

The Motives of Sumedang Residents in Consuming *Sumedang Ekspres* as the Primary Mass Media

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Abstract

The purpose of this study was to determine and analyze the motives of Sumedang residents in consuming Sumedang Ekspres as their primary mass media. People in the Sumedang region, West Java, are significant to examine because of their unique characteristics in using mass media. They are among the few who still rely on print newspapers for news, especially Sumedang Ekspres, in the age of online media. That is the main reason for looking at their motivation in consuming this newspaper as their primary source of information. This study used quantitative research methods with explanatory case studies, using questionnaires as instruments for collecting data. Theoretically, the audience's needs would be satisfied if their motives in consuming media were met. As a result, certain media that can fulfill the needs will be considered effective outlets. This is a basic assumption of the Uses and Gratifications Theory, which is employed as a theoretical basis of this study. The sample in this study was 95 respondents, taken from residents of Sumedang who consume Sumedang Ekspres on regular basis. The results show that the informational motive, as well as social motive, were implemented moderately by the respondents in terms of consuming Sumedang Ekspres as the major media. It is recommended to conduct further research by looking at the impact of people's motives toward newspaper reading satisfaction.

Keywords: mass media; media consumption; motives; Sumedang Ekspres; Uses and Gratification Theory

Abstrak

Tujuan penelitian ini adalah untuk menemukan dan menganalisis motif masyarakat Sumedang dalam mengonsumsi Sumedang Ekspres sebagai media masa utama. Masyarakat di daerah Sumedang, Jawa Barat, menjadi penting untuk diteliti karena karakteristik mereka yang khas. Mereka adalah bagian dari sedikit orang yang masih mengandalkan media cetak, khususnya Sumedang Ekspres, untuk mendapatkan berita di tengah era media daring ini. Inilah yang menjadi alasan utama untuk menemukan motivasi mereka dalam mengonsumsi surat kabar lokal ini sebagai sumber informasi utama. Penelitian ini menggunakan metode penelitian kuantitatif dengan studi kasus eksplanatoris, dengan menggunakan kuesioner sebagai instrumen pengumpulan datanya. Secara teori, kebutuhan khalayak akan terpuaskan apabila motif mereka dalam mengonsumsi media terpenuhi. Dengan demikian, media yang berhasil memberikan kepuasan kepada khalayak akan dianggap sebagai media yang efektif. Ini adalah dasar pemikiran Teori Uses and Gratifications, yang digunakan sebagai dasar teoretis dalam studi ini. Penelitian ini menggunakan sampel sebanyak 95 orang responden yang diambil dari warga Sumedang yang membaca Sumedang Ekspres secara berkala. Hasil penelitian menunjukkan bahwa baik motif informasi maupun motif sosial diimplementasikan cukup baik oleh masyarakat Sumedang dalam mengonsumsi Sumedang Ekspres sebagai media masa utama. Studi ini merekomendasikan untuk melakukan penelitian lanjutan dengan melihat dampak motif masyarakat terhadap kepuasan membaca surat kabar.

Kata kunci: konsumsi media; media massa; motif; Sumedang Ekspres; Teori Uses and Gratifications

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INTRODUCTION

The mass media, especially newspapers, have an important role as well as a very large influence on the community and foster public interest in reading. Not only a transmitter of information, but newspapers also function as educators and agents of progress and changes in social behavior within the community or the general public (Ispriadi, Putri, & Dewani, 2020; Ivena, 2020; Nurhasanah & Alkatiri, 2019; Sucahya, 2013).

Philip Meyer in his 2006 book *The Vanishing Newspaper*, predicts that by 2044 there will only be one copy of the newspaper. The future of newspapers has recently become a big question amid the onslaught of TV, radio, and the existence of the Internet. Several surveys show that the position of newspapers has begun to be eroded by the penetration of online media (Ivena, 2020).

The advantages of print media such as newspapers have proven their ability to adapt from time to time, as expressed by Djaka Susila, the Deputy Chief Editor of *Koran Sindo*. He argued that newspapers have been tested for a long time to whether they can survive or not, starting from the emergence of radio, and television to online media. History proved that newspapers can adapt very well because until now, this conventional media has never died. Despite the unclear future, print media are still considered to be able to survive in the market, even though their competitors have emerged with various advanced technologies that make them easier to access (Sucahya, 2013).

