

THE DURATION OF INTERNET USE ON AUDIENCE SATISFACTION READING ONLINE MEDIA

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ABSTRACT

The development of online-based mass media is now increasingly massive in Indonesia, including in Southeast Sulawesi. Initially, audiences control conventional media; with online media, audiences can choose media for reference according to their needs. This study aims to determine the satisfaction of online media audiences in Southeast Sulawesi, which includes joy in seeking information, satisfaction with personal identity, satisfaction with integration and social interaction, and satisfaction with diversion or entertainment. Researchers conducted this study in Kendari City and determined a sample of 98 people using the Slovin formula. The researchers employed axial sampling. The analysis of this research data is descriptive statistics, which describes events and the behavior of certain things presented in tables and diagrams. The results showed that the satisfaction of online media audiences in Southeast Sulawesi was highest on several dimensions, namely the pleasure of searching for information in the region, especially local news, building trust, and seeking the information as a basis for decision-making and seeking information to strengthen relationships with others and collect entertaining details. The results of this research will enable online media to deliver trustworthy news or articles that cater to the public's needs, allowing readers to acquire knowledge.

Kata kunci

Audience satisfaction, Information gathering, Internet use, Online media, News publication.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui kepuasan audiens media online di Sulawesi Tenggara, termasuk kegembiraan dalam mencari informasi, kepuasan terhadap identitas pribadi, kepuasan dengan integrasi dan interaksi sosial, serta kepuasan dengan hiburan. Penelitian dilakukan di Kota Kendari dengan sampel sebanyak 98 orang menggunakan formula Slovin dan pengambilan sampel secara axial. Metode analisis data adalah statistik deskriptif, yang menggambarkan peristiwa dan perilaku tertentu dalam tabel dan diagram. Hasil penelitian menunjukkan kepuasan audiens media online di Sulawesi Tenggara tertinggi dalam beberapa dimensi, yaitu kesenangan mencari informasi lokal, membangun kepercayaan, mencari informasi sebagai dasar pengambilan keputusan, memperkuat hubungan dengan orang lain, dan mengumpulkan informasi menghibur. Hasil ini akan membantu media online menyajikan berita atau artikel yang dapat dipercaya dan sesuai dengan kebutuhan publik, sehingga pembaca dapat memperoleh pengetahuan

Keywords

Kepuasan Audiens, Pengumpulan Informasi, Penggunaan Internet, Media Online, Penerbitan Berita.

Introduction

The duration of internet use is increasing along with the advancement of fourth-generation and fifth-generation network technology. Approaches are using different languages to explain the intensity of Internet use. On the other hand, digital literacy frameworks have linked vulnerabilities based on socio-economic and demographic factors with low levels of digital skills and, as a result, intense engagement with the Internet. This hinders the younger generation from benefiting from Internet use (Helsper & Smahel, 2020). Internet use has become an integrated part of everyday life, especially among the more immature generation (Alfredsson Ågren et al., 2020). Internet use is affected by specific challenges related to geographic location (Freeman et al., 2020). Empirical research has not adequately addressed contextual social factors, such as integrating the Internet into family life (Scheerder et al., 2019). To explore Internet usage in everyday life, focusing on the user, their context, and their perspective is essential (Leguina & Downey, 2021).

Although these approaches help identify what population segments benefit most from the Internet, they do not explain why determinants result in beneficial Internet use. (Scheerder et al., 2019)

According to an analysis of nationally representative data surveys in Slovenia with 1047 respondents in 2018, there are reports that 51% of Internet users have used proxy services in the past 12 months (Reisdorf et al., 2021). In addition, the study also revealed that digital skills and social capital are essential in explaining differences in support-seeking behavior among young adults. These findings better understand social support inequities and digital inequalities in everyday life (Micheli et al., 2019). In another study, the use of conventional mass media was associated with high Internet use among highly engaged individuals, characterized by high levels of political participation and life satisfaction, good political knowledge, low depressive symptoms, and increased anxiety levels (Liu et al., 2021). However, the algorithm serves as an invisible foundation for Internet users, who follow its instructions consciously or unconsciously. As the influence of algorithms grows in the delivery of information and content, Internet users' awareness of the role of algorithms becomes an issue related to individual agency, public life, and democracy (Gran et al., 2021). Therefore, even in countries where Internet use is essential to children's lives, intervention steps must be taken to prevent offline discrimination that impacts digital inequality (Mascheroni et al., 2022).

