

Generation Z perception of Folkative credibility as a nomad media

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ABSTRACT

Background: Folkative, a popular nomad media among Generation Z, received a wave of criticism in early 2025 due to errors in some of its news content. However, over time, the number of followers of the media's Instagram account actually experienced a significant increase. While previous studies focused on the motivation and Generation Z's information fulfillment by the media, the above phenomenon actually shows a shift in context where Folkative is now seen as a media whose credibility is questionable in the eyes of the public. **Purpose:** This study aims to measure Generation Z's perception of Folkative's credibility by referring to the Source Credibility Theory of Carl Iver Hovland, Irving Lester Janis, and Harold H. Kelley. **Methods:** This study uses a quantitative descriptive approach with a survey design. Data were collected using an online questionnaire compiled based on the operationalization of two dimensions of credibility, namely source credibility and message credibility. **Results:** The majority of research respondents as part of Generation Z perceive that the @folkative Instagram account as a news source had good credibility, as did its news content. Dynamism (4.05) is the source credibility indicator with the highest average score, and Social Tie (3.45) is the lowest. For message credibility, Accurate (3.69) is the indicator with the highest average score, and Believable (3.46) is the lowest. **Conclusion:** Research respondents as part of Generation Z perceive that Folkative has a good credibility as a nomad media with branding as the most prominent characteristic. **Implications:** An appropriate branding strategy could become a gateway to better assessments from the audience regarding other characteristics in credibility perception.

Keywords: Folkative; Generation Z; message credibility; perception; source credibility

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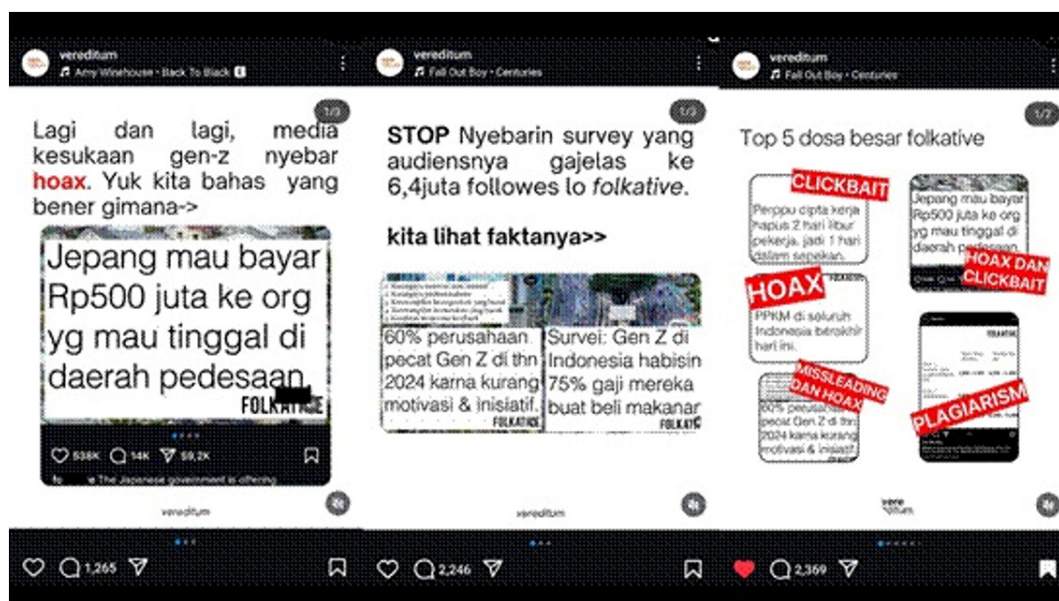
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INTRODUCTION

Social media has now become a primary source of news for the public. Ease of access to information production and distribution on social media has made a wider variety of sources available to the users (Metzger et al., 2003). One such source is nomad media, a media platform that often does not possess its own main website and relies heavily on social media platforms as its news distribution channel (Anwar, 2025). These conveniences offered by the platforms allow nomad media to exist alongside mainstream media as a source of news on social media, especially for younger audiences such as Generation Z.