In Indonesia from 2011 to 2017, the trend of print media circulation showed a constant decrease, except for the year 2014. The total daily circulation in 2011 was recorded at 25.24 million. The number was declining to 22.38 million in 2013. In 2014, there was a slight increase to 23.34 million. This number was higher compared to the previous year but was not too significant. Furthermore, in 2015 there was a fairly deep decline, where the total media circulation was only 21.5 million. This decrease in circulation mainly occurred in the type of weekly tabloids or magazines (Ispriadi et al., 2020; Nurhasanah & Alkatiri, 2019).

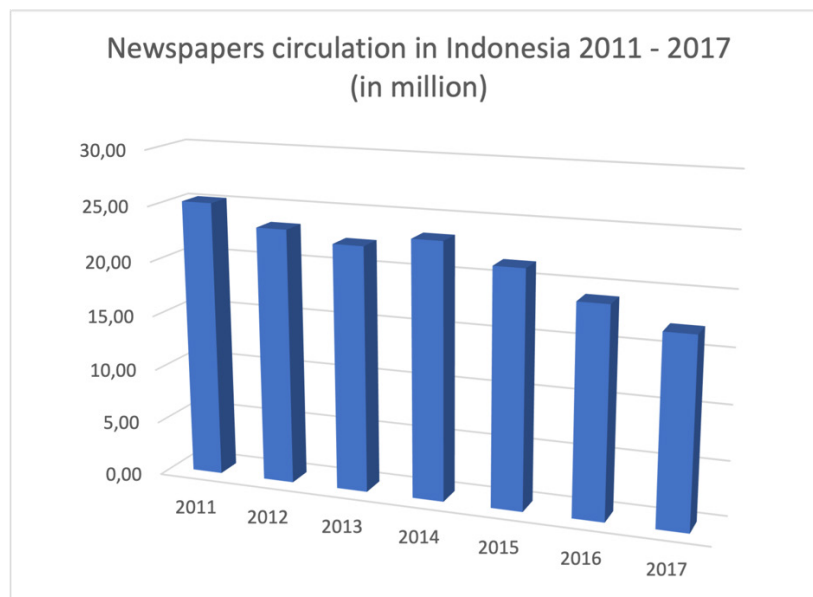


Figure 1 Newspaper circulation during 2011-2017

Source: Press Publishers Union/Serikat Penerbit Pers (Ispriadi et al., 2020)

In the following two years, the amount of print media was drastically declining. There were only 793 print media running in 2017, with a total circulation of as much as 17.17 million.

This condition occurred in all types of print media, both daily newspapers, weekly newspapers, magazines, and tabloids (Ispriadi et al., 2020). The rate of personal newspaper purchases in 2017 was only 20%, in contrast to 2013 which was 28%. Print media is only the fifth choice for Indonesian people to get information and news with a penetration of 8%. The first choice is television with 96%, the second one is billboards with 52%, the third one is the Internet users community with 43%, and the fourth one is radio with 37% (Nurhasanah & Alkatiri, 2019).

The rapid development of technology has provided more conveniences for individuals to access information through the media based on their preferences. Now, people can easily choose to get information through television, the Internet, radio, or print media. Despite a significant decline, according to the Nielsen Consumer & Media View (CMV) survey in 2018, print media is still the choice for nearly 4.7 million of the total 9.8 million total mass media readers in Indonesia. Furthermore, Nielsen revealed that of the 4.7 million readers of the print media, newspapers were ranked first with a share of 83%, the highest percentage compared to tabloids and magazines. This data confirms that the newspaper has as many as 3.9 million readers (Istakhori, 2018). Nielsen Media Indonesia Executive Director, Hellen Katherina, explains that 54% of newspaper readers are leaders of influential organizations and decision-makers in Indonesia. They came from politicians, economists, bureaucrats, businessmen, military, and police officers, as well as religious figures. Meanwhile, 40% of readers come from the middle class, and only 6% are from the lower class. With their great influence and power, these figures are the determinants of the direction of the country's policy.

Apart from being a reference for top figures in the circle of power, which mainly live on Java Island, newspapers are still the main choice for people outside Java. Data released by Nielsen shows that in Makassar, there are 80% of the people that access information through newspapers. This data is directly proportional to the habits of the people in Solo at 54%. Generally, they access local news through newspapers because the Internet network is still limited (Istakhori, 2018).

