

Conference Paper

Line Today's Role in Meeting Young Adults' News Needs (A Case Study on Communication Science Faculty's Student)

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Abstract

In Indonesia, young adults are known to be the active users of social media. As digital natives, adolescents are accustomed to using social media for various reasons. Several researches clarify that the main reason behind young adults' social media usage is to communicate with each other. However, today there is a shift in social media usage. Young adults use social media not only to communicate but also to find information, especially news. Hence, a social media platform today provides multiple features. It has now converted to a complete application that has many features, so that one need not use another application. One such example is Line application. Line application has many features such as messaging, games, decor, translation, stickers, and news. These features can be accessed through the main application. Consequently, young adults need not access news sites or newspapers in order to get the latest news. This study aims to explore Line Today's role in meeting young adults' news needs. Authors use quantitative methods with correlational as research design. Authors use questionnaire to get data from sample chosen by probability sampling. Research results reveal that Line Today has a significant role in meeting young adults' news needs, as it provides several news that are suitable for college students and those that meet their need.

Keywords: social media, line, college students, needs, news

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1. Introduction

Several scholars and practitioners have different definition about news. For example, Charles Dana, who ran the New York Sun from 1869–1897. She defines news as "anything that interests a large part of the community and has never been brought to its attention before" (<http://www.seagrant.umn.edu/downloads/theMedia.pdf>). Based on Dana opinion, we can identify two keywords, which can define news. There are interests and not yet published. Another definition explains that news is a report of a

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current event (<http://download.nos.org/srsec335new/ch6.pdf>). In other word, news must cover current event, which related to the reader.

Several scholars explain that news is an information which has news value or well known as newsworthiness. There are several indicators to determine whether the information has news value or not, that is (<http://www.seagrant.umn.edu/downloads/theMedia.pdf>):

1. Impact: Events or activities that are likely to affect many people.
2. Timeliness: Events that are immediate and recent.
3. Prominence: Events involving well-known people or institutions.
4. Proximity: Events in the circulation or broadcast area.
5. Conflict: Events that reflect clashes between people and/or institutions.
6. The bizarre: Events that stray from the normal experiences of everyday life.
7. Currency: Events and situations that are being talked about 'around the water cooler'.

Now days, people easily discovering news in daily live. People don't need invest in newspaper to get some news, or watching television all day to obtain current news. It is due to the rapid growth of ICT, which make it easier in accessing news. Currently, people only need smartphome and internet to obtain news anywhere and anytime. As result, there is a shifting in news consumption.

People abandon print media (such as newspaper or magazine) as news source and shift to media, which can give easily information access. Studies from Pew Research Center explicate that 38% from American utilize online media in obtaining news. The most widely used media in obtaining news are television. More than 55% American chooses television in obtaining news.

Indonesia is facing the same shifting in news media consumption trends. Many Indonesian people employs smartphone in accessing news. Baidu survey revealed that 96% of respondents employ smartphone in accessing news. In other side, 91% respondent uses television, while only 31% respondent used newspapers in obtaining news. Based on data, we can clarify that Indonesian people has move from traditional media to new media in getting news.

The emerging of online news has negative implication to print media. Various media facing a declining circulation and some of them are closing their business. As a consequence, each year, more than 100 newspaper companies stop operating. We also can

About four-in-ten Americans often get news online

% of U.S. adults who often get news on each platform



% of each age group who often get news on each platform

Figure 1: Online news trend in the United States.

track down the same situation in Indonesia, where newspaper companies is trying to against the negative implication of online news. Based on Nielsen’s data that are cited by Remotivi, there are 16 newspaper and 32 magazine stop operating in 2015 (<http://www.remotivi.or.id/kabar/247/Media-Cetak-yang-Berhenti-Terbit-Tahun-2015->).

A few years ago, printed media tries to answer the current situations. At the times, media launch online newspaper (known as e-paper) to answer the problem. But unfortunately, this product doesn’t get a good reception. It was due to the reader inconvenience in reading online newspaper. Because, online newspaper is digital format of printed newspaper, which has similar layout and content.

Furthermore, print media also launch online news (website base) to unravel digital problems. Online news especially news portal are new product from media, which has dissimilar design or content with newspaper. Commonly, news portal has a short story than newspaper, and news portal has an eye catchy layout to attract the visitor on their website. This two factor are considered as a main factor that attract people to read online news.

Recently, Indonesia has many news portals which the owner comes from various background. News portal not only owned by established media, but also owned by people who newer in media industries. In other word, news portal is not only talking about convergences media product. There are more than 20 news portal which operate in Indonesia, and some of them has a heavy traffic on their site. Such as detik.com, kompas.com, viva.co.id, and tempo.co. Generally, only established media has a heavy traffic on their site. News portal is helpful enough in keeping media defense when facing the digitalization.

