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**Submission date:** 03-Apr-2023 08:30AM (UTC+0700)

**Submission ID:** 2053967113

**File name:** the\_Beritamagelang.id\_Website\_as\_a\_Public\_Information\_Media.pdf (714.61K)

**Word count:** 8400

**Character count:** 44798

## The Effectiveness of the Beritamagelang.id Website as a Public Information Media

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### INFO ARTIKEL

#### Key words

effectiveness  
website  
information media  
beritamagelang.id

### ABSTRAK

This study aims to describe the effectiveness of the beritamagelang.id website as an information medium for the Magelang Regency community. Information from any part of the world can be easily obtained through online media, and much is in demand among the public to obtain information. Beritamagelang.id, managed by the Public Information Communication (KIP) sector, each field member can contribute news and information for further publication on the beritamagelang.id website. This study aims to analyze the effectiveness of the beritamagelang.id website, and analyze the relationship between the four needs expected from an information medium. This study uses a quantitative approach. Data analysis used descriptive and inferential statistical analysis and t-test analysis. Based on the test, the t-count value is 3.041, where the value is greater than the t-table, which is 0.334. So, it can be concluded that the beritamagelang.id website is effective against information media. Data collection uses a survey method by distributing e-questionnaires to 400 viewers or readers of the beritamagelang.id website.

Based on the t-test analysis has resulted in a t-count of 42.102. The significance has resulted in a value of 0.000. The results of the significance value indicate that the results of the partial test or t-test are less than 0.05. It can be concluded that the beritamagelang.id website is effective as a medium of information. Beritamagelang.id website can be effective as a medium for disseminating information by fulfilling the dimensions of website quality. So that the variable effectiveness of the beritamagelang.id website influences the information media variable with a total value of 81%, while other variables explain the rest with a total value of 19%. It shows that the beritamagelang.id website is effective as a medium of information for the people of Magelang Regency.

## 1. INTRODUCTION

Understanding the internet is an abbreviation of interconnected networking, a global computer network that connects millions of computers worldwide. The Internet is a series of computer network connections that can be accessed generally throughout the world, which transmit data in the form of data packets based on the Internet Protocol (IP) standard, which provides information services such as e-mail, online chat, file transfer, and interconnection between one web page and other web page sources in accessing the internet (Satria & Wahyuni, 2021).

Through the internet, we can quickly access information available on internet sites in any hemisphere, making it easier to receive the information needed. Especially with the number of internet cafes today and increasingly sophisticated technology, the internet can be accessed anywhere (Yuhefizar, 2008). With easy internet access at this time, most Indonesians use it to help and simplify various aspects of their needs, for example, encouraging people to be more effective and selective in searching for online news (Hadiyat, 2019). Technology has become essential in everyday life, along with the development of mass media. Mass media plays a significant role in disseminating news information. Social media on the internet allows users to introduce themselves and interact, collaborate, share, communicate with other users, and create social links virtually (Severin, 2011; Mayangsari et al., 2021).

*Online news portals* are mass media that have an essential power in disseminating information. News is a report about an event or opinion with substantial value, is interesting for some audiences, is new, and is widely published through the mass media (Juwita & Wahyudi, 2018). The dissemination of this information can be seen from the way information is sent and how information is received easily, quickly, and accurately by the public in a certain way. News is closely related to the information and needs of many people. Between now and some time in the future will undoubtedly be different. For this reason, news must be factual and actual (Rahardja et al., 2018). In addition to being factual and actual, news must also be objective, presenting news without a mixture of emotions or personal opinions, according to the news writer (Mustika, 2012).

Everyone is free to convey and enjoy various kinds of news content. News is all the results of reports, orally and in writing, from everyday life's realities. As a form of a news report, it must contain new or actual events, and information submitted as news material must also be considered essential and exciting for many people (Ulfa & Marta, 2017). The news displayed in various media is inseparable from the provisions or matters that form the basis of the news contained in the (Law on the Press, 1999), the Journalistic Code of Ethics, and the Code of Conduct. The regulation restricts the press media from things that may and may not be reported—the Journalistic Code of Ethics limits journalists or journalists from good and bad things to report. Meanwhile, the Code of Conduct is a regulation issued by the press about what can and cannot be given. The scope of this regulation is narrower because it only applies to journalists who work in the media (Nurlatifah, 2018).

