

Vol 5, No 4	2021	Halaman 320 - 334
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## **Profiling news consumption on social media**

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Received: 29-04-2021, Revised: 08-05-2021, Acceptance: 02-07-2021

### **Abstract**

*Social media is an exciting platform to be researched at this time because users are increasing. This condition is a challenge for the media to be able to take advantage of this phenomenon into a great opportunity. The concept of social media journalism is growing as many media use social media with diverse objectives. A lot of studies have tried to see from a variety of spectacles. This research fills the research void related to the consumption of news through social media in Indonesia based on uses and gratification theory and social media concept. The survey conducted by distributing questionnaires online for two months to get 736 respondents from various regions in Indonesia. The result is that social media is not the main place for Indonesian people to look for news. Most of the respondent is still looking for news through two mediums, namely offline and other online. People who access news through social media are satisfied, but they do not have confidence in the news on social media. Besides understanding news consumption patterns on social media, this research suggests a model that the media needs to understand to utilize social media more effectively.*

**Keywords:** *news consumption; social media; uses and gratification*

### **INTRODUCTION**

The network local affiliate news stations as ABC, CBS, Fox, and NBC declined their viewer in crucial time slots in 2016. Since 2007, the average audience for late-night newscasts has declined 31%, while morning audience declined 12% and early evening audience fell 19%. Local TV noon and 7 p.m. news viewership also declined (Pew Research Center, 2017). For years, the most commonly used platform for news among U.S. Hispanics was TV. In recent years, the share getting their news from TV has declined, from 92% to 79% in ten years. Meanwhile, 74% of Hispanics said that they used the internet as a source of news on a typical weekday, up from 37% in 2006 (Florez and Lopez, 2018). 68% of American adults get news on social media on occasion. Most of these consumers are not believe in the

information. Americans most commonly use social media Facebook for news. About four-in-ten Americans (43%) get news on Facebook. In second place is YouTube, with 21%, and the third is Twitter with 12% user. 8% of fewer get news from other social networks like Instagram, LinkedIn or Snapchat (Shearer and Eva, 2018).

Hootsuite and we are social provide Global Digital reports every year. In 2019, more than 4 billion people are internet user, more than 3 billion people active on social media and more than 3 billion are mobile social media users. As global, more than 360 million people come online for the first time during 2018. The number of social media users has increased by more than 280 million since January 2018. But on the other side some user decline across some of the social media platform (Kemp, 2019). In Indonesia, the data says that 150 million internet users and also acts as social media users. One hundred thirty million people are mobile social media users or have increased by 8,5 % (10 million) in one year. This research also gave information about the internet and social media activity but not specific collect data about news consumption (Kemp, 2019).

Reuters Institute also made Digital News Report in 2018. That report based on quantitative research that surveys along with qualitative research. They made a comparative study of news consumption in the world except for Indonesia. So this is the gap of news consumption research that does news consumption research in Indonesia is needed. As a summary, Digital News Report gave the data about social media use for news, messaging apps for news, level of trust of news, fake information, news literacy and so on (Newman et al, 2018). Hispanic millennials are driving many of the changes in news consumption. Almost all Hispanic Millennials got news from the internet on a typical weekday in 2016. This making them the only generation of Hispanics for which is the most widely used news platform. By contrast, older generations of Hispanics used television as the top source for news (Florez and Lopez, 2018)

Besides that, mobile devices allow users to keep ubiquitously connected to the internet. They change the role reception of information. Mobile devices with the internet help user to access information faster than before and concept of using new media. At the same time, many traditional media already produce content for mobile websites and apps as new strategies. The traditional media are hoping to manage the digital transition successfully with mobile publishing and (re)gaining especially the digital natives (Wolf and Schnauber, 2014). Hootsuite and we are social published 2019 digital yearbook, data about digital activity in the world in January 2019. This data shows that 150 million Indonesian people active as social media users or increase 15 % than January 2018. One hundred thirty million people are using mobile to connect with social media or increase by 8.3 % than January 2018. Reuters Institute for the study of journalism also shared Digital News Report 2018. This research-based in 37 countries exclude Indonesia. This research focus on social media activity and how people get information or news.