One of the research findings in the 2022 Maverick Analytics Fellowship Program series organized by Maverick Indonesia shows that the 5 media outlets most frequently chosen by Generation Z in Indonesia as their news sources are Folkative (40%), CNN Indonesia (37%), Detik (31%), USSFeed (27%), and Kompas (23%). Based on this finding, it can be known that Folkative is the most popular nomad media among Generation Z (Rita, 2022). IDN Research Institute (2025) named this media as one of the leading voices in the nomad media ecosystem in Indonesia. Active on Instagram with the username *@folkative*, this media focuses on disseminating daily news about arts & culture, entertainment, pop culture, and domestic and global trends (Asmara & Handayani, 2024). Folkative also frequently raises topics related to government policies, domestic and foreign politics, as well as several social issues.

However, despite the popularity, Folkative has faced a criticism wave in the start of 2025 due to several errors on its news content. Those critics were uploaded by an Instagram account with the username *@vereditum* through several separate Instagram posts that can be seen on Figure 1.



Source: Instagram account *@vereditum*, 2025

Figure 1 Collage of critics for Folkative posted by the Instagram account *@vereditum*

Those criticism posts has gained quite a lot of attention and sparked discussion among the Instagram users. A significant number of which were also starting to questioned the credibility of Folkative, especially as a populer media among the younger audiences. Following this wave of criticism, Hermawan (2025) found that, based on qualitative content analysis, the news posted by Folkative tend to be less credible. This finding differs from previous studies that investigate Folkative by the audience perspective.

Previous studies have consistently shown positive findings regarding Folkative as an information source for Generation Z, particularly regarding its influence on certain aspects in audience dynamic such as online engagement (Fadhlan & Putri, 2021) and communication effectiveness (Asmara & Handayani, 2024), as well as meeting their information needs (Setiawati & Herlambang, 2025). Furthermore, Hermawan (2025) findings also tend to contradict how the number of followers of the *@folkative* Instagram account has actually continued to experience a significant increase over time.

The wave of criticism against Folkative, accompanied by differences between previous research findings, indicates a significant shift in the research context. Previously viewed as a popular media among Generation Z, Folkative's credibility is now being questioned by Instagram users. In communication research, credibility is positioned as a psychological construct in the form of audience perceptions of a particular source or message's inherent qualities (Metzger et al., 2003). While Hermawan (2025) has examined credibility following the wave of criticism against Folkative from a content perspective, credibility from the perspective of the audience, particularly Generation Z who predominantly choose this media as their source for news (Rita, 2022), in the same context tends to be less explored.

Therefore, this study aims to fill this gap by focusing on measuring Generation Z's perceptions of Folkative credibility, by dissecting it into source and message dimensions. This dissection aligns with how media credibility and content quality are key factors for Generation Z in selecting news to consume on social media (Andriany & Triwardhani, 2025).

LITERATURE REVIEW

Theory of Credibility

Theory of credibility in communication study was first developed by Hovland et al. (1953) with Source Credibility Theory as its official name. Credibility is conceptualized as a psychological construct, defined as how recipients perceive the quality of certain source and message in communication process. This perception does not arise randomly, but rather as a structured cognitive response based on certain characteristics inherent in the source and the message itself (Appelman & Sundar, 2016; Hu, 2015).

This theory dissects credibility into source and message aspects. This dissection mainly arises due to the possibility of source and message retention to occur independently in the same communication process (Hovland et al., 1953). Based on the assumptions of this theory, perception of an aspect or dimension can encourage the emergence of the same perception of the other aspect. It means that a credible source will be most likely considered to produce a credible message and a credible message will be most likely considered to come from a credible source.

Source Credibility

Source credibility is defined as an assessment performed by information consumers or recipients based on the characteristics of the communicator, whether it is an individual or an organization (Hovland et al., 1953). Hu (2015) specifically developed a set of indicators in order to measure the credibility of a news organization in the context of social media that align with the context of this research. Those indicators including: (1) Trustworthiness that refers to the audience trust regarding the media intentions in conveying news, (2) Competence that refers to the media's capability in conveying news, (3) Dynamism that refers to the media's persona or style in presenting itself and conveying the news to the audience, (4) Social Tie that refers to the strength of connection between the media and the audience, and (5) Technology Affordance that refers to a set of cues emerging from the social media system which can enhance the media's credibility.