Reporting is to report or say something to the public. Selecting, processing, and publishing a piece of news is the task of the press media. All information that is reported must be taken into account for its use value for the benefit of the community (Lestari et al., 2018). The press must provide information that can be easily accessed and understood by the public regarding writing, presentation, and the language used in its delivery. Effectiveness in conveying this information is the key for the press and media in carrying out the success of the function and the leading master of the press itself (Arliman, 2019).

A news report is one of the duties of a journalist. When a journalist reports the news, the report becomes a fact, the latest ideas deliberately chosen by the news editor to be suggested

with the assumption that the selected news can attract readers to read it. The quality of news, of course, must meet the general criteria for writing, namely 5W + 1H, which has become a must for a journalist (Saad & Mustaffa, 2018).

In today's digital era, where technology is developing very rapidly, technology was created to facilitate human needs. Technology appears in various types with various technological features that are always new daily (Budiman, 2017; Salim et al., 2021). The need for technology is significant today. It relates to the public's need for information and technology. With technology, people can easily access information. This information can be obtained online and in conventional media (Nur, 2021). Online media consists of television, radio, and other internet-based mass media.

In comparison, conventional media consists of print media such as magazines, newspapers, tabloids, and many others. Currently, the mass communication media that is multiplying is online media. With online media, information from any part of the world can be easily obtained and is much in demand among the public to get information. Online media is also a new mass media (Indrawan & Ilmar, 2018).

Online media is closely related to the internet. The internet is currently a new medium which indicates that interactive technology and network communication, especially in cyberspace, will change mindsets (Tomasello et al., 2010; Prabowo et al., 2022). Along with the development of the times, at this time, the use of the internet and online media as a means of obtaining information is very much in demand and demand. It relates to the ease with which people can access the internet and online media, which have many advantages over other media. By looking at the effectiveness of social media in building access to this information, the government uses online media to convey information that is happening, such as information about disseminating information needed by the public through government public relations (Lubis, 2012).

Previous research conducted by Alvin et al. (2020) shows that all of the company's promotional media through website media for the people of Surabaya City are effective. Subsequent research by Kriyantono (2020) shows the effectiveness of websites of state higher education institutions for conveying information to students as users. In addition, research conducted by Mulyawaty et al. (2016) shows that online forms of communication, namely sharing, appear to be the most effective in helping disseminate village development information and increase the popularity of website visits. As many as 60.0% of respondents accessed the website because they received links from internet opinion leaders.

Concerning reporting, *beritamagelang.id*, managed by the Communication and Information Office of Magelang Regency, is superior to other online news in Magelang Regency. *Beritamagelang.id* is quite adept at managing news material in such a way that it becomes a journalistic product in the form of interesting news that is easier for the reading public to understand (Ananto, 2020; Salim et al., 2022). *Beritamagelang.id* is a news portal owned by the Regional Government of Magelang Regency which publishes information about Magelang Regency.

*Beritamagelang. id* managed by the Public Information Communications (KIP) field, each member of this field has an open opportunity at any time to contribute news and information to be subsequently published on the *beritamagelang.id* website. The age group for consuming news is 25-34 years. Within a day, *beritamagelang.id* can release one to ten news reports regarding Magelang Regency information. For one news release, *beritamagelang.id* can be seen by approximately 600 readers (*beritamagelang.id*).

Magelang Regency is one of the regencies in Central Java Province, with a total area of 1,085.73 km<sup>2</sup> and a population of 1,363,290 people. One of the efforts for the progress of

the Magelang Regency area carried out by the Magelang Regency Communication and Information Service with [beritamagelang.id](http://beritamagelang.id) is to develop the news portal. The existence of a portal managed by the Public Information Communications (KIP) sector aims to mainstream information in Magelang Regency. The power of the media as a shaper of the public agenda is closely related to frame building, namely how the media chooses a certain frame to present an issue in the media. With these powers, the media can do some things in the context of regional development. It is driven by its power to focus the audience's attention. The role of the press in development communication is to promote social equity and issues relevant to the needs of the poor. In this context, the media is expected to act as an agent of change (Lindawati, 2014).

In testing an information system's success level, one of which is the model developed by DeLone & McLean, known as the D&M Is Success Model. The information system success model (DeLone & McLean, 2016) consists of several dimensions, namely; (a) System Quality, (b) Information Quality, (c) Service Quality, (d) Use, (e) User Satisfaction, and (f) Net Benefit (Net Benefit).

