

Childfree-Themed YouTube Exposure and National Resilience Attitudes among Indonesian Generation Z

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Abstract

Digital media platforms increasingly function as arenas of ideological negotiation, particularly among younger generations engaging with lifestyle discourses such as the childfree movement in Indonesia. This study investigates how exposure to childfree-themed YouTube content influences National Resilience Attitudes (NRA) among Indonesian Generation Z, with National Value Orientation (NVO) serving as a mediating mechanism. Grounded in Cultivation Theory, Social Cognitive Theory, National Resilience Theory, and Collectivism Theory, the research employs a quantitative explanatory design using Partial Least Squares Structural Equation Modeling (PLS-SEM) on survey data from 350 respondents in Jakarta and Riau. The results demonstrate that exposure significantly affects national value orientation ($\beta = 0.625, p < 0.001$) and national resilience attitudes ($\beta = 0.480, p < 0.001$), with NVO partially mediating the relationship ($\beta = 0.110, p < 0.001$). The model explains 39% of the variance in NVO and 36.8% in NRA, indicating moderate explanatory and predictive power. The study's novelty lies in integrating childfree-themed digital exposure with national resilience perspectives within a predictive PLS-SEM framework an approach not previously applied in Indonesian civic-media research. The findings extend digital ideology scholarship by demonstrating how algorithmically reinforced lifestyle narratives shape civic-national attitudes through value internalization processes. Practically, the results highlight the importance of media literacy and civic education strategies in addressing the societal implications of digital ideological discourse among youth.

I. Introduction

Digital media platforms increasingly function as arenas of ideological production and negotiation, particularly among younger generations whose

identity formation and value construction are deeply embedded in online environments. Beyond facilitating communication, social media shapes perceptions of reality, emotional engagement, and social interpretation through continuous exposure and algorithmic personalization (Brumadyadisty, 2025; Krisprimandoyo, 2024). Recent scholarship on digital ideology and online opinion formation emphasizes that social media ecosystems not only distribute information but also cultivate normative frameworks, influence value change, and contribute to youth identity development in digitally mediated public spheres (Hermann et al., 2023; Tran et al., 2023; Yu et al., 2024). Within Asian societies, lifestyle discourses such as the childfree movement have gained visibility as part of broader negotiations between individual autonomy and collectivist cultural expectations (King & Fretwell, 2022; Scharrer et al., 2021). In Indonesia, YouTube has become a prominent site where such debates unfold, including widely viewed commentaries questioning whether rejecting childfree choices reflects narrow-mindedness. These discussions demonstrate that YouTube functions not merely as entertainment media but as a space of ideological contestation influencing how Generation Z interprets family, reproduction, and civic responsibility.

Digital media platforms, particularly YouTube, have significantly transformed how ideological narratives and lifestyle values circulate among younger generations. One increasingly visible discourse within Indonesian digital spaces concerns the “childfree” lifestyle, which refers to the voluntary decision not to have children. A widely viewed YouTube commentary video titled *“Nolak Childfree = Close Minded??? Coba Pikir Dulu ...”* reflects the intensity of this debate by questioning whether rejecting the childfree lifestyle

constitutes narrow-mindedness.

Picture 1. The video source taken from <https://www.youtube.com/watch?v=q8PYKflaokw>



The video frames the issue as a social and cultural controversy and encourages viewers to critically reconsider assumptions about reproductive decisions, personal autonomy, and societal expectations. Such digital discussions demonstrate that YouTube functions not merely as entertainment media, but also as a site of ideological negotiation and value contestation among Indonesian Generation Z.

From a theoretical perspective, Cultivation Theory explains how repeated exposure to consistent narratives shapes perceptions of social reality (Hermann et al., 2023; Yu et al., 2024), while Social Cognitive Theory (SCT) highlights observational learning, identification, and parasocial interaction as mechanisms of value internalization (İnanlı & Metindoğan, 2023; Liu, 2023; Yi, 2023). Contemporary media-effects research further suggests that algorithm-driven environments intensify content-specific exposure, reinforcing

attitudinal shifts and identity formation processes among youth (Hermann et al., 2023; Tran et al., 2023). These perspectives are closely connected to emerging discussions of digital citizenship, where online engagement influences civic attitudes and national belonging. However, although existing studies have extensively examined social media influence, digital ideology, and value formation, limited empirical attention has been directed toward understanding how exposure to lifestyle-oriented ideological narratives, including childfree discourse, influences civic-national orientations in Asian contexts, especially Indonesia.

