

The Living Room Altar: Domestic Geographies, Parental Hegemony, and the Spontaneous Media Consumption of Digital Natives

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Keyword:	Abstract
digital native paradox, domestic geography, spontaneous viewers, temporal vulnerability, p3sps regulation.	Global audience studies often portray Generation Z as autonomous digital natives who have shifted toward private digital platforms. However, this study identifies a “Digital Native Paradox” in a developing regional context, where adolescents’ digital agency remains constrained by domestic structures. This study aimed to map conventional broadcast media consumption, particularly television and radio, among high school students in Bengkulu City and to assess the implementation of the Indonesian Broadcasting Commission’s P3SPS regulations. Using a quantitative descriptive design with a macro-survey approach, data were collected from 277 adolescents aged 14–18 years across nine public and private senior high schools and validated through field-method triangulation. The findings show that conventional broadcasting remains embedded in adolescents’ daily routines. Approximately 55% of respondents relied on free-to-air antennas, while 67% accessed television in shared living rooms, reinforcing parental influence over viewing choices and positioning adolescents largely as spontaneous or passive viewers of national and local television networks. In contrast, adolescents demonstrated greater autonomy in radio consumption, particularly as selective listeners of music programs during morning commuting hours (07:00–10:00 WIB). Television viewing was concentrated between 19:00 and 21:00 WIB, with some respondents reporting exposure of up to 7–8 hours daily. Moreover, 57% watched television without parental supervision, indicating limited household-level protection from adult-classified content. These findings suggest that P3SPS regulations alone are insufficient and should be complemented by stronger family-based media governance to protect adolescents within domestic environments.

INTRODUCTION

The era of extensive media convergence has positioned young people, theoretically identified as digital natives, at the center of global transformations in media consumption. The defining characteristics of this group are commonly associated with a high dependence on personal devices, particularly smartphones, access to wireless internet, and the freedom to independently select and consume content as selective audiences. (Prensky, 2001) and (Tapscott, 1998) initially popularized the concept of digital natives to describe a generation that grew up immersed in digital technologies (Howe & Strauss, 2000), suggesting that their cognitive processing and information-seeking behaviors differed fundamentally from those of previous generations. However, this generational determinism has increasingly been

problematized by scholars who argue that technological proficiency is not uniformly distributed across contexts and that social, economic, and cultural factors significantly mediate digital engagement (Helsper & Eynon, 2010). The assumption of universal digital-native autonomy has therefore been criticized for its technological determinism and its failure to account for structural inequalities and localized media ecologies that shape how young people engage with media across different sociocultural contexts (Selviayana & Eti Efrina, 2024).

Contemporary communication literature, which largely focuses on narratives of digital migration, often overlooks the sociological dynamics of societies in developing regions. In such contexts, the penetration of new media frequently intersects with domestic structures, family cultures, and local infrastructural limitations. Recent studies from Southeast Asia have documented that, despite high rates of smartphone ownership, conventional media remain resilient, particularly in rural and peri-urban areas where internet infrastructure remains uneven and family viewing practices continue to structure household media routines (Gonçalves-de-Albuquerque et al., 2014). This persistence of conventional media suggests that the digital migration narrative is incomplete and requires deeper examination of how physical and social environments mediate media consumption behaviors. Consequently, a theoretical gap emerges in understanding how this post-millennial generation negotiates its agency in relation to conventional media that continue to persist despite the rapid expansion of digital platforms. The concept of media domestication, as articulated by (Gonçalves-de-Albuquerque et al., 2014), provides a useful framework for understanding how media technologies are integrated into the routines and spaces of everyday life, suggesting that the adoption of new media does not necessarily displace older media but may instead produce complex patterns of coexistence and repurposing (Silverstone & Haddon, 1996).

