

USES AND GRATIFICATIONS OF THE TRIBRATA NEWS READERS WHEN
ACCESSING THE NEWS WEBSITE

By

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BACHELOR'S DEGREE
in

GLOBAL STRATEGIC COMMUNICATIONS
BUSINESS AND COMMUNICATIONS



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Revision after the Thesis Defense on 11 July, 2023

STATEMENT BY THE AUTHOR

I affirm that this submission is entirely my original work and, to the best of my understanding, it does not include any content that has been previously published or written by someone else. Additionally, it does not include material that has been largely accepted for the attainment of any other academic qualification, except when appropriate acknowledgment is given in the thesis




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ABSTRACT

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This study examines the gratification sought and obtained of the Tribrata news readers' when accessing the website by using the Theory of Uses and Gratification as a framework of analysis. The objectives are 1) To find out the readers' gratifications obtained toward Tribrata News website align with their needs, and 2) To determine which types of needs are most sought by the Tribrata news readers. This study used a quantitative approach with surveys as a technique for collecting data. The population is the readers of Tribrata news website, using purposive sampling technique with 170 as a sampling size. Data is collected by distributing the questionnaire online via Google form. Pearson correlation test was used to determine the correlation between gratification obtained and the needs of Tribrata news website readers. The results of the research show that correlations of the gratification obtained with score of correlations are more than .3 and a level significance of 0.000. Furthermore, along with the result of hypothesis 2 that the most type of needs sought by the Tribrata news reader is cognitive need with Pearson correlation result of .869 with a significant value of 0.000.

Keywords: *gratification sought, gratification obtained, uses and gratification theory, needs.*



DEDICATION

I offer this work as a dedication to the advancement of education and communication in my beloved country, Indonesia. Furthermore, I extend this dedication to the one and only Almighty God



ACKNOWLEDGEMENTS

To begin with, I express my heartfelt gratitude to the divine Almighty for His countless blessings bestowed upon me. Next, I extend my sincere appreciation to my parents for their unwavering support throughout the journey of completing this work and getting through this semester, providing constant encouragement.

I would also like to extend my gratitude to all of the people that I write down below:

1. My thesis advisor Ms. Loina Lalolo Krina Perangin-angin M.Si for always encouraging me and giving great feedback for my thesis.
2. All GSC Lecturers, Ms. Deborah, Ms. Muninggar, Ms. Sharon and more. For the guidance through my time here at Swiss German University.
3. My dearest friends, Kebry, Rizqi, Irvan, Athala, Ival, Uki, Salindria, Hanif and Riko who always help me out and cheer me up when I'm stressed out during my time doing my thesis.
4. All of my classmates, Emir, Rafly, Nadya, Katrina, and Rachel who always help me and encourage me.

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