Message Credibility

In the context of research on news content obtained from a news media, Appelman and Sundar (2016) define message credibility as the audience perception of the news content validity. According to a research synthesis compiled by Metzger et al. (2003), this definition closely related to message quality dimension on credibility studies. Appelman and Sundar (2016) discovered three indicators as the best reflectors of digitally distributed news credibility based on the audience perspective. Those indicators including: (1) Accurate that refers to the absence of errors in a news, (2) Authentic that refers to the news originality and the clarity of its sources, and (3) Believable that refers to the news believability according to the audiences.

Previous Studies

Based on the literature reviews conducted by the author, it can be known that overall, previous studies were mostly conducted based on the context in which Folkative was seen as a popular media among Instagram users, especially Generation Z. The popularity then became the basis for investigating how Folkative fulfills Generation Z's information needs and gratifications (Putri & Puspita, 2025; Setiawati & Herlambang, 2025), the media effect towards certain aspect

in the audience dynamic (Asmara & Handayani, 2024; Fadhlan & Putri, 2021), and how the media utilizes social media platform as its news distribution channel (Marzella et al., 2024). On the other hand, the background context of this research are the wave of criticism and credibility crisis that happened to Folkative in the start of 2025. This credibility issue is the one that has not been widely explored in the previous researches. By taking it into account, this research is focused on investigating the audience perspective in the context of credibility as an attempt to addressing this gap.

Moreover, previous studies that have a spesific purpose to investigate Generation Z audience perspective still dominated by qualitative approaches with a narrow population scope and small samples (<100 respondents). Therefore, this research will attempt to expand the population appropriate to the social media context, increase the quantitative sample size, and apply respondent selection criteria to the sample. These methodological efforts are undertaken to ensure that the data collected comes from truly relevant subject and therefore, can accurately answer the research questions.

RESEARCH METHODS

This study uses a descriptive quantitative approach. This approach is commonly utilized to understand certain citation or phenomenon by collecting data in form of measurement (Trisliatanto, 2020). The measurement result then be analyzed to gain a systematic overview of the research object (Sugiyono, 2020). Furthermore, survey is an appropriate design to gain a new knowledge based on descriptive informations (Sheikh et al., 2024). Survey design can be utilized to gain quantitative data from the research subject that will be analyzed statistically to determine significant research findings (Sugiyono, 2020).

Subject of this study are Generation Z that is using Instagram and have accessed or interacted with the *@folkative* Instagram account and its news content. According to Parker and Igielnik (2020), Generation Z are those who born between 1997 and 2012. Theoretically, someone could only be able to perceive something when it has been sensed or consumed by them (Neeson & Vinson, 2024). By limiting the specific subjects, the author was able to ensure that the participants were those who have the ability to perceive the credibility of Folkative. Furthermore, the object of this research is a single variable: perception of credibility. In Source Credibility Theory, this variable is also referred to as perceived credibility. This variable is dissected into two dimensions: source credibility and message credibility. Each dimension has its own indicators, which were then translated into the research instrument.

In order to maximize access to the population without setting the data accuracy aside, this study combines two non-probability sampling technique, which are purposive sampling and convenience sampling. Purposive sampling focuses on taking appropriate samples according to research data needs, while convenience sampling places more emphasis on taking samples that are most easily accessible to researchers (Andrade, 2021). The use of both techniques was accompanied by the application of inclusion criteria appropriate to the target population. These criteria were used to ensure that the participants involved could contribute directly to answering the research questions (Memon et al., 2024). The inclusion criteria for the respondents of this research including: (1) Members of Generation Z (born in 1997-2012), (2) Actively using Instagram, and (3) Followed or have accessed and interacted with the *@folkative* Instagram account and its news content. The sample size then determined according to statistical sample feasibility reference, namely 30-500 respondents (Sugiyono, 2020). The author also limited the data collection period to 34 days, from January 30, 2026, to March 5, 2026. During this period, the author successfully collected data from 242 respondents. This number is still within the reference range and can be considered suitable to be used in this research.

Primary data for this study were collected by questionnaires as its instrument. Questionnaire is a research instrument which contains a set of statements or questions that has to be answered by the research respondents (Trisliatanto, 2020). This research questionnaire includes 22 positive statement item with 5 poin Likert scales, which are Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5). Likert scale is utilized based on its performance to answer the need of converting human subjectivity such as attitude, perception, and opinion to an objective reality that can be measured quantitatively (Sugiyono, 2020). Before being utilized in primary data collection, the questionnaire was first tested on 30 respondents outside the research sample. This number represents the accumulation of the recommended minimum sample size (24) and an additional non-response rate of 20% (Bujang et al., 2024). The test results indicate that the questionnaire was valid based on the Pearson Product Moment formula calculation and reliable based on the Cronbach's Alpha formula calculation.