On this situation, there are no literature can explain how media or news company should make on social media. This study contributes to the literature about how Indonesian people consume news on a digital platform,

especially social media. So it can help the media to produce information on this new platform.

Chan (2015) surveyed the relation between mobile devices other mediums for accessing the news. The “medium-centric approach” assumes that people’s use of the media is a zero-sum game and focuses on the attributes of technology (Westlund & Färdigh, 2015). Because there is only a certain amount of time per day to access the media, the adoption and use of a new media channel for news will likely lead to the gradual displacement of another media in the short term and even complete displacement in the long run.

This approach emphasizes the fulfilment of the needs of users when using a particular medium to access the news. Dutta Bergman (2004) argued that people are driven primarily by content and not by the medium in which news delivered. If someone very interested in one topic, he is most likely to use any media that is available to consume within that particular content. The content could be in any media the radio, the newspaper, TV, or the Internet. Wolf and Schnauber surveyed 498 German users of the mobile internet aged between 16 and 69. They asking about the platforms that people use to seeking information from mobile devices. The way they combined the offline and online media. The mobile devices used in the context of information used. Reuters Institute for the study of journalism published Reuters Institute Digital News Report 2018. They did a survey and focus group discussion across all countries. It was a comparative study of news consumption in the world to looked in much more detail at the changing shape of social media and the increasing of messaging apps for news. (Newman, etc.)

LaRose and Eastin also researched the relationship between self-regulation, internet self-efficiency, user habit, and internet usage. The respondent who adult internet users were recruited by mail from two midwestern communities. media gratifications can be predicted media exposure, was upheld. Indeed, by instituting new operational measures of expected gratifications, it was possible to predict media consumption. This research suggests some operationalization for further research.

Future research might distinguish internet applications, the function or the setting (LaRose and Eastin, 2004). This study treated the cellular phone as a new domain to test the uses and gratifications theory. Specifically, it raised three research questions that focus on 1) gratification sought in a cellular phone, 2) the prediction of cellular phone use, 3) Gratification south compare by person and location.

834 respondents 18 years of age or older in Hong Kong answer this survey in May 1998. The result verified gratifications factors such as sociability, relaxation or entertainment, instrumentality or acquisition, reassurance, fashion and status in previous studies on the use of the conventional telephone and the pager. Moreover, this study found that instrumental uses of the cellular phone are more frequent and the instrumental motives are much stronger than social or intrinsic uses when compared to the use of in-place telephones.

## Uses and gratifications

Katz, Blumler and Gurevitch in Rubin explain the principle of uses and gratification theory is. This theory sees the relation between how people use media and the gratification or in other definition means the motives of media behaviour. Identify the function to follow needs, motivations and behaviour. The assumptions of this theory are the audience initiative and activity. The initiative affects the outcomes of how people use media. Research about uses and gratification mostly focus to identify motives than explain the processes or effects of media (Rubin,2009).

The uses and gratifications theory, which examines media uses in relation to social life and psychological needs has stimulated numerous studies of media use (Leung and Wei, 2000). From a psychological perspective uses and gratifications also sees media as sources of influence and sees media audience as active communicators. The principal elements of uses and gratifications are needs and motive to communicate, the media, attitude and expectation behaviour and the consequences of our behaviour (Rubin, 2009). If we talk about uses and gratification, meet the internet, some opinions emerged. The innovation about the concept or the operational definitions creating prospective or expected gratification. These ask respondent what they expect from the internet in the future as compared to what they see today and in the past (LaRose and Eastin, 2004).

Lundberg and Hulten (1968) in Lavrakas (2013) describe five aspects of the uses and gratification model.

