

The Influence of using Line Today and the Information Needs on Student Interest in Reading the News

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Abstract: The ease of getting information or news via the internet takes down student interest on the printed media such as newspapers, magazines, and others. In 2017, the number of Internet users reached 3.8 billion in the world or it was 51 percent of the entire population of the earth. Line Today is one of the features at Line application. Students can read the news information easily online via Line Today. In the first quarter of 2017, Line managed to pocket 171 million users worldwide. The objective of the study is to determine the influence of Line Today and the information needs to read the news on student interest. It is a quantitative study with multiple linear regression method. The population of this study are 110 students of Educational Administration on the fifth semester at Universitas Negeri Semarang. It uses purposive sampling and it gets 86 students as the samples calculated by solvin formula. This research results show that 1) there is a partial influence of Line Today on student interest in reading the news for 8 percent, 2) there is a partial influence of the information needs on student interest in reading the news for 33 percent, 3) Simultaneously, there is an influence of using Line Today and student the information needs in reading the news for 65.9 percent. It can be concluded that there is a significant influence of the variables Line Today (X1) and the information needs (X2) on student interest in reading the news (Y).

1 INTRODUCTION

Indonesian people especially students have low interests in reading (Saleh, 2006). The study conducted by Central Connecticut State University in March 2016 indicates that Indonesia ranks 60 of 61 countries which have low reading interests. The presence of the Internet affects all aspects of human life; one of them is the fulfilment of information and interest to read the news. Based on data from We Are Social in August 2017, the current internet users reach 3.8 billion with 51 percent penetration of the total population in the world (www.tekno.liputan6.com). Then, data from the Ministry of Communications and Information Technology show that Indonesian internet users reach 132.7 billion of the total population; 256.2 billion people. And, the Association of Indonesian Internet Service Provider (APJII) shows that young Internet users occupy the top position.

The development of the internet and gadgets makes shift in obtaining the information, which is initially through the printed and electronic media switch to online media through application news providers. Portals and news applications online are

preferred since they are up to date, unpaid and easily accessed. In addition, students are more enthusiastic in reading the news post on social media than through electronic media and printed media (Fauziah, 2017). Then, based on survey data of UC Browser concludes that 45.9% of internet users in Indonesia read news via applications, smartphone the remaining 26.5% access news via television, 20.9% through computer (PC) and 6.7% via the radio (www.tekno.liputan6.com).

Based on a survey by UC Browser, it states that Indonesian people, especially students like reading the news through social media application or application. The smartphone application which can combine the social media and a place to read the news; it is Line. In early 2016, Line introduce a new feature, it is Line Today. The feature of this news provider incorporated to provide access to information, ease of working and communicating. Metrotvnews states that Line has 220 billion active users worldwide and in Indonesia, Line users reach more than 90 million (www.metrotvnews.com).

Line Today provides update news content, and the news is not made by Line application itself, but it is taken from a variety of online news content

provider partners; such as Liputan6.com, Antaranews.com, Tempo.co and others. Thus; the news by Line Today is credible (Sondakh, 2017: 2). The readers of Line Today mostly are teenage students. Based on data from antaranews.com, most Line users in Indonesia are young adults aged 18-24 years or mostly, they are students. The research focuses on the Universitas Negeri Semarang students. The purpose of this study is to determine the influence of using Line Today and students' information needs to improve students' interest in reading the news at Universitas Negeri Semarang.

2 LITERATURE REVIEW

Line Today is featured on the news providers of Line application. This feature is a breakthrough to improve public knowledge of the latest news related with the content provide on Line. It is because the people in the globalization more interest to get information on a smartphone or gadget than reading on printed and electronic media. Line Today is created to improve the daily lives of Line users through up to date and informative content (Fauziah, 2017). It is support by a study by Fauziah and Nuraeni (2017) on student. The results of the study show that there is a significant influence on using of Line Today to read news on students' interest. It means that using of Line Today is able to improve students' interest in reading the news. So, the first hypothesis is:

H1 Using Line Today is significant to influence students' interest in reading the news.

The Library Association argues that the information needs is insufficient on a particular subject (Abdul Hak, 2008). Fulfilling the information needs is closely related to the literacy level. Based on research conduct by Permatasari (2015) that the human the information need is significant to influence his interest in reading the news. It means that more people need to read the news information if they need the information. So, the second hypothesis is:

H2 the information needs is significant to influence students' interest in reading the news.

Reading interest is a strong desire to read (Rahim, 2013). Strong interest in reading is manifest in their willingness to receive reading materials and to read on awareness of self or encouragement from outside. Hurlock (1999) suggest that the interest itself consists of two aspects, such as: 1) the cognitive aspect which is based on the concept of something related developments with interest, 2) the

affective or emotional depth is a concept which reveals that the cognitive aspects of interest shown in the attitude toward the activities of interest.