This study was conducted fully online. The author disseminated the questionnaire using Google Form through three different mechanism, including: (1) Directly contacted the respondents that has matched the inclusion criteria, (2) Used a panel respondents service, and (3) Disseminated the questionnaire on the author's social media. The collected data were then analyzed using descriptive statistics. This type of statistics was chosen because of its superiority in presenting data through tables, graphs, and statistical measures (Hamidi et al., 2024), which can be interpreted into a systematic overview to answer the research questions.

Table 1 Categorization of The Research Data

No	Likert Scale Score's Average Interval	Category
1	1,00 – 1,80	Very Poor
2	1,81 – 1,60	Poor
3	2,61 – 3,40	Fair
4	3,41 – 4,20	Good
5	4,21 – 5,00	Very Good

Source: Author, 2026

Data analysis in this study focused on two main statistical measures: frequency to observe the distribution of respondents' answers and the cumulative mean to determine the general trend of respondents' perceptions on each dimension and indicator. The entire data analysis process was conducted using Google Spreadsheet and IBM SPSS 27 software. To facilitate data interpretation, the author categorizes the results of variable measurements into several intervals in Table 1. This categorization refers to the guide from Sugiyono (2020) in categorizing data from variable measurements using the Likert scale.

RESULTS AND DISCUSSION

This research aims to determine Generation Z's perception of Folkative's credibility through a systematic measurement. The measurement data are the responses from 242 respondents to 22 positive statements in a questionnaire compiled based on the operationalization of two dimensions of credibility according to Source Credibility Theory from Hovland et al. (1953), which are source credibility (Hu, 2015) and message credibility (Appelman & Sundar, 2016).

Perception of Source Credibility

Hovland et al. (1953) stated that the credibility of a source in the eyes of the audience is key to effective communication. Audiences perceive the credibility of a source based on certain characteristics inherent in that source. These characteristics include trustworthiness, competency, the source's communication persona, closeness with audience, and cues emerging from technology such as social media. In this study, all of these characteristics are inherent in the *@folkative* Instagram account used by Folkative to distribute its news content. Folkative's credibility as a news source in the eyes of respondents can be seen from their perceptions of these characteristics.

Table 2 demonstrate the average comparison of each indicator within the source credibility dimension. Based on the data in Table 2, the accumulated average score for the source credibility dimension is 3.74, which falls into the "Good" category. This finding indicates that the overall respondents, as part of Generation Z, perceive the *@folkative* Instagram account as a news source

Table 2 Average Scores of Source Credibility's Indicators

No	Indicator	Average Score	Category
1	Trustworthiness	3,70	Good
2	Competence	3,93	Good
3	Dynamism	4,05	Good
4	Social Tie	3,45	Fair
5	Technology Affordance	3,69	Good
Average of Source Credibility Dimension Score		3,74	Good

Source: Author, 2026

with good credibility. Indicator-level analysis shows that *Dynamism* is the indicator with the highest average score (4,05) within the source credibility dimension. This finding indicates that the characteristic that primarily supports Folkative's credibility as a news source in the eyes of the respondents is its communication persona. In the context of this research, the communication refers to the distribution of news content by Folkative through its Instagram account.

As a nomad media who is active on Instagram, research findings show that Folkative features a unique and professional branding in the eye of the respondents as part of Generation Z. In line with research findings by Marzella et al. (2024), the author identifies that the branding mainly manifest in how Folkative has been consistently using a unique visual style in their news contents, following by the used of English on the caption since their first post. Branding plays an important role in enhancing visual appeal by combining functionality and artistic practicality in social media news distribution (Jing, 2025). Consequently, this research finding reveals *Dynamism* as an indicator associated with branding achieved the highest average score. The questionnaire item, "The way the @folkative Instagram account delivers news makes it feel engaging," received the highest average score (4.20) on the source credibility dimension. This finding suggests that Folkative's branding, which also manifests in its news delivery style, successfully makes news feel engaging to research respondents as part of Generation Z.

