

The Influence of the News Message Content of the Bandar Lampung City Government in Lidik.id Media on Information Satisfaction of the People of Way Halim District

Yugo Dwi Prasetio^{1*}, Tina Kartika²

¹ Master of Communication Science, University of Lampung

² Lecturer in Communication Studies, University of Lampung

Corresponding Author: yugodwi.prasetio@gmail.com*, akitrak76@gmail.com

Abstract

According to the Association of Indonesian Internet Service Providers (APJII), internet users in Indonesia are increasing and are quite high. In 2018, the results of a survey conducted by APJII found 171.1 million people or 73.7% increasing to 196.71 million people from internet use in Indonesia in a population of 266.91 million Indonesian population in 2019. (APJII, 2019). This research is to find out what are the contents of news messages from the City Government of Bandar Lampung and to find out how much the effectiveness of the use of dik.id media is in fulfilling the information needs of the people of Way Halim District. The Uses and Gratification model views individuals as suprarational and active beings, receiving criticism, however, the uses and gratification model changes attention so that it shifts from the process of sending messages to receiving messages. The core of the uses and gratifications theory is the idea that media users depend on media information in meeting their needs and achieving goals, where the model assumes three ways of interacting, the media, media users and society, which influence the media to interact. The concept of user satisfaction for media lik.id is divided into two, namely (1) the Gratifications Souhgt motive and (2) the satisfaction obtained. Satisfaction with the site based on the gap between gratifications sought and gratifications obtained. The smaller the discrepancy, the more satisfying. Meanwhile, the greater the discrepancy, the more unsatisfactory. Gratifications Sought is the satisfaction that users want in using the media, or the user chooses or does not choose the media because it is based on the motive of fulfilling the need. Research on motives for using the internet is used as a motive for media consumption. Satisfaction obtained as a result of using the media is the need for information, the need for



personal identity, the need for integrity and interaction, and the need for entertainment

Keyword: Internet, Satisfaction and Media Needs, Uses and Gratification.

INTRODUCTION

Technological developments make it easier for people to find news, this encourages people to be more effective and selective in searching for news. The internet has developed into a technology that is not only capable of transmitting various information, but is capable of creating a new world and the reality of human life. According to Bungin (2006: 136) the internet is a form of convergence of several important previous technologies such as computers (with various benefits), television, radio and telephone. (Bungin, Burhan, 2006: 136). According to Koyo, Mori, and Takano in Sultoni (2013: 23) the features contained in the internet, first are free, secondly the internet is more dynamic by following the times, and third is interactive. (Violita, 2016: 15).

According to the Association of Indonesian Internet Service Providers (APJII), internet users in Indonesia are increasing and are quite high. In 2018, the results of a survey conducted by APJII found 171.1 million people or 73.7% increasing to 196.71 million people from internet use in Indonesia in a population of 266.91 million Indonesian population in 2019. (APJII, 2019). The significant increase in the number of internet users in Indonesia has had an impact on the existence of the media. Because the media indirectly has to follow the pattern of the times. (Musman. Sugeng WA, 2011: 169). According to the Minister of Communication and Informatics in 2018, there are 43 thousand online news portals in Indonesia, but the number verified in the Press Council is only 1,736 media. (Press Council, 2022).

This phenomenon shows the media on line which causes quite a lot of various information to be presented in online media, one of which is the media lik.id. One of the interesting news in the dik.id media is regarding the City Government of Bandar Lampung. The government of Bandar Lampung City is related to actuality, that a news item will attract audiences if it is something new. New does not mean that it always just happens, but something that is not yet known to the public or for the first time the public knows of a new fact. Because basically the audience always wants to know about an information or event as soon as possible, so don't be late or late in reporting it because they will look for other sources that can meet their needs.

This is done so that we do not easily absorb incorrect information either for ourselves or share the information with others. As for the government's steps to overcome the spread of





hoax information through the mass media, they are conducting direct socialization to the community and spreading trusted sites which can indeed be a reference for the community to find out the latest information about the development of the city of Bandar Lampung.

