

THE ANTECEDENT OF USER MOTIVATION TO USE COMMENT FEATURE IN INDONESIA ONLINE NEWS PORTAL

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ABSTRACT

The era of internet and mobile phones have changed business models in many industries, including news and media in Indonesia. Media companies are forced to shift their business model from selling offline newspaper to digitalizing their services. As a key to surviving in online media industry, many companies obsess with improving the level of user engagement. Providing comment feature in the news portal is one of possible ways to achieve better user engagement. However, the motivation that may drive users to use the comment feature is rather under research, especially in Indonesia. Thus, the purpose of the research is to determine antecedents of users' intention to use comment feature on the online news portal. Using data collected from 334 respondents, we find that agreeableness, entertainment, impact, narcissism, and public opinion significantly influence user intention to use comment feature in online news portal.

Keywords: *Online News, User Motivation Factors, User Comments, User Engagement, Indonesia*

1. INTRODUCTION

In January 2019, Indonesian internet access reached an all-time high. The Internet has penetrated 56% (150 million) of Indonesia's population with average daily access duration of 8 hours 36 minutes [1]. This fact hit traditional media like television and print media heavily. Right now, Indonesian's average daily access duration on television is only 2 hours 22 minutes [1]. Meanwhile, the printed media's growth in 2015 is 6.23% - 9.27% lower than in 2014. Additionally, 103 print media companies went bankrupt because of negative growth [2]. This condition pushes traditional media companies to digitalize their products in order to compete. They start to build online news and video streaming sites to encounter the changing demand. Currently, the market of digital news platforms which used to be quiet become the new green pasture for traditional media companies. Competition between digital news platforms become more aggressive. In order to survive, companies must develop strategies to win the market. One of the alternatives is to enhance users' engagement to get their loyalty.

By offering user-friendly interfaces and useful features, the digital news companies can increase user's time spending on their sites, thus, improving customer engagement and loyalty towards a specific digital news platform. One of the

features that are commonly used to enhance user engagement is comment feature, a feature that enables users to react to particular content and write their opinions about particular news or articles [3]. According to [4], when users regularly use comment feature, it is not only increase user's engagement and loyalty but also have impacts on digital news platform's popularity and its economic value.

In Indonesia, there are several companies that compete in the digital media industry. One of them is KMK Online, an online media company that owns liputan6.com, an online news site. As one of the leading news sites in Indonesia, Liputan6.com also implements the comment feature. To measure its performance, liputan6.com uses click-through-rate (CTR) to see how many people use the feature. Currently, liputan6.com's CTR is still low. Based on the data from October 2016 to January 2017, the average CTR to read comments is 4.13% and CTR to post comments is 1.98%. It means that from 100 people who visit liputan6.com, only four of them read the comment, and only two of them post comments. This indicates the low usage of comment features in liputan6.com, and if this condition continues, this product will have difficulty in raising its popularity and economic value against its competitors. Thus, this paper tries to find factors that can motivate users to use comment features on online news

platforms, such as liputan6.com. By conducting this research, the author believes that it can contribute to both theory advancement and practical implication. For academic benefit, this research enhances research in user experience, user behavior, user comments, and online news area. Additionally, this research may give practical implications, especially for liputan6.com in finding factors that motivate users to use comment features.

This study explores user motivation to use comment feature using a comprehensive approach. The authors use prior research as the underlying theories. For example, agreeableness and narcissism factors are adopted from Wu & Atkin (2016) to explore the motivation that comes from users' characteristics. Meanwhile, two factors are adopted from Lee, Choi, & Yang (2015), namely the tone of comments and public opinion to explore the psychological factors that may trigger user to comment on online news portal. Lastly, we adopt factors from Weber (2014) related to news characteristics that includes proximity, facticity, impact, and continuity, that motivates user to use comment features. By combining these factors, we provide a comprehensive view to understand what motivates users to use comment feature in online portal news.