One of the people accessing the Internet is used to access online media. The use of online media in delivering interprofessional education (IPE) is increasingly widespread in various educational institutions in the health professions (Evans et al., 2019). Although current best practices in public health risk communication encourage the introduction and promotion of trustworthy sources of information, the circulation of preprint research through online media poses new challenges (Fleerackers et al., 2022). The media aspect has different variations. Although digital detox expressly refers to avoiding online media and games, it can also include refraining from other media, such as television and work-related devices and programs (Syvertsen & Enli, 2020).

In addition to being used in health education, online media also sees political populism. The use of online media as two interrelated trends is becoming a significant feature in developing the rapidly evolving socio-political landscape." In this context, alternative online media allows for introducing and disseminating populist views on issues and communication styles in public discussion (Salgado, 2019). Regarding

audience characteristics, the most vital factors predicting the use of alternative online media with a right-wing orientation are political interest and critical attitudes towards immigration issues, as well as skepticism towards news quality in general (Schulze, 2020). Online media that side with certain parties and news websites can be classified as alternative media, generally referring to any media that provides an alternative to the dominant narrative in the mainstream media Field (Noppari et al., 2019). However, there are distinct differences between social media and traditional mass media regarding the logic involved, suggesting that online-mediated social impact generation works in a new way (Wahlström & Törnberg, 2021). However, how easy it is for ordinary online media users to acquire social bots, their target platforms, their origins, and their level of sophistication is still unrevealed (Assenmacher et al., 2020).

Online media provides various articles and news to add information references. Internet users consume news continuously, with a little pause to sleep. The consumption of this news did not experience a significant decrease on holidays and weekends (Vartanova et al., 2019). An in-depth study conducted in early 2021 discovered 2874 active online news publications in Spain. The study also looked at the revenue models adopted by these publications. It found that advertising remained the most popular source of revenue for digital news operations at 85.8%.

Further, most websites rely on only one or two revenue streams at a percentage of 74.5% (Vara-Miguel et al., 2021). The results suggest a notable increase in political news sharing during the election period, surpassing the publication of political information in quantity. This raises the question of whether gaps in the traditional news focus, where journalists tend to be more interested in politics than the interests of the general public, can directly impact alternative measures of audience participation, such as news sharing (León & Vermeer, 2023). Other research demonstrates that news media possesses the potential to create platforms for public discussion and expand understanding of how publicly The study reveals that news media can creatively utilize generated content, thereby fostering innovative approaches to develop news and facilitating general discussion to generate information (Sanseverino & de Lima Santos, 2021).

Audience satisfaction in reading online media will add insight and build confidence for decision-making. The presence of the Internet has a vital role in speeding up and saving costs in disseminating information about products and services so that it can affect customer satisfaction. Social media also cannot be ignored as a crucial online advertising tool to reach the target audience (Musammem, 2023). Since the advent of television, audience satisfaction has been the subject of research conducted by various parties, including researchers, policymakers, and practitioners, with diverse goals and perspectives—fielded Field. We need to consider the following factors: the characteristics of quality content (objective quality), the availability of multiple channels (diverse choices), and innovative technological advancements (Etayo et al., 2023).

Advances in 4G network technology as a supporter of internet access guarantee a short time in using the Internet. Along with the increase in Internet access in most Western countries, having an Internet connection is no longer considered a primary prerequisite for benefiting from the Internet (Scheerder et al., 2019). On the other hand, internet network connections in some areas also experience internet interference. The term 'interrupted access' refers to the everyday experience of rural Australia, where internet service availability is limited, quality is inconsistent and unreliable, and service packages are more expensive and less complete than those available in urban areas. To

meet these challenges, users are developing a form of 'technological literacy' that includes technical and social strategies to overcome the limitations of often interrupted internet access (Freeman et al., 2020). In practice, clinical psychologists working with Internet Use Disorder (EIU) should pay attention to digital literacy levels when developing interventions. In addition, digital inclusion interventions must also consider the potentially negative impact of increased internet use on more vulnerable young populations (Helsper & Smahel, 2020).

