Visitor Motives of Interest in Using *DailySocial.id* as a Micropayment News Portal

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Abstract

The use of micropayment methods in the media industry has proven to be well received by media audiences in Europe and the United States. Even so, there has been no further research regarding consumption patterns of media audiences in Indonesia for this payment method. This study aims to measure how much the motive of visitors is in their interest in accessing DailySocial.id as a micro-paid news portal by using the uses and gratifications 2.0 theory which has a typology of the MAIN model (modality, agency, interactivity and navigability. Through a descriptive quantitative research survey method, researchers process data from 349 respondents who are members of the DailySocial.id media audience. As a result, the navigability motive is the most powerful reason that drives audiences to consume the media, followed by modality motives in second place, interactivity in third place and agency in last place. Navigability is the biggest motive which shows that the audience access DailySocial.id because they can feel free in exploring all the information on the site, so they feel entertained. That feeling of entertainment makes the fun indicator the main gratification that audiences seek when accessing DailySocial.id as micro-paid news. In addition, it is evident that the majority of audience (76%) are more likely to be interested in buying micro-paid articles. Meanwhile, the frequency and duration of access are the two things that most contribute to fulfilling user motives in their interest in accessing DailySocial.id as a micro-paid news portal.

Keywords: audience; DailySocial.id; MAIN model; micropayment; motives

Abstrak

Penggunaan metode pembayaran mikro (micropayment) pada industri media telah terbukti disambut baik oleh khalayak media di Eropa dan Amerika Serikat. Meski begitu, belum ada penelitian lebih lanjut terkait pola konsumsi khalayak media di Indonesia terhadap metode pembayaran ini. Penelitian ini bertujuan untuk mengukur seberapa besar motif pengunjung dalam ketertarikannya mengakses DailySocial.id sebagai portal berita berbayar mikro dengan menggunakan Teori uses and gratifications 2.0 yang memiliki tipologi model MAIN (modality, agency, interactivity dan navigability. Melalui metode survei deskriptif penelitian kuantitatif, peneliti mengolah data dari 349 responden yang tergabung sebagai khalayak media DailySocial.id. Hasilnya, motif navigability menjadi alasan paling kuat yang mendorong khalayak mengonsumsi media tersebut, diikuti dengan motives modality di urutan kedua, interactivity di urutan ketiga dan agency di urutan terakhir. Navigability menjadi motif terbesar yang menunjukkan bahwa khalayak mengakses DailySocial.id karena dapat merasa bebas dalam mengeksplor segala informasi dalam situsnya, sehingga merasa terhibur. Perasaan terhibur itulah yang menjadikan indikator fun menjadi gratifikasi utama yang dicari khalayak ketika mengakses DailySocial.id sebagai berita berbayar mikro. Selain itu, terbukti bahwa mayoritas khalayak (76%) cenderung tertarik untuk membeli artikel berbayar mikro. Sementara itu, frekuensi dan durasi akses adalah dua hal yang paling berperan terhadap pemenuhan motif pengguna dalam ketertarikannya mengakses DailySocial.id sebagai portal berita berbayar mikro

Kata kunci*: DailySocial.id; khalayak; motif; model MAIN; pembayaran mikro*

INTRODUCTION

The business model of journalism is constantly changing over time. In line with these changes, the prevailing culture in the newsroom has also transformed (Daly, 2009). Because of internet technology, the process of journalism is moving into a contemporary era in which mass communication is more accessible to the public (Cushion, 2009). This brings a new challenge in the business model of journalism.

The main income of the media now rests on advertising on its website, obviously this is a challenge for media independence (Rahmawan, 2020). Still according to Rahmawan (2020), unlike the conventional era where advertising slots are provided directly by the media to their clients without intermediaries, advertorials on news portals on the internet are held by third parties, namely advertising service providers, or we can call them advertising brokers. Because of the existence of ad aggregators, such as Google Ads and Facebook Ads that have dominated the digital advertising ecosystem, advertising revenue from content creators has been reduced because they have to be cut with the costs set by the company. This reality brings us to the next challenge of monetizing digital content in the global era at this time, the term 'click-bait' has grown in which news headlines are made as attractive as possible so that the traffic of news portals is even greater to attract advertisers.