The rest of the paper as follows. The next section describes the relevant literature review followed by hypotheses development. Next, Section 3 explains the methodology used in this research. The research result and discussion are presented in Section 4 and Section 5 respectively. Lastly, the conclusion and future works are presented in Section 6.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Online News, Comment Feature and User Engagement

According to Liu, Zhou, and Zhao, most online news sites have moved toward Web 2.0, where they have moved from the traditional one-to-many communication model to two-ways-interaction [3]. The reason behind this change is because the company who owns online news site realize that high interactions with users can increase users' engagement which can improve the profit and valuation of online news sites. According to [5], user engagement is the characteristic of user experience that relies on aesthetics, novelty, system usability, user capability to follow and engage in the experience, and user evaluation of overall

experience [6]. User engagement is especially important nowadays because users have greater expectation towards their interaction with new technologies. This phenomenon increases the competition among providers that relies on technology and interactive system designs [7].

In order to encourage users' participation and their engagement, online news sites also interact with e-mails, forums, microblogs and other Web 2.0 technologies [8]. In addition, many online news sites currently providing comments feature on their news platform. The comments feature is a typical form of participation and user interaction that can produce unique content that may have completely different contents from the news itself [9]. Generally, a comment can be considered as a mean of response from users against the news. It can also be a form of expression of opinion or sentiment, a question, rumor, or a call to action. Along with these developments, currently, online news is considered a mature research object for investigating various elements of user experience such as user behavior, awareness and affective side [5].

2.2.2 Hypothesis Development

As the competition between online news sites increases, it is essential to conduct in-depth research to find out what can motivate users to visit and use online news site services, especially the comment features. Uses and Gratification Theory (U&G) is one of the frameworks that are useful to explore the user's personalization and motivation to use technologies. U&G framework is commonly used in computer-assisted communication research like instant messaging, chat room, email, and online profile [10]. For example, in [11] research, U&G framework is utilized to find the motivation of media consumption. The result suggests that the motivation of media consumption comes from social and psychological needs from a person [12], [13].

In order to build the hypothesis, we conduct a systematic review to find relevant literature. The systematic review is a technique to review research literature using a responsible and systematic method to ensure potentially relevant research are identified and used with consistent and careful treatment [14]. This method can reduce the possibility where potentially relevant researches are not included because the researcher did not realize or decided to throw it without proper reason. The first step of a systematic review is defining the research question and research goal. In this research, the goal is to find factors that motivate

users to use comment features in online news platform. Next, we search relevant literature in Scopus database using several keywords: “comment post”, “participation”, and “motivation news”. At this point, there are 224 search results. Then, we filter the results by using the time frame, language and subject criteria. To be considered in the theoretical framework, the literature must be recent enough. Thus, we only include articles from 2012 – 2017. Additionally, we only include articles published in the computer and social science subject area and use English language. This process reduced our results from 224 to 104 results. From these filtered results, we filtered them again by excluding unrelated keywords with our research. Many of these keywords related to machine learning, data mining, and algorithm which are not related to our research. The filtering reduced our findings to 52 results. From 52 results, we selected several relevant publications by reading the abstracts and decide whether the context is suitable

for our research. Based on the relevant literature, we developed hypotheses that consist of 9 independent variables and 1 dependent variable. The complete process of the systematic review can be seen in Figure 1.

Based on previous studies, it can be seen that in general, factors that motivate users to use comment features can come from two sides: the users and the news itself. From the user's side, there are 5 factors that will be analyzed in this research: entertainment, agreeableness, narcissism, tone of comments, and public opinion. Meanwhile, there are 4 factors from the news component that predicted will influence users' motivation to use the comments feature, namely facticity, proximity, impact, and continuity.

Entertainment is one of the dimensions mentioned by Springer, Engelmann, and Pfaffinger in their research on motivations and factors that encourage users to read and write comments on an online news portal. According to Springer,