People accessing the Internet do not all use wireless Internet services but also smartphones. Internet services are currently widely provided by telecommunications companies. Five NBN connections are available to Internet Service Providers (ISPs), allowing them to offer speeds varying from 12 Mbps downloads and 1 Mbps uploads to 100 Mbps downloads and 40 Mbps uploads. However, due to the inconsistency of broadband technology, the goal of having superfast Internet across Australia still needs to be achieved (Freeman et al., 2020). Communication technologies using the Internet and web design have increased the effectiveness and convenience of communication over long distances (Tirel et al., 2020). People reinvested in personal computers and additional equipment are less likely to perceive the additional cost of subscribing to online services or the Internet as a significant burden (Lin, 2001).

Online media in Indonesia, including in Kendari City, only meet the standards of press companies set by the Press Council. Previous research investigating media coverage of aid legislation under discussion has identified several recurring news patterns. News publications in Washington, D.C. use these frameworks, including more specific templates for District-related issues (Lauffer et al., 2020).

Online media publications such as news and articles are partly not on topic with the publication menu, thus affecting the insights of media users. Internet changes have changed the game dynamics of newly accessible news sources, and advertisers find more effective online channels (Medina-Laverón et al., 2021).

This research is essential so that all online media that meet press company standards can present news publications and articles that can add insightful references to users. The duration of internet use will provide audience or reader satisfaction in reading online media. This study aims to determine the delight of online media audiences in Southeast Sulawesi, which includes joy in seeking information, satisfaction with personal identity, satisfaction with integration and social interaction, and satisfaction with transfer or entertainment.

Metode

This research was conducted in the capital city of Southeast Sulawesi Province, Kendari, Indonesia. Several considerations are chosen for this area, such as using interconnected networks (Internet) by adequate audiences, network support to access the Internet in the city, available fiber optics, and faster 4G networks.

The type of research used in this study is quantitative research. The quantitative research method is based on the philosophy of positivism. It is used to examine specific populations or samples, collect data using research instruments, and perform quantitative/ statistical data analysis to test hypotheses that have been determined (Sugiyono, 2011).

The population of this study is all readers (users) when accessing MEDIAKENDARI.com of 1103 people and SULTRAKINI.com users as many as 2519

people, and Lenterasultra.com users as many as 377 people (Audience Demographics, 2023). Thus, the total population in this study was 3999 people. The sample in this study is the community in Kendari City. The criteria for respondents in this study are people who often read or access information through MEDIKENDARI.com, SULTRAKINI.com, and lenterasultra.com.

The sampling technique used in this study is axial sampling, which is based on chance; that is, anyone who happens to meet the researcher can be used as a sample if it is considered that the person who happens to meet is suitable as a data source.

To determine the sample size, the researcher uses the Slovin formula (Silalahi, 2015).

$$n = \frac{N}{1 + Ne^2}$$

Note:

n = minimum number of samples

N = total population

e = *error margin* (the precision value in this study was determined at 10 percent (Silalahi, 2015).

$$\begin{aligned} n &= \frac{N}{1 + Ne^2} \\ n &= \frac{3.999}{1 + (3.999 \times 0,01)^2} \\ n &= \frac{3.999}{1 + (3.999 \times 0,01)} \\ n &= \frac{3.999}{1 + 39,99} \\ n &= \frac{3.999}{40,99} \\ n &= 97,56 \text{ (98 rounded)} \end{aligned}$$

So the total sample in this study was as many as 98 people.

The type of data that the author uses in this study is quantitative data, which is concrete data because it is quantified in the form of numbers. The quantitative data is divided into two, namely: first nominal data is data related to the classification and identification of sociodemographic data, which includes gender, education level, and occupation of respondents, which will be presented in the form of diagrams and graphs, to describe the respondent's profile clearly. Second is ordinal data related to opinions, interests, and attitudes. Third, ratio data, namely dating, is related to age and habits (frequency of reading time).

The data sources used in this study consist of primary data, namely data obtained from the results of questionnaires or questionnaires. Both secondary data, namely data obtained from other parties relevant to the research object, such as website or portal statistical data through Alexa rank, website, page hits, and Google analysis and similar web that have been integrated on the website.

