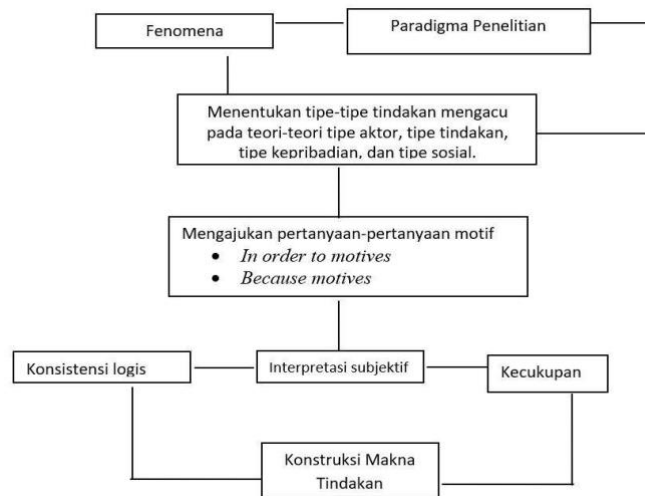
### 3. Sufficiency

Sufficiency can be interpreted as the construction of meaning raised by individuals or groups. This means that researchers can make conclusions that are general and understandable to others. Researchers can use logic and language logic to construct findings and conclusions at this stage.

To uncover a phenomenon, Schutz's typification method refers to types of actions, behaviors, speech, personality, etc. The question that makes it possible to explore the meaning of action types is knowing the motive. Schutz (Hamzah, 2020) divides two questions related to action motives, namely:

*"because" motive refers to the individual's experience; therefore, it is oriented to the past. Motives "for" (in order to motives/expectation motive), meaning something that is a goal described by intentions, plans, hopes, interests, and so on that are oriented towards the future.*

**Figure 1.1. Schutz's Typification Method**



*Source: Hamzah, 2020, p. 55*

The informants in this study were selected using purposive sampling method. For this reason, there are several criteria that the author uses in selecting informants for this research. The following are the criteria that researchers have set:

1. Gen Z aged 20-24 years old
2. Actively following one or more beauty vloggers, both local and international.

3. Have been following beauty vloggers for at least 2 years and still actively following until now.
4. Live in Jakarta

The following is a description of the profiles of the five informants of this research who are considered to have met the above criteria:

Table 1.2. Profile of Research Informants

<b>Name</b>	<b>Age/Profession</b>	<b>Time Period of Following a Beauty vlogger</b>	<b>Residence</b>
Vineta	24/ University student	2016-2023 (7 years)	Jakarta
Shafa	22/ University student	2016-2023 (7 years)	Jakarta
Michelle	21/ University student	2013-2023 (10 years)	Jakarta
Sekar	21/ University student	2016-2023 (7 years)	Jakarta
Salsa	22/ University student	2013-2023 (10 years)	Jakarta

*Source: Research Data*

To measure the validity of data in this study, researchers used data triangulation by using various sources of data acquisition such as documents, archives, interview results, observation results or by interviewing more than one subject to find different points of view. Researchers also tested the logical consistency of informants' answers to ensure that each answer given was in accordance with other answers. If there was a discrepancy between one answer and another, the researcher conducted another interview to confirm and clarify the informant's answer. Consistent answers were then categorized based on the topic of “because motives” and “In other to Motives”.

## **Result and Discussion**

To obtain the data in this study, the researcher conducted interviews with five informants who had been determined based on the previous criteria. Each informant in this research was interviewed 3 times. The first interview lasted approximately 60-90 minutes. While the second



interview was conducted for about 40-60 minutes. The third interview was conducted through a conversation on WhatsApp to add some data that was considered inadequate and to verify certain statements from the previous interview that were considered unclear.

The interview results that have been obtained are then processed by looking at the logical consistency of each informant's answer, then subjectively interpreted by the researcher without changing the meaning of what the informant said. After it was considered sufficient, the researcher looked for evidence in the form of informant statements that supported the answer.

Based on the data processing, the researcher found that each informant in this study has **'because motives'** and **'in order to motives'** as mentioned by Schutz in his typology method. In Schutz's view, the social world is intersubjective and a meaningful experience. In this case, the meaning of action is very identical to the motives that underlie an action (Sobur, 2018). Thus, following and consuming the content presented by beauty vloggers is not just an action taken by the informants. Instead, there is an underlying reason for the behavior and communication experience, be it past motives or future expectations/goals. In this study, there are 3 **'because motives or past motives'** of the informants that encourage them to follow beauty vloggers.

