ONLINE NEWS PORTAL READERS’ PATTERN RESEARCH ON ACADEMICIANS
(A CASE STUDY OF NEWS.UNAIR.AC.ID USERS)

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Abstract
Social changes caused by technological advancement commonly termed innovation diffusion (Rogers, 2003) currently happens in many social groups, especially in higher education academic communities with higher level of education compared to any other social groups. The use of information media to access news has also shifted from printed media or electronic media (broadcasting) to online media. Nowadays, academicians are more likely to access news or seek information online through online news portal. Universitas Airlangga has an online news portal, news.unair.ac.id, which is devoted to provide information to the internal members of the academic community of the institution of Universitas Airlangga and also for the external community or general public. Changes in the use of communication media also affect the reading and news searching patterns of the users. This research focused on understanding the academicians’ reading pattern of online news portal through a case study of news.unair.ac.id readers. This study used descriptive quantitative method with online data survey to collected data, then analyzed statistically with Descriptive Analysis Measurement of Location method. The population for the object of research is the academicians of Universitas Airlangga, with total 47,571 people, consisting of 1,522 permanent lecturers, 38,047 students and 2,002 employees / administrative staffs (source http://www.unair.ac.id, accessed on May 8, 2017 at 10.00 am). With simple random sampling technique, the number of respondents from users of the news portal studied is 1104 people. The results of the analysis and conclusion in this study showed that more than 91.3% of users read the news on news.unair.ac.id from their smartphones, 70.4% of users read full articles, 20.6% of users read news leads and the best time for read news portal online at 08 PM until night.

Keywords: innovation diffusion, news portal, users, academicians

Introduction
Modern society cannot be separated from information as anywhere and anytime the people have access to information. It may related to them personally or information in the wider society. There is a rapid growth of communication mediums providing us information due to communication and technological advancement. Most of printed mass media have developed their own online news portal such as what have been done by Kompas and Jawa pos with kompas.com and jawapos.com. Electronic media such as televisions and radios have also done similar thing such as sctv.co.id, netmedia.co.id and online suarasurabaya.net. The objective of online media development is to provide the latest information to the public, or their readers, also known as users or audiences of online media. (Hadi, 2010)

One of the communities that grow rapidly in accessing information is the academic community including the students, staff, and lecturers of universities. Universitas Airlangga is one of the education institutions that develop communication media in the form of online news portal. It is quite interesting as the university has 2 (two) official websites in order to provide
information to the public. The websites of Universitas Airlangga are the main institutional site, http://www.unair.ac.id and news portal site http://news.unair.ac.id.

Formulation of the Problem
The problem formulated for this study is: What is the reading pattern of academicians on an online news portal http://news.unair.ac.id from June-August 2017?

Objective of the Study
The study was aimed to measure and analyze the pattern of online news portal readers, especially the ones accessing news.unair.ac.id among the academicians of Universitas Airlangga.

Significance and Benefit of the Study
The significance of this study is to provide data for an online news portal as communication media on its users’ reading pattern especially from the academicians of Universitas Airlangga that access the news produced by the media. The benefit of the study is to give information to online news portals especially news.unair.ac.id on the users’ reading patterns as inputs to the news.unair.ac.id editorial board in producing and writing news from the aspects of styles, news topic, leads and titles.

Review of Literature
Social Changes Following the Communication Technology Development

Communication nowadays is followed with technological development and it brings great social and cultural changes. According to Rogers (2003), the history of communication technological development is divided into 4 ages; First Age is the age of written communication from 4000 BC to present; Second Age is the printed communication age started in 1456 until now. This age developed exponentially in the industrial era, especially when Guttenberg found the printing machine. The third age is the long distance communication called telecommunication age, developed from the 18th century to present days. It was started from the invention of long distance communication devices like telegram or telephone. The Fourth Age is the interactive communication era. It was started from the mid 19th century or since the invention of the first computer in the world in 1946. It has developed greatly since then and it is called digital communication age as its media and form of communication is in digital format supported by the existence of the internet.

The interactive communication era or the age of digital communication has developed in an amazing growth rate and it has brought a great change in the communication pattern of the society. The change is called Innovation Diffusion (Rogers, 2003). There are two words in the idea presented Rogers; diffusion is considered as a form of social change, a process of change in the structure and function of social system. The second word is innovation, which means an idea, practice or things considered new by an individual or a group of people. The phenomenon of social change from such innovation is clearly seen from the changing reading pattern or during accessing information in the modern society as the number of people accessing information in digital format from the online news portal is growing. This growth is also followed by the growing number of mass media with digital format in the cyber space, even the printed mass media or electronic broadcasting (TV and radio) also develop their own media in the internet with their online news portal format in weblog (Matheson, 2004). It is also one of
main reason of Universitas Airlangga’s online news portal development on http://news.unair.ac.id beside their official website on http://www.unair.ac.id.