Besides that, control and supervision of sites or websites in cyberspace. The decision to use a media is influenced by several factors, such as the content of the media, the relationship with the content used and how to consume it. These media factors are expected to cause effects caused by using these media and these effects can meet the information needs of the people who use them.

LITERATURE REVIEW

Effectiveness generally has a relationship between the expected results and the actual results that have been achieved. According to Sedarmayanti, effectiveness is a measure that gives an idea of how far the target can be achieved. (Riyanthini, 2015). The target achieved in this study is the use of media to meet information needs. When the user is effective, it means that the audience who uses the media includes the target media, both the appearance and the content of the message presented.

Online Media

According to Romli, Online media (online media) or often also called cybermedia (cyber media) can simply be interpreted as media presented online on internet websites (websites). Online media can be interpreted as the third generation of media after print media, namely newspapers, tabloids, magazines, books and electronic media, namely radio, television and film/video. Online media is defined as a product of technology-mediated communication that exists with digital computers (Romli, 2012).

Media online has a broad network that reaches all over the world that has internet access. This means that the content contained in online media can be easily distributed and exchanged between users through the available internet network. We can call this characteristic an advantage, because online media allows everyone to be connected and provides solutions to distance and time constraints between users. In addition, online media presents the aspect of speed because as soon as it is posted or uploaded, it is immediately accessible to everyone. (Romli, 2012).

MEDIA ONLINE LIDIK.ID IN REPORTING BANDAR LAMPUNG CITY GOVERNMENT

Media Lidik.id is the official news portal with an office at Perumnas Wayhalim which is





published under the banner of PT. Lidik Media Indonesia and has a vision of providing digital-based information to optimize the presentation of news and educational information quickly, accurately and in a balanced manner. Lidik.id is a media publication that was established in Bandar Lampung in 2019 which focuses on digital-based information and education.

Media lik.id is also a commercial or public media that has a big influence on the people of Lampung and nationally. Media dik.id contains various information accompanied by actual and informative photos. Starting from news from the government of Lampung Province, the city government of Bandar Lampung, politics, law, economics, health and other national news.

Media dik.id is one of the reports about the City Government of Bandar Lampung. Relating to actuality, that news will attract audiences if it is something new. New does not mean that it always just happens, but something that is not yet known to the public or for the first time the public knows of a new fact. Because basically the audience always wants to know about an information or event as soon as possible, so don't be late or late in reporting it because they will look for other sources that can meet their needs.

This is done so that we do not easily absorb incorrect information either for ourselves or share the information with others. As for the government's steps to overcome the spread of hoax information through the mass media, they are conducting direct socialization to the community and spreading trusted sites which can indeed be a reference for the community to find out the latest information about the development of the city of Bandar Lampung.

Media Use

According to Poedar Minta (1976: 332) the use is a rule, a benefit, an action that gives effect to a change in meaning. Use according to Poerwadar Minta (in KUBI 1976: 33) is defined as a thing or act of using something. For example, for public interest or personal interest. In this study it refers to the use of the media as a matter or deed in utilizing something (using the media) for his own interests, in this case the interest of meeting the information needs regarding the reporting of the City Government of Bandar Lampung.

The dimensions of media use according to Rosengren are divided into the amount of time used in various media (frequency and duration of use. (Rakhmat, 2005). The type of media content consumed (message content) and various media relations as a whole. The relationship between audiences and message content through attention to the contents of the media message. According to Kenneth E. Andersen (in Dwipuspita, 2012) defines attention as the process of a series of stimuli becoming prominent in consciousness when other stimuli weaken. The salient feature that we pay attention to in using the media is the appearance of