The data collection techniques used in this study are as follows: (1) Questionnaire: Data collection is carried out by distributing questionnaires to respondents with a type of measurement scale, namely Linkert or summated-rating scale, which is used to

measure the level of intensity of respondents' attitudes, behaviors, and feelings (Silalahi, 2015).

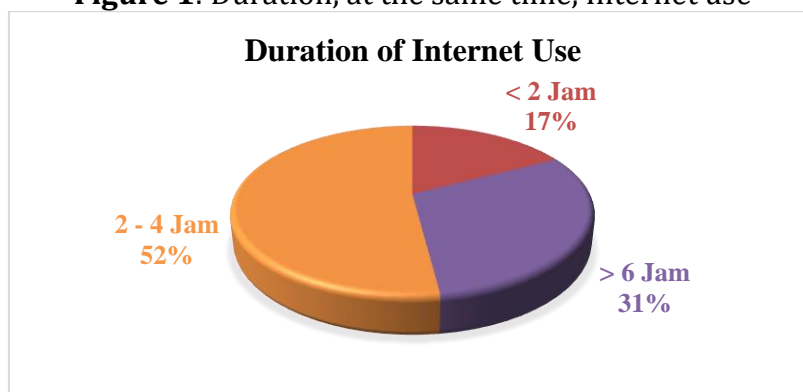
Result and Discussion

Before entering satisfaction, the audience will see what devices the public uses to access the Internet. Based on the research results, mobile phone internet networks are still a favorite for accessing the Internet. Of the 98 respondents, 69.4 percent mentioned cellular networks as a connection option. At the same time, 30.6 percent of respondents use Wireless Fidelity (Wi-Fi) connections. Nevertheless, the internet connection that respondents often use is a cellular network.

Related to the work or journalistic products produced by press companies in journalistic activities, this study found that the results of news reconstructions or other journalistic products presented to the public still need to follow journalistic rules. Based on the survey results, 24 percent of people still hesitate about the effects of journalistic products produced by press companies. However, people who claim to be appropriate are still high, reaching 38 percent, who agree that the results of journalistic products made by verified press companies have met the journalistic rules set by the Press Council of the Republic of Indonesia. The remaining 22 percent of the online media reader community strongly agreed it was following journalists in addition to journalistic products produced by a cyber media portal; this study will also be studied about the news published, whether it is following the topic on the publication menu. This will later have an impact on the insights of online media users. The results showed that 20.4 percent of respondents were still hesitant about the suitability of the topics delivered by online media, with parts of the menu presented to the reading public.

Internet use is highest in Southeast Sulawesi, especially in Kendari City, which is 2-4 hours per day, with a percentage reaching 52 percent. For the duration of use of more than 6 hours per day occupies the second position, 0.6 percent. At the same time, internet use of less than two hours is only 17.3 percent.

Figure 1: Duration, at the same time, Internet use

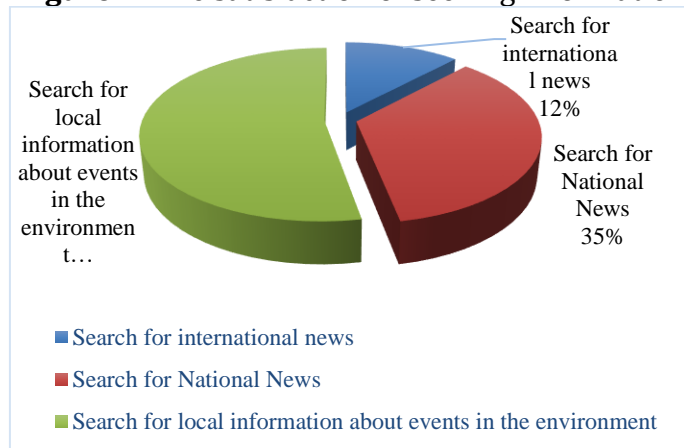


Source: primary data, researcher (2023)

The concept of satisfying the audience's needs depends only on the satisfaction obtained or Gratification Obtained (GO). The following describes the pleasure of online media in Southeast Sulawesi, including information-seeking, personal identity, and socialization or entertainment satisfaction.

