

ABSTRACT

Noice is the first audio content application in Indonesia by presenting a number of interesting audio content such as podcasts, radio, music, audiobooks and live audio that can accompany users anywhere and anytime by simply accessing the Noice application via a smartphone. In the Noice application, audiences can listen to a number of podcasts from top creators, audiences can also listen to a number of 44 radio channels available anywhere, audiences can also listen to the essence of a book and add insight at any time and audiences can interact live using Noice live with other users. The method used in this study is a quantitative method with this type of research is descriptive research. Users of the Noice Application are the independent variables in this study, while the dependent variable is the variable Fulfilling Entertainment Needs. This study will use a non-probability sampling technique with a purposive sampling method with the number of samples to be taken in this study is 100 respondents. Data analysis techniques use the classical assumption test, normality test, heteroscedasticity test, correlation coefficient, coefficient of determination, simple linear regression analysis and hypothesis testing. Based on the results of the study, it shows that the variable Noice Application Users (X), has a statistically (significant) effect on Fulfillment of Entertainment Needs (Y) on (Case Study on Teenagers Noice Application Users in Bandung) and contributes 82.6% to Fulfillment Entertainment Needs (Y) in (Case Study on Adolescents Using the Noice Application in the City of Bandung) and for the remainder, which is equal to 17.4%, is influenced by other factors not examined by the authors.

Keywords: Noice Application, Entertainment, New Media, Uses and Gratification