Head Line and Critical Comments from Netizens on the Politics and Economy News detik.com

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Abstract

The political and economic reality that is chosen to be a news, will be interesting if delivered with the right headline. A firm and straightforward headline is more interesting to read by netizens. Headlines that are piercing direct netizens to immediately read the news in the media. Besides headlines, critical comments from netizens in the detik.com online mass media comments column have high attractiveness and attention from netizens. Interesting headlines and netizen comments can influence readers to be interested in reading poetic and economic news on online mass media. This study uses quantitative methods with an explanatory approach using survey methods to obtain data. Data analysis techniques in this study use multiple linear regression analysis. With an unknown number of population, so the sample obtained based on calculations with an error rate of 1% to 96 people with the Lemeshow formula. In this study uses the uses and gratification theory because this theory explains that media users have certain needs that encourage the use of media (uses) to obtain satisfaction (gratification). Also using the S-O-R theory which explains stimuli or messages conveyed to communicants may be accepted or may be rejected. Communication will take place if there is attention from the communicant. The results showed that netizens' critical headlines and comments both had a significant influence on the interest in reading political and economic news in detik.com online media. Interest in headlines and comments on detik.com turned out to be a great attraction for readers to read and see more in a news story presented by detik.com. Readers or netizens will get the information needed and there is the influence of other readers (netizens) who can influence to follow the news presented by detik.com online media. The diversity of netizen comments greatly influences whether the reader will continue to follow the news or just stop at the title.

Keywords: Headlines; Comments; News; Netizen Reading Interest

Introduction

The headline of a story and the comments in the comments column have a very important role in attracting the public's attention to reading the news. The news presented by the mass media, both conventional mass media and online mass media, is believed to be able to give special emphasis to certain issues, so that issues that are considered important by the media are important for the community (Santoso and Setiansyah 2010: 89).

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The power of news headlines in influencing the public to read news is not only found in conventional mass media such as print media, but also has an important role in attracting public attention on online mass media (Netizens). In Research Mileur Wandik (2017) states that newspaper headlines are very important, thus requiring a specific determination process. Determining the headline of a news requires special discussion and meetings for the editors and editors of a newspaper (Wandik, 2017). Changes to this media, also presents a comment column, where netizens can express opinions and critical criticism of a news that is on the online mass media. Netizens are free to give positive or negative opinions. The comment column has an attraction because it contains the opinions of netizens. Like the research conducted by Syahru Ramadhan (2016) which describes the form and function of the implicature in Mang Usil's column in Kompas Daily newspaper. This study explains that newspaper sections such as columns have an appeal to the reader.

Detik.com is one of the online mass media that is very concerned about headlines and commentary columns for netizens. Detik.com only has an online edition and depends on revenue from the advertising sector. Even so, detik.com is at the forefront of breaking news.

Detik.com is an online media news portal that is most widely accessed by people in Indonesia, this is evident based on data from Alexa.com, that less than 2 million people access the online media news portal Detik.com. In addition, page view (number of pages accessed) Detik.com reaches 4 million per day and now Detik.com ranks first for news portal sites in Indonesia (Alexa.com.2018).

Sumber: Alexa.com

Detik.com gets ads based on Traffic. Traffic is activity on one page of the site that results from visits by internet users and activities of netizens (internet citizens) on that page. The more a site is visited and the more activity netizens do on the site's pages, the higher the site's traffic and the business benefits of the media. So that traffic is offered to advertisers to advertise. Because traffic is the main reference for earning income from an online media, making headlines must be interesting. The commentary column was added to provide comments for netizens to share their opinions on the news. Netizens' critical headlines and comments in the comments column as research objects to find out how much influence they have in attracting other netizens to interact and read news on Detik.com online media.

Looking at the phenomenon above, the writer is interested in seeing more deeply the influence of headlines on political & economic news and critical comments of netizens on the commentary column on the interest in reading news in the mass media online detik.com.

