

ABSTRACT

This study aims to find out how to meet the needs of information and news, PT. Pikiran Rakyat develops products by periodically issuing various supplements such as electronic newspapers to meet the needs of people who want to obtain news and information anytime, anywhere. With the electronic newspaper is able to provide services and also more value and profit in terms of consumers and producers. So that it can cause good interest in the eyes of consumers.

The method in this study uses quantitative methods with the type of descriptive research. Data from this study were obtained through distributing questionnaires to Bandung residents. The data analysis technique used is descriptive analysis, with hypothesis testing using a Likert scale.

Keywords: E-Papper, Consumer Interest