The research results have identified three aspects of information search satisfaction. The first aspect is to find information about events or events that occur within the local framework of people's residences, especially in Kendari City. The percentage for local information search satisfaction reached 53.1 percent. Another dimension is the search for information in national news. Based on research conducted by online media users in Kendari City, accessing national news information reached 34.7 percent. More details can be seen in the figure 2 as follows:

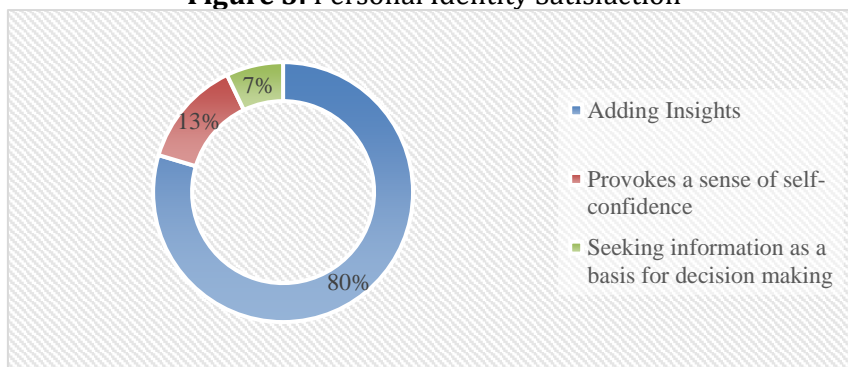
Figure 2: The satisfaction of seeking information



Source: primary data, researcher (2023)

Figure 2 above shows the dimension of international news search satisfaction with a percentage of 12.2 percent. Thus, audiences seeking local information about events in their neighborhood dominated the other two sizes, reaching the highest rate at 53.1 percent. The satisfaction of personal identity is also utilized as an aspect to gauge the audience's level of satisfaction with online media. This satisfaction is divided into three parts: adding insight, building confidence, and seeking information for decision-making. Based on the research results, the dimension of personal identity to add sense has a high percentage compared to other dimensions, which is 79.6 percent. Meanwhile, the measurement of seeking information as a basis for decision-making only obtained 13.3 percent. More details can be seen in the following Figure 3:

Figure 3: Personal Identity Satisfaction

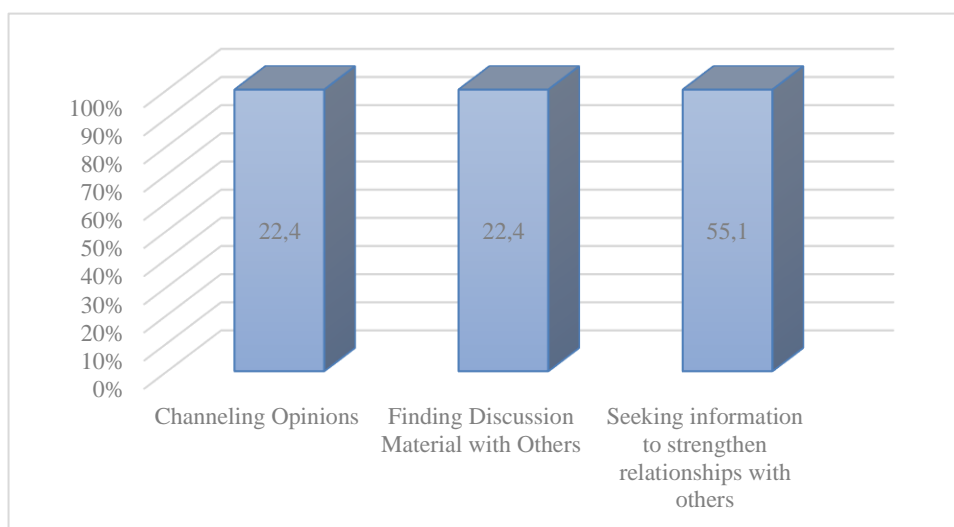


Source: primary data, researcher (2023)

Figure 3 shows that the dimension that causes trust gets a percentage of 7.1 percent. Satisfaction with integration and social interaction is the third dimension

researchers use to assess public satisfaction with the use of cyber media in Southeast Sulawesi. Satisfaction with integration and social interaction is divided into three dimensions: expressing opinions, looking for materials to communicate with others, and seeking information to strengthen relationships. The first dimension, namely channeling views, is based on the study's results; this dimension occupies the last position with a percentage of 22.4 percent. This percentage is the same as the motive of audiences using cyber media in Southeast Sulawesi who want to find discussion or conversation materials with others, with a rate of 22.4 percent. The audience or users of cyber media seeking information to strengthen relationships with others have the highest percentage compared to other measurements at 55.1 percent.