1. The active audience.
2. Many initiatives in linking to fulfil the needs and media uses. lie with the audience in the mass communication process
3. The media compete with others to get satisfaction.
4. People have self-awareness of their media use, interests, and motives to be able to provide an accurate picture of that use.
5. the audience can only assessed media value judgments.

Audience gratifications can come from at least three distinct sources: the content of the media, exposure to the media, and the social context (Lavrakas, 2013). Based on the uses and gratification theory, the audience considered active. Levy and Windahl (2015) more explain the typology of audience activity:

1. The qualitative orientation of the audience.
2. Audience selectivity.
3. Audience involvement.
4. Audience use.
5. Temporal dimension.
6. Before exposure.
7. During exposure.
8. After exposure.

Uses and gratifications theory is relevant to social media. Social media is a communication platform that allows users to communicate with people all over the world (Williams et al., 2012 at Whiting and Williams, 2013). The basic of uses and gratifications theory is that people will look for the best media. The media that fulfils their needs and leads to the highest satisfaction (Lariscy et al., 2011 at Whiting and Williams, 2013).

## **Social Media Journalism**

Mobile devices and social media platform are the latest technologies forming the journalism field. Twitter launched in 2006 and iPhone released in 2007 support mobile devices and social media reached their position. Never before in such a short amount of time has new technology had such a dramatic impact on so many facets of communications (Adornato, 2018).

The characteristics of mass communications before these technologies come up are: From one source to a large audience, One-way communication process, Passive audience. Therefore, mobile devices and social media platform appeared with Accessibility: Nearly: People has access to these technologies. Active audience: The audience actively creates and publish their content. Interactivity: People can give a message and feedback simultaneously. What does this mean for journalism? the communication process in the field of journalism has changed. from previously one-way to a two-way or reciprocal communication process. That is changing the concept of how journalists report and interact with the audience. Think of journalism as a conversation, rather than a lecture. News outlets can't ignore audiences active on mobile devices and social media. Journalism as a conversation is a shared action with shifting journalist-audience relationships (Adornato, 2018).

## **METHOD**

This study examines how people consume news through social media based on an online survey. The question refers to the Reuters Institute project in 2018 who focus on social media activity. For this study, the researcher conducts an online survey of Indonesian people who use social media to get information or news. Based on Hootsuite and We Are Social report, 150 million people are using social media, and 130 million people are using mobile phone to connect with social media. The survey sample is 736 people from Sumatera to Papua. Four hundred ninety-five are women, and 241 are men. One hundred forty-two are 6-19 years old, 473 are around 20-30 years old, 119 more than 30 years old.

## **RESULTS AND DISCUSSION**

This research sees how a user uses social media to acquire news. Starting with social media that respondent used and the activity when they use social media. From 736 respondents who filled out the questionnaire, there was only one person who did not have social media, while others have a variety of social media. The most owned social media is Whatsapp with 715 respondents, followed by social media Instagram 696 and 615 respondents own Facebook. Five hundred fifty-three respondents have Line social media, 509 respondents have YouTube, and 416 respondents have Twitter. The results also showed that social media that most frequently used by respondents both in 2017 and in 2018 was Whatsapp — followed by using Instagram, Line, Facebook and YouTube.