**The first motive** was found in the informants' experience during high school, where the informants began to be interested in dressing up and became curious about make-up. However, at that time they did not dare to use make-up because of school rules that did not allow the use of make-up. Not only schools, their parents also mostly did not allow their children to use make-up when they were in high school. Therefore, at that time, the informants admitted that they did not have any knowledge (blind) regarding make-up and how to use it even though they were very curious and wanted to try dressing up. Of the five informants in this research, there were only two informants who claimed to have tried using 'thin' make-up such as using powder and lip tin/lip-gloss during high school. However, they also admitted that they did not always use it because they were worried about being noticed by the school or their friends. Wearing make-up to school is still considered unnatural in most schools in Indonesia, so informants also tend to avoid wearing make-up that looks conspicuous because it might get them caught during a raid and then get a reprimand from the teacher/school. Moreover, some schools, according to some informants, still apply very strict rules and penalties for violations of the use of make-up.

The presence of beauty vloggers when the informants were still in high school, really helped provide answers to the informants' curiosity about make up and various other things



relevant to the world of beauty. Although at first, they were only spectators who could not try to apply what they learned directly, the informants said that the make-up tutorial content created by beauty vloggers was very entertaining and increased their knowledge related to make-up. It is no wonder that they initially consumed these contents almost every day.

**The second because motive**, found in the experience of informants who were urged or encouraged by parents and relatives to pay more attention to appearance. Previously, informants were considered to pay less attention to appearance, so that their parents and relatives, especially their mother, began to worry about their appearance. Informants said that they previously rarely paid attention to their appearance and never used make-up or beauty products at all. They were previously more comfortable with their appearance without makeup because using make up is considered 'complicated'. They said using makeup and skin care is a troublesome thing because it requires expertise and skills.

However, since they entered college, the informants said that their parents (mothers) often asked them to pay more attention to their appearance. Three out of five informants said that their mothers always reminded them to take care of their appearance because they are already in college, have grown up and should dress up. Especially as girls, maintaining their appearance according to their parents is very important because it affects their future success.

Although at first the informants did not fully accept their parents' encouragement to dress up, they gradually realized that what their parents said made sense. Moreover, according to the informants, information about job vacancies everywhere generally includes good-looking criteria as one of the requirements that applicants must meet. This further strengthens the informants' conviction to start paying attention to their appearance and get used to dressing up when entering college. Armed with information from the content presented by beauty vloggers on various social media platforms, the informants then learnt to use make-up and skin care products that they considered affordable. In contrast to high school, during college, the informants claimed to be more daring to use make-up because there were no rules prohibiting the use of make-up on campus. They are also more confident in using make-up because many of their college friends have also used make-up and dressed up to go to campus. Two informants even admitted that they were more encouraged to use make-up to support their appearance after seeing the appearance of their college friends who had already used make-up.

**The third because motive**, which refers to the informants' past experiences, is the experience of interest in K-pop. Two of the five informants (Michelle and Shafa) argued that their initial interest in beauty vloggers was due to their interest in the appearance of K-pop artists who were different from artists from other countries. The make-up used by K-pop artists/idols according to informants is not excessive but looks natural. The informant was then interested and inspired to be able to wear natural Korean-style make-up. Since then, Michelle and Shafa started actively looking for and following several beauty vloggers from Korea. They have even made watching beauty vlogger content a daily activity since then.

On her way to following Korean beauty vloggers, Michelle also followed several beauty vloggers from Indonesia. She did this because the make-up products suggested by Korean vloggers are difficult to find in Indonesia. Meanwhile, the make-up products used by Indonesian beauty vloggers are generally local products that she can find easily. In addition, according to the informant, the content of Indonesian beauty vloggers is more suitable for her because her skin type and color are more similar than those of Korean beauty vloggers. However, Michelle is still interested in the type of natural make-up presented by Korean beauty vloggers in their content.

In addition to **because motives**, the informants in this research also have **in other to motive or expectation motives** which are the purpose of following beauty vloggers. Based on the results of data analysis, there are several **expectation motives** from informants following and consuming content from beauty vloggers. **The first expectation motive** is the motive **to gain knowledge/insight** related to make up, skin care, fashion, and their uses. For the informants in this research, the activity of following and watching content uploaded by beauty vloggers is intended to increase their insight and knowledge regarding the use of make-up, skin care and cosmetic products that they do not understand. They hope that by watching content from beauty vloggers, they will have makeup skills and basic knowledge in terms of body care and body beauty.