In the globalization, students fulfil the information needs by utilizing the internet. Social media and online applications have largely cover the information needs of students, such as Line. Line Today is up to date news providers. It is support by research conduct by Trianda and Ayub (2017) related to exposure to information on Line Today. The research conduct in private schools at Bandung show that exposure Line Today gives contribution on the fulfilment of information needs for private university students at Bandung; thus improving the fulfilment of information needs made students' interest in reading higher. The conclusion that students after taking information from Line Today give the high impact, for 79.95%; it means that Line Today users often access information to fulfil their information needs and improve students' interest in reading the news. So, the third hypothesis is:

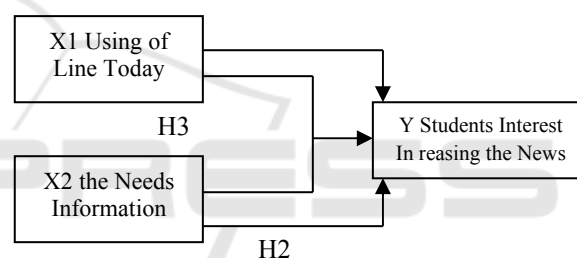


Figure 1. Theoretical Framework

H3 Using Line Today and the information needs are significant to influence students' interest in reading the news.

Based on above description, the study proposed the theoretical framework as present in Figure 1.

3 METHODOLOGY

3.1 Population and Sample

Siregar (2013) argues that population use to describe a group of objects that is target research. This research is conduct at the Faculty of Economics, Universitas Negeri Semarang.

Then; sample is a data retrieval procedure in which only part of the population are taken and use to determine the nature and the desired characteristics of a population. (Siregar, 2013).

The population of the study are students majoring in education administration office at the Faculty of Economics in the fifth semester at Universitas Negeri Semarang. The population are 110 students and the samples are 86 students. The number is taken by Solvin formula.

It uses purposive sampling which members of the population select according to the following criteria such as: 1) Students of Administration Education Office who have Line application, 2) Students who use Line Today to get information.

3.2 Research Instrument

It uses the primary data. Primary data are collected to determine the true incidence of the event (Sekaran, 2006). The data are collected by distributing questionnaires through a google form in Office Administration Education student class in the fifth semester.

3.3 Mechanical Analysis

Data are analysis by descriptive statistics, multiple linear regression tests, classic assumption test, reliability and validity. In the statistical analysis, it is supported by the Statistical Package for Social Sciences (SPSS) version 24.0.

4 RESULTS AND DISCUSSION

4.1 Reliability Testing

Reliability relates to the consistency of a measure (Heale & Twycross, 2015). A study says it is reliable if it has Cronbach's $\alpha > 0.70$ (Ghozali, 2006).

Table 1. Realibility Analysis

Variable	No. of Items	No. of the Delete Items	Cronbach's
Using Line Today Feature	5	0	0.854
The Information Needs	3	0	0.701
Students' interest in reading the news	6	0	0.845

Based on the table above, it shows that using of Line Today (X1) has a Cronbach's for 0.854, the information needs had Cronbach's was 0.701, then

students' interest in reading the news has Cronbach's for 0.845. It means that all the instruments in the study are reliable because all levels of Cronbach's > 0.70 .

4.2 Construct Validity

Validity is defined as the extent to which a concept is accurately measure in a quantitative study (Heale and Twycross, 2015). Validity is the accuracy of the interpretation make of the results of measurement or evaluation (Gronlund and Lin, 1990). The research instrument Says to be valid if it is significance < 0.05 .

Table 2. Explanatory Factors Loading

Items	Factors Loading
Using Line application Today	
I have an account at Line application and understand how to use it	0.672
I use Line Today as a source of up to date information	0.763
Alerts at Line Today on smartphones makes me interested to read the up to date news	0.705
Interesting information makes me longer to read the news	0.681
Line Today is easier for me to find out the up to date news	0.840
Information Needs	
Line Today provides interesting and up to date content	0.723
News content on Line Today gives helpful information	0.815
Sharing information helps to fulfil the information needs	0.477
Interests Reading the News	
The number reading material is able to expand my knowledge	0.361
Information at Line Today makes me understand more widely	0.813
Reading the news at Line Today is able to fulfil the Information Needs	0.747
I like the up to date news content at Line Today	0.813
Images on every news make me more interested to read the news	0.587
Headlines at Line Today is attractive and easy to be understood	0.769

Based on the factors loading table above shows that all the instruments in the study are valid, because they has significance > 0.05 .