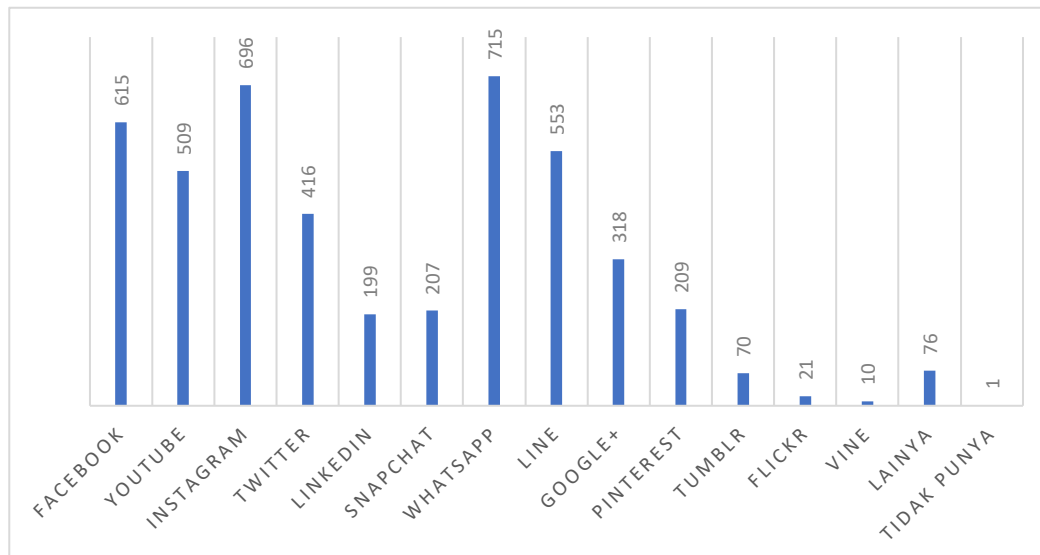


Figure 1. Social Media Used

From this survey, we all know that some of the respondents have ever received news from a new platform such as WhatsApp, Podcast, and Facebook Messenger. Four hundred seventy-three respondents had received or accessed news through social media Whatsapp, while 168 respondents claimed never. The other 20 respondents did not even know whether they had received or accessed news through this social media. Besides through social media, news companies continue to innovate to facilitate the public in accessing information. That has been started spreading the news through podcasts, social media Whatsapp, or even through Facebook messenger. The question now is whether the Indonesian people have accessed information through this medium? Most respondents claimed that they had never received news through the medium. Four hundred forty-two respondents never received or accessed news through a podcast, 117 respondents had received or accessed news through a podcast, and 101 respondents answered they did not know. Four hundred eight respondents never received/accessed news through Facebook messenger, 222 respondents had received/accessed news through Facebook messenger, 29 respondents answered they did not know.

Respondent uses social media because of some reasons. Three hundred forty-four respondents use social media to communicate or socialize, 216 respondents for entertainment, 22 respondents for leisure time. Fourteen respondents use social media for sharing, ten respondents for online or business shopping reasons, seven respondents for playing the game, six respondents answered to existence. One of the critical information from activities using social media is access time. When accessing social media most favoured by respondents was shortly after getting out of bed by 205 respondents, while 157 respondents accessed at night, 137 respondents preferred shortly before going to sleep, 92 respondents chose in the morning, 86 respondents during the day, 40 respondents in the afternoon.