Pew Research state that online media which been used by American is not only about news portal but also social media and application. In social media categories, Reddit and Facebook are becoming the most usage platform in getting news, although most of all user finding news incidentally. In another word, user doesn't have intention in searching news. These are several platform which users most likely to get news.

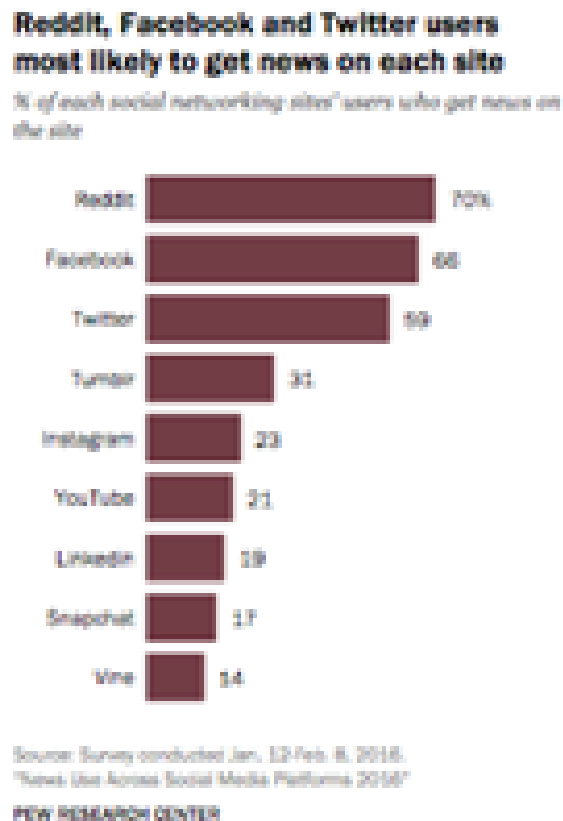


Figure 2: Social media use in getting news.

Baidu as one of research company identify that 24% respondent utilize social media when they getting news. More internet user use search engines to find news. It implies that there is an intention from users to find news. In other words, they have a need for news. The following several news search activities conducted by Internet users.

Next to social media, internet users also employs application in accessing news. The application could be news application from media organization or news application form third party. Mainly, established media has news application that supports apps and babe (third party) becoming the most downloaded apps. The main goals of news app is to encourage internet user in reading news. Since, many people doesn't interest in reading newspaper. Research from Gallup Polls explain that there is declining in

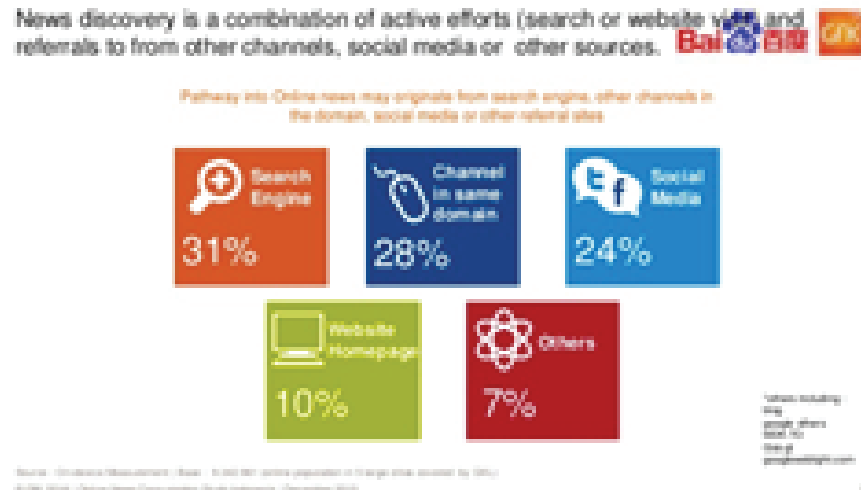


Figure 3: Several ways of getting online news.

newspaper circulation. They only have a little chance to decrease their circulation even if their promote online newspaper.

Data from Pew Research shows that more than 55% American gets news alert in their smartphone, but only 13% of them who frequently open that news alert (<http://www.pewresearch.org/fact-tank/2016/09/08/more-than-half-of-smartphone-users-get-news-alerts-but-few-get-them-often/>). Moreover, only half of them click the full story. In other words, even though they install the application and get notifications, user doesn't interest in opening news link.