Within the Indonesian context, debates surrounding childfree lifestyles intersect with broader concerns regarding national resilience (*ketahanan nasional*), which emphasizes demographic sustainability, civic responsibility, social solidarity, and collective commitment to national continuity (Handayani et al., 2023; Zacharia et al., 2021). National resilience is grounded in citizens' value orientations and intergenerational responsibility (Setiawan et al., 2024). Thus, digital narratives that problematize or reinterpret traditional family roles may have implications beyond personal lifestyle choices, extending into civic-national value formation. Despite the growing visibility of childfree-themed YouTube discourse in Indonesia, empirical research examining its potential influence on national value orientation and national resilience attitudes remains limited. This study therefore positions itself at the intersection of digital media exposure, ideological lifestyle discourse, and national resilience theory, seeking to examine these relationships within a predictive quantitative framework.

This gap becomes more critical when viewed through the lens of National Resilience Theory, which conceptualizes resilience as grounded in

demographic sustainability, civic responsibility, and collective commitment (Handayani et al., 2023; Zacharia et al., 2021). While national resilience scholarship emphasizes youth engagement and value orientation as pillars of long-term national stability (Nugroho et al., 2020; Setiawan et al., 2024), it has not sufficiently incorporated digital ideological exposure as a contemporary explanatory variable. Existing studies on childfree discourse predominantly adopt sociological, cultural, or feminist perspectives, often focusing on identity politics or lifestyle autonomy without quantitatively examining media exposure effects within a civic-national framework. Similarly, research on digital media influence rarely integrates national resilience perspectives or tests mediated relationships linking exposure, value orientation, and resilience attitudes.

Accordingly, this study addresses a clearly defined research gap by investigating the lack of predictive empirical evidence concerning the relationship between exposure to childfree-themed YouTube content, national value orientation, and national resilience attitudes among Indonesian Generation Z. By integrating Cultivation Theory, Social Cognitive Theory, National Resilience Theory, and Collectivism Theory into a unified predictive framework, this study contributes to the literature in three important ways. First, it extends research on digital ideology by empirically examining how algorithmically reinforced lifestyle narratives are associated with civic-national attitudes. Second, it advances national resilience scholarship by incorporating digital media exposure as an individual-level factor influencing resilience-oriented attitudes. Third, it employs a predictive Partial Least Squares Structural Equation Modeling (PLS-SEM) approach to examine both direct and indirect relationships among exposure to childfree-themed content,

national value orientation, and national resilience attitudes. To the best of the authors' knowledge, such an approach has not been previously applied within the context of Indonesian civic-media research. Through this integrative framework, the study conceptualizes digital ideological discourse as a significant factor shaping contemporary civic value formation and youth identity development.

The integration of Cultivation Theory and Social Cognitive Theory provides a coherent explanatory framework for understanding ideological media effects. Cultivation Theory posits that repeated exposure to consistent narratives cultivates shared perceptions of social reality (Döring & Miller, 2022; Hermann et al., 2023). In digital environments such as YouTube, exposure is often self-selected and algorithmically reinforced, potentially intensifying genre-specific cultivation effects (Tran et al., 2023). In the context of childfree discourse, sustained exposure may normalize the portrayal of voluntary childlessness, shaping perceptions regarding the role of family institutions and demographic continuity.

Social Cognitive Theory complements this macro-level cultivation process by explaining micro-level learning mechanisms. Individuals learn attitudes and behavioral orientations through observing and identifying with media figures (İnanlı & Metindoğan, 2023; Yi, 2023). Parasocial relationships with YouTube creators can enhance identification processes, strengthening attitudinal internalization (Döring & Walter, 2022; Ramírez et al., 2021). In debates framing childfree advocacy as progressive or rational, viewers may cognitively evaluate and potentially integrate these narratives into their own value systems.