This study examines this paradox through a case study of broadcast media consumption among senior high school students in Bengkulu City, Indonesia. Using macro-level survey data from 277 students across nine public and private schools, the study provides empirical evidence that challenges generalized assumptions surrounding digital natives. Amid the extensive presence of global digital platforms, conventional media continue to retain notable structural relevance. The survey indicates that national television and local television stations, such as RBTv and BETV, are still regularly accessed by 28% and 24% of respondents, respectively. These findings align with broader regional research demonstrating that Indonesian adolescents maintain hybrid media consumption patterns, simultaneously engaging with digital platforms and conventional broadcast media (Nugroho et al., 2021; Heryanto, 2020). The persistence of traditional broadcasting in the digital era provides an important entry point for investigating why conventional broadcast media have not been entirely abandoned by a generation born and raised in the internet era, particularly when infrastructural, economic, and socio-spatial factors constrain media access and choice (Couldry & McCarthy, 2004).

The theoretical framework underpinning this investigation draws on several interconnected bodies of literature. (Morley, 1992) foundational work on domestic geographies provides a critical lens for understanding how the physical organization of household spaces shapes media consumption patterns and power relations within families. Morley argued that the television set is not merely a technological device but a node within a complex network of domestic power relations, in which control over viewing choices reflects and reinforces broader familial hierarchies. Similarly, Livingstone's (2019) reconceptualization of the active audience

in the digital age suggests that, although young people possess considerable digital agency through personal devices (Bird, 2003), the persistence of shared screens in family spaces creates a sociological anchor that continues to expose young audiences to traditional broadcast content. The Uses and Gratifications framework (Rubin & Haridakis, 2017) further informs this analysis by distinguishing between active, goal-directed media consumption and passive, habitual viewing, providing a useful analytical distinction for examining the contrasting patterns observed in television and radio consumption. Furthermore, the cultivation theory perspective (Gerbner et al., 1986) raises important concerns regarding the cumulative effects of prolonged exposure to media content, which becomes particularly relevant when considering the temporal vulnerability identified in this study.

Nevertheless, the presence of adolescents in front of conventional television screens does not necessarily reflect personal satisfaction or conscious choice. This is where the central paradox emerges, representing what this study terms the “Digital Native Paradox”—the apparent contradiction between the assumed autonomy of Generation Z and the structural constraints that limit their agency within domestic spaces. Field data reveal the predominance of audience characteristics that can be categorized as spontaneous or passive viewing. The students surveyed in Bengkulu were found to watch television not primarily because of active motivations for information seeking or entertainment, as suggested by the Uses and Gratifications perspective, but rather because of the influence of what may be termed domestic geography. Most respondents (186 students, or 67%) accessed media in the living room, a communal space within Indonesian households that functions as a center of family interaction. Within this environment, a form of parental hegemony operates, whereby control over the television remote remains largely in the hands of older family members. As a result, the active and autonomous characteristics typically associated with digital natives are temporarily constrained, positioning adolescents as passive audiences who consume available broadcast content as part of the domestic routines of their households. This observation aligns with (Ang, 2006) argument that television viewing should be understood as a cultural practice embedded in everyday routines and social relationships rather than merely as an individual act of information seeking or entertainment consumption.

Furthermore, this study identifies a significant pattern of temporal vulnerability in adolescent media consumption. Most students (169 respondents) concentrated their viewing activities during the critical evening period between 7:00 p.m. and 9:00 p.m. Extended viewing durations, with some respondents (16 students) reporting television consumption of seven to eight hours per day, substantially increased the likelihood of viewing beyond age-appropriate time periods and being exposed to content classified as suitable for adults. According to Indonesia’s Broadcasting Code of Conduct and Broadcasting Program Standards (Pedoman Perilaku Penyiaran dan Standar Program Siaran; P3SPS), adult-classified content may be broadcast after 10:00 p.m. This temporal pattern raises important questions regarding the effectiveness of regulatory frameworks that operate at the institutional level but have limited influence over the domestic environments in which actual viewing occurs. (Potter, 2021) work on media literacy emphasizes that regulatory protections are insufficient unless accompanied by active mediation and critical engagement skills that enable audiences to make informed viewing choices. This vulnerability is further intensified by the fact that 158 students (57%) reported frequently watching television without parental supervision, indicating a weakening

of the family's role as a primary mechanism of social control. The absence of parental mediation during potentially sensitive viewing periods represents a significant gap in the protective mechanisms envisioned by the P3SPS regulatory framework.

