ABSTRACT

LINE TODAY is a content service that available on LINE app and also can be accessed via http://today.line.me. Published content on LINE TODAY was created by LINE TODAY's media partner and curated by the LINE TODAY editorial team to maintain balance and neutrality. LINE TODAY aims to enrich the daily life of LINE users through balanced, up-to-date, and informative content. In publishing the information, LINE TODAY also inserts pictures and videos. Besides of making the content more interesting, it also increases the trust of the readers of the information. Besides reading, LINE TODAY also provides a comments section, so readers can discuss or just talk about their opinions.

The formulation of the problem in this research is how much influence LINE TODAY exposure to the fulfillment of information needs of private university students in Bandung. Data analysis technique that used in this research is quantitative with simple linier regression method. The population is taken from the three largest private universities in Bandung, Pasundan University, Telkom University and University Computer Indonesia, that consist of 71.791 students while the research was conducted, and with a sample of 100 respondents. Free variable is exposure feature LINE TODAY consisting of three sub variable that is frequency, duration and attention. The dependent variable is the fulfillment of information needs of private college students in Bandung. Data collection was done by distributing online questionnaires to private university students who are LINE TODAY users.

By using simple linear regression method, the result of calculation on the fulfillment of information needs after getting exposure of information is in good category, that means can be known there is significant influence from exposure of information to the fulfillment of information needs.

Keywords: Information Absorption, Fulfillment of Information Needs, Stimulus