

**ANALYZING THE NEWS READER REGARDING DIGITIZATION AND
SOCIAL MEDIA USAGE TOWARDS CUSTOMER PREFERENCE, A CASE
STUDY : KOMPAS MEDIA**

By

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BACHELOR'S DEGREE
in

BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS
AND MARKETING CONCENTRATION

FACULTY OF BUSINESS AND COMMUNICATION

SWISS GERMAN UNIVERSITY



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Tangerang, Banten 15143 - Indonesia

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Revision After Thesis Defense on
25 July 2018

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

Analyzing the Consumer Behavior of news reader regarding Digitization and Social Media Usage, Case Study: Kompas Media

By
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As the development of technology is fast and constantly changing, many technologies change how people behave. Technologies also change the way people share and receive information, especially in media sectors. People are now able to get information easily from their gadget and in almost everywhere. Because of the ease of acquiring information, the number of newsreaders also increasing at the same time. The purpose of this study is to analyse the effect of digitization and social media that causes the number of people who have interest in reading news increase rapidly. The results were achieved by distributing the questionnaire to 175 samples in JABODETABEK area, and the result was processed using SPSS software. Based on the statistics result Digitization and Social Media Usage has a significant impact as 31.1% and 68.2% towards Consumer Behavior of newsreader. Meaning, Consumer Behavior it can be also measured by Digitization and Social Media Usage. In this case, the utility of social media and digitization for media company these days is crucially important. Because, media industries have to compete with others since the number competitor is kept increasing.

Keywords: Digitization, Social Media Usage, Consumer Behavior, News, Kompas Media



DEDICATION

I dedicate this works for my university, family, and my country that I'm proud of,
Indonesia.



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