In Indonesia, there are several print media that persist in publishing their daily newspapers. One of them is *Sumedang Ekspres* Morning Daily. The *Sumedang Ekspres* is a daily newspaper published in Sumedang Regency, West java. This daily newspaper was initially published on March 1st, 2010. Its management is under *Radar Tasikmalaya Group*, which is the largest regional media group in Tasikmalaya City. The distribution reach of this newspaper mostly covers the Sumedang Regency area and some parts of the Bandung suburb, especially in the Cileunyi area. With the tagline The Major Reading of Sumedang Residents, this newspaper finds its readers every day providing information related to various events that occurred around the Sumedang area. There are also several rubrics presented in this newspaper, such as *Puseur Dayeuh* or the Town Center, the business world, and various rubrics about interesting areas in Sumedang.

The *Sumedang Ekspres* newspaper is one of a few print media that is developing in the city of Sumedang. The information presented contains news of crime and entertainment that occurred in Sumedang in particular, and also national events in general. As a local newspaper, *Sumedang Ekspres* presents 80% of reports, writings, and images with the local feel of the city. Besides *Sumedang Ekspres*, there is also *Radar Sumedang*. *Radar Sumedang* is also a local morning daily newspaper in Sumedang with coverage of Sumedang and surrounding areas. *Radar Sumedang* is one of the newspapers under the *Jawa Pos Group*. As a local daily newspaper in Sumedang, *Radar Sumedang* has coverage in Sumedang Regency and its surroundings, including Majalengka, Indramayu, Garut, and Subang Regency. The number of circulations reaches 15,000 copies each day. *Radar Sumedang* is published every day except

Sundays. Based on the profile, it is obvious that *Radar Sumedang* is a close competitor to *Sumedang Ekspres*.

However, based on preliminary research conducted by this study, residents who were asked were more likely to read *Sumedang Ekspres*, which was 68%, compared to those who read *Radar Sumedang*, which was 32%. These numbers generated questions about what factors behind Sumedang people's preference to read *Sumedang Ekspres* more than *Radar Sumedang*.

Another result of the pre-research shows the success of *Sumedang Ekspres* in creating a strong emotional bond with its readers. This success cannot be separated from the assessment of the community who feel there is a match in characteristics with *Sumedang Ekspres* that is popular, concise, and to the point in its news reviews. In addition, it was found that the public enjoys the *Sumedang Ekspres* article in the bottom column of page one, namely in the rubric of *Puseur Dayeuh*. This is because the *Puseur Dayeuh* article is different from other media articles, and the language is easy to digest by the readers.

From the initial findings above, the interest in reading *Sumedang Ekspres* among the Sumedang residents seems to be based on motives. This is relevant to the Uses and Gratification Theory of Herbert Blumer and Elihu Katz, which explains that the reader has the power in the selection of information (West & Turner, 2010). This theory refutes the claim that the media provide information, and the audience passively accepts it. Blumer and Katz's theory says that media users play an active role in choosing and using the media, and places more emphasis on a human approach to viewing mass media. In short, humans have autonomy, and the authority to treat the media. Blumer and Katz believe that there are many reasons or motives for audiences to use media (Dirgantara, Supriadi, & Bisman, 2020). With such diverse and unlimited reasons, these motives are divided into four: informational motive, personal identity motive, social integration, interactional motive, and entertainment motive. Each individual has a different motive for using the media because everyone has their own needs that they want to fulfill through the media.

Therefore, based on the description above, this research focuses on examining the motives of Sumedang residents in consuming *Sumedang Ekspres* as their main choice of newspaper. This study describes the motives behind the use of newspaper media and looks at the behavioral tendencies of the Sumedang residents in using the media from the perspective of the Uses and Gratifications Theory.

RESEARCH METHOD

To analyze research that focuses on the field of communication, this study uses the case study method. A case study is a research strategy to carefully investigate a matter by collecting complete information using various data collection procedures. In addition, case studies are also conducted to gain an in-depth understanding and analyze more intensively regarding an individual, group, or situation (Ananda & Kristiana, 2017).

Furthermore, related to case study research, Stake also asserts that researchers try to capture the experience of an activity. Stake reveals that knowledge is a thing that is formed, not found. Therefore, one may not be able to draw a line to mark where the case ends and where the environment begins, but boundaries, context, and experience are useful concepts for defining the case (Paramastri & Gumilar, 2019).

The research method used in this research is a descriptive survey method with a quantitative approach. The survey method is used because survey research allows generalizing a certain symptom to a social phenomenon with a larger population. After all, the survey does not maintain the integrity of the subject being studied. Respondents in this case become a

unified whole and become part of the analysis that can be identified and categorized which is then measured using the right measuring instrument (Pavitasari, Fadilah, & Merdekawati, 2019). The case study taken by the researcher is explanatory. This study will describe and explain what factors motivated Sumedang residents in consuming Sumedang Ekspres. To clarify the variables used in this study, operational variables are presented in table 1.