The domestic media environment in Indonesian households presents a particularly complex context for analyzing the interaction between youth agency and structural constraints. The physical architecture of Indonesian homes often positions the television as a central fixture in the living room, a space that simultaneously serves as a site of family togetherness and a setting for the negotiation of domestic power relations. Previous research on Indonesian media consumption has highlighted the importance of the living room as a space in which family hierarchies are performed and reinforced (Ida, 2015; Kurniawan, 2019). This spatial arrangement means that individual media choices are often subordinated to collective family viewing preferences, particularly in lower-income households where multiple television sets may not be economically feasible. The economic dimension of this phenomenon should not be overlooked, as the placement of a single television in a communal space may reflect both cultural preferences for family togetherness and practical economic constraints that limit access to personal screens. This intersection of cultural, economic, and spatial factors produces a media environment that constrains the autonomous agency typically attributed to young people within the digital native framework.

The comparative analysis of television and radio consumption patterns in this study reveals fundamentally different dynamics in how adolescents engage with audiovisual and audio media within the domestic context. Television viewing, constrained by the spatial geography of the living room and associated parental hegemony, tends to produce passive audience behavior characterized by the consumption of available broadcast content. By contrast, radio listening emerges as a domain of relative autonomy, in which adolescents function as selective listeners who actively choose music programs that serve specific purposes. This divergence in audience behavior across media types suggests that the constraints of domestic geography operate unevenly, with audiovisual media being more susceptible to parental control than audio media. The spatial mobility of radio reception, particularly through vehicle radios during commutes, enables adolescents to move beyond the spatial constraints imposed by the living room. This finding contributes to the growing body of literature on the spatial dimensions of media consumption (Couldry & McCarthy, 2004; Moores, 2000) by demonstrating how the physical characteristics and modes of access associated with different media can enable distinct forms of audience agency.

Therefore, this article reconceptualizes how the identity and agency of digital natives are negotiated within constrained domestic spaces. Through the perspectives of Communication Studies and Audience Studies, the article moves beyond regional broadcasting statistics to examine the sociological tensions between youth agency and the structural constraints imposed by parental authority and the spatial dynamics of the living room. This study offers three primary contributions to media studies in Southeast Asia. First, it provides empirical evidence challenging the universal applicability of the digital native concept by demonstrating how domestic structural factors significantly mediate and constrain adolescent media agency. Second, it extends the tradition of domestic geography research to the context of a developing Southeast Asian region, revealing media consumption patterns shaped by both cultural norms and infrastructural limitations. Third, it identifies critical gaps in the implementation of

broadcasting regulations at the domestic level, contributing to policy-relevant scholarship on media governance in developing contexts. By demonstrating how locality, broadcasting regulation, and household architecture collectively shape the persistence and relevance of conventional broadcasting in the digital age, this research provides theoretical and practical contributions that extend beyond the immediate empirical context of Bengkulu City.

METHOD

Research Design

This study employed a descriptive quantitative research design using a macro-survey approach with a cross-sectional timeframe. The design was used to capture adolescent media consumption patterns at a specific point in time and to provide a systematic overview of the phenomenon under investigation (Neuman, 2014). This approach enabled the identification of broader structural patterns in audience behavior while allowing the findings to be interpreted within relevant social and domestic contexts (Jensen, 2021). Quantitative data were collected to examine patterns of media access, content preferences, viewing contexts, and temporal media consumption.