The theory of effectiveness by DeLone & McLean (2016) in this study is used to determine the success rate of the [beritamagelang.id](http://beritamagelang.id) website as an information medium that uses internet web technology to disseminate information and provide services to all users of this [beritamagelang.id](http://beritamagelang.id) website.

Information needs occur because of uncertain circumstances due to humans' differences between their knowledge and what they need, so users will seek information to meet their needs (Riani, 2017). Without some information, a system will not run smoothly, and eventually, the system will die. According to Guha et al. (2021), there are four types of needs expected from information, namely (a) Current Need Approach, an approach to users of information that is up-to-date, namely the need for the latest information which encourages every user of information always to be active in order to get the latest information. Using this approach, every information user interacts with information systems to increase their knowledge. (b) Everyday Need Approach is an approach to information about users' specific and immediate needs. These users meet the information needs of their daily activities or problems. (c) Exhaust Need Approach, an approach to user needs for in-depth information. These users depend on specific, relevant, and complete information to meet their needs. (d) Catching-up Need Approach is an approach to the needs of information users who want concise, complete, and up-to-date information to meet their needs. In this approach, information users need information at a glance but can provide a complete picture of the information.

## 2. Method

This study uses quantitative research to examine the relationships between the two variables. I can know the relationship using quantitative data because it is more precise and can be tested statistically to see the relationship. To obtain data with the suitability of the problem being investigated by the researcher, the researcher uses the online questionnaire method in the form of Google Form for data acquisition or collection, which in this questionnaire or questionnaire method contains several written questions to obtain respondent information about his personality or matters relating to what is being investigated by researchers.

The population in this study is the people of Magelang Regency. The requirements for being a respondent in this study are that the age group who consumes digital news the most is 25-34. Furthermore, based on the Central Bureau of Statistics for Magelang Regency

(BPS Kabupaten Magelang, 2020), residents of Magelang Regency aged 25-34 years 194,949.

Furthermore, data collection techniques use a purposive sampling technique. In this technique, every member of the population has the same opportunity to be selected as a sample (Nurdiani, 2014). It means that as many as  $n$  samples are taken from population  $N$ , and each member of the population has the same opportunity to be selected. The formula for taking or determining sample size is determined based on Slovin with the following formula:

$$n = \frac{N}{1 + N(e)^2}$$

where:

$n$  = sample size

$N$  = population size

$e$  = % allowance for inaccuracy due to tolerable sample selection errors (5%)

$$\begin{aligned} n &= \frac{N}{1 + N(e)^2} \\ n &= \frac{194.949}{1 + 194.949 (0,05)^2} \\ n &= \frac{194.949}{1 + 194.949 (0,0025)} \\ n &= \frac{194.949}{1 + 487,3725} \\ n &= \frac{194.949}{488,3725} \\ n &= 399,18 \end{aligned}$$

$n = 399.18$  rounded up to 400 people

So, the sample in this study that was collected was 400 respondents from the age group that consumes the most news, namely 25-34 years.

The validity test used in this study uses the product moment correlation technique proposed by Pearson. Validity is a measure that shows the level of validity or validity of an instrument (e.g., a questionnaire) that will measure what you want to measure (Syamsuryadin & Wahyuniati, 2017). The product-moment correlation formula is as follows:

$$r_{xy} = \frac{N \sum XY - (\sum X) (\sum Y)}{\sqrt{\{N \sum X^2 - (\sum X)^2\} \{N \sum Y^2 - (\sum Y)^2\}}}$$

Information:

$\square \square \square$  = Correlation coefficient of each item

$\sum X$  = Correlation of scores for each item

$\sum Y$  = Total score correlation

$N$  = Number of respondents or samples

Furthermore, the authors conducted a reliability test to check the measuring instruments used were reliable. According to Budiastuti & Bandur (2018), a reliable instrument, if there is a similarity in data at different times, a reliable instrument means an instrument that, when used several times to measure the same object, will produce the same data. Reliable means consistent or stable. A measuring instrument is said to be reliable if the results of the measuring instrument are consistent so that it can be trusted. The formula for the reliability test used is as follows:

$$\alpha = \frac{Kr}{1+(K-r)r}$$

Information:

$\alpha$  = Cronbach Alpha coefficient

K = Number of valid items

R = Mean correlation between items

The provisions for measuring reliability pay attention to several things:

- a. The reliability test is seen from Cronbach Alpha. If the value is > 0.60, the composition of the variable dimension questions is reliable.
- b. If the Cronbach Alpha value is <0.60, the composition of the variable dimension questions is not reliable

### 3. RESULTS AND DISCUSSION

Research on the Effectiveness of the Beritamagelang.id Website as an Information Media for the People of Magelang Regency obtained data by distributing questionnaires consisting of 30 questions filled in by 400 respondents. This question is based on ten digital literacy competencies compiled by DeLone & McLean (2016) and Guha et al. (2021). These factors are divided into ten dimensions: System Quality, Information Quality, Service Quality, Use, User Satisfaction, Net Benefit, Current Need Approach, Everyday Need Approach, Exhaustive Need Approach, and Chatting-up Need Approach.