To suppress the tendency to use click-bait titles, many publishers see the subscription model (subscription plan) as an alternative attempt to survive. But this business model makes quality journalism accessible only to a handful of people who have the ability to subscribe to premium news content. After all, little evidence suggests that mass media audiences are ready to pay for online news today.

One of the studies that states this can be seen from the results of a survey conducted by Kammer, Boeck, Hansen, and Hauschildt (2015), where they pointed out that of the total 828 respondents who stated that they did not want to pay for access to subscribed news, 16.3% or 134 people in it stated that they could not afford it. While the biggest reason audiences are not interested in subscripted news is because they are not willing to pay for the news at all (33.9%; n = 278) (Kammer et al., 2015).

In the midst of the phenomenon of reduced customer motivation in paying for subscriptive journalism, the idea of alternative business models began to develop. One of the new potential ways of payment for journalism is crowdfunding (Carvajal, García-Avilés, & González, 2012). A news business model funded by small donations or payments from a large set of people.

Payment methods in the crowdfunding system are various, one of them is micropayment. In this system, several applications are created to allow news sites and other content to make money directly from users or readers. It is a micropayment solution that allows users to make contributions and site owners to receive cash easily. The system uses direct payments from users through their respective digital wallet applications (Carvajal et al., 2012).

This is evidenced by the reality that micropayments have been accepted in several journalism markets. For example, a start-up called Blendle, a micropayment platform for journalism launched in the Netherlands in 2014, has brought new relevance to the idea of micropayments for journalism (Klöpping, 2015). The company has so far attracted more than a million global users, received investment funding from well-known publishers such as The New York Times and Axel Springer, and has spread its wings by successfully opening branches to Germany in 2015, and the United States in 2016. Blendle points out that micropayment systems are definitely a more affordable option for consuming quality journalism compared to pre-existing business models.

It is because, the unit price benefits the buyer, on the contrary, the packaged price (such as

subscription content) provides an advantage for the seller (Tjan, 2010). Why is this happening? Analogously, if you are a customer, unpackaged pricing creates transparency and allows you to choose the option you want. Most plan prices give you some of the things you want, but also some things you don't need right. Breaking down those things allows you to see how the seller assesses each item, which may differ from the real value of what you feel at least in some areas. For this reason, the micropayment system is considered very consumer-oriented. As in the case of the practice of micropayments in Blendle, where the reader can only read on what he wants.

Meanwhile, referring to data from start-up Blendle, most of their users are young people under 35 years old. This shows that news companies that use the micropayment business model does not attract their old customers (for example, baby boomer generation who have subscribed magazines). On the other hand, this payment system attracts new consumers who are not currently paying for journalism, such as millennials (Klöpping, 2015).

Contrary to concerns that millennials are less interested in news than the pre-digital generation before them, millennials consume news and information in a different way than previous generations, but not in smaller amounts (Bennett & Segerberg, 2012)to Occupy Wall Street (and beyond. What sets it apart substantially from the rest of the generation is the millennial news source. As many as 88% of millennials claim to get news from Facebook and 68% mention, they get the news from other social media. Which means, millennials prefer something that is easily accessible and free or does not cost much (Bennett & Segerberg, 2012) to Occupy Wall Street (and beyond.

Considering the millennials preference to have free or cheap content, could be the reason why micropayment systems are appropriate to attract young consumers. Raising the subscription price by paying more per unit consumed seems to be a backward thought. Instead of funding the journalism industry, a movement to burden production costs to consumers who pay monthly subscriptions, is likely to drive people completely away from paid content. With this possibility an ideal solution could be crowdfunding through a micropayment payment system.

Another advantage that Blendle wants to highlight through micropayment is the refund system (Klöpping, 2015). They claim that the quality of journalism had improved. With the refund system, this payment model has succeeded in reducing the tendency of the media to display clickbait news headlines. Amid fast-paced and instantaneous information, these findings can be a new hope for the quality of journalism in the digital age. For 20 years, online media has simply been chasing traffic, a metric that counts the number of times people visit or click on their web pages.

In the Netherlands through Blendle, journalists now have access to two additional metrics for their news (Klöpping, 2015) – first, how many people pay for their news via micropayment? Secondly, how many people are asking for a refund after reading their articles? If the first point of the chart is high and the second point of the chart is low, it means that the news media has a good quality of writing.

