

# Hubungan faktor kredibilitas media terhadap aktivitas akses berita online berdasarkan segmentasi psikografis = Correllation of M\media credibility factor and online news access activity based on psychographics segmentation

Ardha Renzulli, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20304093&lokasi=lokal>

---

Abstrak

**ABSTRAK**

Penelitian ini membahas tentang hubungan antara faktor kredibilitas media terhadap aktivitas akses berita online berdasarkan segmentasi psikografis pada pengguna internet di enam kota di Indonesia. Metode penelitian yang digunakan dalam penelitian ini adalah metode penelitian kuantitatif dengan teknik pengumpulan data multi stage random sampling dan analisis statistik deskriptif, uji korelasi, dan analisis cluster. Hasil penelitian ini secara umum menunjukkan bahwa faktor kredibilitas media yang memiliki hubungan signifikan dengan aktivitas akses berita online adalah Trustworthiness, Currency, Multimediality, dan Appreciation. Sementara faktor Interface tidak memiliki hubungan yang signifikan dengan aktivitas akses berita online. Penelitian ini juga mengungkapkan bahwa faktor-faktor kredibilitas media diatas memiliki hubungan yang berbeda-beda terhadap aktivitas akses berita online pada tiap-tiap kelompok pengguna internet yang didasarkan pada kesamaan psikografis diantara anggotanya

---

**ABSTRACT**

This study discusses the correlation between media credibility factors and online news access activity based on psychographic segmentation among Internet users in six cities in Indonesia. The research method used in this study is a quantitative research method with multi-stage random sampling applied as data collection techniques and descriptive statistics, correlation analysis, and cluster analysis as analysis tools. In general, the result shows Trustworthiness, Currency, Multimediality, and Appreciation are the media credibility factors that have a significant correlation with the online news access activity. Meanwhile, Interface is the only factor which doesn't have a significant relationship with the online news access activity. The study also reveals that media credibility factors mentioned above have a different correlation to the online news access activity in each Internet user groups which form based on psychographic similarities among its members.