Based on the data from the questionnaire results, out of 480 respondents online, 420 returned questionnaires, but 18 respondents could not be processed due to non-compliance with the criteria under study. Then, two questionnaires were not filled in or did not return. So that as many as 400 questionnaires can process the final results. The data also shows 350 news connoisseurs or readers on the Beritamagelang.id website. 25 is the most vulnerable age for online news readers, and the highest rate is male, which 236 respondents were dominating.

System quality is the most dominant indicator compared to other indicators. Namely, 202 respondents, or 48.3%, agree with the questions, which explains that the beritamagelang.id website system can provide information or features to support its goals. Furthermore, the results of this information media variable show that the highest percentage effect is on the Catching-up Need Approach indicator, namely 178 respondents, or 42.6%, strongly agree with the questions. This explains that readers want information that is concise but complete and updated to meet their information needs.

To test the findings above, validity is the accuracy between the data and the research object. If the instrument is valid, it indicates that the measuring data is also valid. Validation also shows a measure if the measured variable correctly states that the variable to be studied

is valid. This validity test uses a simple correlation coefficient  $r$  table technique degree of freedom ( $df$ ) =  $n-2$ , intending to compare the value of  $r$  count with  $r$  table where if  $r$  count >  $r$  table, then the questionnaire answers are declared valid.

**Table 1.** Website Effectiveness variable validity test results

Research Scale	R table	R count	Information
Question 1	0,098	0,810	Valid
Question 2	0,098	0,829	Valid
Question 3	0,098	0,807	Valid
Question 4	0,098	0,805	Valid
Question 5	0,098	0,806	Valid
Question 6	0,098	0,795	Valid
Question 7	0,098	0,826	Valid
Question 8	0,098	0,822	Valid
Question 9	0,098	0,821	Valid
Question 10	0,098	0,814	Valid
Question 11	0,098	0,786	Valid
Question 12	0,098	0,872	Valid
Question 13	0,098	0,823	Valid
Question 14	0,098	0,778	Valid
Question 15	0,098	0,820	Valid
Question 16	0,098	0,788	Valid
Question 17	0,098	0,810	Valid
Question 18	0,098	0,863	Valid
Question 19	0,098	0,804	Valid
Question 20	0,098	0,777	Valid
Question 21	0,098	0,840	Valid
Question 22	0,098	0,821	Valid

**Tabel 2.** The results of the validity test of the information media variable

Research Scale	R table	R count	Information
Question 1	0,098	0,803	Valid
Question 2	0,098	0,846	Valid
Question 3	0,098	0,853	Valid
Question 4	0,098	0,810	Valid
Question 5	0,098	0,811	Valid
Question 6	0,098	0,825	Valid
Question 7	0,098	0,846	Valid
Question 8	0,098	0,791	Valid



From table 2, it can be seen that the sig. The r indicator of the questions made is less than 0.098 ( $\alpha = 0.098$ ), or the r count is greater than the r table, which means that almost every variable indicator is valid to support the Beritamagelang.id website as a medium of information for the people of Magelang Regency.

Furthermore, researchers conducted a reliability test. Of all the respondents' answers to each question item on the questionnaire, if a test has the same value even though it has taken repeated measurements, the results can be relied upon and declared reliable. This study uses the Cronbach alpha statistical test (a) for reliability. The decision-making criterion in this reliability test is that if the alpha reliability coefficient value is more significant than  $\geq 0.6$ , this variable can be reliable (Budiastuti & Bandur (2018).

**Table 3.** Reliability test results

Variable	Min Value	Cronbach Alpha	Information
Efektivitas Website beritamagelang.id (X)	0,6	0,976	Reliable
Media Informasi (Y)	0,6	0,932	Reliable

Table 3 above describes that the results of the reliability test have a Cronbach alpha value (a)  $\geq 0.6$ , namely the independent variable (X) with a value of 0.976 and the dependent variable (Y) with a value of 0.932, so the questions in the research questionnaire are reliable and suitable for use as a measuring tool.