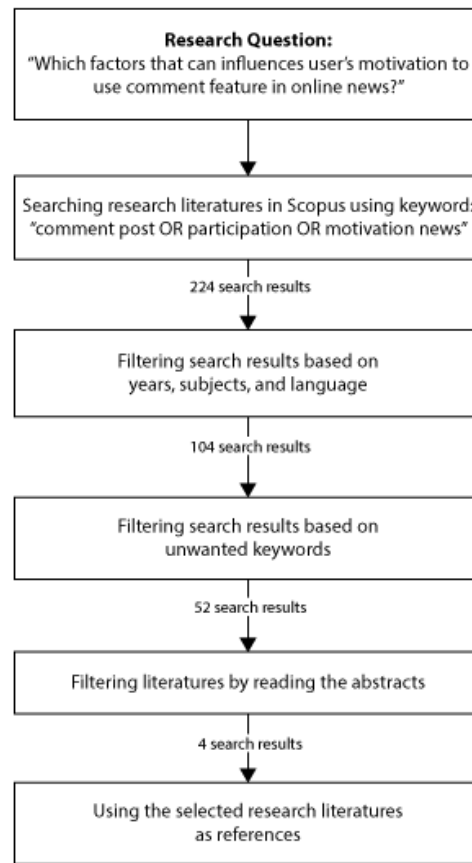


Figure 1: Systematic Review

Engelmann, and Pfaffinger, sometimes readers want to write comments because they want to put humor into the discussion [15]. Additionally, they may feel entertained by reading comments and enjoyed debate with other readers. In liputan6.com, the comment feature is often become the place for debates between users, especially in political or economic news. Some users immersed in the debate to find entertainment, killing their spare time, or just ridicule other users. It is necessary to find out whether entertainment has a significant effect on users' motivation to use the liputan6.com comment feature. Therefore, the authors proposed the following hypothesis:

H1. Entertainment significantly influence user's motivation to use the comment feature on liputan6.com

Users who are friendly are more likely to left comments on online news sites to help other readers engage in the experience provided by the news, share useful information, convey their thoughts, or provide advice to other readers [10]. Additionally, according to McCrae and Costa (1990) in [10], agreeableness is an attitude that describes the value of gentleness, helpfulness, directness, and good personality. The willingness of users to use the comments feature as a means to convey information or help others in understanding the news is also seen on the liputan6.com site. Many users often use the comments feature as a medium to provide additional information hoping that they can help others understand the news provided on the site. Based on this explanation, this following hypothesis is developed:

H2. Agreeableness significantly influence the user's motivation to use the comment feature on liputan6.com

According to Raskind and Terry (1988) in [10], narcissism is a personality that respects and values in oneself. Beside agreeableness, narcissism is considered as a personality trait that plays a role in influencing user's motivation. The era of user-generated content has become a place for users with a high level of narcissism to show and proof themselves. The nature of human narcissism encourages people to show others that they are better than the rest of them. With the comment feature provided by liputan6.com, visitors are encouraged to fulfill their narcissistic nature by writing comments on articles so that their opinions can be seen by others. Therefore, the author developed this following hypothesis:

H3. Narcissism significantly influence the user's motivation to use the comment feature on liputan6.com

Users' personality is not the only dimensions that can influence users' motivation to use the comment feature. The nature of news such as the facticity, proximity, news impact, and continuity also might play a role to encourage users to use comment features in online news portal. Facticity represents the quality of facts contained in news articles. Facticity can also have an influence on reader participation in using the comments feature on online news sites. According to Weber, displaying reports or articles that contain only facts without further interpretation or analysis can have different results compared to articles that provided analysis or personal opinion [16]. The articles which also provide analysis or personal opinion gives higher encouragement for people to use comment feature. This is because users may have different understandings and opinions of the issue at hand, which provokes them to show their disagreement or opinions through comment feature. An article who only explain facts without giving an opinion tends to discourage users to use comment feature because there is nothing to be debated. Although liputan6.com try to maintain their reputation by providing a high level of facticity news, sometimes they publish news that may provoke users thought in order to gain more popularity. Often, these articles attract readers to use the comments feature because they have their own opinions that may differ from those conveyed by news writers. This difference then makes the reader want to express their opinions through the comments feature to challenge the opinions expressed by the writers. Therefore, this following hypothesis is developed:

H4. Facticity significantly influence users' motivation to use the comment feature on liputan6.com

Proximity represents the closeness between readers and the location that is reported on the news. When the location is closer, users will be more likely to have an opinion towards the news. For example, articles that focus on discussing events in certain countries or regions will invite more readers who are near the location being discussed [16]. The closeness of the location discussed in the liputan6.com article to the location of the reader will encourage them to be more active in using the comments feature. This usage is driven by curiosity or the desire to exchange information regarding issues that are happening near their

current location. Thus, the proximity factor or the closeness of the location of the news with the reader can significantly influence the motivation of readers of the site liputan6.com in using the comments feature.

