

## ABSTRAK

Media sosial telah berkembang pesat dan menjadi bagian integral dalam kehidupan masyarakat, termasuk dalam praktik komunikasi pemasaran. Brand Somethinc merupakan salah satu merek lokal yang banyak diperbincangkan di media sosial, baik melalui konten promosi resmi maupun ulasan dari kreator, seperti testimoni, *review* penggunaan, informasi produk, hingga tips dan trik. Tingginya intensitas dan volume konten tersebut menimbulkan fenomena *social media overload*, yaitu kondisi ketika pengguna merasa kewalahan dan kelelahan akibat paparan informasi yang berlebihan. Situasi ini dapat memicu timbulnya perilaku *selective retention*, yakni kecenderungan individu untuk hanya menyaring dan mengingat informasi yang dianggap relevan atau penting. Penelitian ini bertujuan untuk mengetahui pengaruh *social media overload* terhadap perilaku *selective retention* pengguna media sosial, khususnya Generasi Z di Yogyakarta dengan menggunakan pendekatan teori Elaboration Likelihood Model (ELM). Metode yang digunakan adalah kuantitatif dengan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner daring dengan skala likert 1-5 dan dianalisis menggunakan uji regresi linier sederhana. Hasil penelitian berdasarkan 100 responden yang berdomisili di Yogyakarta menunjukkan bahwa *social media overload* berpengaruh positif dan signifikan terhadap *selective retention* dengan nilai koefisien determinasi ( $R^2$ ) sebesar 14,3%. Artinya, sebesar 14,3% variasi perilaku *selective retention* dapat dijelaskan oleh variabel *social media overload*, sedangkan sisanya dipengaruhi oleh faktor lain seperti literasi digital, motivasi individu, kualitas dan kredibilitas konten. **Kata kunci:** media sosial, *social media overload*, *selective retention*, Generasi Z, Somethinc.

## ABSTRACT

*Social media has rapidly evolved and become an integral part of modern life, including in marketing communication practices. Somethinc, a local brand, is frequently discussed on social media through both official promotional content and user-generated content such as testimonials, usage reviews, product information, and tips or tricks. The high intensity and volume of such content have led to the phenomenon of social media overload, a condition where users feel overwhelmed and fatigued due to excessive exposure to information. This situation may trigger the emergence of selective retention behavior, where individuals tend to filter and remember only information that they perceive as relevant or important. This study aims to determine the effect of social media overload on selective retention behavior among social media users, particularly Generation Z in Yogyakarta, by using the Elaboration Likelihood Model (ELM) as a theoretical framework. The research employs a quantitative method with purposive sampling. Data were collected through an online questionnaire using a 1–5 Likert scale and analyzed using a simple linear regression test. Based on responses from 100 participants residing in Yogyakarta, the findings indicate that social media overload has a positive and significant effect on selective retention, with a coefficient of determination ( $R^2$ ) of 14,3%. This means that 14,3% of the variation in selective retention behavior can be explained by social media overload, while the remaining portion is influenced by other factors such as digital literacy, individual motivation, content quality, and credibility.*

**Keywords:** *social media, social media overload, selective retention, Generation Z, Somethinc.*