Furthermore, to test the data analysis technique, the researcher used the simple linear regression analysis method, that in this study, only used one independent variable (X) and also aimed to examine the effect of the independent variable (X) on the dependent variable (Y). The results of the data analysis test owned by the beritamagelang.id website is set out in the table below.

**Table 4.** Data analysis technique test results

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.041	0.688		4.421	.000
1 Efektivitas Website	0,334	0,008	0,900	42.102	.000

Table 4 above describes that the results of the linear regression test have produced a constant value and independent variable regression to determine the effectiveness of the news website Beritamagelang.id as a medium of information for the people of Magelang Regency, it can be described by a simple linear regression formula model as follows:

$$Y = a + bX$$

$$Y = 3.041 + 0,334$$

Information:

- The consistent result has a value of 3,041, which explains that if the independent variable is the effectiveness of the Beritamagelang.id website, then it is assumed

that the information media for the people of Magelang Regency will increase by 3,041.

- b. In the results of the regression coefficient of the variable effectiveness of the Beritamagelang.id website, it has a value of 0.334, which explains that if we get an increase or increase of one (1) unit in the variable of the effectiveness of the Beritamagelang.id website, then it is assumed that the constant effect of the Beritamagelang.id website will also increase by 0.334.

The coefficient of determination (R<sup>2</sup>) is a test to determine the measurement of how big and far the contribution of the influence given by the independent variable (X) is to the dependent variable (Y).

**Table 5.** Test results of the coefficient of determination (R<sup>2</sup>)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,900	0,810	0,809	3.030

Sumber: Olahan Peneliti (2022)

The table above describes that the results of the test for the coefficient of determination (R<sup>2</sup>), the part of the correlation value or relationship (R) have a value of 0.900, which explains that there is a relationship between the independent variable (X) and the dependent variable (Y) with a total value of 0.900. The value coefficient of determination or R Square (R<sup>2</sup>) has a value of 0.810, which explains that there is an influence of the independent variable (X) on the dependent variable (Y) with a total value of 0.810 or 81%. So that the variable effectiveness of the Beritamagelang.id website has an influence on the information media variable with a total value of 81%. The rest is explained by other variables, with a total value of 19%.

Uji Simultan atau Uji F adalah uji untuk mengetahui apakah variabel independen (X) menunjukkan pengaruh yang sama atau serentak terhadap variabel dependen (Y), maka diperlukan uji distribusi perbandingan F antara nilai F tabel dengan nilai F hitung. Jika hasil nilai signifikansi menyatakan di bawah dari 0,05 maka hipotesis dapat diterima, tetapi jika hasil nilai signifikansi menyatakan di atas 0,05 maka hipotesis ditolak.

**Table 5.** Simultaneous test results (Test F)

ANOVA						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	16.275,297	1	16.275,297	1.772,617	.000
	Residual	3.819,507	416	9.182		
	Total	20.094,804	417			

Sumber: Olahan Peneliti (2022)

The table above describes that the results of the simultaneous test or f test have produced an f count of 1,772.617 and a significance value of 0.000. The results of the significance value indicate that the results of the simultaneous test or f test are less than 0.05. So it can be concluded that the website beritamagelang.id is effective as an information medium.

A partial test or t-test is a test to find out the significant effect partially between the independent variable (X) on the dependent variable (Y), with the result that if

the significance  $\leq 0.05$ , then the hypothesis is accepted, which means the independent variable affects the dependent variable, whereas if the significance  $\geq 0.05$  then the hypothesis is rejected, which means the independent variable does not affect the dependent variable.

**Table 7.** Partial test results (t-test)

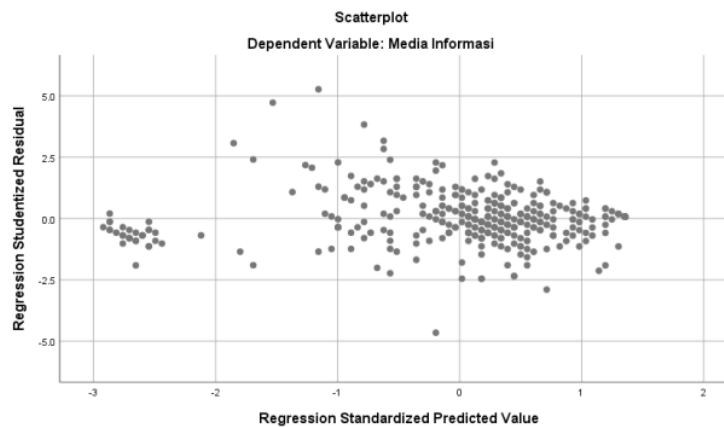
Model		Coefficients <sup>a</sup>		t	Sig.
		Unstandardized Coefficients	Standardized Coefficients		
		B	Std. Error		
1	(Constant)	3,041	0,688	4,423	.000
	Efektivitas Website	0,334	0,008	42,102	.000