Table 1 Operational Variables

Variable	Dimensions	Indicators	Scale
The motives of Sumedang residents in consuming Sumedang Ekspres as the main mass media	1. Informational Motive	a. Looking for news about events and conditions related to the immediate environment, society, and the world. b. Seek guidance on various practical problems, opinions, and matters relating to making choices. c. Satisfy curiosity and general interest. d. Learning, self-education. e. Gaining a sense of peace through the addition of knowledge.	Ordinal
	2. Social Motive	a. Gaining knowledge of other people's circumstances b. Identifying with others and increasing a sense of belonging c. Find material for conversation and social interaction d. Gaining friends other than humans e. Help carry out social roles f. Allow yourself to be able to contact family, friends, and the community	Ordinal

Source: Research primary data

These variables were gauged by a measuring instrument in the form of an ordinal scale questionnaire that met the statements style that fit with the *Likert scale*. The ordinal scale data shows the level or rank to show that one category is better than another category, but the range of each category is not the same (Mulyatiningsih, 2012). Based on this understanding, the ordinal scale used in this study aims to provide a value for the respondents answers to the questionnaire.

Questionnaires that have been filled out by respondents need to be scored. The answer choices for the research questionnaire in the form of positive sentences in this study are:

- 4 = Strongly Agree (SS)
- 3 = Agree (S)
- 2 = Disagree (TS)
- 1 = Strongly Disagree (STS)

The population in this study were Sumedang residents who subscribed to *Sumedang Ekspres* as many as 1,995 people. The sample size is determined by using the formula according to Umar (2008) as follows:

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

where:

n = number of samples

N = total population

e2 = the error rate in selecting the sample members to be sampled (the error rate taken in this sampling is 10%)

Therefore, with an error limit of 10%, the calculation of the number of samples taken is:

$$n = \frac{1.995}{1 + 1.995 (0,10)^2}$$

$$n = 95,23$$

Based on an error rate of 10%, with a population of 1,995, the number of samples obtained is 95. The sampling technique used in this study is simple random sampling. This study uses data collection techniques that include questionnaires, interviews, direct observation, documentation, and archival records.

To ensure that the instrument designed can produce correct data, this study conducted a validity and reliability test. A validity test is used to measure the level of validity or validity of an instrument. This study tests the validity by doing a correlation between the item scores with the total score of the construct or variable. The validity test is calculated by the following formula:

$$r = \frac{n(\sum xy) - (\sum x \sum y)}{\sqrt{(n \sum x^2 - (\sum x)^2)(n \sum y^2 - (\sum y)^2)}}$$

where:

r = coefficient of validity of the item sought

X = score obtained by the subject in each item

Y = total score obtained by the subject from all items

$\sum X$ = total score in X distribution

$\sum Y$ = total score in Y distribution

$\sum X^2$ = sum of squares of each score X

$\sum Y^2$ = sum of squares of each Y score

N = number of respondents

While the reliability test is calculated by the following formula:

$$\alpha = \frac{k.r}{1 + (k - 1)r}$$

where:

α = Reliability coefficient

r = Average correlation between items

k = Number of items

This research uses the type or form of descriptive research tool which is carried out through data collection in the field. To answer the description of each of these research variables, this study uses the following criteria ranges:

$$\text{Total Score} = \frac{\text{Actual Score}}{\text{Ideal Score}} \times 100\%$$

According to Narimawati (2010), the interpretation will be as follows:

20,00 % - 36,00 % = Very low
36,01 % - 52,00 % = Low
52,01 % - 68,00 % = Average
68,01 % - 84,00 % = Good
84,01 % - 100 % = Very good

RESULTS AND DISCUSSION

The research data is derived from the answers of respondents who are *Sumedang Ekspres* subscribers and are taken randomly from four marketing areas. The number of subscribers is 1,995 people. Data processing in measuring the motives of the Sumedang community in consuming *Sumedang Ekspres* was carried out by explanatory survey research. The number of questionnaires distributed was 100 questionnaires with a percentage level of 100% of the total respondents. The questionnaires that were returned and processed were 95 questionnaires, so the rate of return of the questionnaires was 95.0%.

The research data uses the motive variable as a measuring tool. The exposure of these variables was obtained from the results of the research through a questionnaire. The distributed questionnaire consists of two parts. The first part contains profiles of respondents, and the second part contains statements regarding the motives of the Sumedang community in consuming Sumedang Ekspres as the main mass media. The calculation of the research results was determined by the researcher using a Likert Scale, which contains four levels of answers using an ordinal type of scale.

