

ABSTRACT

In the digital age, technology has advanced rapidly, including music and podcast streaming services like Spotify. Generation Z, the youngest generation known as the internet generation or iGeneration, which has grown up with sophisticated technology since childhood, has become the main user of this platform. This study focuses on Generation Z in the Telkom University Faculty of Business Communication student environment to analyze the influence of understanding the motives and usage of the Spotify platform in fulfilling podcast and music listening needs. The theory used in this study is the Uses and Gratification (U&G) Theory, which explains how and why people use media to fulfill their needs and motivations. This study uses a quantitative method with a SEM approach and PLS method. Data was collected through an online questionnaire distributed to 100 students of the Telkom University Faculty of Business Communication. This study shows that the motives and usage of the Spotify platform have a significant influence on fulfilling the podcast and music listening needs of students of the Telkom University Faculty of Business Communication. Generation Z uses the Spotify platform to fulfill various needs, such as seeking information, entertainment, and relaxation.

Keywords: *Spotify, Generation Z, Uses and Gratification, music and podcast*