Sumber: Olahan Peneliti (2022)

The table above describes that the results of the partial test or t-test have produced a t count of 42.102 and a significance value of 0.000. The results of the significance value indicate that the results of the partial or t-test are smaller than 0.05. So it can be concluded that the beritamagelang.id website is effective as an information medium.

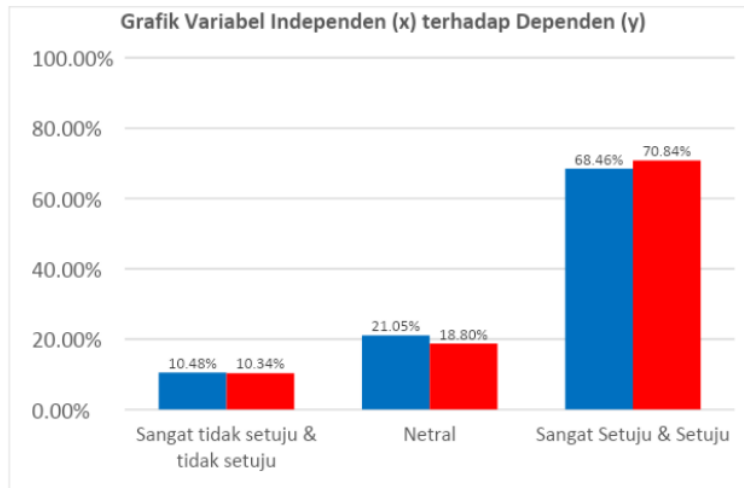
The heteroscedasticity test is used to determine whether there is an unequal residual deviation value due to the size of the value of one of the independent variables. Alternatively, there is a difference in the value of the variance with the increasing value of the independent variable. The test procedure was carried out using the scatterplot test. Testing the homogeneity of the variance of the residuals is based on the hypothesis:

- H0: homogeneous residual variance
- H1: the variance of the residual is not homogeneous

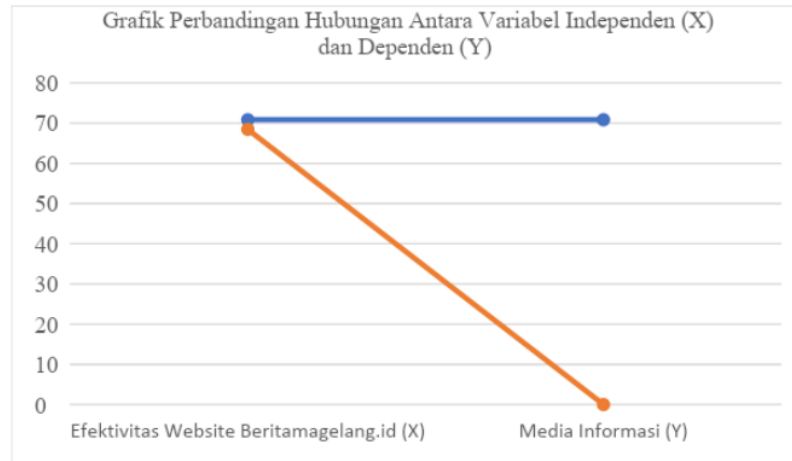


**Gambar 1.** Heteroscedasticity Test Results

From the test results, the scatterplot shows the graph spread above or below, or around the number 0 and does not form a specific pattern, so there is no heteroscedasticity. These characteristics are fulfilled, so it can be said that all of the classical regression assumptions above, it can be said that the multiple linear regression model used in this study is appropriate or appropriate. So it can be explained based on the results of the multiple regression analysis that has been done.