Reading the research by Parsons (2024), the author obtains an understanding that the branding actually has a compatibility with how Generation Z views social media as a platform. For Generation Z, social media is a place for short, simple, yet visually appealing contents (Parsons, 2024). If a news media wants to utilize the platform in order to reach the younger audiences including Generation Z, it is required to adapt to the characteristics of social media content.

Generation Z also tend to seek some control in deciding what news is interesting for them and when do they have the mental capacity to explore the news further (Parsons, 2024). The youngsters including Generation Z view the news as a commodity that can be consumed whenever, wherever, and in whatever way they see fit (Hendrickx, 2025). A short and simple multimedia format

then become the most appealing news delivery style for them due to its compatibility with their preference in consuming news (Parsons, 2024). Referring to the findings above, it can be inferred that Folkative with its uniqueness in their simple news content and distinctive visual style has aligned with Generation Z's preference regarding news presentation on social media.

Not merely rely on branding, research findings show that Folkative's credibility is also supported by its competency in the eyes of the research respondents as part of Generation Z. The respondents perceive that Folkative has a good understanding of its news topic accompanied by the ability to delivers it clearly so that the news can be more comprehensible. This finding evidents in how the questionnaire item that reads "The @folkative Instagram account is able to present issues clearly and easily understood." obtained the second highest average score (3.88) and the questionnaire item that reads "The @folkative Instagram account appears to understand the topics they convey." obtained the third highest average score (3.75) in the source credibility dimension. Both items represent *Competence* as an indicator related to the source competence.

This research finding is in line with the research by Asmara and Handayani (2024) which found that Folkative has the ability to explain, interpret, and guide the audiences to understand informations displayed on its news content. For this reason, the majority of research respondents agreed that Folkative has good competence as a news source.

Meanwhile, it is important to remember that Folkative uses social media as its news distribution channel. This platform enables its users to easily connect with any other users available there. Despite the convenience, the intensity of connection emerged on the platform could diverse (Hu, 2015). This intensity is also a part of factors that could determine credibility of a source in the eyes of its audiences. In this research context, Folkative is required to maintain a good connection intensity with Generation Z as the most audience segment that selects the media as their source of news (Rita, 2022) in order to enhance its own credibility (Marzella et al., 2024).

However, research findings actually show that *Social Tie* as an indicator measuring connection intensity between the source and the audience obtained the lowest average score (3.45) compared to all other indicators in the source credibility dimension. The low average is a result of the respondents tendency to not choose Folkative as their main media in accessing news. The questionnaire that reads "The @folkative Instagram account is my primary source of news," received the lowest score (3.16) compared to other items representing the source credibility dimension. Therefore, it can be inferred that the high level of engagement and fulfillment of needs by Folkative tends not to be accompanied by respondents' loyalty to the media.

Evita et al. (2023) found that Generation Z has a high standar in spending their time online, including how they give a loyalty toward certain media. Other study then gets the author to

understand the possible reason of this loyalty absence. Parsons (2024) found that in the eyes of Generation Z, journalism should exist as a “news” or deeper context provider from the “news” they have encountered on social media. While Folkative has been known as its excellent in the velocity of news dissemination, the media has not been able to satisfy Generation Z’s needs for deeper context and exploration of the news yet. It is evident in how news contents uploaded by @folkative tend to only meet the 5W+1H aspects without any further exploration. This finding is supported by the finding of content analysis research from Hermawan (2025). The result shows that Folkative news contents have not been able to fulfill completeness and diversity of perspective.

Perception of Message Credibility

In perceiving the credibility of digitally distributed news content, Appelman and Sundar (2016) found that the characteristics that best reflect its credibility in the eyes of the audience lie in the quality of the news content’s substances, which includes the accuracy of the content, the authenticity and clarity of the news source, and the believability of the news. In this study, respondents perceived the credibility of Folkative’s news content based on these characteristics.

Table 3 demonstrates the comparison of each indicator’s average scores that included in the message credibility dimension. According to data on Table 3, it can be inferred that the average accumulated score for the message credibility dimension is 3.61, which falls into the “Good” category. This finding indicates that the research respondents as part of Generation Z perceive Folkative’s news content to have a good credibility.