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Literature Review

Online Media

Online media (online media) is a mass media that is presented online on internet websites (Romli, 2012). Online media are "third generation" mass media after print media (printed media) - newspapers, tabloids, magazines, books - and electronic media (electronic media) - radio, television, and film / video. Online Media is an online journalistic product. Online journalism - also called cyber journalism - is defined by Wikipedia as "reporting facts or events produced and distributed through the internet". Technically or "physically", online media are telecommunication and multimedia-based media (computers and internet).

News

The news according to Dean M Lyle Spencer of the University of Washington is an event, idea, or opinion that in time is important or influences many people in society. Turner Catledge, The New York Times executive editor, stated that the news as everything yesterday was unknown to others (Press Institute Dr. Soetomo, 2004: 39). Political and economic news becomes important, because political and economic activities are two very important things. These two factors are interrelated and become a major issue of a country.

Headline

Headlines are details or descriptions of topics. Headlines are more specific and often imply problems or variables to be discussed. From the description above, it can be concluded that the news headline is a phrase or sentence that describes the entire contents of the news.

Comment

The real difference from conventional mass media and online mass media is the presence of interaction between the media and users / readers / netizens. Interaction between users can occur in the comments column, where the comment column is a container provided on an online media to interact with the user after reading the news already loaded. In an online media, netizen comments in the form of reviews or responses from articles made on an online media. There are various kinds of netizen comments in the comments column, some are pro with the contents of the article, but there are also those who contradict the contents of the article, depending on the point of view used by netizens themselves.
Netizen comments in the comments column can be used as a reference for creating content, if there are still many netizens who actively comment on the article, similar content will be recreated. Critical comments are the opinions of netizens who are open and forthright in criticizing a story.

Engaging News Project research shows that the comments column is not ignored by journalists. More than that, journalists are involved and interact with commentators especially regarding the articles they write. In addition, from the findings that there is an interaction between journalists and readers, they will minimize rough comments that often arise due to misunderstandings in reading the news (Mbong, Kompas.com).

Uses and Gratifications Theory

The theory of Uses and Gratifications was first introduced by Herbert Blumer and Elihu Kartz in 1974 in his book The Uses On Mass Communication: Current Perspective On Gratification Research. This theory says that media users play an active role in choosing and using the media, in other words media users are active in the communication process. Media users are trying to find the best media

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sources in the business to meet their needs. This means that the uses and gratifications theory assumes that users have alternative choices to satisfy needs. (Nurudin, 2014: 191-192).

Katz, Blumber & Gurevitch explained the basic assumptions of the uses and gratifications theory, namely:

1. The audience is considered active, meaning that the audience as an important part of the use of mass media is assumed to have a purpose.

2. In the process of mass communication, the initiative to link satisfaction with media selection lies with the public.

3. The mass media must compete with other sources to satisfy their needs. Needs that are filled with wider mass media. How these needs are met through media consumption depends heavily on the behavior of the audience concerned.

4. The purpose of mass media voters is deduced from the data provided by members of the audience. That is, people are considered to be quite understanding to report on interests and motives in certain situations.

5. Assessment of the cultural meaning of the mass media must be suspended before being examined first by the public orientation. (Elvinaro, 2014: 74).

The approach of uses and gratifications is intended to describe the acceptance process in mass communication and explain the use of media by individuals or individual aggregation. (Daryanto, 2016: 148). The uses and gratifications theory aims to explain the information in the media, especially the mass media. In this theory the audience is no longer seen as a passive person who only receives information conveyed by the media, but the audience is active and selective and also critical of all information conveyed by the media. Researchers use this theory because media exposure speaks of the frequency, duration and attention in using online media. Here the audience is a person who is active in accessing online media in order to fulfill satisfaction to meet the needs in seeking information.

Theory of Stimulus Organism Response

This theory has three elements namely message (stimulus), receiver (organism), and effect (response). Stimulus is the source of stimulation, organism is the recipient of stimuli, and the response is the feedback generated. The theory of S-O-R as an abbreviation of Stimulus-Organism-Response was originally derived from psychology. If it later also becomes a theory of communication, it is not surprising that the material objects of psychology and communication are the same, that is, the human soul includes the components: attitude, opinion, behavior, cognition, affection, and connotation. (Effendi, 2003: 254). In connection with the SOR theory when an online media makes a news headline, it will stimulate the readers who will eventually have the response to click on the news headline, then if they receive the stimulus when they read the news and see the comment column, it can make a response also to comment on the comments column.