**Gambar 2.** Graph Comparison of independent (X) and dependent (Y) variables

The graph above shows that the comparison of the independent (X) and dependent (Y) variables has a fairly large percentage. The independent variable (X) in the points of strongly disagree and disagree answers has a percentage value of 10.48%, then in doubt points it has a percentage value of 21.05% and strongly agree and agree points has a percentage value of 68, 46%. The dependent variable (Y) in the points of strongly agree and disagree answers has a percentage value of 10.34%. In doubtful answer points it has a percentage value of 18.80%, and the points of answers strongly agree and agree have a value of 70.84 %. The calculation results of each variable added up to the overall answers to the indicator questions, then divided by the total number of answers to the indicator questions resulting in points for strongly agree and agree, which have the highest percentage values. The researcher decides to take points for answers that strongly agree and agree to compare the relationship between the independent variables (X) and dependent (Y).



**Gambar 3.** Relationship Between Independent (X) and Dependent (Y) Variables

The graph above demonstrates that the relationship between the independent variables (X) and the dependent variables (Y) has a total percentage comparison of the relationship that is relatively close; the independent variable (X) has a percentage value of 68.46%, and the dependent variable (Y) has a percentage value of 70.84%. So with this, it can be concluded that the independent variable (X) has a smaller percentage value than the percentage of the dependent variable (Y), with a total percentage of 2%. It means that the information provided on the beritamagelang.id website is still low.

The website is the entire web page on a domain page containing information. Websites are usually built on several web pages that connect one page to another web page called a hyperlink, and the text that is used as a connecting medium is called hypertext (Firmansyah, 2017). A domain is a unique name that belongs to an institution so that it can be accessed via the internet. Another term found on the website is the homepage. The homepage is the start page of a domain (Yosli, 2021).

According to Wiratmo et al. (2017), the website is an online media carried out by public relations or public relations actors. It is recognized that the website is an interactive and effective medium for public relations practitioners to establish or build relationships. The website also makes it easier for public relations practitioners to carry out their duties of providing information to the public with reciprocal communication between public relations and the public as a form of service.

By looking at the effectiveness of online media in building access to this information, the government uses online media to convey information that is happening. The government is facilitated by the presence of online media, which is one of the new generations of online journalism in helping provide information to the public. In online media, information can be obtained anytime and anywhere around the world, as long as there are computers and other devices that have the internet (Marbun & Sinaga, 2021).

Online news portals are mass media that have an important power in disseminating information. News is a report about an event or opinion with important value, is interesting to some audiences, is still new, and is widely published through the mass media (Juwita & Wahyudi, 2018). Everyone is free to convey and enjoy various kinds of news content. News is all the results of reports, both orally and in writing, that originate from the reality of everyday life. As a form of a news report, it must contain new or actual events. The

information presented as news material must also be considered important and interesting for many people (Ulfa & Marta, 2017).

Thus the Magelang Regency Government uses the *beritamagelang.id* website as an online media to report information about Magelang Regency. The media plays an important role in shaping stigma, changing people's perceptions, and reducing how to view an issue that should be reported, hoping that the media will bring accurate information. Therefore the researcher is interested in knowing the effectiveness of the *beritamagelang.id* website as an information medium is described as follows:

First, the effectiveness of the *beritamagelang.id* website (DeLone & McLean, 2016) explains measurements starting from system quality, defined as the desired characteristic of an information system to measure information system quality. Furthermore, quality (information quality), namely information, is defined as the desired characteristics of the output of an information system to measure the output quality of an information system. Then there is Service Quality, which measures how existing services in an information system support user acceptance and support information technology. Then there is Use, which measures the level and attitude of the user in using and utilizing the capabilities of the information system. Furthermore, User Satisfaction is defined as the user's response after using an information system to measure user satisfaction with reports, websites, and support services that exist when using an information system. Furthermore, finally, the Net Benefit measures the extent to which information systems contribute to the success of individuals, organizations, groups, countries, and industries.

Based on the research data above, it can be seen that system quality is the most dominant indicator compared to other indicators. Namely, 202 respondents, or 48.3%, agree with the questions. Which explains that the *beritamagelang.id* website system can provide information or features to support its goals. The lowest variable is found in the indicator of user frequency, which is equal to 90 respondents or 21.5%, which means that the *Beritamagelang.id* website is not often accessed to meet the information needs of the people of Magelang Regency.

Second, Guha et al. (2021) describe what must be in the information media. The current need approach is the need for the latest information, which encourages every information user always to be active to get the latest information. Then the Everyday Need Approach is the need for informed users that are specific and fast. These users meet the information needs of their daily activities or problems. Furthermore, the Exhaustive Need Approach addresses the user's need for in-depth information. These users depend on specific, relevant, and complete information to meet their needs. Furthermore, finally, the Catching-up Need Approach is an approach to the needs of information users who want concise but complete and updated information to meet their information needs.

