

TABLE OF CONTENTS

TABLE OF CONTENTS	i
LIST OF TABLES	iv
TABLE OF FIGURES	v
CHAPTER I.....	1
INTRODUCTION.....	1
1.1 Research Overview	1
1.2 Background.....	3
1.3 Research Identification	11
1.4 Research Purpose	11
1.5 Benefits of the Research	12
1.5.1 Theoretical	12
1.5.1 Practical.....	12
1.6 Time and Period of Research.....	12
CHAPTER II	14
LITERATURE REVIEW	14
2.1 Theoretical Foundation	14
2.1.1 Communication.....	14
2.1.3 New Media.....	15
2.1.4 Clubhouse	16
2.1.5 User Generated Content.....	16
2.1.6 Information Needs	17
2.1.7 Uses and Gratification	18
2.2 Previous Research.....	19
2.3 Research Framework	27
2.4 Research Hypothesis.....	28
2.5 Research Scope	28
CHAPTER III.....	29
RESEARCH METHODS.....	29
3.1 Type of Research	29

3.2 Operationalization of Variables and Measurement Scale	29
3.2.1 Operationalization of Variables	29

3.2.2 Measurement Scale	3
3.3 Population and Sample	32
3.3.1 Population	32
3.3.2 Sample	33
3.4 Data Collection Techniques.....	34
3.4.1 Questionnaire	34
3.4.2 Literature Study	34
3.5 Validity Test and Reliability Test	35
3.5.1 Validity Test.....	35
3.5.2 Validity Test Results.....	36
3.5.3 Reliability Test.....	37
3.5.4 Reliability Test Results	37
3.6 Data Analysis Techniques	38
3.6.1 Descriptive Statistical Analysis	38
3.6.2 Successive Interval Method Test (MSI)	41
3.6.3 Classical Assumption Test.....	42
3.6.3.1 Normality Test	42
3.6.3.2 Correlation Analysis	42
3.6.3.3 Determination Coefficient	43
3.6.3.4 Simple Linear Regression Analysis.....	44
3.6.4 Hypothesis Test	44
3.6.4.1 Hypothesis Test (T Test)	44
CHAPTER IV	46
RESEARCH RESULTS AND DISCUSSION.....	46
4.1 Data Collection.....	46
4.2 Respondent Characteristic.....	46
4.2.1 Characteristics of Respondents by Gender	47
4.2.2 Characteristics of Respondents by Age	47
4.2.3 Characteristic of Respondents by Profession	48
4.3 Research Result	48
4.3.1 Results of Descriptive Statistical Analysis of Variable X (The Influence of Clubhouse Application	48
4.3.2 Results of Descriptive Analysis of Variable Y (Information Needs)	53

4.4 Method of Successive Internal (MSI) Results.....	57
4.4.1 Classic Assumption Test.....	58
4.4.1.1 Normality Test.....	58
4.4.1.2 Correlation Coeffitient Test	60
4.4.1.3 Simple Linear Regression Analysis	61
4.4.1.4 Coefficient of Determination	62
4.4.2 Hypothesis Test.....	63
4.4.2.1 T test (Partial).....	63
4.5 Discussion	64
CHAPTER V.....	65
CONCLUSION AND SUGGESTION	65
5.1 Conclusion	65
5.2 Suggestion.....	65
5.2.1 Academical Suggestion	65
5.2.2 Practical Suggestion	65
REFERENCES.....	67
APPENDIX	70