The New Digital Age – Future of News

Communication technology has grown rapidly as in the first decade of the 21st century, the number of people connected to the Internet developed from 350 million to 2 billion people. In the same time, the number of people subscribing for internet connection through their mobile phones has grown from 750 million to 6 billion people. (Schimidt, 2014). The newspaper sales keep going down as almost all information or news can be accessed through online news portal as it is updated faster than the conventional medium like printed media or television or radio broadcasting. According to Schimidt (2014), the big media companies with conventional publishing are not fast enough in this age where everything is connected, however great their journalists or local contributors are and however abundant of sources they have. The latest news is constantly being updated through platform like twitter: open network that enables the users to share information real-time, vastly and with better accessibility.

Online news portals nowadays have been new media of news, as a transformation of the printed media, electronic media like radio and television. The communication technology has developed from its analog platform to digital one and converged in one media form which is online news portal. The online news portal will also change the future of news, not only for its form but also from the management of newsroom.

Method of Study

The method used for this study is a quantitative descriptive method with data collected from surveys through online Google form questionnaires. The data acquired from the questionnaires then calculated and analyzed with Statistical Descriptive Analysis Measurement of Location.

Object of the Study

The object of the study was academicians of Universitas Airlangga with a population of 47,571 (N) comprised of 1,522 lecturers, 38,047 students and 2,002 administrative staffs (per December 2015 from the profile of Universitas Airlangga on http://www.unair.ac.id, accessed on May 8, 2017 at 10.00 A.M). With a method of simple random sampling, the sample size of news portal users with Slovin’s formula was acquired as follows:

\[ n = \frac{N}{1 + (N.e^2)} \]

whereas:

\( N \) = total population = 47,571 users
\( e \) = margin of error = 5% = 0.05

\[ n = \frac{47,571}{1 + (47,571 \times 0.05^2)} = \frac{47,571}{119.9} = 396.75 \approx 400 \]

The size of the sample for this study should be at least 400 people of respondents from users of online news media portal news.unair.ac.id from the academicians Universitas Airlangga such as lecturers, students and staffs.
Results

The data was acquired by distributing questionnaires online to academicians of Universitas Airlangga from May 2017 to August 2017 in a form of Google docs form. The total respondents were 1,104 people. Here are the results of the online questionnaires:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pro</td>
<td>532 (47.4%)</td>
<td></td>
</tr>
<tr>
<td>Wanda</td>
<td>572 (51.4%)</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>83.7%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Role of Academicians</th>
<th>Students</th>
<th>Staffs</th>
<th>Lecturers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>256 (23.2%)</td>
<td>372 (33.7%)</td>
<td>567 (51.4%)</td>
</tr>
</tbody>
</table>

Figure 1. Respondents’ demographics based on Gender, Age and Role of Academicians

Figure 2. Data on Information Media Accessed

Which media do you access to get information?
- Newspapers
- Friends
- Any sources
- Magazine

http://icmc.stikosa-aws.ac.id
Dimana Anda biasanya mengakses Internet atau Online?

1,104 responses

<table>
<thead>
<tr>
<th>Location</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rumah</td>
<td>940</td>
<td>85.1%</td>
</tr>
<tr>
<td>Internet Cafe</td>
<td>261</td>
<td>23.6%</td>
</tr>
<tr>
<td>Kantor</td>
<td>228</td>
<td>20.7%</td>
</tr>
<tr>
<td>Dimana s…</td>
<td>10</td>
<td>0.9%</td>
</tr>
<tr>
<td>Dimana aja</td>
<td>7</td>
<td>0.6%</td>
</tr>
<tr>
<td>Kost</td>
<td>2</td>
<td>0.2%</td>
</tr>
<tr>
<td>Kosan</td>
<td>2</td>
<td>0.2%</td>
</tr>
</tbody>
</table>

Figure 3. Data on locations where they accessing the Internet

Gadget atau piranti yang biasa digunakan untuk Online?