Indicator-level analysis shows a narrow difference between the *Accurate* (3.69) and *Authentic* (3.68) indicators, which have the highest average scores in the message credibility dimension. Therefore, it can be inferred that the main factors supporting the credibility of Folkative’s news content in the eyes of respondents as part of Generation Z, are its accuracy and authenticity. This accuracy is confirmed by the research conducted by Marzella et al. (2024) using interviews with the media representatives. The research findings indicate that although speed is its main focus, Folkative still prioritizes the accuracy and relevance of the news topics raised. News accuracy is maintained by verifying the information with relevant parties before uploading the news content (Marzella et al., 2024).

Table 3 Average Scores of Message Credibility’s Indicators

No	Indicator	Average Score	Category
1	Accurate	3,69	Good
2	Authentic	3,68	Good
3	Believable	3,46	Fair
Average Score of Message Credibility Dimension		3,61	Good

Source: Author, 2026

Furthermore, the questionnaire item “The title and content of the news on @folkative Instagram account are consistent” received the highest average score (3.92) compared to the other items in this dimension. This finding indicates that the match between the title and the content is a key factor in the accuracy of Folkative’s news content. Respondents also tended to believe that news contents uploaded by the media are factual.

The authenticity of the news content in the eyes of respondents as part of Generation Z can be seen from how they perceived Folkative’s news content to be supported by clear sources, which also contained valid information. This is evidenced by the questionnaire item “I feel that the news content uploaded by @folkative Instagram account is based on valid information,” which received the third-highest average score (3.75).

The citation of sources in question can be seen, for example, in Folkative’s latest post on June 24, which featured the results of a scientific study (Figure 2). In the post, Folkative clearly cited its source in the caption. This source citation also serves as evidence of the media’s evaluation, as @vereditum Instagram account had previously criticized Folkative for frequently disseminating survey or study results without clear sources and context. According to Parsons (2024), this action also fulfills Generation Z’s expectations of using such sources to conduct independent fact-checking.

Despite this accuracy and authenticity, the authors found several data which are indicating that Generation Z remains skeptical about consuming Folkative’s news content. The questionnaire item “The @folkative Instagram account rarely reports false news” received the lowest average score (3.41). This finding may indicate a lingering awareness among research respondents, as part of Generation Z, of the potential for errors in Folkative’s news content.



Source: @folkative Instagram account, 2026

Figure 2 One of Folkative’s Instagram posts that highlights the results of a study

This awareness is evident in how *Believable* received the lowest average score (3.46) as an indicator in the message credibility dimension. The questionnaire item, “I tend to accept news from the @folkative Instagram account without double-checking,” also received the lowest average score (3.07) compared to the other items in this dimension. This finding suggests that despite their trust in Folkative’s news content, respondents tend to not blindly accept it and still double-check.

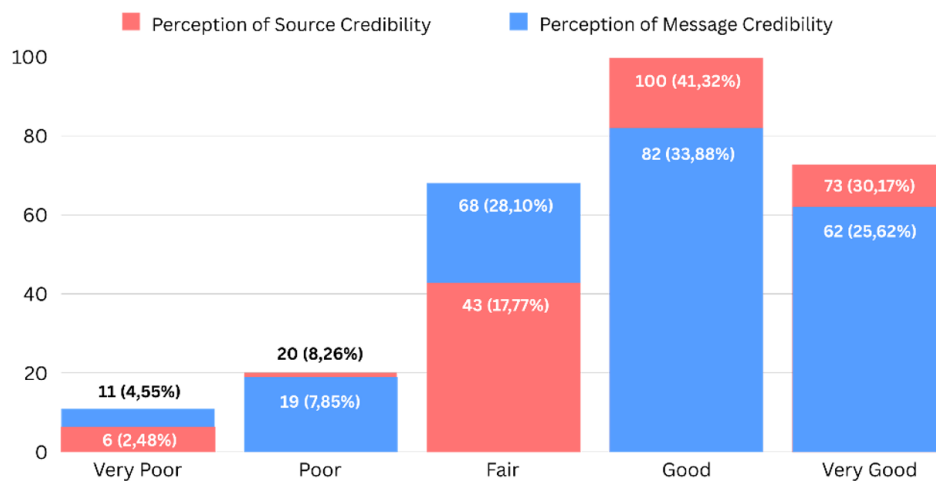
The above findings could indirectly indicate the media literacy skills possessed by respondents as part of Generation Z. According to Komara and Widjaya (2024), media literacy encompasses the ability to understand, sort, evaluate, and respond to information from various media. However, previous research has shown that in verifying or seeking further information, Generation Z tends to be driven by the need for personal satisfaction (Permatasari et al., 2024). Their desire to disseminate news is also often based on relevance to personal beliefs or experiences, rather than accuracy (Andriany & Triwardhani, 2025).