Low interest in reading the news is very worrying. Whereas, Gallup Polls explain that the level of accessing or reading news has a positive correlation relationship with critical attitude. Furthermore, Gallup explain that people can use several media to access news. But most of them use television frequently rather than others media such as internet, radio, and newspaper. The same data also showed by Ippos where traditional media especially television is a most usage media in obtaining news.

In Indonesia, not only adults but also young adults has a low interest in reading news. It is very upsetting. Because young adults has known as the next generation who will run the nation. If they don't have a critical attitude it will makes them easily controlled by others. Therefore, in answering this problem, media make news app to encourage young adult in reading news.

Pew Research said that 27% of young adults (18–29 years), who follows news update daily, prefer retrieve news from website or applications. We can find a same trends in Indonesia. Baidu's survey identify that online news most often accessed by people who aged 23–32 years old. Most of them are a man. Moreover, people prefer entertainment and social issues news than others news.

New trend in Indonesia is young adults getting news from chat apps which providing many features such as sticker, games, photo editor, news, etc. The apps has known as Line and feature that providing news known as Line Today. Every day, Line Today gives news alert to user about the current news update. The news alert contains some list of news tittle which can be click it by user to read the full story.

Line has used by 90 millions Indonesian netizens. Moreover, Managing Director Line Indonesia, Ongki Kurniawan state that Line users was dominated by millennial, where 41% user was 18–22 years old (<http://tekno.kompas.com/read/2016/09/03/09490637/di.indonesia.jumlah.pengguna.line.pepet.facebook>). The massive of line usage makes authors interest in studying Line today usage among young adult to fulfill their news need.

2. Literature Review

2.1. News consumption among college student

Several research have been discussed about college student habit in reading news. Many approach that they use in studying the topic. Beyond the approach and methodology, most of all research result have a common opinion. These are several point which are authors try to summarize from Diddi and Larose (2004), Hoplamazian and Feaster (2009), and Rosenberry (2008) research:

1. College students usually use campus newspaper in getting news. They also use internet (news portal) and cable tv to get news update.
2. Media who frequently reported about national and international issue is rarely used by college students as news sources.
3. College students are increasingly relying on the internet for obtaining news (Stempel et al. (2000), Levine (1998), and Parket and Plank (2000) cited by [4]).
4. Traditional media and internet companion each other in supplying news for college students.
5. College students prefer use cellphone than other media when they want to find specific news stories, checking weather, and accessing news for utilitarian reasons.
6. College students used the television when they were interested in news headlines, or were unintentionally exposed to news content.

7. College students used the newspaper and radio when they were accessed news content for more general or leisure purpose.
8. Personal connection (geography, experience, people) is becoming a motive in selecting news.
9. College students did their news collection completely or mostly through the Internet.
10. College students largely ignore the newspaper may be rooted in the fact that they find little content in it to which they have such attachments.

2.2. Uses and gratification theory

Uses and gratification theory (UGT) is one of mass communication theories. Elihu Kantz introduced this theory on 1940. UGT believes that audience is an active person when they choose media to fulfill their needs. There are several assumption UGT, that is:

1. Audiences are active in selecting the media to be used
2. Audiences can use the same medium but with different effects
3. Audiences select media based on their needs
4. Audiences have an entertainment motive in selecting media

3. Research Question

This study examines the relationships of Line Today apps in order to fill college students' needs. There are varieties of question that will be asked in this research, that is:

- R1: What kind of news needed by the students?
- R2: Are college students' needs of political/economic news positively or negatively correlated to Line Today usage?
- R3: Are college students' needs of entertainment news positively or negatively correlated to Line Today usage?
- R4: Are college students' needs of viral news positively or negatively correlated to Line Today usage?

R5: Are college students’ needs of news positively or negatively correlated to Line Today usage?

4. Methodology

This study is using quantitative method with survey as research strategies. Author use questionnaire as a tool to collect data from respondent. Questionnaire was distributed to communication science students, where they have been chosen based probability sampling technique. Data from questionnaire will be analysis using correlational analysis. The purpose of the analysis is to examine the relationship between independent and dependent variable.

5. Result

Data from questionnaire shows that 62% respondent is female, and 37.5% respondents is man. The average age of respondents was 18 years old where the youngest respondent was 16 years old.

TABLE 1: Respondent distribution based on gender.

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	24	37.5	37.5	37.5
	Woman	40	62.5	62.5	100.0
	Total	64	100.0	100.0	

R1: What kind of news needed by the students?