According to data from the company Blendle, revenue from gossip magazines published in the Blendle application, for example, gets a much higher percentage of refunds than the average (some to 50% of purchases), since some of them basically use the clickbait method in the title of the article (Klöpping, 2015). Readers are shown to only pay for content that they think is worth the money they spend. In other words, this data from Blendle states that only quality journalism will be appreciated by people in this new digital age (Klöpping, 2015).

Meanwhile, the presence of the micropayment concept in Indonesia is still relatively new. The business model that comes closest to this concept can be taken as an example from

the news portal DailySocial.id. This digital media company produces science and technology genre news.

Referring to the 'about us' page on its website (2021), DailySocial.id was founded in 2008 as a blog containing information about technology. Only at the end of November 2020, this media developed into a media platform whose funding was carried out through donations. DailySocial.id implement a donation-based payment system that can be paid by readers starting from IDR 3,000 per article. The payment can also be made through digital wallet features such as Fewcents.

The initiator and CEO of DailySocial.id, Rama Mamuaya said the subscription method with micropayments is preferred by the Indonesian people (Anestia, 2021). The proof is that there is an increase in monthly revenue and annual membership in the calculation of its business. According to Rama, this is an unexpected finding, considering that this method is still fairly unfamiliar to Indonesian readers.

This news platform, whose content is 80% in Indonesian, is one of the initiators in the micropayment business model in journalism. Throughout the researcher's search, no media in Indonesia has implemented a similar micropayment system. This is what makes researcher choose DailySocial.id as the object of their research because it has a novelty and uniqueness in terms of business model when compared to other media in Indonesia.

The initiator and CEO of Fewcents said that as many as 30%-50% of the Indonesian people have the willingness to pay media monetization revenue per user such as DailySocial.id (Anestia, 2021). Indonesian readers are considered to have begun to understand that to enjoy quality content, they must first pay. In other words, the reader feels that the presented article is worth the money spent.

This is reinforced by a statement from the CEO of DailySocial.id, "when we switched to premium, they already understood that we were providing quality content and believed this content was only in DailySocial.id" (Anestia, 2021). In this case, it can be seen that the audience has its own tendencies or motives in buying micro-paid articles produced by DailySocial.id, one of which is uniqueness or coolness.

Based on the above, it is interesting to study the motives of visitor's interest in subscribing to micro-paid articles from DailySocial.id, because micropayment systems have a different method of raising funds than other journalism payment systems. In addition, research on micropayment systems in the business model of journalism in Indonesia is still relatively small.

To understand the visitor's motives DailySocial.id further, researcher chose to analyze them through the point of view of the theory of uses and gratifications 2.0 from Sundar and Limperos. In this theory, the audience is considered to access the media based on certain motives. If the media meets the expected motives and goals, it will lead the audience to satisfaction (Sundar & Limperos, 2013).

Sundar and Limperos (2013) suggest that research on uses and gratifications, especially in internet-based media, needs to make room for gratification that is more specific than traditional media. Therefore, Sundar identified four types concepts of uses & gratifications measures in digital media, they are modality, agency, interactivity, and navigability (Perks & Turner, 2019). This theory is known as the uses and gratifications 2.0 theory; the MAIN model. By identifying the four factors of the model, the research is expected to bring benefits to the journalism business ecosystem in general.

The results of this study are expected to be a benchmark for consideration of media practitioners in Indonesia in determining the appropriate business model for their consumers. According to Noor, Hossain, and Shirazi (2022), crowdfunding business concept is a creative

concept that provides financial support from many people online. Besides that, according to Brunelle and Sénécal (2020), independent media use crowdfunding as a funding method which is called participatory, which there are four main categories of resources namely public, private, autonomous and participatory financing. Crowdfunding is one of the media's efforts to obtain income outside of advertising. The development of paid digital media has also been driven by the public's embarrassment with most of today's online media, starting from the existence of annoying digital advertisements to the quality of the content available (Dirgantara, Supriadi, & Bisman, 2020). Based on previous research, the results of this study are expected to be used as evaluation material for media that have implemented the micropayment business model. Moreover, this scientific research can be useful theoretically for further studies of modern journalism business models in Indonesia.