Methodology

In this study quantitative approach is used. This quantitative approach is to find out about the influence of news headlines and netizen comments in the comments column on the interest in reading news on Detik.com online media. The research method used in this research is a survey. Survey is a critical

observation or investigation to get the right information about a particular problem and object, in a particular area of a community group or location that is examined.

Research Subject

The research subjects in this study were news readers or netizens from online media Detik.com.

Object of Research

The object of research is a problem that is used as a topic of writing in order to compile a report.

Data Source

Primary data comes from online news readers or media netizens Detik.com.
Data collection technique

1. Questionnaire
Questionnaires were distributed to Detik.com online news readers or media netizens, which had been determined to be sampled in this study. To provide a level of assessment of respondents' answers data is used a Likert scale.

2. Library Studies
This literature study is obtained from books that have to do with communication and other materials to obtain theory and data relating to the problem under study.

Population

The population in this study, involving media netizens online Detik.com.

Sample

The sample in the author's research is 96 respondents.

Instrument Testing Method

1. Validity Test
Validity test is used to determine the feasibility of items in a question list in defining a variable.

2. Reliability Test
Research reliability is an important condition for validity.
Data Analysis Technical

Activities in data analysis are grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable studied, performing calculations to answer the problem formulation and performing calculations to test the hypothesis that has been proposed.

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Result

Description of Respondents

Respondents consisted of 50 female respondents and 46 male respondents. Respondents of various ages: less than 20 years1 respondents (1%), respondents aged 20-30 years88 respondents (92%), respondents aged 31-40 years4 respondents (4%), and respondents over 40 years old3 respondents (3%). Respondents with the last high school education / equivalent to 25 respondents (26%), the last educated respondent D III33 respondents (34%), respondents with the latest education S1k 35 respondents (37%), and the last educated respondents S23 respondents (3%).

Respondents who work as private employees are 56 respondents (58%), respondents who work as civil servants2 respondents (2%), respondents who work as entrepreneurs15 respondents (16%), and other working respondents23 respondents (24%) .

Testing of Research Instruments

1. Validity Test
The following results of the calculation of the validity test for the X1 Variable (Headline News) can be seen in the following table:

X_1 (Headline News)			
Item	Rcount	Rtable	**Desc**
P1	0.601	0.237	**Valid**
P2	0.523	0.237	**Valid**
P3	0.401	0.237	**Valid**
P4	0.659	0.237	**Valid**
P5	0.763	0.237	**Valid**
P6	0.698	0.237	**Valid**
P7	0.719	0.237	**Valid**
P8	0.755	0.237	**Valid**
P9	0.592	0.237	**Valid**
P10	0.816	0.237	**Valid**

The following results of the calculating of the validity test for variable X2 (Netizen comments) can be seen in the following table:

X_2 (Netizen Coment)			
Item	Rcount	Rtable	**Desc**
P1	0.709	0.237	**Valid**
P2	0.862	0.237	**Valid**
P3	0.680	0.237	**Valid**
P4	0.778	0.237	**Valid**
P5	0.629	0.237	**Valid**
P6	0.642	0.237	**Valid**

The following results of the calculation of the validity test for Variable Y (Interest in Reading News) can be seen in the following table:

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Y (Interest in Reading News)			
Item	Rcount	Rtable	**Desc**
P1	0.753	0.237	**Valid**
P2	0.779	0.237	**Valid**
P3	0.488	0.237	**Valid**
P4	0.509	0.237	**Valid**
P5	0.567	0.237	**Valid**
P6	0.756	0.237	**Valid**
P7	0.471	0.237	**Valid**
P8	0.692	0.237	**Valid**
P9	0.669	0.237	**Valid**
P10	0.611	0.237	**Valid**
P11	0.727	0.237	**Valid**
P12	0.572	0.237	**Valid**
P13	0.606	0.237	**Valid**