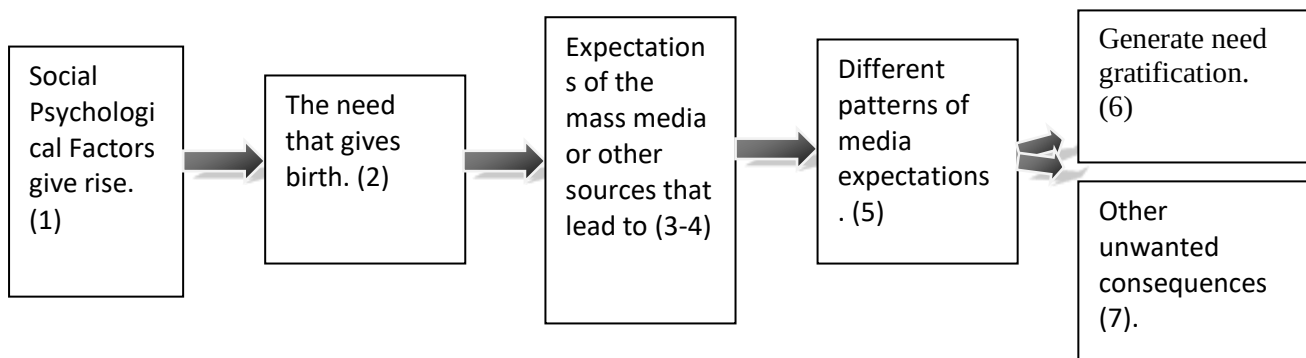
the media (Violita, 2016).

Frequency according to Ardianto (2004) is the number of repetitions of the targeted behavior (often the activity is carried out within a certain period of time). In This research is on internet access activity or media on line (how many times in a day, a week, a month). Temporary duration, namely the amount of time that needed to consume something media or length of time interval needed to use the internet (how many hours a day or how many minutes).

Use And Gratification Theory

The theory used in this research is the Uses and Gratification Theory. Herbert Blumer and Elihu Katz were the first to introduce this theory. The uses and gratification theory was introduced in 1974 in his book *The Uses of Mass Communications: Current Perspectives on Gratifications Research*. Blumer and Katz's uses and gratification theory says that media users play an active role in choosing and using the media. (Nurdin, 2007).

Focusing attention on the uses of media to obtain gratification of one's needs. Therefore, most of the audience's behavior will be explained through various needs and individual interests. Uses and gratifications show that the main problem is not how the media changes the attitudes and behavior of audiences but how the media meet their personal and social needs. Katz and friends (1974) and Denic McQuail (1975) describe the logic that underlies research on uses and gratification as follows:



The uses and gratification elements above, when linked to the main problem of research, become a psychological factor that creates a desire to read lik.id, so that this desire comes from a need for knowledge, feelings and behavior towards the use of online media lik.id. Generating expectations for the mass media which leads to media dik.id meeting the information needs of readers.

Generates patterns of expectation such as increased knowledge, attitudes and behavior



become more certain after reading information or news. It can also produce unwanted consequences such as not fulfilling the information needs of the media dik.id. It can be said that the reason why audiences use the media is a social psychological condition that is perceived as a problem by the audience and the media is used to overcome these problems. According to Jay G. Blumber (1974) what is meant by an active audience is:

1. Use or Utility – media is used by audiences and audiences can place media into various usage functions.
2. Deliberately or Intentionally – the main motivation of audiences in consuming media.
3. Selectivity or Selectivity – the use of media by members of the audience reflects their interests and preferences.
4. Resistance to influence or Imperviousness to influence - members of the audience form their own meaning of the content which then influences what they think and do. They can avoid various kinds of media influence.

According to Herbert Blumer and Elihu Katz (1974) certain individual needs include cognitive needs, affective needs, personal integration, social integration, and for escape (escapist). While the social environment that influences these needs is in the form of demographic characteristics, group affiliation and individual characteristics (Imran, 2013). While the needs of audiences can be categorized into 5, namely:

1. cognitive.Needs related to confirmation of information, knowledge, and understanding of the environment. Example: television (watching news), film (documentary).
2. Affective.Needs related to affirmation of aesthetic, pleasurable and emotional experiences. Example: television (sitcoms, dramas).
3. Personal Integration.Needs related to confirmation of credibility, trust, stability and individual status. Example: video (how to speak with confidence).
4. Social Integration.Needs related to strengthening contact with family, friends, and the world. It is based on the desire to be affiliated. Example: internet (email, chat rooms etc).
5. Tension Release.Related to the need to avoid pressure, tension, and the desire for diversity. Example: television, radio, Internet.