RESEARCH METHOD

Researcher chose to use the descriptive survey method as an approach to this quantitative analysis study. Descriptive research seeks to describe the characteristics of the sample and the relationship between the phenomena, situations and events observed by the researcher. Descriptive survey studies have been widely conducted to examine satisfaction, for example, the customer motives in using Kompas.id as a service paid digital media with descriptive survey method.

In addition, this descriptive survey research is appropriate for use with the researcher's research topic, because a descriptive survey research is aimed at describing social phenomena when the phenomenon is relatively new (Thyer, 2010). This means that descriptive survey research is suitable for micropayment issues. Given, the researcher's research offers a novelty in the study of micropayment as a payment method of journalism in Indonesia.

The indicators in this research survey refer to the theory of uses and gratifications 2.0 by Sundar and Limperos. The uses and gratifications approach considers consumers to have a purpose in choosing media and actively seeking media to meet their needs for different purposes. The typology of the uses and gratifications theory initiated by Sundar and Limperos is known as the MAIN model. In this theory, the factors of use and satisfaction are derived into four main motives. The four motives are modality, agency, interactivity, and navigability, or abbreviated as the MAIN model (Sundar & Limperos, 2013).

The data is collected through the distribution of questionnaires to 397 samples taken by accidental sampling techniques. The accidental sampling technique is a method of determining samples by paying attention to the time, situation, place where the elements of the population are located (Priyono, 2008). Researcher collects data from everyone who visits the website and social media of DailySocial.id because it represents a sample unit, that is, visitors DailySocial.id. The determination of this sampling technique is used because it is able to present a fair sampling of the specified population (Etikan, 2017).

RESULTS AND DISCUSSION

The data results from the research questionnaire are divided into two types of data. First, identity data and patterns of respondent's subscriptions. Second, research data containing the respondent's attitude score towards statements about the motives of user interest in using DailySocial.id. There was a total of 37 questions consisting of 8 questions about respondent data and 27 questions about research data.

The results of respondent data show that most (51%) of the audience DailySocial.id are female. Even so, the percentage difference when viewed is not too big, or it can be said to be

almost evenly matched between the male and female audiences. In addition, respondents were dominated by audiences aged 20-24 years, namely 222 people (64%). In terms of employment, the percentage of students and college students is seen to be the most of the other categories, but if the other categories are generalized into the 'workers' group, it can be concluded that most respondents have the status of workers, which is as much as 53%.

When viewed from the educational background, it can be noticed that respondents who have the last level of education S1 dominate as many as 214 people (61%). Of the total respondents, as many as 229 respondents (66%) became DailySocial.id visitors in less than three months ago (starting from March 2022), meaning that the majority of the audience DailySocial.id are new customers. In addition, it is known that respondent who accesses DailySocial.id almost entirely uses mobile phones (88%).

Referring to the frequency of visits, the number of respondents who visited DailySocial.id in a period of several times a week dominated as many as 123 people (35%). This indicates that respondents are likely to access news in DailySocial.id to meet their weekly information needs. As many as 118 respondents (34%) visited DailySocial.id for 3-6 minutes. This implies that the majority of respondents can read at least 3-5 feature news articles from DailySocial.id.

Consumer interest in buying products is inseparable from motives. Motive is defined as the actions of a person based on the perception formed in his brain. The motives that arise in a person give rise to one's interest or attraction to something. In this study, the motive of the user's interest DailySocial.id can be interpreted as a desire that comes from within the visitor that gives rise to his personal reasons for accessing DailySocial.id. Motives in the theory of gratifications are relegated into several other heuristic dimensions or factors, which is modality, agency, interactivity, and navigability. The result of processing the average value data of the four dimensions of the motives can be seen in table 1.

Table 1 Average Motives of Visitor Interest *DailySocial.id*

No	Motives	N	Mean
1	Modality	7	4.033565
2	Agency	10	3.820917
3	Interactivity	5	3.991404
4	Navigability	4	4.057307

Source: Research Findings, 2022

Table 1 shows that navigability ranks first in the overall motives mean value gain (4.05). Then followed the modality motive (4.03) and interactivity (3.99). Meanwhile, the average of the lowest motives is held by the agency motive (3.82).