H5. Proximity significantly influence user's motivation to use the comment feature on

will easily understand the whole picture of an issue. The continuity between news on the site liputan6.com tends to make it easier for news readers to understand and follow the trending news. This is because the reader has read previous articles about the issue. Hence, they have the basic knowledge to understand the development of the issue or news. With this knowledge it makes it

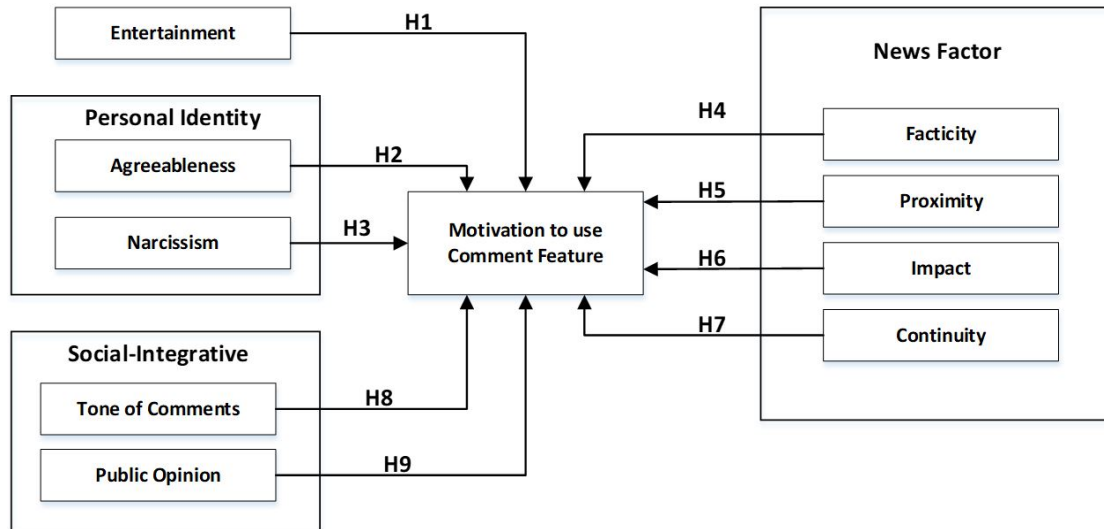


Figure 2: Theoretical Framework

liputan6.com

News provided in the liputan6.com have a wide range of impact on society. According to Weber, the greater the news impacts on someone, the greater the possibility they will have opinions, thus they will be more likely to use the comment feature on liputan6.com [16]. In contrast, news that has little impact on an individual will be less likely to be commented by users. News that discusses important figures such as presidents or other public figures often encourages visitors to use the comments feature to simply satisfy curiosity or want to find out more information about the figure or group being discussed. Based on this logical explanation, we build the following hypothesis.

H6. Impact significantly influence user's motivation to use the comment feature on liputan6.com

According to Weber, continuity is an influential factor in determining reader participation in using the comments feature [16]. Articles that are written in a continuance manner will be more likely to be commented by users. The articles should discuss something related to previously published articles or having the same topics so the readers

easier for readers to discuss with other readers, especially using comment features. Accordingly, we proposed a hypothesis as follow:

H7. Continuity significantly influence user's motivation to use the comment feature on liputan6.com

Besides user personality and the characteristics of news, the social-integrative aspects are also playing a role in encouraging users to use the comment feature. In this research, we examine two social-integrative factors, namely tone of comments and public opinion. According to Lee, Chou, and Yang, commenting style that a user chooses depends on the previous comment that other users wrote [17]. Often, comments that are emotional or have negative sentiments are more likely to entice the reader to leave a comment. For example, on the liputan6.com site, if there are comments that are written in a negative or emotional tone, the number of future comments is usually increasing both from supporting or opposing sides. Based on this explanation, the author provides hypothesis as follow:

H8. The tone of comments significantly influence the user's motivation to use the comment feature on liputan6.com

In their research, Lee, Chou, and Yang found that readers' perceptions towards public opinion can influence their motivation to use comments feature [17]. When an individual has an opinion that in line with the majority of people, they will more likely be brave to express their opinion using comment features. Conversely, when an individual has a different believe that contrasting public opinion, there will be less likely to express the opinion using the comment feature. Liputan6.com is the same case. The majority of comments in articles are often in line with public opinion. Comments that contradict the majority's opinion are rarely be seen in the Liputan6.com site. Therefore, the following hypothesis is developed:

H9. Public opinion significantly influences the user's motivation to use the comment feature on liputan6.com.