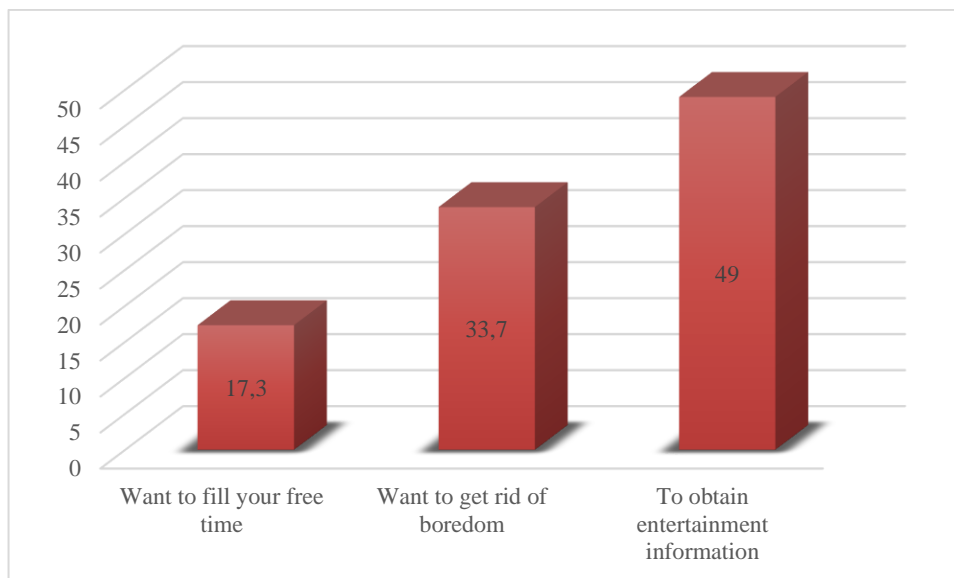
Figure 4: Satisfaction of Integration and Social Interaction



Source: primary data, researcher (2023)

Based on Figure 4 above, users' motives in using cyber or online media in Southeast Sulawesi are dominated by seeking information to strengthen relationships with others, with a percentage reaching 55.1 percent. Satisfaction with entertainment is the fourth dimension used to see the satisfaction of internet media users in Southeast Sulawesi. This satisfaction is divided into three dimensions: getting enjoyment, wanting to relieve boredom, and wanting to fill free time. Based on the study results, the satisfaction of cyber media users in Southeast Sulawesi to obtain entertainment information received a high percentage compared to other dimensions, namely 49 percent. While the audience who want to fill their free time in accessing reached 33.7 percent. While cyber media users in Kendari access news portals, they only want to eliminate boredom information by 17.3 percent. More details can be seen in the following figure:

Figure 5: User Reasons for Accessing Online Media



Source: primary data, researcher (2023)

Advances in fourth-generation (4G) and fifth-generation (5G) network technology in Kendari City, Southeast Sulawesi, Indonesia, do not make people who use online media use the Internet more than 6 hours daily. The duration of people using the Internet is at most 2-4 hours per day, with a percentage reaching 52 percent. The study concluded that internet use and home habits differ between families with different levels of education. Families with higher education backgrounds show a critical view of the Internet, leading to more careful use and redetermination (Scheerder et al., 2019).

People accessing the Internet do not all use wireless Internet services but also use smartphones. The results showed that mobile phones were still a favorite used by people to access the Internet. This is evident from 98 respondents, 69.4 percent of whom mentioned cellular networks as a connection choice. At the same time, 30.6 percent of respondents use Wireless Fidelity (Wi-Fi) connections; however, most use internet connection over a cellular network. The presence or absence of access to physical infrastructure, such as broadband or wireless networks, as well as the puters or mobile phones, are also factors of concern (Gran et al., 2021). Newspapers described cell phones as a phenomenon similar to smoking and later attributed them to various potential impacts, highlighting poor connection problems and resulting in increased or amplification (Rooke & Burgess, 2022). Individuals' constant use of mobile phones is disturbing for all of us (Schneider et al., 2019).