National Resilience Theory provides the macro-societal bridge linking

individual value orientation to collective national outcomes. It conceptualizes resilience as dependent upon demographic sustainability, civic engagement, and social solidarity (Handayani et al., 2023; Zacharia et al., 2021). Collectivism Theory reinforces this connection by emphasizing communal responsibility and intergenerational continuity as cultural foundations of national cohesion (Wang, 2024; Wibisono & Fatimah, 2022). Synthesizing these frameworks suggests that digital exposure to childfree discourse may influence national resilience attitudes indirectly by shaping national value orientation.

Empirical evidence demonstrates that media exposure significantly influences attitudes toward parenting norms, gender roles, and identity formation (King & Fretwell, 2022; Scharrer et al., 2021). Meta-analytical research confirms cultivation effects across social media platforms, extending Gerbner's framework beyond traditional television contexts (Hermann et al., 2023). However, studies focusing specifically on childfree-themed content remain predominantly descriptive, sociological, or ideological, lacking predictive quantitative modeling approaches.

Exposure to Childfree-Themed YouTube Content (ECTY) refers to the extent to which individuals encounter and engage with YouTube content advocating voluntary childlessness. As a reflective construct, it includes both quantitative exposure (frequency and duration) and qualitative engagement (attention, interaction, and perceived influence). In algorithm-driven environments, genre-specific exposure intensifies cultivation processes (Hermann et al., 2023).

Cultivation Theory posits that repeated exposure shapes perceptions of social norms and reality (Döring & Miller, 2022; Keith, 2024), with contemporary research emphasizing content-specific effects in digital contexts

(Hermann et al., 2023). Repeated consumption of childfree narratives may therefore influence perceptions of family institutions and demographic responsibility.

Social Cognitive Theory (SCT) explains that observational learning and identification with media creators facilitate value internalization (İnanlı & Metindoğan, 2023; Liu, 2023; Yi, 2023), particularly through parasocial relationships (Döring & Miller, 2022; Döring & Walter, 2022). For Indonesian Gen Z, such exposure may shape orientations toward reproductive responsibility and societal obligations.

National Value Orientation (NVO), grounded in National Resilience and Collectivism theories, reflects internalized commitments to demographic sustainability, collective responsibility, and social solidarity (Handayani et al., 2023; Wibisono & Fatimah, 2022; Zacharia et al., 2021). Given media's role in reshaping normative frameworks, sustained exposure to childfree content is expected to influence NVO.

H1: Exposure to childfree-themed YouTube content significantly influences national value orientation among Indonesian Generation Z.

National Value Orientation (NVO) reflects internalized commitments to collective welfare, intergenerational responsibility, and demographic continuity. National Resilience Theory positions citizens' civic values as foundational to long-term national survival (Handayani et al., 2023; Zacharia et al., 2021), with demographic sustainability and participation as core pillars (Redi & Marliana, 2024).

Collectivism Theory emphasizes communal obligations and social harmony (Wang, 2024; Wibisono & Fatimah, 2022), while empirical research links collectivist values to solidarity and prosocial behavior (M. Shukla &

Gupta, 2022). Social Identity Theory further suggests that strong national identification reinforces group-preserving values.

National Resilience Attitude (NRA) represents an individual's supportive disposition toward national stability and unity. It has been empirically validated as a measurable construct (Callueng et al., 2020), and youth civic engagement is recognized as central to national resilience (Kriger & Toribio, 2023; Megías et al., 2022).

Theoretically, NVO functions as an attitudinal precursor to NRA, as civic commitment and collective responsibility strengthen resilience at the societal level (Handayani et al., 2023). Individuals with stronger national-oriented values are therefore expected to exhibit stronger resilience attitudes.

H2: National value orientation significantly influences national resilience attitudes among Indonesian Generation Z.