RESEARCH METHODS

This research uses a type of quantitative research with a survey method. According to





Faisal (2003: 23) with a survey researchers describe certain characteristics of a population, whether with regard to attitudes, behavior, or other social aspects; the variables studied are aligned with the characteristics that are the focus of the research (Ardial. 2015: 264). To obtain the data the authors used a questionnaire that was distributed and then the data was measured so that the relationship between variables was identified.

The population is 535 people who access the media website lik.id in the Way Halim District, Bandar Lampung City, as seen from Google Analytics data for 2020. The selection of research samples is based on the probability sampling technique using the simple random sampling method. To obtain the data the authors used a questionnaire that was distributed and then the data was measured so that the relationship between variables was identified.

RESULTS AND DISCUSSION

Based on data that has been processed from a number of research populations, there are 535 people who access the media website lik.id in the Way Halim District, Bandar Lampung City. To determine the number of samples, the researcher used a probability sampling technique with a simple random sampling technique, namely a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a sample. Done randomly without paying attention to the existing strata in the population members. To measure the sample, the researcher used the Slovin formula namely:

$$n = \frac{N}{1 + Ne^2}$$

information :

n : Sample Size

N : Population Size

e : Precision value (set at 90% or $\alpha = 0.1$)

So, the number of samples to be used in this study is

$$n = 535 \frac{1}{1 + 535 (0,1)^2} = 84.25 = 84 \text{ Respondents}$$

Questionnaires were distributed randomly to the people of Way Halim Sub-District according to predetermined criteria and numbers. Questionnaires that have been filled in and achieved the targets required in this study can be directly processed to find out the results. The process of data analysis was carried out using the SPSS for Windows version 23.0 computer program.

The first data analysis vizthe information satisfaction concept of the people of



Way Halim District is divided into two, namely: 1. gratification sought motives media dik.id and 2. gratification obtained. First, the analysis is carried out per indicator of the satisfaction-seeking motives namely, information, entertainment, personal identity, integration and social interaction.

Table 1. Information

No	Statement	Alternative Answers					NS	NH	Percentage
		SS (5)	S (4)	N (3)	TS (2)	STS (1)			
1.	Read media lik.id because you want to get information about the City Government of Bandar Lampung	21	62	1	0	0	356	420	84.76%
2.	Read the media dik.id to get the latest news about the City Government of Bandar Lampung	20	63	1	0	0	355	420	84.52%
3.	I got information about the performance of the Bandar Lampung City Government through the media lik.id	15	63	5	0	0	346	420	82.38%
4	I can find information on the differences in the performance of the City Government of Bandar Lampung with others	15	62	5	2	0	342	420	81.42%
5	I can find out the leadership information implemented by the City Government of Bandar Lampung	18	63	2	0	0	352	420	83.80%
Overall Score							350		83%

Source: Processed from primary data, May 2022

Information: NS = Frequency of alternative answers x score
 NH = Number of respondents x 5
 Score = (NS/NH) X 100%

Based on the data in the table above, it shows that the majority of respondents or an overall score of 83% of respondents stated that the information measured or seen from the use of the people of Way Halim Sub-District in seeking information on media dik.id is very much owned by media dik.id to provide information to community of Way Halim District.

Table 2 Entertainment

No	Statement	Alternative Answers					NS	NH	Percentage
		SS (5)	S (4)	N (3)	TS (2)	STS (1)			
1.	Reading media dik.id as a means of filling spare time	9	59	14	2	0	327	420	77.85%
2.	Read media lik.id to relieve stress	9	40	26	9	0	301	420	71.66%
3.	I can get rid of boredom when reading media lik.id	10	44	25	5	0	311	420	74.04%
4	I get entertainment by reading media lik.id	8	42	26	8	0	302	420	71.90%
5	I can enjoy every time I read the news from the Bandar Lampung City Government on the media lik.id	16	65	2	0	0	350	420	83%
	Overall Score						318		75.71%

Source: Processed from primary data, May 2022

Information: NS = Frequency of alternative answers x score
 NH = Number of respondents x 5
 Score = (NS/NH) X 100%

Based on the table above, it shows that almost all of the respondents agree that the

people of Way Halim Subdistrict use inquiring media with entertainment in seeking information related to the Government of Bandar Lampung City. This can be seen from the data above has 75.71%.