1. Reliability Test Following are the results of the calculation of the rebility test of each variable in this study.

Variabel	Criteria	Cronbach Alpha Value	Description
X_1 (Headline News)	> 0.60	0.847	**Reliable**
X_2 (Netizen Coment)	> 0.60	0.806	**Reliable**
Y(Interest inReading News)	> 0.60	0.873	**Reliable**

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Multiple Linear Regression

The summary of the results of data processing using the SPSS program is as follows:

Coefficients^a

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	4.377	3.733
	Judul Berita	.580	.128
	Komentar Netizen	.818	.158

a. Dependent Variable: Minat Membaca Berita

From these results if written in standardized form the regression equation is as follows :

$$\hat{Y} = 4,377 + 0,580X_1 + 0,818X_2$$

The regression coefficient for the X1 variable is 0.580 and the X2 variable is 0.818. Regression coefficient X1 is positive means that when the News Headline is interesting, the interest in reading the news will also increase. Similarly, when the news headlines are not interesting, the interest in reading the news also falls. X2 regression coefficient is positive has the same meaning as the regression coefficient X1. When netizen comments increase, the interest in reading news will also increase. Similarly, when netizen comments are few, the interest in reading news also decreases.

Assumption Test Results

The following are the results of the multicollinearity test based on the Variance Inflation Factor (VIF) value, and the tolerance value :

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Judul Berita	.607	1.648
	Komentar Netizen	.607	1.648

a. Dependent Variable: Minat Membaca Berita

VIF values for Headlines News and Netizen Comments are both 1.648, while the Tolerance is 0.607. Because the VIF value of the two variables does not exist that is greater than 10 or 5, it can be said that there is no multicollinearity in the two independent variables.Based on the classical assumption of multiple linear regression, a good linear regression model is free from multicollinearity. Thus, the above model has been freed from the presence of multicollinearity.

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Autocorrelation test results, can be seen in the Model Summaryb table

Model Summary[b]

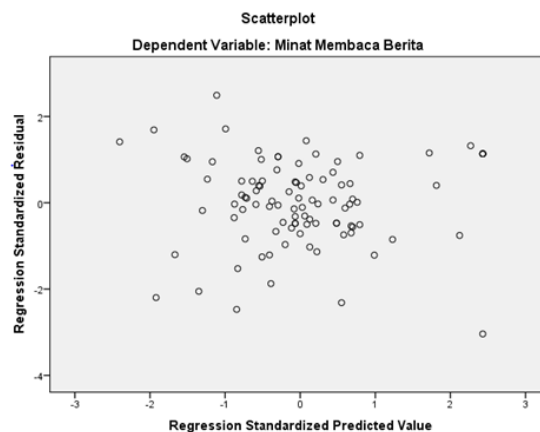| Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.759[a]	.576	.567	6.226	2.026

a. Predictors: (Constant), Komentar Netizen, Judul Berita

b. Dependent Variable: Minat Membaca Berita

The calculated DW value is 2.026 greater than 1.710 and smaller than 2.290 which means that there is no autocorrelation. So that it can be concluded that autocorrelation does not occur in the linear regression model.Here are the results of normality tests using Normal P-Plot graphics from standardized residual cumulative probability:

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Minat Membaca Berita
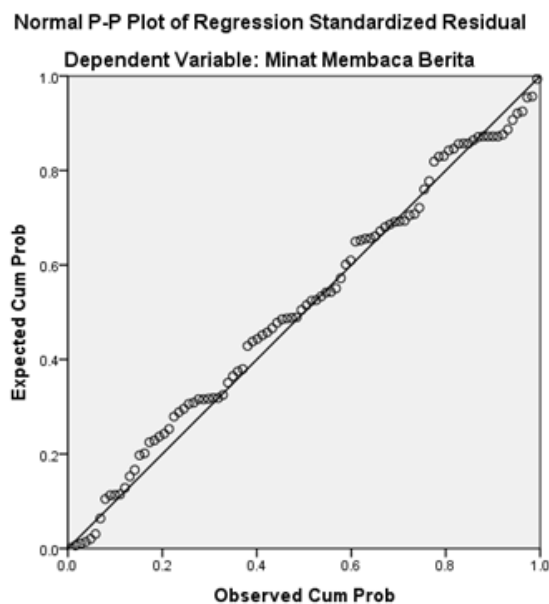
When viewed based on the above, it can be seen that the distribution of the points of the Normal P-P plot above is relatively close to a straight line, so it can be concluded that the residual (data) is normally distributed. So it can be concluded that the data in the regression model is normally distributed. Heteroscedasticity test results can be seen in the Scatterplot image, as in the picture below :