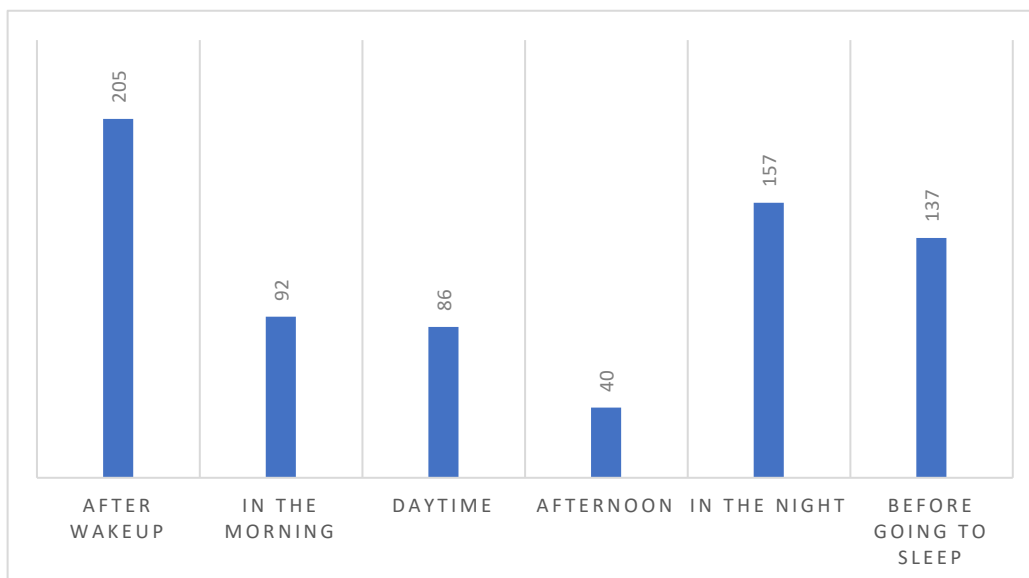


Figure 2. Time Access Social Media

People easily consume news nowadays because of the choices available, both offline and online. But we need to know in advance whether people are still looking for news. Six hundred fifteen respondents consumed the news, while 39 others did not consume the news. Four hundred thirty-three consume news both online and offline, 248 consume news only online, while 15 others consume only offline. In more detail, 527 respondents consumed news through television, 275 respondents through print media, and 146 through radio. Meanwhile, 626 respondents answered using smartphones, nine respondents used a laptop, eight respondents used PCs, two used tablets. The reason respondents searched for news through online media was 593 respondents answered for quick reasons, 471 also answered easily, 275 for short reasons, 199 respondents for cheap reasons, 79 for reliable reasons. The platform used to get news online between 215 accesses through social media, 202 respondents access news through search engines, 148 respondents through applications, 82 respondents access news through news aggregators.

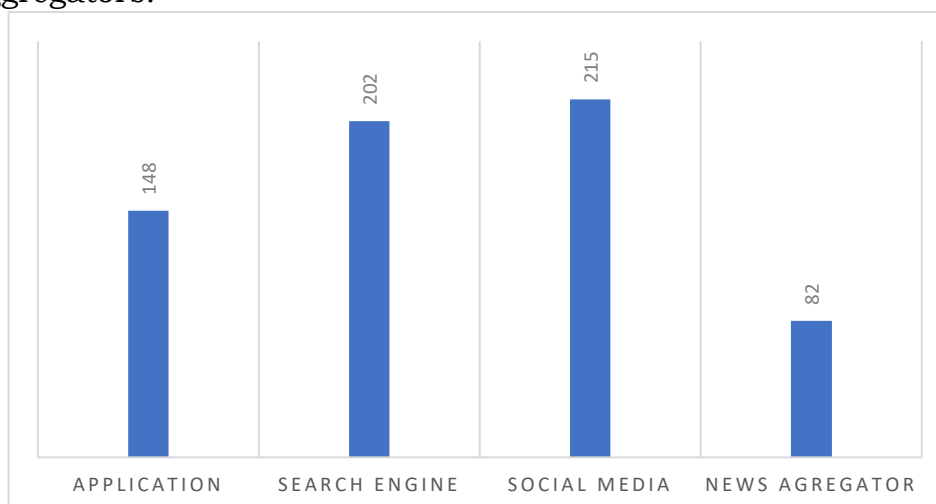


Figure 3. The Platform to Search News

News consuming activities through social media can be mapped in various ways; for example, the news section consumed, the news producer consumed, the activity after consuming news. The two most liked news topic are entertainment news and social and cultural news. The survey results showed 414 respondents read the whole story through social media, 251 skimmed the news through social media, 60 respondents read only the title. Producer background turns out to be important for the public in consuming news through social media. Four hundred twenty-eight respondents answered the background of influential producers in the decision to consume news. One hundred thirty respondents answered the producer background did not affect the decision to consume news. Ninety-five respondents answered doubtfully. In the case of social media news producers, there are two things that are considered important how to find out news on social media. Which in detail shows 387 respondents accessing news on social media which is the production of the media account, 307 respondents are accessing news on social media which is a social media recommendation, 247 respondents accessing news that is the result of a repost from another account, while 32 respondents claim to not know. The second important thing is the account status of the news produced. 375 respondents accessed news produced by official media, 198 respondents accessed news that was the work of the community/citizen journalist, 44 respondents accessed news produced by certain institutions, 36 respondents did not know who produced news that was often consumed on social media.