Beyond mediation, direct media effects on civic-national attitudes are theoretically plausible. Cultivation Theory distinguishes between perceptual and attitudinal effects of repeated exposure (Döring & Miller, 2022). Sustained exposure to narratives challenging traditional family norms may directly influence broader attitudes regarding demographic sustainability and civic obligations.

Empirical evidence confirms that social media exposure shapes political and civic attitudes (Hermann et al., 2023), while SCT highlights the role of modeling in shaping broader value orientations (İnanlı & Metindoğan, 2023). In Indonesia, where demographic continuity and collective responsibility underpin national resilience discourse, exposure to childfree advocacy may directly affect resilience attitudes.

H3: Exposure to childfree-themed YouTube content significantly

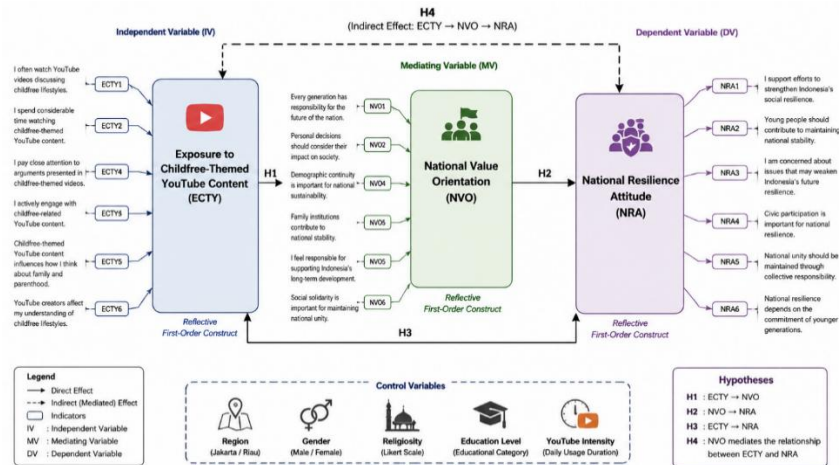
influences national resilience attitudes among Indonesian Generation Z.

Contemporary media-effects research emphasizes indirect, value-mediated processes rather than simple direct effects (Hermann et al., 2023). SCT similarly highlights value internalization and identity formation as mediators between exposure and attitudinal outcomes (Chen et al., 2023; Yi, 2023).

Within this integrated framework, ECTY may first influence NVO, which subsequently shapes NRA. National Resilience Theory explicitly positions value orientation as foundational to resilience outcomes (Handayani et al., 2023; Zacharia et al., 2021). Thus, NVO functions as a theoretical bridge linking digital ideological exposure to civic-national attitudes.

H4: National value orientation mediates the relationship between exposure to childfree-themed YouTube content and national resilience attitudes among Indonesian Generation Z.

Picture 2. Conceptual Framework



In the domain of national resilience, research emphasizes the importance of youth commitment, demographic continuity, and civic responsibility (Nugroho et al., 2020). Measurement instruments such as the National Resilience Assessment Scale demonstrate that resilience attitudes are psychometrically assessable at the individual level (Callueng et al., 2020). Nevertheless, no prior empirical study has examined national resilience attitudes in relation to digital ideological exposure among Indonesian Generation Z.

Furthermore, collectivism research confirms the centrality of communal responsibility in sustaining national cohesion (S. Shukla et al., 2022), yet the interaction between collectivist value orientation and childfree discourse has not been empirically tested. Critically, no study has simultaneously operationalized ECTY, NVO, and NRA as reflective constructs within a predictive PLS-SEM framework. This absence represents a significant methodological and theoretical gap that the present study seeks to address.

The primary objective of this study is to develop and empirically test a predictive PLS-SEM model examining the influence of Exposure to Childfree-Themed YouTube Content (ECTY) on National Resilience Attitude (NRA),

with National Value Orientation (NVO) functioning as a mediating variable among Indonesian Generation Z. Specifically, the study aims to: (1) analyze the effect of ECTY on NVO; (2) examine the effect of NVO on NRA; (3) test the direct effect of ECTY on NRA; and (4) evaluate the mediating role of NVO within the structural model.