The results of the data show that the navigability motive is the main motive for visitors to use DailySocial.id as a micro-paid news portal. In other words, the visitor feels his need to export various information is well met. Navigability concerns aspects of the user experience when accessing a medium.

Based on table 2, it can be seen that the item 'DailySocial.id fun to explore' got the most average value (4.20). When referring to the Sundar and Limperos theory, the item is included in the play or fun indicator. The indicator is assessed differently than the two indicators in other navigability items (browsing and scaffolding).

Sundar and Limperos stated that media can offer gratuities that make their users feel happy. This can be realized by several aspects, such as interesting content, slick interface packaging, and an easy overall navigation system. This research proves that the play or fun aspect is the highest indicator in the respondents answer results.

Table 2 Average Table of Navigability Motives Item

No	Navigability Motives	N	Mean
	Statetment		
1	DailySocial.id allowed me to freely explore different paid content	349	4.060172
2	DailySocial.id offer links to other articles related to the article I am reading	349	3.968481
3	DailySocial.id has easy-to-use features for me	349	3.994269
4	DailySocial.id fun to explore	349	4.206304

Source: Research Findings, 2022

Respondents admitted that DailySocial.id as a media is fun to explore. Some of them feel that the price of the premium news offered in this medium is cheap. Others consider that this payment method is easily accessible. In addition, users also feel that the articles presented by DailySocial.id is interesting both in terms of content and packaging. Some of these reasons show that the aspect of pleasure plays an important role in fulfilling the aspect of navigability in DailySocial.id.

Furthermore, the modality aspect holds the second order of obtaining the average value of the most motives. Modality talks about fulfilling the gratification that users get from the visual presentation of a medium. A realistic form of presentation is considered to affect the modality dimension in media (Vaterlaus, Tulane, Porter, & Beckert, 2018).

Table 3 Average Item Modality

No	Modality Motives	N	Mean
	Statement		
1	DailySocial.id presents articles based on facts	349	4.17765
2	DailySocial.id provides photos in each of its articles	349	4.148997
3	DailySocial.id have premium articles that make me feel exclusive when I can acces them	349	4.111748
4	DailySocial.id website appearance stylish (keeping up with the lates website design trends)	349	4.025788
5	DailySocial.id Offers new or innovative micropayment methods	349	4.051576
6	DailySocial.id presents an articles that has an emotional affinity with me	349	3.664756
7	The micropayment feature in DailySocial.id allows me to buy articles anytime and anywhere	349	4.054441

Source: Research Findings, 2022

Table 3 shows the average values obtained by each modality indicator. It can be seen that the item "DailySocial.id present articles based on facts" has the largest average value, which is 4.17. This item belongs to the realism factor in the modality dimension.

Realism can attract the curiosity of media users (Vaterlaus, Frantz, & Robecker, 2019). This aspect of realism can be realized by the presence of photos and other visual forms that convince the audience DailySocial.id that the articles they read are in accordance with the facts. This is in line with this finding that the realism aspect gets the biggest mean in the modality aspect.

Third, the dimension that influences the motives of the user's subsequent interest is interactivity. This motive reaches the heart of its users in a way that allows them to interact with and through its medium. In this case, the motive of interactivity is fulfilled through user interaction DailySocial.id with the features offered (Sundar & Limperos, 2013).

Table 4 Average Motives Interactivity Items

No	Interactivity Motives	N	Mean
	Statement		
1	I can interact with features on the website DailySocial.id (pressing keys, typing on search pages, and so on)	349	4.234957
2	I can do a lot of activities on DailySocial.id website (Pay Article, Comment, Share, Save, and so on)	349	3.86533
3	I feel DailySocial.id can be responsive to the needs, criticisms, suggestions I give	349	3.95702
4	I have full control when interacting with the features on the website DailySocial.id	349	3.856734
5	I feel like I have a control when deciding to buy premium articles on DailySocial.id	349	4.04298

Source: Research Findings, 2022

Table 4 shows that the average score gain is held by item number one, which is 'I can interact with features on the website DailySocial.id (pressing keys, typing on search pages, and so on)'. This questionnaire item obtained an average score of 4.23. The item with the largest mean is included in the interaction indicator in the dimension of the interaction motive.