The respondents of this study have various characteristics. The characteristics of the respondents were obtained from the results of the respondent's answers to the questionnaires that had been distributed. The characteristics described in this study are gender, marital status, age, occupation, and monthly income. Characteristics of respondents are shown in table 2.

Table 2 Characteristics of respondents

Characteristic		Frequency (F)	Percentage (%)
Type of Gender	Male	48	50,5
	Female	47	49,5
Status	Married	73	76,8
	Unmarried	22	23,2
Age	<20	5	5,3
	20 – 30	25	26,3
	31 – 40	35	36,8
	>40	30	31,6
Occupation	Students	7	7,4
	Self-employees	37	38,9
	Civil Servants	7	7,4
	Housewives	16	16,8
	Others	28	29,5

Monthly income	<Rp2.000.000	52	54,7
	Rp2.100.000 – Rp3.000.000	23	24,2
	Rp3.100.000 – Rp4.000.000	10	10,5
	>Rp4.000.000	10	10,5

Source: Research primary data

Based on the data in table 2, it can be seen that most of the 95 respondents (50.5%) were male, and the rest (49.5%) were female. Gender is the physiological and anatomical attributes that distinguish males and females. Furthermore, physically men and women are different, even including physically different muscles and brains (Ansdell et al., 2020). This difference does not stop at the physical, but this difference also occurs in many ways, such as in reading the *Sumedang Ekspres*.

Next, are characteristics based on marital status. Grouping based on marital status is important to know because the purchasing decision-making process of individual consumers is different from that of consumers in the family unit. Decision-making in family consumers usually occurs after reciprocal interactions and mutual influence among family members.

The table also shows a small portion of the 95 respondents (23.2%) of the respondents were unmarried and almost all (76.8%) of the respondents were married. It is assumed that respondents who are married will increase their responsibilities, especially in terms of spending their money. This situation is logical since any revenue they earned from any occupation would be seen as an important value to support their family. Therefore, in deciding to buy a product, an agreement between both parties must be carried out. Thus, it is assumed that married and unmarried respondents will give different responses to the questions in the questionnaire.

Furthermore, the characteristics of the respondents will be seen from the aspect of age. *Sumedang Ekspres* readers vary in nature from teenagers to the elderly, so this allows respondents to vary in terms of age.

Based on the data, it can be seen that respondents aged 31-40 years occupy the most number, namely 35 people or 36.8%. This shows that that age is the productive age, where *Sumedang Ekspres* subscribers have the ability economically. Meanwhile, the lowest one is under the age of 20 years, as many as five people or 5.3%. This shows that the majority of *Sumedang Ekspres* subscribers are between the ages of 20 and 40, which can also be seen as a productive age. As stated by Subri (2006), the workforce (or manpower) is a population of working age (aged 15-64 years).

In this regard, the following characteristic that is seen is occupation. A person's job often influences a person in deciding to buy a product. From the data in table 2, it can be seen that the majority of respondents occupations are self-employed, namely 37 people or 38.9%. This is sufficient to indicate that the respondents already have a good education to work, which means they can develop their desired potential. Meanwhile, respondents with a student and civil servant background occupy the lowest rank, that is as many as seven people.

The study continued to look at the characteristics in the aspect of monthly income. One's income will affect one's decision process and consumption pattern. Table 2 shows that the majority of respondents have a monthly income of less than Rp. 2,000,000, namely 52 people (54.7%). This shows that most *Sumedang Ekspres* subscribers are not high-income earners but can subscribe to the *Sumedang Ekspres* newspaper.

The second part of the questionnaire is about a motive for consuming *Sumedang Ekspres*. Motive is a condition of a person who encourages someone to seek satisfaction or achieve a goal (Ghufron & Risnawita, 2012). Motive is also a reason or encouragement that causes someone

to do something, take an action, or behave in a certain way. Motive is an understanding that suffices all the motives, reasons, or impulses in humans that cause them to do something. All human behavior has a motive. Behavior is also called behavior reflexively and takes place automatically and has a specific purpose even though the intention is not always conscious for humans. The aspects of the Sumedang resident's motives for reading *Sumedang Ekspres* consist of informational motives and social motives.

Results of the validity test of the informational motive variable show that all of these statements have a coefficient above the predetermined critical value of 0.3. Therefore, it can be interpreted that the 12 statements are valid and have passed the validity test.

The validity test of the social motive variable also indicated that all 12 statements in the questionnaire have a coefficient above the predetermined critical value of 0.3. Therefore, all items of social motive statements on the distributed questionnaire have passed the validity test.