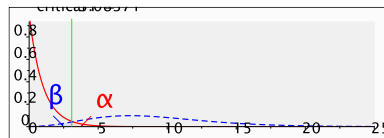
The novelty of this research lies in three principal contributions. First, it integrates childfree-themed digital exposure with National Resilience Theory within a unified predictive framework. Second, it operationalizes National Value Orientation and National Resilience Attitude as reflective constructs linking digital ideological narratives to civic-national outcomes. Third, it applies a parsimonious PLS-SEM approach to examine ideological media effects on civic-national attitudes among Indonesian Generation Z. The scope of the study is confined to Indonesian Gen Z respondents from Jakarta and Riau, focusing exclusively on digital exposure, national value orientation, and national resilience attitudes, without engaging in doctrinal, comparative demographic, or interregional policy analysis.

2. Research Method

This study employed a quantitative explanatory cross-sectional design to test the relationships among Exposure to Childfree-Themed YouTube Content (ECTY), National Value Orientation (NVO), and National Resilience Attitude (NRA). Partial Least Squares Structural Equation Modeling (PLS-SEM) was used due to its suitability for predictive modeling and mediation analysis (Hair et al., 2022). The population comprised Indonesian Generation Z (17–25 years) who actively use YouTube. Using purposive sampling, 350 respondents from Jakarta and Riau were selected based on three criteria: belonging to Gen Z, active YouTube usage, and exposure to childfree-themed content. Sample

adequacy was confirmed via G*Power ($\alpha = 0.05$; power = 0.80; $f^2 = 0.15$; minimum $n = 107$), with 350 responses ensuring statistical robustness and mediation stability.

Figure 3. Minimum Sample Size Determination Based on Statistical Power Analysis



Data were collected through an online questionnaire using five-point Likert scales, with all constructs modeled as reflective first-order constructs. Measurement model evaluation followed PLS-SEM guidelines, assessing indicator reliability (outer loadings ≥ 0.708), internal consistency (α and composite reliability ≥ 0.70), convergent validity (AVE ≥ 0.50) (Fornell & Larcker, 1981), and discriminant validity (HTMT $< 0.85/0.90$) (Henseler et al., 2015). The structural model was examined using bootstrapping (5,000 resamples), path coefficients (β), R^2 , Q^2 , and effect sizes (f^2), with mediation tested via indirect effects. Control variables included region, gender, religiosity, education level, and YouTube intensity, and ethical standards of voluntary participation and anonymity were maintained.

3. Results and Discussion

A. Demographic analysis

A total of 350 respondents representing Indonesian Generation Z from Jakarta (52.0%) and Riau (48.0%) participated in the study, ensuring balanced regional representation and sociocultural diversity without positioning the

regions as comparative units. The gender distribution was moderately female-dominant (54.3%), consistent with typical online survey participation patterns, and the largest age group was 20–22 years (45.1%), followed by 17–19 (29.1%) and 23–25 (25.7%). Educational attainment was primarily at the bachelor’s level (50.3%), reflecting the transitional academic stage of this cohort. Religiosity levels were generally moderate to high (84.6%), indicating that most respondents perceived themselves as religiously engaged. Digital engagement was substantial, with 64.5% reporting at least two hours of daily YouTube usage, underscoring the relevance of exposure-based analysis.

Table 1. Demographic Characteristics of Respondents

Variable	Category	Frequency (n)	(%)
Region	Jakarta	182	52
	Riau	168	48
Gender	Male	160	45.7
	Female	190	54.3
Age Group	17–19	102	29.1
	20–22	158	45.1
	23–25	90	25.7
Education Level	Senior High School	95	27.1
	Diploma	48	13.7
	Bachelor’s Degree	176	50.3
	Postgraduate	31	8.9
Religiosity Level	Low (1–2)	54	15.4
	Moderate (3)	142	40.6
	High (4–5)	154	44
YouTube Intensity	< 1 hour/day	38	10.9
	1–2 hours/day	86	24.6
	2–4 hours/day	138	39.4
	> 4 hours/day	88	25.1

Cross-tabulation of age and YouTube intensity revealed that younger

respondents (17–19) exhibited the highest proportion of intensive usage (>4 hours/day), while the 20–22 group constituted the largest cluster of moderate-to-high users (2–4 hours/day); in contrast, the 23–25 group demonstrated comparatively lower extreme usage.