Scatterplot

Dependent Variable: Minat Membaca Berita

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From the picture above shows that the distribution of dots does not form a particular pattern / plot, so it can be concluded that heteroscedasticity does not occur or in other words homoskedasticity occurs. The classic assumption about heteroscedasticity in this model is fulfilled, which is free from heteroscedasticity.Thus, classical assumptions such as multicollinearity, autocorrelation, normality and heteroscedasticity in regression models can be fulfilled from this model. Determination Coefficient Test (R square)The coefficient of determination (R square) describes the variation of the effect of independent variables on the dependent variable. Or it can also be said as a proportion of the influence of all independent variables on the dependent variable. Here is the result of the analysis of the coefficient of determination:

Model Summary[b]

Model	R	R Square	Adjusted R Square
1	.759[a]	.576	.567

a. Predictors: (Constant), Komentar Netizen, Judul Berita

b. Dependent Variable: Minat Membaca Berita

When viewed from the adjusted R square value of the magnitude of 0.567 indicates that the proportion of the influence of Headline variables News and Comments Netizens on the variable Interest in Reading News is 56.7%. That is, News Headlines and Netizen Comments have a proportion of influence on Interest in Reading News. So it is 56.7% while the remaining 43.3% (100% - 56.7%) is influenced by other variables that are not in the linear regression model.

Test Regression Coefficients Together (Test F)

The results of the F test can be seen in the ANOVAa table below. Prob value. F count is shown in the last column (sig.)

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4898.374	2	2449.187	63.174	.000[b]
	Residual	3605.532	93	38.769		
	Total	8503.906	95			

a. Predictors: (Constant), Komentar Netizen, Judul Berita

b. Dependent Variable: Minat Membaca Berita

Based on the table above it can be seen that the value of Sig. that is 0.00 smaller than 0.05. Thus, the accepted hypothesis is simultaneous or overall netizen headlines and comments give a significant influence on the interest in reading news on Detik.com online media.

Partial Regression Coefficient Test

The test results can be seen in the Coefficientsa table as in the table below:

Coefficients[a]

Model		t	Sig.
1	(Constant)	1.173	.244
	Judul Berita	4.525	.000
	Komentar Netizen	5.176	.000

a. Dependent Variable: Minat Membaca Berita

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Prob value. t count from the News Headline independent variable of 0,000 smaller than 0.05 so that the Headline News free variable has a significant effect on the dependent variable Interest in Reading News at 5% alpha or in other words, News Headlines have a significant effect on Interest in Reading News at 95 confidence levels %.

Similarly, the influence of the Netizen Comment independent variable on the dependent variable Interest in Reading News, because of the prob value. t count (0,000) smaller than 0.05 so that it can be said that the Netizen Comment independent variables have a significant effect on the dependent variable Interest in Reading News at 5% alpha or in other words, Netizen Comments have a significant effect on Interest in Reading News at 95% confidence level.

Discussion

Based on the results of the calculation of the tests carried out in this study is to find out how the influence of headlines and critical comments of netizens on the interest in reading political and economic news in online media Detik.com. From the results of testing conducted by researchers, it can be seen that there is a simultaneous or overall influence between news headlines and critical comments of netizens with an interest in reading the news. This can be seen from the results of the calculation of hypotheses, namely Ho rejected and Ha accepted. The hypothesis in this study can be proven by testing the F-test in other words; "Netizen news and comment headlines have a positive and significant influence on the interest in reading news on Detik.com online media". This statement is also corroborated by the statement that netizen headline news and comment variables have a contribution that is equal to 56.7% in attracting interest in reading the news, while the remaining 43.3% is formed due to the influence of several other factors outside of this research.