Furthermore, the results of the reliability test can be seen in table 3.

Table 3 Results of the reliability test

Variable	Reliability Statistics			
	Cronbach's Alpha	R Critical	N of item	Interpretation
The informational motive	0,859	0,6	12	Reliable
The social motive	0,851	0,6	12	Reliable

Source: Appendix about results of the validity and reliability test

The results of the calculation above show that the question items in the information motive have a reliability level of 0.859. It can be interpreted that the 12 statements in the information motive are reliable because the coefficient is greater than the critical value, which is 0.6 ($0.859 > 0.6$). Similar to statements about information motives, items in social motives also have a reliability level that is greater than the critical value ($0.851 > 0.6$). This means that the 12 statements on social motives are reliable.

Informational motive is the motive of someone who tends to gain knowledge of the conditions that exist in this world. The informational motivation of the Sumedang residents in consuming *Sumedang Ekspres* as the main mass media includes seeking news about events and conditions related to the immediate environment, society, and the world; seeking guidance on various practical problems, opinions, or matters relating to their choice; and satisfying curiosity and general interest, learning, self-education, and gaining a sense of peace through the addition of knowledge. The respondents' responses to the informational motive are shown in table 4 as follows:

Table 4 Informational motives of Sumedang residents in consuming *Sumedang Ekspres*

No	Statement	Percentage
1	I read <i>Sumedang Ekspres</i> more often than other newspapers	77,89%
2	I read <i>Sumedang Ekspres</i> to get factuals	70,79%
3	I feel that the information in <i>Sumedang Ekspres</i> is more factual than in other newspapers	61,58%
4	I read <i>Sumedang Ekspres</i> for accurate information	70,00%
5	I feel that the information in <i>Sumedang Ekspres</i> is more accurate and reliable than in other newspapers	64,21%

6	I search for news about events and conditions that occur in the immediate environment, society and the world through <i>Sumedang Ekspres</i>	70,53%
7	<i>Sumedang Ekspres</i> helps me to find the values or statements that I hold and are by the values prevailing in society	66,84%
8	I am looking for guidance regarding various practical problems, opinions, and matters related to making choices through rubrics in <i>Sumedang Ekspres</i>	59,21%
9	I read the information on <i>Sumedang Ekspres</i> to satisfy general curiosity and interest	65,00%
10	I gain a sense of peace through the addition of knowledge through the writings published in <i>Sumedang Ekspres</i>	65,53%
11	The information in <i>Sumedang Ekspres</i> ' rubrics helps me to learn and improve my education	72,37%
12	The information published by <i>Sumedang Ekspres</i> brings me to a better understanding of how I should behave during an event	59,74%
	Average Percentage	66,97%

Source: Appendix about results of the validity and reliability test

Based on table 4 regarding the informational motives of the Sumedang residents in consuming *Sumedang Ekspres* as the main mass media, the highest score was found in item 1, namely "I read *Sumedang Ekspres* more often than other newspapers" with a percentage of 77.89%. Meanwhile, the lowest score was found in the statement of item 8, namely "I am looking for guidance regarding various practical problems, opinions, and matters related to making choices through the rubric in *Sumedang Ekspres*" with a percentage of 59.21%. The average result of the percentage of informational motives is 66.97%, which can be interpreted that the informational motive is moderately used by the Sumedang residents in consuming *Sumedang Ekspres* as their major mass media.

Social motives are motives that arise to meet individual needs regarding their social environment. Social motives arise because of a particular need. The social motive of the Sumedang residents in consuming *Sumedang Ekspres* as the main mass media include gaining knowledge about other people's circumstances; identifying with others and increasing their sense of belonging; finding conversational material and social interaction; making friends other than humans; helping to carry out social roles; and allowing contact family, friends, and the community members. The respondents responses to social motives are shown in table 5 as follows:

Table 5 Social motives of Sumedang residents in consuming *Sumedang Ekspres*

No	Statement	Percentage
1	The information contained in <i>Sumedang Ekspres</i> 'rubrics allows me to be able to contact family, friends, and the community	65,53%
2	The news on <i>Sumedang Ekspres</i> does not make me think about other people's fate	65,79%
3	The news in <i>Sumedang Ekspres</i> does not motivate me to get involved with my environment	67,37%
4	After reading the news presented by <i>Sumedang Ekspres</i> , I can empathize with other people's circumstances	60,53%

