



PROFILING ONLINE NEWSPAPER READERS IN INDONESIA

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Abstract

One of the advantages of the internet presence is an increasingly rapid dissemination of information and less use of paper. This capability led to the emergence of various online media, including online news sites. If viewed from the side of data traffic, many online news sites in Indonesia which ranked 100 sites with highest traffic.

This study aims to provide a description of online news readers, especially based on their motivation. Dissemination of questionnaires conducted both online and offline against 150 respondents. The results showed that most readers of online news sites are dominated by young people. In addition some other description of the results of this study provides an interesting picture about the behavior of online readers in Indonesia, including what they search in online news media.

Keywords: online newspaper media, reader's profile, behavior.

The growth of the internet in the 21st century has changed in business relationships and communication processes between companies and customers. Impact of the Internet is also changing activities and business. Newspaper publishing is one of the activities that are affected by the development of the internet. Rapid developments in online communication and the use of new ways of digital publishing to replace the role of influential newspapers in the business environment. Internet has also change the way newspaper look. Newspaper can be displayed in virtual world, without boundaries of pages and time. This also lead to reduction of paper usage.

Various advantages presented by the digital newspapers causing tremendous growth. Based on the Top 100 sites in Indonesia (www.alexa.com, retrieved August 8, 2010) note that detik.com ranked 9, kompas.com at rank 13, detiknews and detiksport in repectively at the 17th and ratings to-18, then detik.com the news digial site ranked at 21st, okezone.com at rank 22, Tempointeraktif.com ranked 57th and detikfinance ranked 87th. There was an increase reader traffic on some news sites, including detik.com which increased by 0.3% in one month, while okezone.com increased by 1.3%. This also happened to several other news sites like tempointeraktidan detikifinance (www.alexa.com).