3. RESEARCH METHODOLOGY

This research used Structural Equation Modeling (SEM), a statistical technique that combines two statistical methods: factorial analysis and simultaneous equation modeling [18]. This technique uses models to describe relations between observed variables to provide a quantitative evaluation based on researchers' theoretical framework [19]. To be more specific, this research uses PLS-SEM to find out which variables that drive user motivations to use the comment feature in liputan6.com. This algorithm enables the researcher to see how significant the contributions made by each variable to dependent variables [18].

3.1 Data Collection and Analysis

The data is obtained through online surveys using Google Forms distributed to people who have visited liputan6.com and used the comment feature provided in the news platform. Liputan6.com is an online news site owned by KMK Online, one of the biggest online media company in Indonesia. In its first two years, liputan6.com able to increase its growth from 4.2 million users in 2014 to 34 million users in 2016. Meanwhile, the number of page views increase from 18.4 million to 343 million. This growth also made Liputan6.com received awards for "the best news portal" and "the best digital product" in 2015

and 2016. The population for this study is the average of weekly active registered users in liputan6.com during March 2017, which is 49.000 users. The collected data will be analyzed using the PLS-SEM method through evaluation of model analysis and structural analysis. The one-tail test is used to evaluate path coefficient and hypothesis testing.

3.2 Research Instrument

The questionnaire consisted of two parts: demographic data and research questions. In the demographic section, we asked respondents' characteristics such as their name, gender, age-range, educational level, and the frequency of visiting Liputan6.com. In the next part of the questionnaire, we asked the respondents to use a 5-level Likert scale to measure their level of agreement or disagreement towards 38 statements that represent 10 observed variables in this research. The respondents may choose "1" if they strongly disagree with the statement, and choose "5" if they strongly agree with the statement. The complete statements can be found in Table 1.

Table 1: Research Instruments,

Variable	Indicator	Statement
Agreeableness	AG1	I am happy to receive suggestions from other people's comments on the liputan6.com site for the comments I wrote
	AG2	I feel happy to share my views on certain issues or news with others through the comment feature on the liputan6.com website
	AG3	I wrote a comment on the liputan6.com website to help other people understand certain issues or events
	AG4	I like to answer or respond to questions and opinions given by others about certain issues or news on the liputan6.com website
Entertainment (Springer et al., 2015)	EN1	I like to fill my free time by reading and writing comments on the liputan6.com website
	EN2	I feel comforted when I see debates or discussions from other readers' comments on the site liputan6.com
	EN3	I feel happy when I find out there are other readers who share my views on certain issues or news on the liputan6.com website
	EN4	I saw the reader's comments on the liputan6.com website out of curiosity about other readers' comments
Facticity (P. Weber, 2014)	FA1	I am interested in commenting on the article on the liputan6.com website that contains opinions without strong facts
	FA2	I am not interested in commenting on articles on the liputan6.com site that only shows fact without further analysis or opinion from the author
Proximity (P. Weber, 2014)	PR1	I feel interested in reading or writing comments if the news or issues discussed on the liputan6.com site occur in a location that is close to my current location
	PR2	I am curious about other people's comments on the Liputan6.com site regarding news or issues that occur in locations that are close to my current location
	PR3	I want to provide information or responses to news or issues that occur in locations that are close to my current location on the liputan.com site
Impact (P. Weber, 2014)	IM1	I feel interested in reading or writing comments on the liputan6.com website if the issue or news that is discussed involves a group or people I know
	IM2	I was curious about the opinions of others about the news or issues on the liputan6.com site that involved groups or people I knew
	IM3	I give my response to news or issues on the liputan6.com website because the issue or news involves people or groups that I know
Continuity (P. Weber, 2014)	CO1	I want to write a comment on the liputan6.com website if the issue or news that is discussing is viral
	CO2	I would like to know the views of others on the Liputan6.com website on current issues or viral events
	CO3	I have enough understanding to write comments on the liputan6.com site about issues or news that is viral
	CO4	I have my own views on issues or news that is viral on the liputan6.com website
Motivation to Use Comment Feature (Springer et al., 2015; T. a. Weber, 2015)	MC1	In the future, I want to use the comment feature more often to find out other people's comments on the article on the site liputan6.com
	MC2	In the future, I want to use the comment feature more often on the liputan6.com website to express my opinion on certain articles
	MC3	I want to set aside some of my free time to use the comment feature on the liputan6.com website