1,104 responses

<table>
<thead>
<tr>
<th>Device</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Co…</td>
<td>185</td>
<td>14.9%</td>
</tr>
<tr>
<td>Laptop</td>
<td>651</td>
<td>59%</td>
</tr>
<tr>
<td>Teblet PC at…</td>
<td>139</td>
<td>12.8%</td>
</tr>
<tr>
<td>Handhold S…</td>
<td>1,008</td>
<td>91.3%</td>
</tr>
<tr>
<td>HP</td>
<td>2</td>
<td>0.2%</td>
</tr>
<tr>
<td>MacBook Pro</td>
<td>1</td>
<td>0.1%</td>
</tr>
<tr>
<td>Handphone</td>
<td>1</td>
<td>0.1%</td>
</tr>
<tr>
<td>Hand phone</td>
<td>1</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

Figure 4. Data on devices for accessing the Internet

http://icmc.stikosa-aws.ac.id
Figure 5. Data on Respondents’ Pattern in Accessing the Online News

<table>
<thead>
<tr>
<th>How long do you read online news?</th>
<th>How many times do you read online news in a day?</th>
<th>How much time do you spend reading an article of online news?</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 15 minutes</td>
<td>Once a day</td>
<td>&gt; 5 seconds</td>
</tr>
<tr>
<td></td>
<td>Twice a day</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Three times a day</td>
<td></td>
</tr>
<tr>
<td></td>
<td>More than three times a day</td>
<td></td>
</tr>
</tbody>
</table>

Figure 6. Data on Time when Respondents’ Reading Online News

<table>
<thead>
<tr>
<th>Jam berapa Anda mengakses berita Online?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,103 responses</td>
</tr>
</tbody>
</table>

What time do you usually accessing online news?
Bagian mana Anda membaca artikel berita Online?

1,104 responses

Figure 7. Data on Respondents’ Reading Pattern

Which part of the news do you read?
- Only the title
- The title and the first paragraph
- Whole article = Complete story
- Photo Caption
- Depends on the news content
- Photos
- Title first, if…

Topik berita online apa yang biasa Anda baca atau menarik Anda untuk membacanya? diperkenankan memilih lebih dari 4 topik

1,104 responses

Figure 8. Data on Online News Topics Accessed by the Respondents

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Analysis
This study used Statistical Descriptive Analysis Measurement of Location. From the data shown above, we can see some patterns from the users of news.unair.ac.id online news portal from the population of Universitas Airlangga academicians and from the simple random sampling from 1,104 respondents as follows:

- The respondents’ demographics showed that users who access news.unair.ac.id were female (65.6%) as students (83.7%) and aged under 18. So the first year female students are the main users of news.unair.ac.id.
- Social Media was the main media used by the respondents (84.3%) to access the information. The use of smartphone is the highest for accessing the information as the data has shown 91.3%.
- Reading news online has been a new culture of internet society especially academicians of Universitas Airlangga as there is a shift on how people accessing news from printed and electronic media like television and radio to digital media based on the internet (Kristiyono, 2015). It is shown from the data acquired that 38.5% respondents read online news for 16-30 minutes, 48.8% of them accessing or opening news portal more than three times a day and 56.4% read an article for more than 15 seconds. There is more interesting finding as 70.4% respondents or users read the whole story or article. It proves wrong a hypothesis which says online readers only read the title or the leads.
- The most accessed news topic is the breaking news for 80.7%. Information or academic news of Universitas Airlangga was 60.7% and lifestyle news for 59.3%. Most respondents accessing the online news portal at 8 P.M or later and the second period with most respondents accessing the news was between 5 P.M and 8 P.M. with 39.1% of the respondents.

Conclusion
The data analysis has shown that there are more than 91.3% users read news from news.unair.ac.id and access the site with smartphones, 70.4% users read the stories completely and only 20.6% users read the leads of the news. Most of the respondents read the online news from 8 P.M. until midnight. From the pattern of students, staffs and lecturers of Universitas Airlangga in accessing the Internet, as acquired from the study, we can conclude that almost all of the respondents accessing the Internet with their smartphones. The devices have given them easy access anywhere and anytime to stay connected to the Internet. Significance of this study is to provide information on the users’ reading pattern especially from academicians of Universitas Airlangga for the development of its institutional online news portal. Newsroom editorial of news.unair.ac.id can use the result of this study to develop better news production pattern. The speed and accuracy of production should remain the main concern as more than 70% of the respondents read the whole stories. The fast and update news production demands more skills to the journalists. Journalist for online news portal must have multiplatform skills, aside from writing news, they must be able to master the information technology (Steensen, 2011).

References

http://icmc.stikosa-aws.ac.id


Website :http://news.unair.ac.id(news portal Universitas Airlangga)