

ABSTRACT

Detik.com is a web portal that contains news and articles in Indonesia. Detik.com become one of the most popular news sites in Indonesia. Different from sites other Indonesian language news, detik.com online edition has only suspends the revenue from advertising field. Even so, detik.com is at the forefront of new news (breaking news). The survey results of the Indonesian Internet Service Provider Association showed that the activity is performed when accessing the Internet by 59.7% are looking for the latest news.

Thus the authors are interested to know what interests using Detik.com news sites using the Technology Acceptance Model (TAM) by measuring how the effect of perceived ease of use (Perceived Ease of Use) and perceived usefulness (Perceived Usefulness) the desirability of using (behavioral intention) of Detik.com online news sites.

This research using quantitative descriptive method with path analysis (path analysis), with purposive sampling technique because the sample is only aimed at people who use the internet.

From the results of the research users feel the ease in using the site Detik.com news, and users feel the benefits on the use of news site Detik.com. From the ease and benefits felt by users, the interest in using the Detik.com news site also generates a very good response.

Expected Detik.com add news features that make it easier for users in searching for news so that the usefulness of the use of Detik.com can increase the interest of Indonesian people to use Detik.com

Keywords: Detik.com, *Technology Acceptance Model*, *Perceived Ease of Use*, *Perceived Usefulness*, *Behavioral Intention*