Participants

The target population of this study consisted of young people categorized as digital natives (Generation Z) enrolled in senior high schools and vocational high schools in Bengkulu Province, Indonesia. Generation Z was operationally defined as individuals born between 1997 and 2012, with the study sample restricted to adolescents aged 14 to 18 years who were currently enrolled in formal secondary education institutions. This age range was selected to capture the period of late adolescence, during which media consumption habits are forming and becoming increasingly independent from parental influence, yet remain embedded within domestic family structures (Livingstone, 2002). Using a random sampling technique, a total sample of $N = 277$ students was successfully recruited as research participants from nine public and private senior high schools and vocational high schools located in Bengkulu City. The sampling frame included all senior high schools and vocational high schools in Bengkulu City, from which nine institutions were randomly selected to ensure representativeness across different educational contexts. The sociodemographic characteristics of the respondents indicate an average age of 16 years, with an age range spanning from 14 to 18 years. In terms of gender distribution, the sample was dominated by female respondents, comprising 159 females (58%) and 118 males (42%). This gender distribution is consistent with the overall enrollment patterns in Indonesian senior high schools during the study period.

Research Instrument

The primary research instrument was a structured questionnaire developed specifically for this study. The questionnaire was designed to measure five key dimensions of media consumption: (1) media access infrastructure and channels; (2) spatial geography of media consumption within the household; (3) content preferences and selection patterns; (4) temporal consumption patterns, including time of day and duration of exposure; and (5) social accompaniment conditions during media consumption. The questionnaire consisted of closed-ended multiple-choice questions, with some items allowing respondents to select multiple responses where appropriate. Content validity was established through expert review by three communication scholars with expertise in audience studies, who evaluated the questionnaire's

relevance, clarity, and comprehensiveness. Based on their feedback, the questionnaire was refined to improve item clarity and ensure that all relevant dimensions of media consumption were adequately covered. Reliability was assessed through a pilot test conducted with 30 students who were not included in the final sample, resulting in acceptable Cronbach's alpha coefficients ranging from 0.72 to 0.85 across the different questionnaire dimensions, indicating adequate internal consistency (Babbie, 2020). The final questionnaire was administered in Bahasa Indonesia to ensure respondents' full comprehension of all items.

Procedure and Data Collection

Data collection was conducted over a four-month period from June to September 2021, following the pilot testing phase. Ethical approval was obtained from the relevant institutional review board prior to data collection, and permission was secured from the nine participating schools through formal letters of cooperation. Informed consent was obtained from both parents and participating students, with detailed information provided about the research objectives, the voluntary nature of participation, and the measures taken to ensure confidentiality and anonymity. The questionnaire was administered during regular class hours with the assistance of trained enumerators who provided standardized instructions and were available to clarify any questions from respondents. Enumerators underwent a one-day training session covering the research objectives, the questionnaire content, and standardized procedures for administration to minimize variation in data collection. To ensure data quality, completed questionnaires were reviewed on-site for completeness, and any missing data were addressed through immediate follow-up with respondents where possible. In addition to the survey instrument, field observation was conducted at selected households to triangulate the survey findings and provide contextual qualitative insights. Researchers visited a subset of respondents' homes to observe the physical placement of television sets, the spatial arrangement of media technologies, and the patterns of family media interaction. This methodological triangulation, combining survey data with field observations, served to validate the findings and provide deeper contextual understanding of how domestic geography shapes media consumption practices.

Data Analysis

Data were analyzed using descriptive statistics, including frequencies, percentages, and cross-tabulations to identify patterns in media consumption across different sociodemographic groups. These analyses were conducted using SPSS version 26.0 for Windows, a widely used software package for quantitative data analysis in social science research. The primary analytical strategy involved examining each dimension of media consumption individually and then exploring the relationships between dimensions through cross-tabulation analysis, such as the association between spatial geography and viewing autonomy. This approach enabled the identification of patterns in media access channels, spatial consumption contexts, content preferences, temporal patterns, and social accompaniment conditions. The descriptive analysis allowed for the creation of detailed statistical profiles of adolescent media consumption in Bengkulu City, which formed the basis for the findings presented in the results section. Field observation notes were analyzed thematically to identify patterns that corroborated or enriched the survey findings, providing contextual depth to the quantitative results. The integration of quantitative and qualitative data through methodological triangulation enhances the validity of

the findings and strengthens the interpretation of the paradoxical media consumption patterns observed in this study.

