ABSTRACT

Preference of Internet Users in Jakarta toward News Delivery and Display based on Mass Media's Selected Characteristics: A Comparison of Paper versus Digital Media

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Newspapers have become great carriers of content in spreading information. And there is no more wonder that so many people have difficulty separating them in their minds and even their needs of life. On the other side in this life, the explosive growth of personal computers to the World Wide Web and other forms of cyber media in recent years have clearly shown that the cyber age is in our headed way. And within these recent years, we can begin to see that the adoption of digital publishing technologies has become a transition to another medium for the printed press. Those all bring this interesting problem to the surface which are: (1) is there any preference differentiation based on the mass media's characteristic toward the newspaper and electronic newspaper?, (2) what will be the newsreaders' choices toward those two different mediums?, and (3) how do the media's characteristics affect the choices? This study aims to give a portrait of newsreaders' preferences – restricted to the internet users in Jakarta – toward the news delivery and display by the mean of the printed media versus the digital one (restricted on the comparison of text-based figure) based on those two media's selected characteristics. Research approach used is survey research with the population is the Internet users in Jakarta.

Keyword: comparison, Internet, preference, characteristics, printed press journalistic and electronic newspaper.