4. RESEARCH RESULTS ANALYSIS

4.1 Respondent Demographics

The surveys are distributed through an online survey and successfully reached 467 respondents. However, 133 respondents are invalid since they never use the comment feature in liputan6.com. Thus, there are 334 valid responses that can be used for further analysis (see Table 2). Based on Table 2, we can see that 48% of respondents are women and 52% are men. Meanwhile, more than half of the respondents are young adults in 20-29 years old. Most of the respondents (72%) visit liputan6.com only one to four times in a week, but some of them (14%) visit the site five to seven times in a week, and the rest (14%) visit the site more than once daily.

Table 2: Respondent Demographics.

Demographic	Category	Frequency
Gender	Male	173
	Female	161
Age	< 20 years old	30
	20-29 years old	189
	30-39 years old	76
	40-50 years old	27
	> 50 years old	12
Educational Level	High School	109
	Vocational Studies	39
	Undergraduate	152
	Master	31
	Doctoral	3
Frequency of Accessing Liputan6.com	1-2 time a week	161
	3-4 time a week	81
	5-7 time a week	46
	2-5 time a day	31
	> 5 time a day	15

4.2 Measurement Model

According to Hair, Ringle, and Sarstedt, one should evaluate the validity and reliability of

the measurement model before testing the proposed hypotheses [18]. The measurement model in this research is evaluated for its internal reliability, convergent validity, and discriminant validity. First, to evaluate the reliability of the measurement model, the author examines the outer loading value for each indicator. The evaluation model can be considered reliable if it has an outer loading value of more than 0.70 [18]. Additionally, the authors evaluate the composite reliability value to ensure the internal consistency of the measurement model. According to Hair et al., composite reliability is more suitable to evaluate internal consistency in PLS-SEM compared to Cronbach's alpha [20]. This is because Cronbach's alpha tends to underestimate the consistency of internal reliability and focus more on the correlation between the observed indicator variables [18]. Meanwhile, AVE value is utilized to evaluate the convergent validity of the measurement model. The evaluation criteria for composite reliability and AVE are 0.70 and 0.50 respectively [18]. Lastly, to evaluate the discriminant validity, one can use Fornell-Larcker Criterion that compares the square root of the AVE value with the correlation of latent variables. The square root of each AVE construct value should be greater than the highest correlation value with other constructs [18].

This study has 38 indicators that are used to measure 10 research variables. Based on the evaluation, it was found that there are 8 indicators that have outer loading value below 0.7, namely AG1 (0.539), EN2 (0.680), NA4 (0.638), NA5 (0.697), TC2 (0.488), PO4 (0.611), PO5 (0.627) and MC1 (0.667). Therefore, these indicators are not used in further analysis. Meanwhile, the criteria for both composite reliability and AVE values are met as can be seen in Table 3. Additionally, the proposed measurement model passed the Fornell-Larcker criterion evaluation (see Table 4). Thus, it can be concluded that the measurement model passed reliability, discriminant validity, and convergent validity tests.

Table 3: The Results of Measurement Model Evaluation.

Variable	Indicators	Outer Loading	Composite Reliability	AVE
Agreeableness (AG)	AG2	0,734	0,839	0,635
	AG3	0,806		
	AG4	0,847		
Continuity (CO)	CO1	0,791	0,838	0,564
	CO2	0,73		
	CO3	0,774		
	CO4	0,705		
Facticity (FA)	FA1	0,796	0,819	0,693
	FA2	0,868		
Entertainment (EN)	EN1	0,848	0,827	0,615
	EN3	0,737		
	EN4	0,763		
Impact (IM)	IM1	0,847	0,868	0,686
	IM2	0,821		
	IM3	0,817		
Motivation to Use Comment Feature	MC2	0,82	0,832	0,712
	MC3	0,867		
Narcissism (NA)	NA1	0,83	0,842	0,641
	NA2	0,77		
	NA3	0,8		
Proximity (PR)	PR1	0,79	0,858	0,668
	PR2	0,78		
	PR3	0,878		
Public Opinion (PO)	PO1	0,79	0,873	0,632
	PO2	0,838		
	PO3	0,814		
	PO6	0,734		
Tone of Comments (TC)	TC1	0,812	0,809	0,586
	TC3	0,717		
	TC4	0,765		