Activities after reading news can be many things, for example, giving comments, giving likes, up to repost the news that has been consumed. This survey shows 304 respondents never commented on the news they got, 312 respondents rarely gave comments on the news they got, 54 respondents give commented on the news they got. The number of respondents who rarely and never commented on dominates respondents' answers for that, it is necessary to know the reasons that make people give comments on the news on social media. The data shows, most respondents will give comments because of interesting headlines. Beside commenting, sharing news that is consumed is an activity that can be carried out by the community. 439 respondents answered rarely share the news they got, 125 respondents shared the news they got, 93 respondents never shared the news they got. Most respondents rarely share news even if they share news due to title and topic reasons. Interesting news titles and useful topics are an important part of the reason someone shares the news. 396 respondents shared news because of the topic, 51 respondents shared news because of interesting videos/photos, 34 respondents never shared news, 13 respondents shared news because the news was not in accordance with beliefs and there was no specific reason for sharing news.

News in the form of photos with text and news in video format with text become most favourite format. Most of respondents liked a video with 2-3 minutes duration.



## **Theoretical Implication**

Social media is an exciting platform to study. Why? Because the number of users continues to increase both in the world and in Indonesia. Data shows a significant increase. Digital data for 2019 revealed the addition of social media users from January 2018 to January 2019, reaching, more than 288 million users globally. While compared to America, Africa, Europe and the Middle East, Asia Pacific experienced the most significant addition of active social media users, more than 218 million users. In Indonesia, active social media users increased by more than 20 million from January 2018 to January 2019 (Kemp, 2019).

In addition to the number of users, the most frequently accessed social media is also an important point to be known or researched. The Indonesian Internet Service Providers Association (Asosiasi Penyelenggara Jasa Internet Indonesia, 2018) launched a survey of Indonesian internet users in 2018. The data shows that the most frequently accessed social media is Facebook, 50.7% and followed by Instagram, second with 17.8%. This study includes the WhatsApp application as an option because this application is considered a social media with a type of social networking site. Kaplan and Haenlein (2010) explained the types of social media including, collaborative projects, content communities, social networking sites, blogs, virtual social worlds, virtual worlds, virtual game world. Kaplan explained simply that social networking sites are applications that make it easy for someone to connect. The connection could be by creating a profile of their information, can invite friends and colleagues to be able to access the profile, and can send emails or short messages between one another. A person's profile can be in the form of photos, videos, audio, and blogs. The results of this study indicate that the most widely owned social media is WhatsApp with 715 respondents, and next is social media Facebook with 615 respondents. Meanwhile, the most active social media used by respondents both in 2018 and in 2017 is also the WhatsApp social networking site application. Based on that data, the social networking site, WhatsApp became popular. Reuters reported in 2018 that people began to leave Facebook as a means of consuming news, while other social media such as WhatsApp, Instagram and Snapchat had increased. In Indonesia WhatsApp, still dominates as a short message application. Even though the survey results showed, 473 respondents had received or accessed news through this application. With this, WhatsApp still has an excellent opportunity to see as a news dissemination platform.

In addition to the WhatsApp application, other channels such as Podcasts that have almost no echoes are starting to regain their position. The New York Times daily podcast has downloaded 100 million times. While the BBC has hundreds of Podcasts, most of which recycled from radio broadcasts. This situation has a high chance of getting advertisements and sponsors (Reuters, p. 30). Data collection conducted in early 2019 showed that most respondents, 442 respondents, had never accessed news through Podcast, and 117 respondents had received or accessed news through Podcast. An article around 2018, "Podcast, the future of broadcasting which is not yet marketed in Indonesia " shows the situation that is in line with this research (Armenia, 2018). The Podcast at that time began to rise in

America and Europe but not for Indonesia. Now, it doesn't take long for Podcasts to start grabbing opportunities in Indonesia, as fans have increased. Some articles this year show that public interest, the especially millennial generation, with podcasts, is rising (Namira, 2019). It hoped that the increase in Podcast users would also have a positive impact on the spread of news in Indonesia.