The results of this information media variable show that the highest percentage effect is on the Catching-up Need Approach indicator, namely 178 respondents, or 42.6%, strongly agree with the questions. It explains that readers want information that is concise but complete and updated to meet their information needs. The lowest variable is found in the Exhaustive Need Approach indicator, which is 118 respondents or 28.2%, which means that the people of Magelang Regency need information that is concise but not too in-depth.

Based on a literature review, the results of this study are in line with the opinion (of Mulyawaty et al. (2016) that a website is a form of online communication, namely sharing, which appears to be the most effective in helping disseminate information. A website can also be measured the level of achievement of the system's goals by using various kinds of existing effectiveness measurements so that if the website has been declared effective or successful, then the information system is good to use.

Based on research compiled by Alvin et al. (2020) explains that using the website as a promotional medium reduces the company's spending levels to make it more efficient. Moreover, used to convey information from companies to meet the needs of consumers through the media website. Besides that, in practice, the contribution of Public Relations is sometimes also needed in marketing activities due to its ability to manage communication well between companies and their public.

This research is also in line with research conducted by Kriyantono (2020) which explains that communication on the website is intended to maintain the benefits that can be felt by communication participants as well as organizations and the public, namely there is a balance of interests between the two. The more a person depends on media for their needs, the more important the media is in that person's life.

Based on the test results above, it shows that the significance value of the effect is partial or the t-test between the effectiveness of the Beritamagelang.id website (X) has an effect on information media (Y). produces a significant value of 0.000 which is less than 0.05, then  $H_0$  is rejected, and  $H_1$  is accepted. Second, by comparing the value of the t count with the t table, where if the t count is greater than the t table, variable x affects variable y. Based on the test, it was determined that the t-count value was 3,041, where this value was greater than the t-table, which was 0.334. So it can be concluded that the website beritamagelang.id (X) is effective on information media (Y).

Additionally, based on the heteroscedasticity test, it can be seen that the scatterplot displays the graph spread above and below or around 0 and does not form a particular pattern, indicating that heteroscedasticity does not occur, and it can therefore be concluded that the multiple linear regression model used in this study is appropriate.

Concerning reporting, beritamagelang.id, managed by the Communication and Information Office of Magelang Regency, is superior to other online news in Magelang Regency. Beritamagelang.id is quite adept at managing news material in such a way that it becomes a journalistic product in the form of interesting news that is easier for the reading public to understand (Ananto, 2020).

#### 4. CONCLUSION

Based on the results of research carried out under the title, the effectiveness of the beritamagelang.id website as a media for information for the people of Magelang Regency, it can be concluded that the website beritamagelang.id is effective for information media. Based on the test results of the variable effectiveness of the Beritamagelang.id website as an information medium with a total value of 81%, the rest is explained by other variables with a total value of 19%. Then the correlation value test results explain a relationship between the independent variable (X) and the dependent variable (Y) with a total value of 0.900. Furthermore, the results of the partial test or t-test have produced a t-count of 42.102 and a significance value of 0.000. The results of the significance value indicate that the results of the partial or t-test are smaller than 0.05. It shows that the Beritamagelang.id website is effective as an information medium for the people of the Magelang Regency. The results of this study align with the research of Mulyawaty et al. (2016), where a website is a form of online communication, namely sharing, which appears to be the most effective in helping disseminate information. A website can also be measured the level of achievement of the system's goals by using various kinds of existing effectiveness measurements so that if the website has been declared effective or successful, then the information system is good to use.

Based on the variable on the Beritamagelang.id website, the results of data processing show that the percentage value of the Beritamagelang.id website is smaller than the percentage of information media variables so that the Beritamagelang.id website continues to improve the quality of the website it has, such as ease of access, ease of operation, and can increase slow page loading when open the website beritamagelang.id. Furthermore, on the Beritamagelang website, id can add advertising features about MSMEs in the Magelang Regency area to increase the credibility of these MSMEs. Better website quality will lead to higher public trust.

For further research, it is hoped that they can use different variables and benchmarks, and use more other theories to become complete and varied learning media. Future researchers are also expected to be able to discuss the form of a qualitative approach, interviewing several sources to take a deeper look at the existing phenomena.

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