

ABSTRACT

The development of technology and information civilization has resulted in various innovations in communication, especially mass communication. One of the developments is the emergence of new media. With the birth of new media, the dissemination of information that previously could only be done traditionally through print media has now turned into a modern one, namely through online-based media. As a media company, “Catch Me Up!” participate in adapting to the new media and present an email newsletter service to present a variety of the latest daily information related to national and international issues that are currently happening in the community to their customers (or subscribers) of the service.

Identification of the problem in this research is how much influence the media exposure has on the email newsletter service owned by “Catch Me Up!” towards fulfilling the latest daily information needs for customers (or subscribers). The research approach used is quantitative. Data analysis techniques chosen are simple linear regression analysis and statistical tests. Based on the correlation coefficient analysis, there is a correlation value of 0.767 which means there is a strong relationship between the two variables studied. Those two variables analyzed in this research are namely: media exposure to the email newsletter service owned by “Catch Me Up!” (independent variable) and the fulfillment of the latest daily information needs for customers (dependent variable). The results of hypothesis testing and analysis of the coefficient of determination found that media exposure to the email newsletter service owned by “Catch Me Up!” had a significant effect by providing a contribution value of 59% towards the fulfillment of the latest daily information needs for customers (or subscribers).

Keywords: *Email newsletter, Information needs, Media exposure*