Users of DailySocial.id claim to be able to easily carry out activities on their website, from pressing buttons to searching for news keywords. In the results of the open questionnaire, there were respondents who admitted that DailySocial.id were responsive to their needs. This indicates that it is proven that the interaction aspect can support the fulfillment of interactivity motives when accessing news in DailySocial.id.

Finally, the motive that gets the least average score is the agency motive. Social interaction between users (for example, expanding social networks, connecting with friends, and so on) is part of the agency's motives. In addition, the tendency to have control over the medium also affects the motives of user agencies (Sundar & Limperos, 2013).

Table 5 Average Item Agency

No	Agency Motives	N	Mean
	Statement		
1	I can share DailySocial.id content on my personal account	349	3.928367
2	I can share my opinion with others on the website DailySocial.id	349	3.776504
3	When I buy premium articles, I feel like I am part of the community DailySocial.id	349	3.776504
4	I was able to expand my network of friends throught DailySocial.id	349	3.702006
5	I get interact with others on the website DailySocial.id	349	3.770774
6	I asked about other people's opinions before buying premium articles on DailySocial.id	349	3.713467
7	I can see people's comments on the website DailySocial.id	349	3.825215
8	I can see the preferences of premium articles that I want to buy on Daily-Social.id	349	4.037249
9	I can avoid articles that I do not want to buy on DailySocial.id	349	3.965616
10	If I buy a premium article on DailySocial.id, then the article becomes mine	349	3.713467

Source: Research Findings, 2022

Referring to table 5, the item that gets the greatest average value is the item "I can set the preferences of the premium articles I want to buy in DailySocial.id". This item is included in the filtering indicator in the dimensions of the agency motive. Filtering is defined as an opportunity that the media offers users to adjust the consumption of information according to their preferences.

The aspect of filtering or customizing the choice of news you want to buy is the main factor that supports the agency's motives for user interest DailySocial.id. The user claims to have full control over the articles he buys. One of the respondents, Dhea Ishar (Private Employee), stated that she often buys premium content in DailySocial.id because of the demands of her job. "Actually, because of my work, sometimes I need premium data presented by DailySocial.id. That's why I had to buy the article," Dhea said. This aspect of customization needs is then the main reason for visitors to use DailySocial.id as a micro-paid medium.

Studies show that customization significantly affects a person's sense of agency (Sundar & Marathe, 2010). For example, customization in the virtual world gives users a strong sense of identity and control in their interactions. When compared to other payment methods, namely subscriptions, this is certainly the opposite.

In the subscript payment method, a person cannot choose what news he wants to buy. For example, a person who buys a media subscription service for 3 months, he automatically pays for the entire content that the media creates, no matter whether he really needs the entire content or not. Thus, the audience tends not to be optimal in achieving this aspect of customization.

This is in accordance with the findings of Dirgantara et al. (2020). In his study on "Customer Motives for Subscripting Kompas.id as a Paid Medium of Subscription", he uses the same theory, the MAIN model of Sundar and Limperos. In his research, it was found that the average results of preference-related filtering items obtained a relatively small mean value. The item that had the question item "I can create a Kompas.id display content according to my preferences" got a mean value of 3.25, or at the bottom second of the entire agency item (Dirgantara et al., 2020).

These findings indicate that there are significant differences regarding the fulfillment of agency motives between micropayment-based journalism payment methods versus subscriptions. DailySocial.id and its micropayment system have succeeded in offering customization aspects in the purchase of news articles. Thus, the filtering aspect in the agency's motives is the main reason visitors are interested in using DailySocial.id as a micro-paid medium.

It can be concluded that visitors of DailySocial.id have the highest navigability motives compared to other motives (N=4.05). This finding can be said to be the same as the previous research from Dirgantara et al. (2020) which concluded that the navigability motives is the highest motive that meets customer needs when subscribing to Kompas.id as a subscription media. Even so, there are differences in the findings of the navigability indicator between the two.

In the study of Dirgantara et al. (2020), the highest navigability factor was held by the scaffolding indicator, with an average of 4.35. This item reads "I can freely access information in Kompas.id". This is related to the absence of pop-up ads on Kompas.id pages. Meanwhile, this research shows that the biggest indicator of user motives DailySocial.id is in the play or fun aspect. This aspect is related to the overall user experience which includes the appearance of the website to the navigation of the menu. This series of navigability fulfillment is the main reason visitors use DailySocial.id as a micro-paid news portal (Sundar & Limperos, 2013).