Table 3. Personal Identity

No	Statement	Alternative Answers					NS	NH	Percentage
		SS (5)	S (4)	N (3)	TS (2)	STS (1)			
1.	Read Media dik.id to find support for personal values	3	32	20	29	0	261	420	62.14%
2.	Read Media dik.id to get evidence or facts for yourself to strengthen and express opinions	5	30	22	27	0	265	420	63.09%
3.	I can find out information about the performance of the city government of Bandar Lampung	10	66	8	0	0	338	420	80.47%
4	I got a figure of concern for the small community given by the City Government of Bandar Lampung	12	67	5	0	0	343	420	81.68%
5	I can find out the behavior of leadership in the news of the City Government of Bandar Lampung	11	71	2	0	0	345	420	82.14%
Overall Score							311		74.04%

Source: Processed from primary data, May 2022

Information: NS = Frequency of alternative answers x score

NH = Number of respondents x 5

Score = (NS/NH) X 100%

Based on the table above, it shows that almost all of the respondents agree that the people of Way Halim Subdistrict use inquiring media to fulfill personal identity needs related to the Government of Bandar Lampung City. This can be seen from the data above having 74.04%.

Table 4. Social Integration And Interaction

No	Statement	Alternative Answers					NS	NH	Percentage
		SS (5)	S (4)	N (3)	TS (2)	STS (1)			
1.	Reading Media lik.id as a means of gathering with friends or family	9	45	25	5	0	310	420	73.80%
2.	Reading Media dik.id as a means to discuss existing events with other people	10	35	14	24	0	284	420	67.62%
3.	Read Media dik.id to get material for discussion with other people	12	41	12	19	0	298	420	70.95%
4	I can know the sense of care for the small community given by the City Government of Bandar Lampung	8	67	8	1	0	309	420	73.56%
5	I want to be considered as having the latest information regarding news from the City Government of Bandar Lampung	12	47	11	14	0	334	420	79.52%
Overall Score							307		73.09%

Source: Processed from primary data, May 2022

Information: NS = Frequency of alternative answers x score

NH = Number of respondents x 5

Score = (NS/NH) X 100%

Based on the table above, it shows that almost all of the respondents agree that the people of Way Halim Subdistrict use inquiring media to meet the needs of Integration and Social Interaction related to the Government of Bandar Lampung City.

Both analyzes were carried out per indicator of satisfaction obtained namely frequency, identity and duration. With the satisfaction obtained, the community is considered as a party that is actively involved in the use of media. As emphasized by Baran & Davis, (2009, p. 232) as follows: "People put specific media and specific media content for specific use in the hopes of

having some specific need or set of needs gratified". The focus then is no longer on what the media does to the audience, but rather on what expectations or searches underlie the audience accessing the media, and to what extent the audience can fulfill these expectations and searches.

In this context, the audience is considered as an active agency that already has good media literacy, and understands the expectations and satisfaction expected. The satisfaction obtained in this study can be interpreted as media exposure or media exposure, namely the behavior of using communication media. Media use will take place continuously if the media is able to meet individual needs. In law effect theory, behavior that does not bring pleasure will not be repeated, meaning that we will not use the media if the media does not satisfy our needs.

