

ABSTRACT

The aim of this research is to know the influence of Line Today to the increased of reading interest among college student in Jakarta. This research is using the quantitative method by giving questionnaire to college student at Jakarta City. The theory on which to base this research is Uses and Gratifications and reading interest. Population in this research is college student at Jakarta City with 100 sample. The technique that used to sampling in this research is probability sampling with simple random sampling. This research using Multiple linear regression analysis, correlation test, Coefficient of determination, and hypothesis testing. The results of this research shows a significant influence from uses of Line Today to increased reading interest among college student at Jakarta City. Proven by the results from partial test obtained a value for t_{hitung} in the amount of $2,743 > 1,985$ with a level of significance at media content variable in the amount of $0,001$ shows that H_0 is rejected and H_1 is accepted. From the Coefficient analysis obtained a results of $0,664$. So, the uses of Line Today is affecting $41,5\%$ to the reading interest among college student in Jakarta City, while $58,5\%$ is affected by other things outside this research. The conclusion of this research is, the uses of Line Today and reading interest variable in the Jakarta City is already good because it is have a strong category and a whole indicator from the uses of Line Today is having a positive and significant effect among college student in Jakarta City.

Keyword: New Media, Content, Line Today, Reading interest, News