Table 2. Cross-Tabulation: Age Group × YouTube Intensity

Age Group	<1 hr	1–2 hrs	2–4 hrs	>4 hrs	Total
17–19	8	20	44	30	102
20–22	15	36	65	42	158
23–25	15	30	29	16	90
Total	38	86	138	88	350

This pattern suggests stronger digital immersion among younger Gen Z sub-cohorts, reinforcing the theoretical relevance of cultivation and exposure-based mechanisms within this population.

B. Measurement Models

The measurement model was evaluated to assess the internal consistency reliability and convergent validity of the reflective constructs, namely Exposure to Childfree-Themed YouTube Content (ECTY), National Value Orientation (NVO), and National Resilience Attitude (NRA), in accordance with the guidelines of Hair et al. (2022). Indicator reliability was examined through outer loadings, with values above 0.708 indicating that a construct explains more than 50% of the indicator variance (Hair et al., 2022). Most indicators met this threshold, with ECTY loadings ranging from 0.716 to 0.795, NVO loadings ranging from 0.678 to 0.814, and NRA loadings ranging from 0.795 to 0.906. Although one ECTY indicator, with a loading of 0.453, fell within the 0.40 to 0.70 range, it was retained because construct-level reliability and validity remained adequate, consistent with Hair et al. (2022). Internal

consistency reliability was confirmed because Cronbach's alpha and composite reliability values for all constructs exceeded the recommended 0.70 threshold (Hair et al., 2022). Specifically, ECTY ($\alpha = 0.810$; $\rho_C = 0.865$), NVO ($\alpha = 0.849$; $\rho_C = 0.888$), and NRA ($\alpha = 0.925$; $\rho_C = 0.941$) demonstrated strong reliability. Convergent validity was supported by AVE values above the 0.50 criterion suggested by Fornell and Larcker (1981), namely ECTY (0.523), NVO (0.570), and NRA (0.728). These results indicate that each construct explains more than half of the variance of its indicators. Overall, the findings confirm that the measurement model satisfies established reliability and convergent validity standards (Hair et al., 2022; Fornell & Larcker, 1981) and is suitable for subsequent structural model analysis.

Table 3. Measurement Models

Variables - Indicators	loadings	α	ρ_A	ρ_C	AVE
ECTY		0.81	0.833	0.865	0.523
Childfree YouTube viewing frequency	0.786				
Childfree YouTube viewing duration	0.774				
Attention to childfree arguments	0.795				
Engagement with childfree content	0.716				
Family-view influence	0.755				
Creator-based childfree understanding	0.453				
NVO		0.849	0.858	0.888	0.57
Generational responsibility	0.717				
Social consideration in personal choices	0.678				
Demographic continuity awareness	0.797				
Family institution valuation	0.814				
National future responsibility	0.793				
Social solidarity orientation	0.722				
NRA		0.925	0.933	0.941	0.728
Social resilience support	0.805				

Youth national stability contribution	0.795
National resilience concern	0.906
Civic participation orientation	0.9
Collective responsibility for unity	0.876
Youth commitment to resilience	0.832

Notes: Exposure to Childfree-Themed YouTube Content (**ECTY**); National Value Orientation (**NVO**); National Resilience Attitude (**NRA**)

Discriminant validity was assessed using the Heterotrait-Monotrait ratio (HTMT) and the Fornell-Larcker criterion, as recommended in PLS-SEM evaluation procedures (Hair et al., 2022). The HTMT values ranged from 0.526 to 0.724, with ECTY and NVO at 0.724, ECTY and NRA at 0.682, and NVO and NRA at 0.526. These values were below both the liberal threshold of 0.90 and the more conservative threshold of 0.85, thereby satisfying discriminant validity requirements (Henseler et al., 2015; Hair et al., 2022).