Table 5. Frequency

No	Statement	Alternative Answers					NS	NH	Percentage
		SS (5)	S (4)	N (3)	TS (2)	STS (1)			
1.	In your opinion, how fast is the media dik.id in providing information about the government of Bandar Lampung City	14	65	4	0	0	347	420	82.62%
2.	In your opinion, how is the content of the dik.id news message in providing information about the government of Bandar Lampung City clear?	18	64	2	0	0	352	420	83.80%
3.	In your opinion, how the content of the message given by the media dik.id is satisfactory	17	67	0	0	0	354	420	84.28%
	Overall Score						351		83.57%

Source: Processed from primary data, May 2022

Information: NS = Frequency of alternative answers x score

NH = Number of respondents x 5

Score = (NS/NH) X 100%

From the table above it can be seen that the satisfaction obtained by the people of Way Halim Subdistrict in the news from the Bandar Lampung City Government on the media dik.id based on frequency shows that almost all of the respondents agree that the media dik.id has provided information speed, is very clear about the information provided and the people of Way Halim District feel satisfied with the content of the information provided by the media lik.id.

Table 6. Identity

No	Statement	Alternative Answers					NS	NH	Percentage
		SS (5)	S (4)	N (3)	TS (2)	STS (1)			
1.	Do you do other activities when using or reading media lik.id	8	54	10	12	0	310	420	73.80%
2.	Has all this time the information you need is available on the media lik.id	16	64	4	0	0	348	420	82.85%
3.	So far, the contents of the Bandar Lampung City Government news messages have been made available on the media lik.id	14	67	3	0	0	347	420	82.62%
Overall Score							335		79.76%

Source: Processed from primary data, May 2022

Information: NS = Frequency of alternative answers x score
 NH = Number of respondents x 5
 Score = (NS/NH) X 100%

The table above shows that the satisfaction obtained by the people of Way Halim Subdistrict in the news from the Bandar Lampung City Government on the dik.id media based on identity shows that almost all of the respondents agree that so far the information provided has been available in the dik.id media.

Table. 7 Duration

No	Statement	Alternative Answers					NS	NH	Percentage
		SS (5)	S (4)	N (3)	TS (2)	STS (1)			
1.	How often do you use or read media lik.id in one month	14	61	9	0	0	341	420	81.19%
2.	Do you have your own special time to read media lik.id	11	60	9	4	0	330	420	78.57%
3.	How much time do you need every time you use or read media lik.id	14	63	6	1	0	339	420	80.71%
4	How long does it take you to read media lik.id	12	67	5	0	0	343	420	81.68%
	Overall Score						338		80.47%

Source: Processed from primary data, May 2022

Information: NS = Frequency of alternative answers x score
 NH = Number of respondents x 5
 Score = (NS/NH) X 100%

The length of time used by respondents in the satisfaction obtained in media lik.id can be seen in the table above showing that 80.47% of the public often reads media dik.id to see news from the City Government of Bandar Lampung.

From the results of the quantitative descriptive analysis, the effect of the contents of the Bandar Lampung City Government news messages in the media dik.id on the information satisfaction of the people of Way Halim District shows a positive influence. This can be seen from the results of the analysis of message content variables or satisfaction-seeking motives (GS) in the dimensions of information, entertainment, personal identity as well as social integration and interaction, which are influenced by subjective beliefs, which assume that by accessing media, will give satisfaction to individual audiences. GS will also arise due to the evaluation of various attributes and results from the media itself. Based on the descriptive analysis, it can be seen in the percentage table below:

Recapitulation of the Influence of the News Message Content of the City Government of Bandar Lampung in Lidik.Id Media on Information Satisfaction of the Way Halim District Community based on Descriptive Analysis.

Message Contents Variable City Government of Bandar Lampung News			Variable Information Satisfaction		
Dimensions	Score	Category	Dimensions	Score	Category
Information	350	Good	Frequency	351	Good
Entertainment	318	Good	Identity	335	Good
Personal identity Integration And	311	Good	Duration	338	Good
Social Interaction	307	Good			
Total	322	Good	Total	341	Good

From a population of 535 people who accessed the media website lik.id by looking at Google Analytics, seeing the VIF value for X1 (Product) was 1.277 while X2 (Services) was 1.277. This value indicates that $VIF < 10$ and tolerance value > 0.10 . Thus, it can be concluded that there is no multicollinearity problem. The steps carried out in this study are shown in Figure 3 below.