According to the informants, beauty vloggers really help them understand make up and skin care and their use. The informants consider beauty vloggers to be trustworthy because they have tried the skin care and make-up that they promote first. Not only that, according to informants, the beauty vloggers they follow also explain the ingredients contained in each beauty product they review and their functions. Especially nowadays, according to informants, there are many beauty products that contain harmful substances, so understanding the content of a beauty product will greatly help prevent them from using the wrong product.

In addition to getting information related to make-up and skin care products and their ingredients, the informants in this study also hoped to get information related to beauty and skin care products that are affordable and easy to obtain. The informants in this research are university students, so they have limited funds to buy skincare and makeup. This is then one of the considerations for informants to follow beauty vloggers who are almost the same age as them and often recommend cheap but good quality products. According to informants, watching content from beauty vloggers helps them understand the makeup look for different situations, whether the makeup look is natural or bold. Beauty vloggers also demonstrate how to use make-up step by step, making it easier for informants to follow and imitate.

**The second expectation motive is to get online friends/sisters who become role models in terms of appearance, relations and life goals.** Based on the findings of this research, 4 out of 5 informants consider the beauty vloggers they follow as role models in terms of appearance, relationships (especially with family and spouses) and life goals. All four informants agreed that they use beauty vloggers as a reference point in looking and using make-up and skin care. Then, two informants (Salsa & Sekar) said that through the content of the beauty vloggers, they learnt to show affection towards their family members. Previously, both informants admitted to having a less close relationship with their family. But by watching content from beauty vloggers, they are more encouraged to interact and be less selfish in their relationships with their families.

Today's beauty vloggers do not only present beauty-related things in their content. It is not uncommon for beauty vloggers to also show the side of their daily lives such as college, travelling, and interactions with family and partners. These things, according to the informants, make the activity of watching beauty vlogger content no longer just to find entertainment and spend time, but also to learn positive things from the lives shared by beauty vloggers. The informants (Shafa & Michelle) even consider beauty vloggers as "online sister" who share their experiences in various things ranging from make-up, college, how to live a healthy life, and even how to make the most of their experiences. Shafa said that she really wants to follow the lifestyle of the beauty vloggers she follows, such as regular breakfast, regular sleeping and waking hours, and regular exercise. According to Shafa, such a lifestyle is the ideal healthy lifestyle that she wants to have.

In contrast to the others, Vineta sees that her goal in watching and following the content of beauty vloggers other than to learn make up is to learn how to achieve success and manage finances. Vineta is very inspired by beauty vloggers who are beautiful and successful in achieving

their dreams at a young age. This is also what Vineta wants in his life. Therefore, he hopes to be like her idol beauty vloggers who are successful, have their own business and look beautiful & attractive. She even learnt how to manage money from the content delivered by her favorite beauty vloggers.

**The third expectation motive is to get inspiration and motivation.** Based on data analysis, researchers found that watching beauty vlogger content also inspired and motivated several informants in various ways. For example, Michelle, she was very inspired to become a Make Up Artist after following and watching beauty vlogger content. According to her, she learnt a lot about make-up from the content of the beauty vloggers she followed. Michelle also feels very motivated to practice her ability to communicate and interact with others as shown by her favorite beauty vloggers.

What Michelle feels about beauty vloggers is not much different from what Salsa and Vineta's. Beauty vloggers inspire Salsa and Vineta to always pay attention to their appearance in various situations. In addition, according to Salsa, beauty vloggers encourage her to develop better communication skills. According to her, appearance and communication skills are two important things today. By having both skill, people will get a lot of convenience in life. She also believes that appearance will make people respect and treat us well too.

Unlike Michelle, Salsa and Vineta, Sekar thought that watching beauty vlogger content is not just for entertainment but also inspires her in terms of behaviors and responding positively to other people's negative comments. In addition, beauty vloggers also inspire her to pay more attention on her appearance and fashion she wears. Watching and following beauty vloggers also motivates Sekar to be more confident and fight the insecurity she feels about her appearance. When she feels down about people's negative comments about her appearance, Sekar admits that she always remembers the words of her favorite beauty vlogger (Nanda Arsinta) who said, "*all women are beautiful in their own way.*" And now Sekar is more accepting of herself and dares to style herself according to her needs.