Table 4. The Results of Measurement Model Evaluation – Fornell-Lacker Criterion

	AG	CO	EN	FA	IM	MC	NA	PR	PO	TC
AG	0.553									
CO	0.31	0.522								
EN	0.458	0.34	0.544							
FA	0.168	0.217	0.24	0.578						
IM	0.292	0.387	0.278	0.252	0.575					
MC	0.488	0.351	0.459	0.166	0.336	0.586				
NA	0.452	0.337	0.388	0.106	0.281	0.513	0.556			
PR	0.307	0.373	0.288	0.299	0.499	0.331	0.258	0.567		
PO	0.444	0.426	0.417	0.2	0.35	0.456	0.423	0.378	0.552	
TC	0.28	0.349	0.289	0.114	0.285	0.342	0.335	0.274	0.392	0.532

Table 5: Hypothesis Testing Results

Hypothesis	Variables	t-statistics	p-values	Conclusion
H1	Entertainment → Motivation to use Comment Feature	4,248	0,000	Accepted
H2	Agreeableness → Motivation to use Comment Feature	3,929	0,000	Accepted
H3	Narcissism → Motivation to use Comment Feature	8,763	0,000	Accepted
H4	Tone of Comments → Motivation to use Comment Feature	1,301	0,097	Rejected
H5	Public Opinion → Motivation to use Comment Feature	2,005	0,022	Accepted
H6	Facticity → Motivation to use Comment Feature	0,508	0,306	Rejected
H7	Proximity → Motivation to use Comment Feature	1,133	0,129	Rejected
H8	Impact → Motivation to use Comment Feature	1,684	0,046	Accepted
H9	Continuity → Motivation to use Comment Feature	0,281	0,389	Rejected

4.3 Structural Model

After ensuring that the measurement model is acceptable, the next step is evaluating the structural model that consists of two parts. First, we evaluate the path coefficient to find T-statistics and assessing our hypothesis. Then, we evaluate the determination coefficient (R^2) to see the prediction power of the proposed research model. Table 3 depicts the result of hypothesis testing using the one-tail test on SmartPLS. The relationship between variables should have a T-statistic value more than 1.645 and p-values less than 0.05 ($\alpha = 0.05$). Thus, among 9 proposed hypotheses, 5 hypotheses are accepted while the rest are rejected. The factors that influence users' motivation to use comment features are entertainment, users' personality such as agreeableness and narcissism, news impact, and public opinion. Meanwhile, the tone of comments along with news facticity, proximity, and continuity do not have positive correlation towards users' motivation to use comment features. The result on coefficient determination is 0.688 suggesting that 68.8% of the variance in motivation to use comment feature can be explained by factors in the research model.

5. DISCUSSIONS AND IMPLICATION

Based on the result in Table 3, narcissism comes out on top in influencing user's motivation significantly. The rise of the news 2.0 era and user-generated content which enables the user to interact with the online news and create their own contents. And online news becomes a place for them to express their opinion in order to be appraised by others. Aside from narcissism, entertainment also influences user's motivation to use comment features significantly, especially in reading comments [15]. This is because visitors who read comments tend to be bored and seek some kind of entertainment. Usually, debates happen in comments section which becomes the source of entertainment for readers. Meanwhile, according to McCrae and Costa, agreeableness is a personality that describes the value of soft-heartedness, helpfulness, good nature, and straightforwardness [10]. Users who are more agreeable tend to use comment feature to help other users to engage with the site, share information that they think may be useful to others, or giving advice to others.

Public opinion influences users' intention to speak freely [17]. When they found that their opinion matches public's opinion, they tend to voice their opinion. It also happens in online news's

comments section, where users tend to post comments if their opinion matches public's opinion. Additionally, tone of comments tends to influence user's motivation significantly to use comment features on online news, especially when the tone is emotional [17]. But, in this research it did not happen. On the other hand, news impact, or the closeness between people or organization that discussed in the news with its users influence user's motivations to use comment feature significantly. This closeness drives users to actively using comment features in online news because people or organizations that discussed have strong influence or closeness to them [16]. Meanwhile, other news factors like proximity, continuity, and facticity did not influence user's motivation significantly when using comment feature on liputan6.com. Thus, based on this result, it can be seen that aside from ego-oriented motives like narcissism personality and seeking entertainment, user's motivation to use comment feature also influenced by motives that oriented to others like agreeableness and public opinion.