The constant value or constant coefficient is 18.160, the value of X1(Product) of 0.411, the value of X2(Services) of 0.844. Based on these values, the regression equation is as follows: Y (Information Satisfaction) = 18.160 + 0.411(X1) + 0.844 (X2).

Hypothesis testing uses the F test by entering the value of the results of multiple linear regression calculations into the F test. Based on table 18 it shows that the Fcount value is 67,693 with a significance level of 0.000. The table shows $df_1 = k - 1 = 2 - 1 = 1$ with $df_2 = nk = 99 - 2 = 83$ with degrees of freedom 0.05 obtained Ftable 3.94. Based on these data it shows that, $F_{count} > F_{table}$ ($67,693 > 3.94$) probability $0.000 < 0.05$. Then H_0 rejected and H_a received, that is, the products and services of the news message content of the City Government of Bandar Lampung which are felt to simultaneously have a significant effect on the information satisfaction of the people of Way Halim District.

Variable	t _{hitung}	t _{tabel}	Sig a	Information
Product (X1)	4,900	1,984	0,000	H0 Rejected
Layanan (X2)	7,485	1,984	0,000	H0 Rejected

Source: Processed data, 2022.

T-test is used to test the significance of the constants of each independent variable partially to the dependent variable. Statistical t test to test the independent variable (News Message Contents of Bandar Lampung City Government Products and Services) to the dependent variable (Satisfaction with Way Halim Community Information) partially by assuming other variables are considered constants. Testing the hypothesis with the t test by entering the value of the results of multiple linear regression calculations into the t test.

Testing with the t test can be done by comparing between t_{table} in this study with $df = nk-1$ ($84-2-1 = 81$) with a significance level at $\alpha = 0.05$ and t_{value} 1,984. The following are the results of the t test:

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	477.365	2	238.183	67.693	.000 ^b
	Residual	333.261	82	3.382		
	Total	811.626	84			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Services, Products

Source: Processed Data, 2022

Judging by the value of t_{count} variable Trust of 4.9 with a significance probability of 0.000, the service variable has a value of t_{count} of 7.485 with a probability significance of 0.000. Based on these values, it can be concluded that:

1. Test Results X1

H_0 : There is no relationship between product dimensions and community information satisfaction Way Halim H_a : There is a relationship between the service dimension and the Information Satisfaction of the Way Halim Community. The results of the t-test calculation on the service variable show that $t_{count} < t_{table}$ i.e. $4.9 > 1.984$ and the significance value is below 0.05 which is 0.000 then H_0 rejected means that partially the product variable (X1) has a significant effect on the information satisfaction of the Way Halim community.

2. X2 Test Results

H_0 : There is no relationship between the service dimension and the information satisfaction of the Way Halim community.



Ha: There is an influence of the service dimension on the information satisfaction of the Way Halim community.

The results of the calculation of the t test on the service variable show that $t_{count} < t_{table}$, namely $7.485 > 1.984$ and the significance value is below 0.05, namely 0.000, then H_0 is rejected, meaning that partially the service variable (X_2) has a significant effect on the information satisfaction of the Way Halim community.

CONCLUSION

Based on the results of data analysis through the concept of information satisfaction, looking at the contents of the city government's news messages from GS and GO to the dimensions of each GS and GO and knowing how much the use of dik.id media is the level of effectiveness in meeting the information needs of the people of Way Halim District, it can be concluded as follows:

1. Looking at the contents of the city government news messages from GS and GO on the dimensions of each GS and GO. GS as follows: a. The GS value of Information is 83%. b. the GS value of entertainment is 75.71%. c. the GS value of Personal Identity is 74.04%. d. the GS value of social integration and interaction is 73.09%. GO as follows: a. the GO value of the Frequency dimension is 83.57%. b. the GO value in the Identity dimension is 79.76%. c. the GO value in the Duration dimension is 80.47%.
2. The results of the hypothesis that $t_{count} (4.9) > t_{table} 1.984$ then H_0 is rejected and H_a is accepted. This means that the effectiveness of using online media dik.id is in the category of being quite effective in meeting the needs regarding the fulfillment of information related to the City Government of Bandar Lampung. This research is in line with the uses and gratification theory used. Respondents are quite active in choosing media to meet their needs. This is media lik.id as a medium that provides sufficient information and news to meet the needs of respondents who are looking for information related to the City Government of Bandar Lampung. This can be seen in several ways, such as first the use of media which consists of the amount of time spent searching for and reading news on the media dik.id. Second, the contents of the dik.id media seen on the topic of the news, clarity discussing news and completeness of sources and supporting data in each news. Third, the display of media that looks at its convenience, existing features, as well as additional features such as sharing news links and news topic search fields.





REFERENCES

- Ardianto, Elvinaro. 2007. Mass Communication: An Introduction to the Revised Edition. Bandung: Symbiotic Rekatama Media.
- Arifin, P. 2013. Competition of seven Indonesian online news portals based on uses and gratifications analysis.
- Competitive Analysis, Marketing Mix and Traffic quoted from https://www.alexacom/siteinfo/dik.id#section_traffic
- Dude, Burhan. 2014. Sociology of Communication: Theory, Paradigm, and Discourse of Communication Technology in the 7th Mold Society. Jakarta: Kencana.
- Effendi, Onong Uchjana. 1998. Communication Science Theory and Practice. London: Youth
- hamidi. 2007. Research Methods and Communication Theory. Malang: UMM Press
- Halim, Saiful. 2013. Postcommodification of Media: Analysis of Television Media with Critical Theory and Cultural Studies. Yogyakarta: Jalasutra
- Halim, Saiful. 2017. Documentary Semiotics: Dismantling the Deconstruction of Myths in Documentary Media. Yogyakarta: Deepublish.
- Katz, E., Jay G. Blumler, Michael Gurevitch. 1974. Uses and gratification research. The Public Opinion Quarterly, Vol. 37, no. 4. (Winter, 1973-1974), p. 509-523.
- Mulyana, Dedy. 2012. Communication Studies: An Introduction. Bandung: Pt.Remaja Rosdakarya.
- McQuail, Denis. 2005. McQuail's mass communication theory (5th ed). London: Sage Publications Ltd.
- McQuail, Dennis. 1994 . Mass Communication Theory. Jakarta: Erlangga. Rosdakarya.
- Rahmat, Jalaluddin. 1984. Communication Research Methods. Bandung: Rosdakarya Youth
- Rahmat, Jalaluddin. 2000. Psychology of Communication. Bandung: Rosdakarya Youth
- Romli, Khomsahrial. 2016. Mass Communication. Jakarta: Gramedia Widiasarana Indonesia.
- Sanjaya, Ade. (2015). Definition of Mass Media, Definition, Function Characteristics According to Experts. Theoretical basis. Quoted by <http://www.landasanteori.com/2015/10/pengertian-media-massa-defined-function.html>
- Suharsimi, Arikunto. 2002. Procedure A Practice Approach. Jakarta: Rineka Jaya.
- Sukendro, R., Junaedi, F., & Sos, S. (2019). Analysis of Uses and Gratification of the Persis-Solo Site. Id as Information and News Media among Supporters (Pasoepati and Surakartans) in Surakarta City (Doctoral dissertation, Muhammadiyah University of Surakarta).





Veronica Natalia Kapile. 2020. The Effectiveness of Gadget Media According to the Uses and Gratification Theory in Economic Learning to Build the Social Skills of Class XI Students at SMA Negeri 1 Sigi. (Tadulako University).

Wilujeng Margaretha Prima Danti. 2021. The Relationship between Reading Kompas.com Online Media News and Satisfaction Among Residents of Harapan Jaya, East Bekasi. (Sahid University of Jakarta).

You'll find our complete #Digital2020 report for Indonesia quoted from <https://datareportal.com/reports/digital-2020-indonesia>