Table 2 shows that college students’ interest on various news topic. The most interesting topic for them is viral news (75%) and political/economics news (73.4%). At the same time, for several college students, political/economic news is an uninteresting topic. This finding is in line with the Rosenberry’s opinion which said that college student more interested in personal connection news. Moreover, they also interest in political news especially election news. In this research context, viral news can categorized as personal connection news, and political/economic news as political news.

TABLE 2: News needs among college students.

Political/Economic News				Entertainment News		Viral News	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	Strongly Disagree	1	1.6	1	1.6	0	0
	Disagree	12	18.8	0	0	7	10.9
	Agree	47	73.4	41	64.1	48	75.0
	Strongly Agree	3	4.7	22	34.4	8	12.5
	Total	63	98.4	64	100.0	63	98.4
Missing	0.00	1	1.6	0	0	1	1.6
Total		64	100.0	64	100.0	64	100

R2: Are college students’ needs of political/economic news (X1) positively or negatively correlated to Line Today usage (Y)?

Based on Table 3, we can see that the needs of political/economic news has a positively correlation with Line Today usage, where the coefficient correlations is 0.4. In other words, there is a medium association between the needs of political/economic news and Line Today usage. But, the association is not significant. Since, Line Today rarely publishes political/economic news. Even if Line today publish political/economic news, it must be a trending topic.

TABLE 3: Correlation between political/economic and Line Today usage.

Correlations			
		X1	Y
X1	Pearson Correlation	1	0.040
	Sig. (2-tailed)		0.753
	N	64	64
Y	Pearson Correlation	0.040	1
	Sig. (2-tailed)	0.753	
	N	64	64

R3: Are college students’ needs of entertainment news positively or negatively correlated to Line Today usage?

Table 4 shows that there are a positively association between entertainment news with Line Today usage, where the coefficient correlation 0.365 and has a

significant association. In other words, when college student has a needs of entertainment news, they will use Line Today to fulfill their needs. It is not surprising because Line Today frequently publish entertainment news, especially celebrity news.

The findings also in line with uses and gratification typology which said that people use media to find out entertainment. It also known as enjoyment typology.

TABLE 4: Correlation between entertainment news and Line Today usage.

Correlations			
		Y	X2
Y	Pearson Correlation	1	0.365**
	Sig. (2-tailed)		0.003
	N	64	64
X2	Pearson Correlation	0.365**	1
	Sig. (2-tailed)	0.003	
	N	64	64

Note:** = Correlation is significant at the 0.01 level (2-tailed)

R4: Are college students’ needs of viral news positively or negatively correlated to Line Today usage?

Scholars said that college student follow news update to keep in track with what’s happening around them. Therefore, they usually check online news to find current and viral news in internet. It is in line with data in Table 5, which shows that there are a positively and significantly association between the needs of viral news and Line Today usage. So, when college students need current news, they will access Line Today. Since, Line Today always providing news which viral in internet or social media. They use this strategist to engage young user in reading news.

R5: Are college students’ needs of news positively or negatively correlated to Line Today usage?

Table 6 shows that there are a positively and significantly association between college student needs of news and Line Today usage. Although, this association is week (coefficient correlation: 0.346). It means when college students has a news needs, they will access Line Today to fulfill this needs. This result conform with several previous research, which said that college students often use application in getting news.

TABLE 5: Correlation between viral news and Line Today usage.

Correlations			
		Y	X ₃
Y	Pearson Correlation	1	0.264*
	Sig. (2-tailed)		0.035
	N	64	64
X ₃	Pearson Correlation	0.264*	1
	Sig. (2-tailed)	0.035	
	N	64	64

Note: * = Correlation is significant at the 0.05 level (2-tailed).

TABLE 6: Correlation between news needs and Line Today usage.

Correlations			
		Y	X
Y	Pearson Correlation	1	0.346**
	Sig. (2-tailed)		0.005
	N	64	64
X	Pearson Correlation	0.346**	1
	Sig. (2-tailed)	0.005	
	N	64	64

Note: ** = Correlation is significant at the 0.01 level (2-tailed).

6. Conclusion

Overall, research result demonstrates that college students has several needs for news. There are political/economics, entertainment, and viral news. The most interesting news for college students is political/economics and viral news. It conforms to the opinion, which said that college students interest to political news especially election topics. At the same time, several students feels uninteresting to political/economics news.

The research also shows that there are correlation between entertainment and viral news with Line Today usage. The correlation has a weak association, but it is significant. The needs of entertainment and viral news can be categorized into enjoyment and information typology. Enjoyment is pleasure motive which encourages the

audience to use the media. Meanwhile, information is audience's desire to find the latest news. To sum up, college students use Line Today because they have a need for news, and this app gives an easy access to find the related news.

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