The results of the study supported by previous research conducted by Raisha Dwi Mayangsari as much as 50.8% showed that social media influenced Twitter followers to read to read news online. The difference lies in the medium. Ulfah Nur Aini Ningrum explained the same thing that the news headline link had the influence to read the 10.40% news. Dewi Ambarwati Arifin strengthens this research with the results of the study that the news headline link gives an effect to read 35.80%. This means that news headlines influence readers to read the news themselves, so that in making news headlines an article must be interesting so that it can attract readers.

Associated with the theory assumptions used in this study are Uses and Grattifications Theory, which assumes that the initiative to get media satisfaction is determined by hearings and the assumption that the audience is fully aware of interest, motives in media use, it can be said when the headline of a news is very interestingly written it will increase the interest to read the news, but if the news headlines are made normal and do not invite the reader to explore, then the interest to read the news itself is down. Likewise with netizen comments, if many netizens comment and the comments support the news more then the reader will be carried away to read the news. This is consistent with the uses and gratification theory that media users in this case readers have certain needs that encourage the use of media (uses) to obtain satisfaction (gratifications) in the form of increased interest in reading news after seeing news headlines and also netizen comments.

If it is related to the SOR theory that looks at the nature of the user's interest in reading a story, if the news headline is interesting it will stimulate the readers who will eventually have the response to click on the news headline, then if they receive the stimulus when they read the news and see the comment column, it can also make a response to comment in the comment column.

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In accordance with the uses and gratification theory, it can be explained that users have certain needs that encourage the use of media (uses) to obtain satisfaction (gratifications) in the form of increasing interest in reading the news and also the S-O-R theory that sees the nature of user interest to read a story. And the results of this study explain that headline news and netizen commentary variables have a contribution that is equal to 56.7% in attracting interest in reading the news. Respondents became interested in seeing news headlines that were interesting and straightforward so they were interested in reading the news in its entirety. Netizen comments in the comments column are also interesting because the opinions of netizens who are critical enough especially on political news are the main attraction for netizens to read the news and keep abreast of the next news.

While the remaining 43.3% was formed due to the influence of several other factors outside of this study. Another factor is that the reader does not pay too much attention to the headline of a news, but based on curiosity on an event or event that occurred, so read all the news about the case without paying too much attention to a news headline. Likewise with netizen comments, there may be news readers who never read or care about netizen comments in the comments column, so that the reader only reads the news.

Conclusion

The conclusions obtained are as follows:

1. There is an influence between news headlines and interest in reading news on Detik.com online media. The relationship between the two variables also has a positive relationship direction, meaning that if a news headline is more interesting, communicative, informative and in accordance with the content of the news, the interest in reading the news will also increase.

2. There is an influence between netizen comments and interest in reading news on Detik.com online media. The relationship between the two variables also has a positive relationship direction, where if netizens like to read comments and interact with other netizens, the interest in reading other news related to the topic will increase.

3. Overall between headlines and netizen comments, both have a significant influence on the interest in reading news on Detik.com online media. In accordance with the theory used by researchers, the uses and gratification theory explains that users have certain needs that encourage the use of media (uses) to obtain satisfaction (gratifications) in the form of increasing students' reading interest when looking at headlines and netizen comments on online media Detik.com. If it is related to the SOR theory that looks at the nature of the user's interest in reading a story, if the news headline is interesting it will stimulate the readers who will eventually have the response to click on the news headline, then if they receive the stimulus when they read the news and see the comment column, it can also make a response to comment in the comment column.

Suggestion

The suggestions from the authors are as follows:

1. It is recommended for the online media to pay attention to the news headlines made on a news because the news headlines are the main tools to attract the interest of reading the news or clicking on the headlines, of course must still adhere to journalistic rules.
2. The next research is expected to know the objectivity of comments in the comments column.

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