5	Through the articles published in <i>Sumedang Ekspres</i> , I can increase my sense of belonging to the environment around me	65,53%
6	Through the writings published in <i>Sumedang Ekspres</i> , I can identify myself with the feelings I have	64,47%
7	I feel I am a part of the theme discussed when reading <i>Sumedang Ekspres</i>	71,84%
8	I found material to use in conversation and social interaction through rubrics in <i>Sumedang Ekspres</i>	69,21%
9	I help carry out social roles, for example as a parent or as a child, through articles published in <i>Sumedang Ekspres</i>	68,68%
10	By reading <i>Sumedang Ekspres</i> , I can find out what I can do in my environment regarding the theme being raised	77,63%
11	The presence of the information presented in <i>Sumedang Ekspres</i> makes me not feel lonely	65,53%
12	<i>Sumedang Ekspres</i> helps me to adjust my understanding with the understanding of others regarding the topic being discussed	69,21%
	Average Percentage	67,61%

Source: Appendix about results of the validity and reliability test

Looking at table 5, the highest score was found in statement item 10, namely “By reading *Sumedang Ekspres*, I can find out what I can do in my environment regarding the theme being raised” with a percentage of 77.63%. The lowest score is in the statement of item 4, namely “After reading the news presented by *Sumedang Ekspres*, I can empathize with other people’s circumstances” with a percentage of 60.53%. The average percentage of social motives is 67.61%. It means that the same with informational motives, social motives are quite well used by the Sumedang residents in consuming *Sumedang Ekspres* as their main mass media.

Overall, the motives of the Sumedang community in consuming *Sumedang Ekspres* as the main mass media consisting of informational motives and social motives can be identified based on the scores obtained from the data recapitulation. This recapitulation would assist in seeing the extent to which the Sumedang residents motives in consuming *Sumedang Ekspres* as the main mass media. It can be seen in the following table.

Table 6 Sumedang residents’ motives in consuming *Sumedang Ekspres*

No	Statement	Percentage
1	Informational motives	66,97%
2	Social motives	67,61%
	Average Percentage	67,29%

Source: Appendix about results of the validity and reliability test

Based on table 6, the social motive aspect of the Sumedang community with a percentage of 67.61% is slightly higher than the informational motives, which has a percentage of 66.97%. The average percentage from these two motives is 67.29%. This shows that the Sumedang residents consume *Sumedang Ekspres* as the main mass media with a fairly high motive. This is relevant to the Uses and Gratification Theory of Herbert Blumer and Elihu Katz, which explains that the reader has all power in the selection of information. This theory refutes the claim that the media provide information, while the audience passively accepts it. Blumer and Katz’s theory says that media users play an active role in choosing and using the media, and

places more emphasis on a human approach to viewing mass media. That is, humans have autonomy, and the authority to treat the media.

If it is associated with media consumption, motive means all the reasons and impulses in humans that cause someone to use the media and the purpose of using the media. The selection of the media made by the audience is adjusted to the needs and motives.

Arbitrating from the basic assumptions of the Uses and Gratifications Theory according to Katz and Gurevitch (in West & Turner, 2010), the selection of the *Sumedang Ekspres* newspaper by Sumedang residents can be explained as follows: first, this theory assumes the audience is considered active. Audiences are not passive recipients of whatever the media broadcasts. The audience has a role in selecting and determining the content of media programs. Public communication behavior refers to the targets and goals to be achieved and based on motivation, audiences make choices about the media based on motivation, goals, and other personal needs. The audience in this case is Sumedang residents who are *Sumedang Ekspres* subscribers.

Second, in the process of mass communication, this theory assumes that the audience freely selects the best media and programs so that they can use them to satisfy their needs. Media producers may be unaware of the use by the target audience of the program, and members of different audiences may use the same program to satisfy different needs. The audience takes the initiative in using the media. In this case, Sumedang residents as *Sumedang Ekspres* subscribers choose to read articles published by *Sumedang Ekspres*.

Third, according to the theory's assumption, the mass media must compete with other sources to satisfy the needs of its audience. The media is not the only means. There are other forms of communication in terms of choice, use, and concern for satisfying consumer needs. Indeed, the audience can satisfy their needs without media such as going on vacation, sports, dancing, fishing, and so on. Sumedang residents who favor close and familiar relationships with each other prefer to have direct interpersonal conversations with friends or family rather than reading *Sumedang Ekspres*. However, some people do not have the initiative to find ways to satisfy their needs. These people will be more easily influenced by the media.