The theoretical implications for this research are to add references for research that related to user's motivations and interaction with online news, especially on comment features. This research also strengthens the conclusion from Wu and Atkin where user's personalities such as agreeableness and narcissism influence user's motivation significantly when using comment features in online news. This result can be used as a recommendation in developing comment features to

increase user engagement on liputan6.com. For example, to bolster narcissism factor even further, liputan6.com can add up vote and down vote option on comment feature so that users can upvote or downvote other user's comments, thus encourage user to post a comment hoping that people will upvote it. The other option is to add gamification and badges to comment feature, where user can show their badges that is obtained through some prerequisites like post 5 comments get 10 upvotes.

Adding the number of comments on the comment feature also supports the entertainment factor. When debate happens in the comment section, usually the number of comments will greatly increase. By showing number of comments, users who seek entertainment will be curious about why the number is high and encourage them to use comment features. Showing top comments on comment section is also the option to increase user engagement on comment section. Usually, top comments indicate public opinion for that issue or news. If users know the opinion of the majority in the site, they tend to post a supportive comment if they have the same perspective. Users who are more agreeable tend to use comment feature often than others. Since there is little that can be done to accommodate this factor, liputan6.com can ensure that the process to read and post comments running smoothly. Fixing bugs and improving query performance in comment features are a few options that can be considered. Lastly to improve the impact factor on the articles, liputan6.com can create related articles that focus on people or

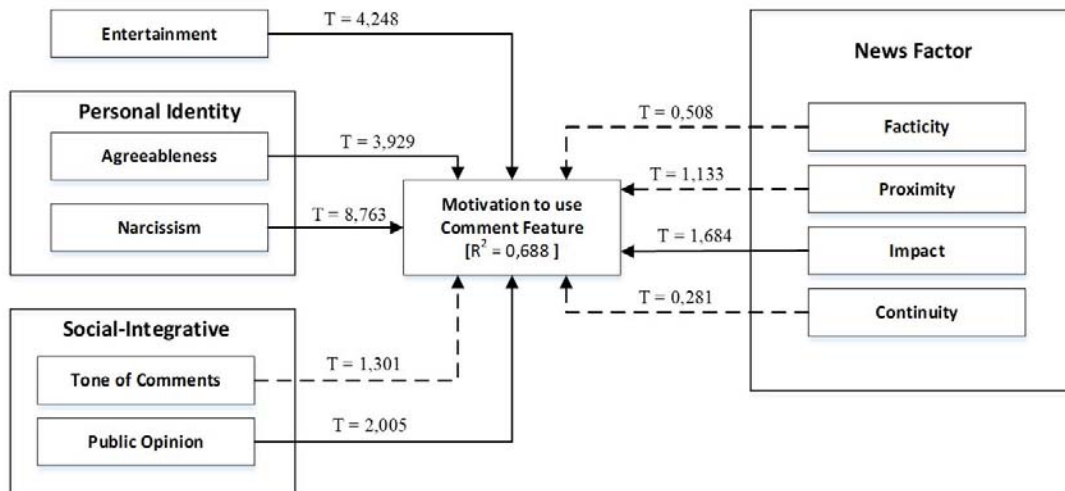


Figure 3: The Result of Hypothesis Testing using SmartPLS

organization that is currently popular as additional information to other articles that cover the issue.

6. CONCLUSIONS AND FUTURE WORKS

This paper empirically examines a theoretical model of understanding user motivation to use comment features in online news portal. Based on the hypothesis testing results, we conclude that narcissism and entertainment significantly influence user's motivation in using feature comments on online news portal, which shows that many online news visitors use the comment feature to find entertainment or to display their self-worth to other visitors. However, there are also other variables that influence user's motivation in using comment features such as agreeableness and public opinion which oriented to selflessness instead of egos like narcissism and entertainment. Lastly, the impact factor which depends on people or organization related to the news also significantly influence user's motivation to use comment feature.

This study has flaws, as do all studies, which creates opportunities for future research. Given that this study is only tested in an Indonesia online news portal, future research should adopt the theoretical model in other case studies to understand whether the conclusion can be generalized.

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