

ABSTRACT

Technological development have brought this world into the era of globalization, which is marked by rapid technological advances, one of them in the field of telecommunications is the development of the internet, through the internet many activities can be done. Based on the results of BPS (Badan Pusat Statistik), looking for news is the activity with the second highest ranking made by internet users, means the community has the desire and need for information, this is what gives the gap of the emergence of various online news sites called news portals. Most news portals actually use their site to get revenue through advertising with intrusive advertising. Detik.com is a popular news portal in Indonesia and has the highest traffic among other news portals so it is only natural that many companies who want to put ads on the site detik.com. The existence of this intrusive advertising can affect the loyalty of the readers of the site, because not all readers are happy with the view of news portal pages filled by ads. Because of the interruption of intrusive advertising can affect loyalty readers loyal news portal, and will affect the sustainability news portal itself. This study discusses whether the presence of intrusive advertising will effect the news portal readers loyalty. This study used multiple linear regression analysis and used questionnaires to detik.com readers to get data which then processed to answer the initial hypothesis of research.

Keywords: News Portal, Intrusive Advertising, Loyalty, and Multiple Linear Regression