

**THE INFLUENCE OF LINE TODAY CONSUMPTION TOWARDS
MOTIVATION AND INTEREST OF UNIVERSITY STUDENTS IN
TANGERANG IN READING NEWS ARTICLES**

By

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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

THE INFLUENCE OF LINE TODAY CONSUMPTION TOWARDS MOTIVATION AND INTEREST OF UNIVERSITY STUDENTS IN TANGERANG IN READING NEWS ARTICLES.

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The main objective of this study is to find out if LINE Today consumption influences students' interest in reading news articles, and uses Uses and Gratifications theory to know what motivates them to consume news via LINE Today.

To gather the data, this study uses quantitative research in the form of online questionnaire as the instrument. The questionnaire was distributed to 207 university students in Tangerang who have LINE account and active consuming LINE Today news. For the data analysis, this study uses Pearson's Correlation study and Simple Linear Regression.

The result of this research shows that there is a positive correlation between LINE Today consumption and Motivations. Also, LINE Today consumption does influence students' interest in reading news articles. This study also found that students consume LINE Today news to relax. Therefore, it could be assumed that LINE Today does influence students' interest to read news articles, which is important and good for them.

Keywords: Line Today, Motivations, Reading News Interest, UGT, Media Consumption.





DEDICATION

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



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