RESULTS AND DISCUSSION

Access Infrastructure and Domestic Geography: Unpacking the Dominance of the Living Room and the Mechanism of Spontaneous Viewing

The empirical findings of this study unexpectedly challenge the assumption of technological determinism, which suggests that digital natives have fully migrated to internet-based personal platforms. The data indicate that adolescents in Bengkulu City continue to rely substantially on conventional broadcasting infrastructure. Based on the analysis of media access channels (Table 2), the use of Free-to-Air (FTA) antennas dominates at 55% (154 respondents), followed by subscription television services at 31% (86 respondents) and satellite television at 14% (39 respondents). In contrast, pure internet-based streaming access remains highly marginal, accounting for only 0.4% (1 respondent).

Table 1. Cross-Tabulation Matrix of Access Channels, Spatial Geography, and Social Accompaniment Conditions (N = 277)

Dimension		Research Variable	Number of Respondents (n)	Percentage (%)
Media Access Channel		Free-to-Air (FTA) Antenna	154	55%
		Subscription Television	86	31%
		Satellite Television	39	14%
		Internet Streaming	1	0.4%
Spatial Geography		Living Room	186	67.1%
		Family Room	52	18.7%
		Bedroom	47	16.9%
		Others (School/Vehicle/Kitchen/Boarding House)	10	3.6%
Social Companion		Alone	158	57%
		Siblings	105	38%
		Parents	77	28%
		Friends	8	3%

Source: Processed Primary Survey Data (2021). Note: For the social accompaniment variable, the total exceeds the sample size because respondents were allowed to select multiple responses.

The paradox of media consumption becomes more evident when these findings are cross-tabulated with the variable of domestic spatial geography. A total of 186 respondents (67.1%) reported accessing broadcasting media in the living room. Within the architecture of Indonesian households, the living room functions as a communal sociological space where family interactions are concentrated. Field observations confirm that the placement of television sets within this communal area creates a mechanism of parental hegemony, whereby control over the television remote remains largely in the hands of older family members. This spatial arrangement is not merely a logistical convenience but reflects deeper cultural values regarding the role of the living room as the central space for family gathering and the television as a focal point of family activity. The living room, in this context, functions as what Couldry

(2000) terms a "media space," where the physical configuration of the room, the placement of furniture, and the positioning of the screen all contribute to establishing the television as a central and often unquestioned presence in daily life.

Consequently, Generation Z students in Bengkulu become spontaneous or passive viewers. Many respondents reported watching local television stations—such as RBTV, TVRI, and BETV—not because of deliberate preference, but simply because they followed whatever programs their parents happened to be watching. The theoretically active and autonomous characteristics of digital natives are therefore constrained by the structural limitations imposed by the physical domestic environment.

This finding is consistent with David Morley's (1992) sociological thesis on the domestic geographies of media, which argues that media consumption within the household is not an entirely individual activity but rather a social practice shaped by power relations and domestic structures. Similarly, (Livingstone, 2019) suggests that despite the high level of digital agency possessed by younger generations through personal devices, the presence of shared screens within family spaces acts as a sociological anchor that continues to expose young audiences to traditional broadcasting content and local narratives.

Comparative Audience Characteristics: Visual–Spontaneous Audiences (Television) versus Audio–Selective Audiences (Radio)

This study reveals highly contrasting psychological dynamics in young audiences when comparing television and radio consumption patterns. Preference data indicate that national television stations maintain strong penetration, concentrated primarily within three major commercial broadcasters: TRANS 7 (15%; 148 respondents), GTV (12%; 119 respondents), and TRANS TV (12%; 118 respondents). Conversely, conventional audio media (radio) have experienced significant decline, with only 12% of students actively accessing local radio stations (Miller, 2005).