To answer the question about why audiences access DailySocial.id through the theory of uses and gratifications 2.0 MAIN model, researcher also used open-ended questions in this

study. This is done to further explore the audience's interest preferences to buy micro-paid articles DailySocial.id researcher divide it into two questions.

The two questions are, "are you interested in buying micro-paid articles in DailySocial.id in the near future?" and "Name a reason". The first question is a closed question with a "yes or no" answer. While the second question is an open-ended question that can be filled in according to the respondent's reasoning from the previous question.

The results of the questionnaire items related to the preference of the reasons for the audience's interest in buying micropayment news in DailySocial.id can be seen in table 6.

Table 6 Frequency of Respondents Interest Preference

No	Category	Frequency	Persentage
1	Yes	265	76%
2	No	84	24%
Total		349	100%

Source: Research Findings, 2022

Table 6 illustrated the frequency of respondent's responses to their interest preferences for buying micro-paid articles in DailySocial.id. The data showed that as many as 265 (76%) respondents responded "Yes, I am interested in buying micro-paid articles in DailySocial.id". On the other hand, 84 people (24%) were opposed to the statement. It can be concluded that, the majority of respondents expressed a positive preference for buying micro-paid news in DailySocial.id.

Table 7 Frequency of Interested Respondents

No	Category	Frequency	Persentage
1	Quality Articles	47	18%
2	Easy	53	20%
3	Exclusive	6	2%
4	Cheap	59	22%
5	Interesting Content	47	18%
6	Interactive	2	1%
7	Innovative	11	4%
8	Useful	20	8%
9	Requires Certain Information	5	2%
10	Others	15	6%
Total		265	100%

Source: Research Findings, 2022

According to table 7, the biggest reason respondents are interested in buying micro-paid news in the near future is because it is cheap, at 59 people (22%), followed by the reason that it is easily accessible as many as 53 people (20%). As for the reason that explains why quality articles and interesting content are third and fourth are because they obtained an amount of 47 people (20%). The rest, 20 people (8%) came from being useful, 15 people (6%) miscellaneous, 11 people (4%) reasoned because it was innovative, 6 people (2%) reasoned because it was exclusive, 5 people (2%) stated because it needed certain information, and finally, 2 people (1%) stated because the content created was exclusive. Based on these data, it was concluded that the reason for respondent's interest was dominated by the reasons for the generosity offered

by the micropayment article in DailySocial.id.

Table 8 Frequency of Disinterested Respondents

No	Category	Frequency	Persentage
1	Prefer free articles	15	18%
2	No Urgency/Less Need	18	21%
3	Expensive	8	10%
4	Not Familiar	8	10%
5	Prefer the subscription method	2	2%
6	Don't Like to Read Articles	3	4%
7	Others	30	36%
Total		265	100%

Source: Research Findings, 2022

Based on table 8, it can be seen that 18 people (21%) stated that they are not interested in buying micro-paid articles DailySocial.id anytime soon because they do not yet have urgency or less need in the present time. Meanwhile, 15 people (18%) stated they preferred free articles, 8 people (10%) said they were not familiar, and another 8 people (10%) were not interested because of the assumption of high prices. A total of 3 people (4%) were not interested because they did not like to read articles, and 2 people (2%) stated that they preferred the subscript method. The rest, 30 people (36%) had other reasoning. In conclusion, the reasons for the respondent's disinterest were dominated by the accumulation of other reasons as many as 30 people (36%). Even so, a small percentage, or 18 people (21%) are not interested in subscribing because they haven't seen the urgency of buying paid articles anytime soon.

To illustrate the relationship between visitor consumption patterns and the motives for their interest in accessing DailySocial.id as a micro-paid news portal, researcher cross-tabulated the results of respondent data and the results of research data. Of the eight tabulated data, there are two data that show a pattern of interrelationships. First, cross-tabulation of the frequency of visits with a motive of interest. Second, cross-tabulation of access duration with the motive of attraction.

