

## **ABSTRACT**

Mass media consumption in the millennial era in Indonesia has decreased due to a shift in time that makes it easier for the millennial generation to access the internet so that they can view shows on various digital platforms without going through television again. Television shows have become monotonous since the last 4 years, where most of them are only filled with programs with almost similar concepts. Along with digital developments, Artificial Intelligence Capabilities can replace human jobs. Everyone can become a journalist with social media, but the information disseminated must be in accordance with the elements of the news and the source must be trusted to prove the truth. Therefore, TV is still the guide for the public to get the latest accurate information. Satellite TV focuses its programs on News programs that display actual news, so Satellite TV is still a guide for the public to get accurate information apart from being broadcast live, Satellite TV also broadcasts news through several other mass media, namely newspapers, YouTube and Instagram to keep up with developments. digital in the millennial generation.