Table 4. Discriminant Validity

		ECTY	NVO	NRA
HTMT	ECTY	—	0.724	0.682
	NVO	0.724	—	0.526
	NRA	0.682	0.526	—
Fornell-larcker Criterion	ECTY	0.723		
	NVO	0.625	0.755	
	NRA	0.59	0.477	0.853

The Fornell-Larcker criterion further confirmed discriminant validity because the square roots of AVE for each construct, namely ECTY at 0.723, NVO at 0.755, and NRA at 0.853, exceeded their respective inter-construct correlations. Specifically, the correlation between ECTY and NVO was 0.625, the correlation between ECTY and NRA was 0.590, and the correlation between NVO and NRA was 0.477, which is consistent with the criterion proposed by Fornell and Larcker (1981). Collectively, these results indicate that

Exposure to Childfree-Themed YouTube Content, National Value Orientation, and National Resilience Attitude are empirically distinct constructs and free from problematic conceptual overlap. Therefore, the measurement model satisfies established discriminant validity standards and is appropriate for subsequent structural model analysis (Fornell & Larcker, 1981; Henseler et al., 2015; Hair et al., 2022).

C. Structural Models

The structural model demonstrates statistically significant relationships across all hypothesized paths, providing strong empirical support for the proposed framework. Exposure to Childfree-Themed YouTube Content (ECTY) significantly influences National Value Orientation (NVO) ($\beta = 0.625$, $t = 17.278$, $p < 0.001$), with a large effect size ($f^2 = 0.640$), explaining 39% of the variance in NVO ($R^2 = 0.390$; Adjusted $R^2 = 0.389$), indicating moderate explanatory power according to PLS-SEM guidelines (Hair et al., 2022). Predictive relevance is confirmed ($Q^2 = 0.211$). Regarding National Resilience Attitude (NRA), both ECTY ($\beta = 0.480$, $t = 11.472$, $p < 0.001$) and NVO ($\beta = 0.177$, $t = 3.646$, $p < 0.001$) exert significant positive effects, explaining 36.8% of the variance in NRA ($R^2 = 0.368$; Adjusted $R^2 = 0.364$; $Q^2 = 0.256$). Effect size analysis indicates that ECTY has a moderate impact on NRA ($f^2 = 0.222$), whereas NVO contributes a small effect ($f^2 = 0.030$), suggesting that digital exposure functions as the dominant predictive driver.

Table 5. structural Models and Hypotheses Testing

Hypotheses	β	T-value	VIF	R ²	R ² Adjusted	Q ²	f ²	P Values	Result
ECTY → NVO	0.625	17.278	1	0.39	0.389	0.211	0.64	0	Significant
NVO → NRA	0.177	3.646	1.64	0.368	0.364	0.256	0.03	0	Significant
ECTY → NRA	0.48	11.472	1.64	0.368	0.364	0.256	0.222	0	Significant
ECTY → NVO → NRA	0.11	3.582	—	—	—	—	—	0	Significant (Partial Mediation)

Notes: Exposure to Childfree-Themed YouTube Content (ECTY); National Value Orientation (NVO); National Resilience Attitude (NRA); two tailed