Within the radio sector, the public broadcaster RRI Bengkulu emerged as the most preferred station (39%; 67 respondents), followed by Flamboyan FM (18%; 32 respondents).

From a communication studies perspective, this sharp contrast stems from fundamental differences in audience consciousness and media engagement: Visual–Spontaneous Audiences (Television)

Television consumption is largely driven by passive motivations. The most preferred content categories are News (19%; 235 respondents) and Movies (19%; 235 respondents). Students reported that they consume these genres primarily as a means of escaping academic fatigue or simply filling leisure time. This pattern is further reinforced by the phenomenon of spontaneous viewing resulting from parental control over television programming in the living room. Audio–Selective Audiences (Radio)

In contrast, adolescent radio listeners demonstrate characteristics of selective listeners. Temporal analysis reveals that radio listening peaks during the morning period between 07:00 and 10:00 a.m. (61 respondents). Adolescents consciously choose music programs (39%; 114 respondents), typically through vehicle radios during their commute to school, in order to enhance mood and motivation before classes begin. Interestingly, many listeners pay little attention to the identity of the radio station itself and instead focus exclusively on the functional value of the audio content.

These comparative findings renew the relevance of the Uses and Gratifications Theory (Rubin & Haridakis, 2017) within the contemporary media ecology. Traditional broadcasting media appear to have undergone a functional polarization. Audio media (radio) survive through high levels of functional selectivity as background media accompanying mobility, whereas audiovisual media (television) within domestic settings have experienced a decline in individual functionality and have increasingly become instruments of communal family integration in shared household spaces.

P3SPS Regulations and Temporal Vulnerability: Analyzing Policy Gaps and the Risk of Late-Night Content Exposure

The most critical and problematic aspect of this study concerns the management of media consumption time (temporal patterns) and the effectiveness of the implementation of P3SPS regulations enforced by the Indonesian Broadcasting Commission (KPI/KPID). P3SPS regulations classify adolescent-rated programming (R) within designated viewing hours intended to protect the psychosocial development of individuals aged 13–17 years. However, empirical evidence reveals a concerning gap between regulatory aspirations (policy) and actual audience practices.

Table 2. Anatomy of Temporal Vulnerability among Adolescents in Bengkulu City

Category		Time Range	Description
P3SPS Safe Zone		05:00–18:00	Recommended viewing hours for children and adolescents according to KPI/P3SPS guidelines.
Risk Zone	Transition	19:00–21:00	A total of 169 students concentrate their viewing activities during this period, requiring parental supervision and monitoring.
Extreme Vulnerability Zone		>22:00 (Adult Viewing Hours)	Sixteen respondents continue watching television during adult programming hours, increasing the risk of exposure to age-inappropriate content.

Source: Theoretical reconstruction based on primary data from Tables 10 and 12 (2021).

Viewing data indicate that adolescent television consumption is heavily concentrated during the evening period between 7:00 p.m. and 9:00 p.m., with 169 respondents reporting regular viewing during these hours. More than half of the respondents engage in prolonged media consumption, and sixteen adolescents reported extreme viewing durations of seven to eight hours per day.

Such extensive viewing habits create a condition of temporal vulnerability, whereby adolescents can easily exceed recommended viewing periods and become exposed to Adult-rated (D) programming broadcast between 10:00 p.m. and 3:00 a.m. These programs may include sensational infotainment content, supernatural or horror-themed shows, and privacy-intrusive programming.

This temporal vulnerability evolves into a serious ethical concern due to the weakening of social supervision within the household. As shown in Table 2, 158 adolescents (57%) reported consuming media alone, without the presence of parents or other family members. Watching television independently during vulnerable late-night hours removes opportunities for family discussion and mediation that could otherwise mitigate the potential negative effects of hyperbolic media content and destructive behavioral representations.