By keeping those possibility in mind, the authors cannot immediately conclude that skepticism and the tendency to double-check are based on valid intentions. Further research is needed to understand Generation Z’s understanding of how media works, information structures, and the editorial processes behind the information to determine the possible intentions behind these actions. This is because understanding these elements is a key component of good media literacy (Komara & Widjaya, 2024). Furthermore, good media literacy can also help Generation Z use social media responsibly (Yogayama et al., 2025), including when consuming news.

Perception of Folkative’s Credibility as a Nomad Media

The research findings indicate that respondents as a part of Generation Z possess positive perceptions of Folkative’s credibility as a news source as well as news contents uploaded by the media’s Instagram account. This finding is consistent with the assumption of Source Credibility Theory, where sources that are credible in the eyes of the audience tend to be perceived as producing messages that are also credible (Hovland et al., 1953). Nonetheless, when the frequency of perception category of source credibility and message credibility dimensions are compared, the authors found a significant difference between the frequency of perception categories on the positive and negative continuum of both dimensions.

According to Figure 3, it can be inferred that the number of respondents with “Good” and “Very Good” perceptions of @folkative’s credibility as a news source is greater than the perception of its news content’s credibility. Conversely, the number of respondents with “Poor” and “Very Poor” perceptions of the media’s credibility as a news source is lower than the perception of its news content’s credibility by a small margin. The data in Table 2 and Table 3 also show that the average score for *Trustworthiness*, an indicator that measures trust in the source, is greater than *Believable*,



Source: Author, 2026

Figure 3 Comparison of Perception Category Frequency of Source and Message Credibility

an indicator that measures trust in the message. The low score on the *Believable* indicator was also found in a study by Hermawan (2025) using qualitative content analysis methods.

Source Credibility Theory explains that these findings may indicate that the respondents tend to dissociate the credibility of a source from the message it conveys. This dissociation typically occurs when the source is perceived as credible while the message is not (Hovland et al., 1953). Although the majority of perceptions emerging from both dimensions in this study tend to be equally positive, it is important to remember that the previous wave of criticism against Folkative stemmed from errors in its news content as a message.

This possible dissociation could indirectly explain the significant and continuous increase of *@folkative's* number of followers even after the media received a wave of criticism. The research findings indicate that the credibility aspects attributed to *@folkative* as a news source are the reasons why the research respondents, as part of Generation Z, continue to follow and access the media despite having the knowledge of potential errors in its news content.

CONCLUSION

The research findings indicates that research respondents as part of Generation Z perceive the Instagram account *@folkative* as a news source with good credibility, as does its news contents. This perception is primarily supported by Folkative's unique news presentation style followed by the accuracy and authenticity of its content. However, these strengths have not been able to build respondents' loyalty towards Folkative due to the limited depth of context and perspective presented on its news contents. The positive perception that emerged was also accompanied by a skeptical attitude from respondents who continued to double-check before trusting news content from the media. Through the application of Source Credibility Theory, this study also found that of

all the characteristics that can be used by the audience as a basis for perceiving credibility on social media, branding was the most prominent in the eyes of respondents. The right branding strategy can be a gateway to positive audience assessments of other characteristics, especially for nomad media who rely heavily on social media platforms as their news distribution channels.

Meanwhile, it can be known that this research still focuses on perspective of the general audiences, who certainly have very diverse knowledge and experience in perceiving credibility of a nomad media. To enrich knowledge regarding the nomad media ecosystem from various perspectives, further research might attempt to compare the credibility perceptions of the general audiences with experts or practitioners in the field of journalism towards Folkative and any other nomad media in Indonesia. Furthermore, the findings of this study can also be a consideration for other media in determining the right strategy in reaching Generation Z on social media. This strategy can function as a form of media provision of its role in providing information that is not only high-quality, but also can be effectively received by Generation Z.

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