Another channel that also investigated is Facebook messenger also experienced the same thing. Most respondents or 408 respondents said they had never received or accessed news through Facebook messenger. However, this condition may change as happened in the Podcast. The digital world is hard to predict, including social media. Even so, the data obtained can help news producers or journalists in making the news. This research response not only accessed news through online channels but also offline. Online, they not only access news through social media but also search engines, applications, and news aggregators. Their primary purpose in accessing social media is to communicate and socialize. Turner and Amirnuddin (2018) revealed that their respondents showed diverse activities when accessing social media. Respondents can easily carry out many tasks and activities across social media platforms. Most of the respondents preferred the news format on social media in the form of photos and texts as well as videos and texts. The preferred topic is entertainment.

Social media consists of two major components namely, media and social. The five main suggestions for using media are: choose carefully, pick the application or create your application, ensure to do uniform activities on different social media, media plan integration, give access to everything, especially your internal media. While five other suggestions for social, such as being active, attractive, humble, being unprofessional, and honest (Kaplan & Heinlein, 2010).

### **Social media analytics**

How do the media know that the public well receives content uploaded via social media? One answer is the interaction carried out by the community. So it is crucial to see the pattern of their activities when accessing social media. The more the media knows about its access, they will provide what the public needs (Adornato, 2018). One of the tools provided by social media is analytics. But to be able to produce a proper analysis that is when the media already have enough followers. So as a beginner media in the use of social media or any media that wants to increase its followers, it is essential to know the current audience behaviour. The results of this study indicate that respondents preferred accessing social media shortly after waking up and at night. This habit can be a recommendation and consideration for the journalist in determining when to upload news so that the public can read it although the readability of the news started from accidental. Various studies show how the consumption of news by incidental on social media occurs in the younger generation.

After getting quite a large following. The media can manage their followers through the analytics tools of each social media. Facebook provides analytics for professional pages, Facebook Insight analytics. While for Twitter users, Twitter analytics offers a summary. Twitter's monthly

review could contain information such as your top tweets, your tweet, new followers, how many people saw your tweet, and how many viewed your profile (Adornato, 2018). While Instagram provides similar facilities for accounts with a business type, Instagram Insights. Instagram Insights also could give some information about content (number of posts), activities (how many people saw your profile), and your follower data (number of followers, location, age, etc.). YouTube analytics for content creators can find out your audience and can show you the reach of your video or content, even if you have monetized YouTube will share information about your income (creatoracademy).

One of the characteristics of the community of social media users is their activeness. Levy and Windahl (2015) explain more about the typology of audience activity: audience selective, involvement, use. Communities can do a lot about the information they just received. Their activity could be giving a like sign on a news post, commenting, spreading it, or accessing the news source link to get more information. The unique characteristics of social media allow anyone to share information with anyone and comment on any topic. This potential becomes even more limited because it is supported by a democratic climate in Indonesia that guarantees the freedom of expression of the people (Syahputra, 2019). Unfortunately, most of the respondents in this survey rarely give comments and let alone re-share the news that has consumed. But when our news is re-distributed by an account, the media has got a new reader for free. It is essential to know that most new respondents will comment or share a story when the headline consumed is interesting and news topics that are considered useful. Give comment or share the news back can be the evaluation of the news on social media. Even so, the comments column also remains a challenge for the media. Like how the media should monitor and respond to the comments that appear on every news. Many media outlets delete comments on their websites. The type of media is also diverse, radio, cable channels, magazines and newspaper websites (Liu and McLeod, 2019). A sizable action taken by Aljazeera.com in 2017 was by commenting on the comments column on its website. Because the actual function of the comment column as a smart and wise place to debate does not exist (Fletcher, 2017). Unfortunately, most of the respondents in this survey rarely give comments and let alone re-share the news that has consumed. But when our news is re-distributed by an account, the media has Fortunately the respondent still has a different response when the activity is related to false or false information. Most respondents gave various feedback related to this matter, such as: reprimanding, block social media accounts, to report it. There are still some respondents who left the account. On the other hand, social media are also under pressure to be able to prevent the dissemination of misinformation on their platforms.