From the perspective of media policy studies (Potter, 2021), this phenomenon reflects a significant policy–practice gap. Broadcasting regulations are capable of governing upstream domains, such as television stations and scheduling restrictions, but remain largely incapable of influencing downstream domains, namely the domestic environments in which audiences consume media. When families fail to exercise effective social control and allow adolescents to engage in unrestricted media consumption, the legal protections established by the P3SPS framework lose much of their effectiveness.

Ultimately, digital natives in Bengkulu City find themselves in a condition of relative vulnerability and insufficient protection within their own domestic media environments. The study demonstrates that regulatory mechanisms alone are insufficient to safeguard young audiences unless they are accompanied by active parental mediation and sustained social supervision within the household.

CONCLUSION

This study deconstructed the monolithic assumption of absolute digital-native autonomy by revealing the “Digital Native Paradox” within the sociological context of a developing region. While contemporary literature often characterizes Generation Z as an independent audience that has largely migrated to private digital platforms, empirical evidence from Bengkulu City demonstrated a contrasting reality shaped by domestic structural constraints. The findings revealed that 55% of respondents relied on free-to-air (FTA) antennas, while 67.1% accessed media in the living room, where the physical placement of television screens reinforced parental hegemony, reduced adolescent agency, and positioned young audiences as spontaneous or passive viewers. Conversely, active adolescent agency emerged more clearly through radio consumption, where young audiences functioned as selective listeners who intentionally used morning radio broadcasts for mood enhancement during school commutes. This comparative pattern illustrated a functional polarization of traditional media, with audiovisual media serving as instruments of family integration and audio media maintaining a greater degree of functional selectivity.

The study further identified a critical policy–practice gap in the implementation of Indonesia’s *Pedoman Perilaku Penyiaran dan Standar Program Siaran* (P3SPS), as 57% of respondents consumed media without parental supervision during potentially vulnerable evening hours, increasing the possibility of exposure to adult-classified content that the regulatory framework could not fully control within domestic environments. This temporal vulnerability, combined with weakened social supervision mechanisms, demonstrated the limitations of formal regulatory protections within the household spaces where media consumption frequently occurred (Radway, 1984).

Future research should examine the mechanisms of parental hegemony through qualitative ethnographic approaches, conduct comparative analyses across diverse Indonesian regions, and investigate domestic media governance models that integrate regulatory frameworks with family-based media literacy interventions to strengthen adolescent protection within home environments. This study successfully deconstructs the monolithic myth of absolute digital-native autonomy by revealing the “Digital Native Paradox” within the sociological context of a developing region. While contemporary literature generalizes Generation Z as an independent audience that has fully migrated to private digital platforms,

empirical evidence from Bengkulu City demonstrates a contrasting reality shaped by domestic structural constraints. The findings reveal that 55% of respondents rely on Free-to-Air antennas, while 67.1% access media in the living room, where the physical placement of television screens generates parental hegemony that diminishes adolescent agency and transforms them into spontaneous or passive viewers. Conversely, active adolescent agency emerges selectively through radio consumption, where young audiences function as selective listeners who consciously utilize morning radio broadcasts as mood enhancement tools during school commutes. This comparative pattern illustrates a functional polarization of traditional media, with audiovisual media serving as instruments of family integration and audio media maintaining functional selectivity.

The study further identifies a critical policy–practice gap in the implementation of Indonesia's P3SPS regulations, as 57% of respondents consume media without parental supervision during vulnerable evening hours, exposing themselves to adult-rated content that the regulatory framework cannot effectively control within domestic environments. This temporal vulnerability, combined with the weakening of social supervision mechanisms, demonstrates that legal protections collapse within the very spaces where media consumption most frequently occurs.

Future research should examine the specific mechanisms of parental hegemony through qualitative ethnographic studies, conduct comparative analyses across diverse Indonesian regions, and investigate effective domestic media governance models that integrate regulatory frameworks with family-based media literacy interventions to better protect adolescents within their home environments.

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