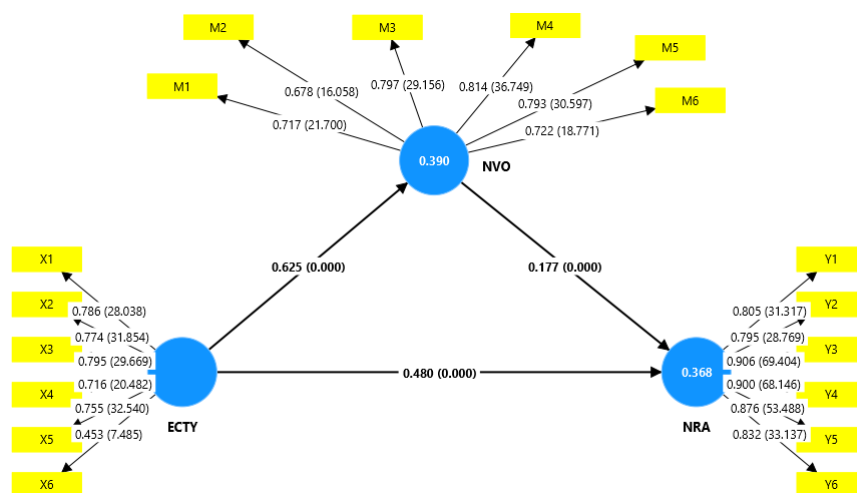
Mediation analysis reveals a significant indirect effect of ECTY on NRA through NVO ($\beta = 0.110$, $t = 3.582$, $p < 0.001$), supporting partial mediation, as the direct effect of ECTY on NRA remains significant and stronger than the indirect pathway. Collinearity diagnostics show VIF values ranging from 1.00 to 1.64, well below the conservative threshold of 3.0, indicating no multicollinearity concerns (Hair et al., 2022). Overall, the model demonstrates satisfactory explanatory and predictive performance, confirming that digital ideological exposure directly and indirectly shapes national resilience attitudes through value internalization processes, thereby supporting the integrated theoretical framework.

Discussion

The findings suggest that digital ideological exposure operates as a site of normative negotiation shaping social cohesion, national identity, and youth political culture. In collectivist contexts such as Indonesia, where demographic continuity and intergenerational responsibility are culturally embedded (Wang, 2024; Wibisono & Fatimah, 2022), childfree-themed narratives emphasizing personal autonomy do not necessarily erode cohesion but rather

signal a renegotiation between individual expression and collective obligation. The partial mediation mechanism indicates that digital exposure influences civic-national attitudes both directly and through value internalization, reinforcing National Resilience Theory's emphasis on value orientation as foundational to national continuity (Handayani et al., 2023; Zacharia et al., 2021). Thus, digital platforms function not merely as information channels but as arenas of civic meaning-making embedded within broader identity formation processes.

Picture 4. Path diagram



Comparative scholarship supports these dynamics. Studies in China demonstrate that digital media exposure influences youth political trust and identity formation (Liu, 2023), while research in Latin America highlights the role of media engagement in shaping civic orientation (Kriger & Toribio, 2023). Meta-analytical evidence further confirms cultivation effects in social media environments across Western contexts (Hermann et al., 2023). However, unlike Western research that often foregrounds individual autonomy or polarization, this study situates digital ideological exposure within a national resilience

framework, emphasizing collective sustainability and demographic discourse in Southeast Asia. By empirically linking lifestyle-oriented digital narratives to resilience attitudes, the study broadens digital ideology research and positions national resilience as a critical analytical lens for understanding contemporary youth civic culture in non-Western societies.

4. Conclusion

This study demonstrates that exposure to childfree-themed YouTube content significantly shapes National Value Orientation (NVO) and National Resilience Attitude (NRA) among Indonesian Generation Z, operating through both direct attitudinal effects and indirect value-internalization mechanisms. By integrating Cultivation Theory, Social Cognitive Theory, National Resilience Theory, and Collectivism Theory, the findings extend media-effects scholarship into algorithm-driven environments and position digital exposure as a contemporary determinant of civic-national value formation. The results highlight those digital platforms function as arenas of normative negotiation influencing perceptions of demographic responsibility and collective commitment. Practically, the study underscores the need to strengthen media literacy and digital citizenship education beyond misinformation awareness toward critical reflection on lifestyle narratives and their civic implications. Policymakers and educators should incorporate structured youth engagement strategies that acknowledge algorithmic media as influential spaces of value construction. However, the study is limited by its cross-sectional design, focus on Jakarta and Riau, and exclusive examination of YouTube exposure. Future research should adopt longitudinal or experimental designs, expand regional and cross-national comparisons, and explore additional mediating mechanisms to further clarify how digital ideological discourse shapes youth

civic-national orientations.

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