4.3 Regression Analysis among Variables

Table 3. Simultaneous Test Result (F test)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	453.630	2	226.815	80.277	.000 ^b
	Residual	234.510	83	2.825		
	Total	688.140	85			

Based on the ANOVA table or tables F, it indicates that the calculate F value of 80.277 with a significance of 0.000. Because of the significance $0.000 < 0.05$ then the regression model can be used to predict is that using of Line Today (X1) and the information need (X2) simultaneously give positive influence on students' interest in reading the news.

4.4 Partial Test (t test)

All the variables of this study are significant. The probability of significance of independent variables, using Line Today (X1) and the information need (X2) > 0.05 , then $X1 = 0.009 > 0.05$ and $X2 = 0.000 > 0.05$.

According to the table above, the linear regression multiplier regression equation; $Y = 3.915 + 0.234X1 + 1.235X2 + e$. It means that the constant is 3.915 where using of Line Today (X1) has a positive influence on students' interest in reading the news (Y) is 0.234. Then, the information needs (X2) influence on students' interest in reading the news (Y) is 1.235.

1. Constant = 3.915, if the independent variables are constant or 0 then the average of students' interest in reading the news is 3.915.
2. Coefficient X1 (Using Line today) = 0.234, it means if using Line Today variable increased by 1 point while the variable of the information needs is 0, it will lead to an improve of students' interest in reading the news for 0.234.
3. Coefficient X2 (The information needs) = 1.235, it is the information needs increased by 1 point while using Line Today variable is 0, it will lead to an improve of students' interest in reading the news for 1.235.

Table 4. The Result Analysis of Multiple Linear Regression

Coefficients ^a									
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	3.915	1.181		3.316	.001			
	Use Line Today	.234	.087	.255	2.691	.009	.701	.283	.172
	Need for Information	1.235	.193	.606	6.405	.000	.793	.575	.410

4.5 Coefficient Determination Test (R2)

Table 5. The Result of Simultaneous Determination Coefficient

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.812 ^a	.659	.651	1.681	.659	80.277	2	83	.000

Based Model Summary table above, Adjusted R Square is 0.659 (65.9%). It means that 65.9% variable on students' interest in reading the news can be explained by two independent variables, using of Line Today and the information need. While the rest (100% -65.9%), it is 34.1% explained by other variables not examine of the study model.

Table 6. The Calculation Result Coefficient of Determination of Partial

Coefficients ^a									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
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	Need for Information	1.235	.193	.606	6.405	.000	.793	.575	.410

Coefficients based on the table above shows that the partial correlation value on using of Line Today (X1) is 0.283, then the influence of using of Line Today (X1) on students' interest in reading the news (Y) is $(0.283 \times 100\%)$ or 8%. Then the partial correlation values on the information need (X2) is 0.575, then the influence of the information need (X2) on students' interest in reading the news (Y) is $(0.575 \times 100\%)$ or 33%.

From the hypotheses, it can be stated that:

- H₁: Using Line Today give significant influence on students' interest in reading the news, the hypothesis is accepted.
- H₂: The Information Needs give significant influence on students' interest in reading the news. The hypothesis is accepted.
- H₃: Using Line Today and the Information Needs give significant influence on students' interest in reading the news. The hypothesis is accepted.

Using Line Today (X1) significantly affects students' interest in reading the news (Y). Annisa (2017) says that Line Today included a unique feature news provider for highlight the latest news or hot news so that users are interested in reading the information. Furthermore, the ease in accessing the news, where Line application provides a special place for Line Today with the view that not much different from other online news portal so that it is easily accessible for users. Using Line Today positively affects students' interest in reading the news on as support also by the habits of students in

using a gadget or smartphone that one goal is to obtain information.

The Information Needs (X2) significantly affects the interest to read the news (Y). Each student the information need and news in life. Permatasari (2015) says that the information needs will encourage someone to promote literacy and interest in reading the news. The more need of news or information, the higher interest in reading.

Using Line Today (X1) and the Information Needs (X2) significantly influence students' interest in reading the news (Y). The owners of smartphones usually find the information through smartphone. Then, Line Today on Line application can be used to search for information or news. It is able to improve students' interest in reading the news.

5 CONCLUSIONS

It can be concluded that simultaneously, the variable of using Line Today (X1) and the information needs (X2) influence the interest in reading the news (Y) for 65.9%. Partially, there are two variables affecting students' interest in reading the news, they are using Line Today (X1) for 8% and the Information Needs (X2) for 33%.

Suggestion of this research is to increase the influence of the use of Line today to read news on student interest will require relevant knowledge of human motives especially students in using social media. The motive will affect the tendency of students to use the application as well as social media, both motifs such use is a source for information, to follow trends or other motives.

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