In the cross-tabulation between modality motives and the frequency of visits, it can be seen that respondents who frequently visit DailySocial.id, ranging from several times a day to once a week tend to have high modality motives. However, respondents who only access it once a month tend to experience the need for a moderate display of facts. This means that if visitors access the DailySocial.id more often, the motives of the modality will increase. Vice versa, if it is rarer, the modality motive will decrease.

Just like modality motives, agency motives also describe a tendency that is directly proportional. In respondents who accessed DailySocial.id for several times a day, once a day, and several times a week had high agency motives. While respondents who only access it for once a week and once a month have moderate agency motives. That is, the less often the audience accesses DailySocial.id, the further the fulfillment of its sense of control over the media will be.

This also applies to interactivity motives. Respondents who accessed DailySocial.id for several times a day had a high interactivity motive. While the remaining respondents, which are less common than that have moderate interactivity motives. That is, if the frequency of audience visits to DailySocial.id increases, then the fulfillment of the motive of interactivity will also increase.

The same pattern applies to the navigability motives, where respondents with access frequencies ranging from several times a day to once a week have a high navigability motive. While respondents who access it only once a month have a moderate motive of navigability. This means that the more often the audience accesses DailySocial.id the higher the fulfillment of its need to explore in DailySocial.id website.

When observing the results of cross-tabulation between the duration of the visit and the modality motives, it can be seen that respondents who accessed the DailySocial.id for less than a minute had a moderate modality motive. As for the rest, both those who access for 1-3 minutes, 3-6 minutes, 6-10 minutes, and more than 10 minutes have a high modality motive. It can be concluded, the length of the duration of access to the audience is directly proportional to the motives of the modality. The longer the audience stays on the website of DailySocial.id, the more often it will be exposed to visual elements that can increase the element of realism in the news.

It's the same with the agency motives. Respondents with a visit duration of less than one minute got a moderate agency motive. Meanwhile, respondents whose access duration longer have high agency motives. This can be interpreted to mean that the longer the audience stays on the pages of news portals DailySocial.id the more he enjoys being an agent in the media.

Similar to the agency motives, tabulation of visit duration with interactivity motives also shows a tendency that is directly proportional. Although respondents who accessed for <1 minute, 1-3 minutes, and 3-6 minutes both had a low interactivity motive, respondents with a visit duration of 6-10 minutes and more than 10 minutes had a high interactivity motive. This means that the longer the audience accesses the DailySocial.id the freer it will be to take advantage of and interact with DailySocial.id features.

Finally, navigability motives also illustrate the tendency to be directly proportional to the duration of user access. In this case, users with a visit duration of less than a minute have a moderate motive of navigability. This is in contrast to respondents who claim to make longer visits, they have a high navigability motive. It can be concluded that if the duration of respondents visits increases, automatically the opportunity for the audience to explore various sites in DailySocial.id will also increase. This leads to the consequence that the motives of navigability are also increasing.

CONCLUSION

Research shows that the main motive for using DailySocial.id as a micro paid media is strongly driven by the motive of navigability or ease in the overall experience of navigating on DailySocial.id websites. Furthermore, the modality or its interest in information that corresponds to reality and is attractively displayed by DailySocial.id occupies the second largest position. As for interactivity, or the impetus that the audience gets by a considerable desire to interact with features, it ranks third most compared to the average values of the other three motive indicators. Finally, agency, or the need for a sense of media control ranks last compared to the other three indicators of motive. In addition, it can be seen that the longer the frequency and duration of the audience using the DailSsocial.id, the higher the fulfillment of the motives obtained by the audience.

Researchers map audience motives in accessing micro-paid news through the uses and gratifications 2.0 model MAIN theory by Sundar and Limperos. This means that this theory can be used not only to research free-access media, but also micro-paid news portals. In other words, this research makes a new contribution to this theory. In addition, the results of this study can be a reference for media industry players in making decisions related to the

journalism business model in their media. The media industry can consider the motivation of the audience to formulate the right content and news for micro-paid newsreaders. On the other hand, research also shows that Indonesian audiences have begun to open up and are interested to consume premium news by means of micropayments. That is, to the decision to buy micro-paid news is already quite large. This means that this can be used as a consideration for media industry players to use micropayment systems in their news sales. Even so, there is a need for further research related to the influence of micropayment methods with audience customization motives on a medium.

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