Based on these motives, the typification of informants in this research can be divided into three, namely:

1. Leisure entertainment seekers.

This type of viewers and followers are people who watch and follow beauty vloggers' content to fill their boring free time. However, they are also people who are curious about

make-up and skin care. But they don't have a specific purpose in watching and following beauty vloggers' content other than seeking entertainment. Watching the beauty vloggers use make up can indeed be an entertainment for the audience. Though it can also influence them to imitate the make-up style or even buy the products reviewed by beauty vloggers in their content.

## 2. Information & Reference Seekers

This type of audience is the audience and followers of beauty vloggers whose main purpose is to find out about make-up, skin care and recommended products. In addition, this type of audience and followers are usually strongly influenced by their needs and desires to improve their understanding of the use of make-up and other beauty product information they need. Usually, this type of viewers and followers are not so emotionally attached to the beauty vlogger that they do not really like the daily life posts presented by beauty vloggers. This is probably because they only need information, so the focus is only on that.

## 3. Role Model Seekers

This type of viewers and followers are basically interested in following beauty vloggers who they consider having good qualities in terms of appearance and behaviors. Thus, beauty vloggers give them insight not only in terms of appearance such as the use of make-up and skin care, but also in other matters. For example, in terms of achieving dreams/goals, careers, managing finances to building relationships (family and couples). In addition, this type of audience and followers also see beauty vloggers as inspiration to build self-confidence and fight insecurity. Usually, this type of audience and followers have an emotional attachment (para-social relationship) with the beauty vlogger who is seen as a role model.

The results of this study show that gen z has various motives in watching beauty vlogger content. Gen Z's motives are more than just to seek entertainment and find information related to makeup and other beauty products. Their motives for watching beauty vloggers are also driven by more serious desires such as looking for role models in terms of appearance, behavior, self-image, building self-confidence, achieving success/career and managing finances.

Based on these findings, researchers assume that beauty vloggers not only influence Gen Z in terms of buying and using makeup and other beauty products as mentioned by several previous

studies (Mutiawati, et al, 2023; Pangalila, et al, 2021; Suryani et al, 2021; Elvira et al, 2022). Beauty vloggers influence on gen z far beyond just on the use of makeup. They influence them in terms of values and perspectives that can change the way they think and the way they see themselves. However, previous studies have focused more on the influence of beauty vloggers on product purchasing decisions and consumptive behavior of their audience (most millennials and Gen Z) that it makes impression that the activity of watching beauty vlogger tends to be negative.

Whereas based on the findings of this research, watching beauty vlogger content also has other positive impact for gen Z other than just to get information about make up and how to apply it. However, research related to beauty vlogger influence on Gen Z lately only limited on specific topic like how they imitated the beauty vlogger appearance and how they decided to buy certain beauty product. There are only few of latest research that focus on how watching beauty vlogger content influence gen Z personally.

We found two previous studies that are indirectly support the findings of this research. The first research was conducted by Briandana (2021) who found that audiences interpret beauty vlogger content (Tasya Farasya) as a reference for young people in shaping self-identity both culturally and persuasively in speech and action. This research explains how beauty vlogger content helps teenagers (Gen Z) building self-identity positively. The second study was conducted by Kusdemawati (2024) who found that teenagers who often spend their time watching beauty vlogger content on Tiktok, have a better body image and they tend to pay more attention to their appearance.

These finding show us that the activity of watching beauty vlogger content is not only affects consumptive behavior and product purchasing decisions among teenagers (gen Z in particular) but also affects other behaviors including self-acceptance, self-confidence and other positive behaviors. Watching beauty vlogger is no longer just to find information related to beauty products and the use of makeup but also to form the identity of the audience. For this reason, future researchers need to conduct research that measures how the content of beauty vlogger affects self-concept, body-image and confidence of Gen Z.

## **Conclusion**

Based on the data analysis and discussion that has been carried out, the researcher concludes that there are various motives for informants to watch and follow beauty Vlogger

content. These motives consist of “because motives” and “expectation motives”. The “because motive” of informants to watch and follow beauty vlogger content is their curiosity about make-up and their parents’ encouragement to pay more attention to their appearance. In addition, another “because motive” that influences informants is the influence of the popularity of K-pop which is famous for its natural make-up. Meanwhile, the “expectation motive” of informants in following and watching beauty vlogger content is to get entertainment and good and affordable make-up and skin care information/references. In addition, they also have other “expectation motives”, namely, to get a role model in appearance, relationships and self-confidence. Therefore, the researcher concluded that there are 3 typification of informants in this research based on their motives, namely, entertainment seekers in their spare time, information and reference seekers and role model seekers.

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