Fourth, the objective of mass media choice is deduced from the data provided by members of the audience. The theory assumes that individuals are considered sufficiently knowledgeable to report interests and motives in certain situations. As in this study, the respondents made a conscious choice regarding the use of the media they used. This data is known from the initial research related to the community's motives for using *Sumedang Ekspres* through interviews as well as observations of respondents reactions during interviews. Confirmation was obtained after distributing questionnaires to find out the informational motives and social motives of the Sumedang residents.

Fifth, this theory assumes that the assessment of the cultural meaning of the mass media must be suspended before the orientation of the audience is examined first. Premature judgments about the cultural significance of mass media should be avoided. The program or media content must be global because it will be captured by diverse audiences from diverse cultures. That is the reason why the cultural closeness between *Sumedang Ekspres* and the people of Sumedang was not the initial basis of this research but emerged later from the results of observations and questionnaires.

However, apart from what has been described above, Katz, et al. (in West & Turner, 2010) state that the social situation where the audience comes from is also involved in encouraging or increasing the audience's need for media in five ways. First, social situations can generate tensions and conflicts, which may lead people to find something that can reduce those tensions by using the media.

Second, social situations can create awareness of problems that require attention. The media provide information that makes the audience aware of the things that attract attention, and the audience can seek more attractive information through the media.

Third, social situations may limit a person's opportunity to be able to satisfy certain needs and the media serves as a substitute or complement. In other words, sometimes particular situation promotes the media to become the best or even the only resource available. In the situation of natural disasters, for example, many people are unable to go directly to the location, which makes them rely heavily on the media to find out about the safety of their family members.

Fourth, social situations sometimes produce certain values that are emphasized and reinforced through media consumption. Educated people will choose media that can reinforce values that respect common sense, self-awareness, and knowledge. On the other hand, the media can also reinforce values that are contrary to common sense.

Fifth, social situations require the audience to be familiar with the media so that these people can still be accepted as members of certain groups. In social interaction, for instance, someone who is completely ignorant about issues that are in the spotlight of the media will be considered someone who does not keep up with the times. This situation may result in the person losing the connection with the interaction.

Seeing the basic assumptions put forward by Elihu Katz, Jay G. Blumler, and Michael Gurevitch as discussed above, it can be concluded that the Uses and Gratifications Theory can be implemented in analyzing the motives of Sumedang residents in consuming *Sumedang Ekspres* as the main mass media. The decision to use the media is entirely in the hands of the audience, in this case, the people of Sumedang, until in the end, they can decide to use the media or not to use it at all. Based on the theory, Sumedang residents preference to consume *Sumedang Ekspres* is the implication of their satisfaction in which the newspaper has succeeded to fulfil their needs, especially in social aspects that are relevant to their local culture.

This argument of the implication can be seen from the results of the study, which show that informational motives and social motives have become the basis for Sumedang residents to consume *Sumedang Ekspres* as the main mass media. It is confirmed by the overall assessment of community motives, which obtained a percentage of 67.29%. This is related to the assumptions of the Uses and Gratification Theory put forward by Herbert Blumer and Elihu Katz, explaining that the reader has all power in the selection of information (West & Turner, 2010). Through the application of the theory, it is known that *Sumedang Ekspres* is considered to have fulfilled the motives of the audience. To the theory, if the motive is fulfilled, then the needs of the audience will be satisfied and the media that can meet the needs of the audience will be considered effective media (Awaludin & Lestari, 2020). This is what makes *Sumedang Ekspres* the primary mass media for Sumedang residents and makes the residents loyal as subscribers of *Sumedang Ekspres*.

CONCLUSION

Based on the findings obtained, this study draws the following conclusions. First, the informational motive is moderately used by the Sumedang residents in consuming *Sumedang Ekspres* as their primary mass media. This can be seen from the assessment of respondents who read *Sumedang Ekspres* more than other newspapers. This means that the people of Sumedang have the potential to become the loyal audience of *Sumedang Ekspres*. Second, the assessment of social motives in consuming *Sumedang Ekspres* is quite good, supported by the statement that respondents feel they are related to the theme discussed by *Sumedang Ekspres*. Between the two motives, this study finds the use of social motives is slightly higher than informational

motives.

From these results, it is recommended for future researchers to conduct further research by looking at the impact of people's motives on newspaper reading satisfaction. Furthermore, to increase the public's informational motive in consuming *Sumedang Ekspres* as the main mass media, it is suggested that *Sumedang Ekspres* can display news related to various community problems as well as solutions to these problems. There is also a need for improvements in the editorial of the *Sumedang Ekspres* rubrics to have a better impact on readers.

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