

ABSTRACT

Digital comics are now very popular among the public. With the development of knowledge and technology called the internet makes it easy to find information and entertainment. Which at first could only enjoy printed comics in the form of books, now it can be enjoyed with a smartphone. LINE Webtoon is a digital comic platform that is very popular today which is from a company in South Korea. The purpose of this study was to find out how much influence LINE Webtoon has on the interest in reading digital comics. The research method used is descriptive analysis which is examined quantitatively. The variables used in this study are LINE Webtoon (variable X) and Reading Interest (variable Y). Data collection techniques were carried out by distributing questionnaires to 100 respondents who were LINE Webtoon users. Based on the results of the research data, the LINE Webtoon variable is included in the good category with a percentage of 84%, while the interest in reading is 83% in the correlation test obtained a value of 0.852, the level of correlation between the two variables shows a strong relationship. Based on the calculation of the coefficient of determination, the value of LINE Webtoon's influence on the interest in reading digital comics is 72.5%.

Keywords: *LINE Webtoon, Interest in reading, digital comics.*