In the context of democracy in Western countries, the digital divide is no longer only concerned with access to the Internet or devices such as computers or mobile phones (the first level of the digital divide). However, today's digital divide has more to do with the skills and use of technology (the second level of the digital divide), as well as the benefits obtained in general (the third level of the digital divide), as has been revealed in various studies (Gran et al., 2021). Particular attention is now paid to local media due to the increased use of connected devices, such as mobile phones, allowing users to access local news in new ways. It can also help drive the development of new business models that are sustainable in the long term (Gonçalves et al., 2021). Its history shows that people with intellectual disabilities have more access to computers than mobile phones: about 50% have access to computers. In comparison, about 20%

have access to mobile phones (Alfredsson Ågren et al., 2020). The use of the Internet, social media, and mobile phones is higher in the younger generation than in the older generation (Yang et al., 2015). They have been targeted by advertisements offering clothing and accessories, mobile devices and consumer electronics, travel packages, and online banking services (Chan & Fang, 2007).

Regarding journalistic works or products produced by press companies in journalistic activities, this study found that the results of news reconstructions or other journalistic products presented to the public still need to follow journalistic rules. Based on the survey results, 24 percent of people still doubt the effects of journalistic products produced by press companies. However, people who claim to be worthy are still high, reaching 38 percent, who agree that the results of journalistic products made by verified press companies have met the journalistic rules set by the Press Council of the Republic of Indonesia. The remaining 22 percent of the online media readership community strongly agreed that it complied with journalistic regulations. The dominance of journalists in mastering information has ended, and a paradigm shift has encouraged the re-creation of journalistic practice (Sanseverino & de Lima Santos, 2021). The ongoing cycle of online news emphasizes the importance of the historical principle in journalism: "Get it first, but the most important thing is to do it right," which also directs the process of gathering journalistic information (Diekerhof, 2021).

Online media publications such as news and articles are partly not on topic with the publication menu, thus affecting the insights of media users. The results showed that 20.4 respondents still needed to be more confident about the suitability of the issues delivered by online media, with parts of the menu presented to the reading public. In-depth research found 2874 active online news publications in Spain, and the study looked at adopting the model in early 2021. The results show that advertising remains the most popular source of revenue for digital news operations (85.8%), and most sites rely on only one or two revenue streams (74.5%) (Vara-Miguel et al., 2021). From the results of our experiments, it can be seen that the performance of our system is much better than the primary method used as a comparison. Findings from the underlying system suggest that tasks such as opinion-holding and topic identification are complex challenges (Kim & Hovy, 2006). In particular, when presented with adverse reports about an organization, news audiences tend to trust traditional journalistic sources more (Jo, 2005).

Conclusion

Analysis and review of the research data results then lead to the conclusion. Satisfaction of online media audiences in Southeast Sulawesi includes pleasure-seeking information, fulfillment of personal identity, the happiness of integration and social interaction, and dignity of transfer or entertainment. The research found that the satisfaction of audiences or users of cyber media in Southeast Sulawesi was highest on several dimensions, namely delight in searching for information in the region, especially local news, building trust and seeking the information as a basis for decision making, and seeking information to strengthen relationships with others and collect entertaining details.

Seeking information about events or events within the local framework of the community's residence, especially in Kendari City, exceeds the other two dimensions of satisfaction seeking information, which is 53.1 percent. Meanwhile, personal identity

satisfaction to add insight also has a high percentage compared to different extents, which is 79.6 percent.

Audience satisfaction, integration, and social interaction in the dimension of seeking information to strengthen relationships with others also have the highest percentage compared to other dimensions, which is 55.1 percent. Another high satisfaction is in acquiring entertainment information, which is 49 percent. Thus, the measurement of adding insight has the highest percentage of all dimensions in terms of audience satisfaction, with a rate of 79.6 percent.

The results of this research will enable online media to deliver trustworthy news or articles that cater to the public's needs, allowing readers to acquire knowledge. Based on the study's results and the research conclusions above, the author found that audience satisfaction can use other indicators besides research to measure it when using online media to fulfill their needs. This suggestion can be used as an alternative for media science scholars and practitioners who conduct research and innovation to realize online or networked media capable of meeting their needs and audience demands.

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