After seeing how the community uses social media to meet their need for information or news. Now, what needs to see is the satisfaction of meeting the needs. In general, respondents were satisfied in accessing news through social media, although that satisfaction did not coincide with their level of trust in the news on social media. Respondents revealed other aspects that make them believe when accessing news on social media. One

of them is the background of the newsmaker, and this background is an essential factor in building that trust. Besides that, the quality of the content is also important. Journalists must remain serious about the quality of the news distributed if they do not want to lose the trust of the community. Accuracy and detailed information about an event are important trust factors for the community regardless of the platform (Adornato, 2018). The standard and role of journalism have not changed even though the platform has changed. Journalists must still refer to the basics of journalism and the code of ethics.

Put the media must try to understand a process that continues to revolve in spreading the word through social media. It starts with an understanding of what social media is because every social media has its characteristics. The press must know the characteristics of social media users. Where the classification of a society divided into several ways, including division by generation (Generation Z, millennial or generation Y, generation X, generation of baby boomers, etc.). The next stage is uploading content using each social media tool. Then proceed with efforts to manage engagement that has built. Active engagement consists of: consistent interaction, an informal tone but still professional, open funds respond to community comments. Preaching on social media is considered a conversation compared to lectures (Adornato, 2018).

The media must try to understand a process that continues to revolve around spreading the word through social media. It starts with an understanding of what social media is because every social media has its characteristics. The press must know the features of social media users. Where the classification of a society divided into several ways, including division by generation (Generation Z, Then, look at the results of social media analytics. As previously stated, this process continues to turn back to understanding and choosing social media. In this case, an ongoing evaluation of the social media users. Then the process continues.

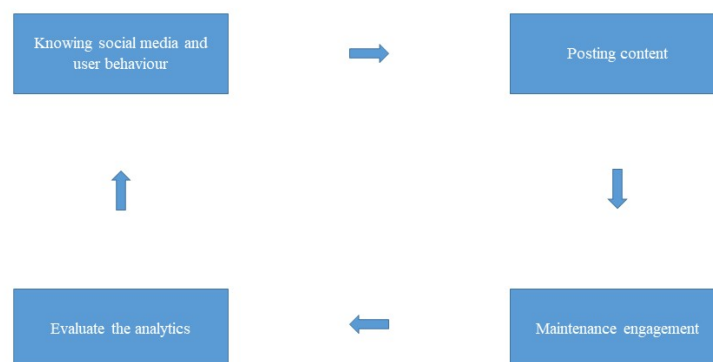


Figure 4. Social Media Usage Models

## CONCLUSION

This study looks at the activities of respondents when consuming news and after consuming news through social media. In that year, social media Whatsapp became one of the most frequently used followed by Instagram, Facebook and YouTube. This is in line with the data in this study which shows that most respondents search for news through social media. Most respondents have received the news via WhatsApp and never received news through Podcasts and Facebook Messenger. The most liked news topics are Entertainment and social and cultural. News with photo and text and also a video with text format were the most chosen by the respondents. And the time to consume news is dominated in the morning and evening. From this study, it is also known that respondents rarely comment or share after consuming the news. This research will be followed up to see the activity of consuming news through social media. So it is hoped that by looking at these activities, the pattern of news consumption on social media will be known.

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