



Original Article

The Effect of Clickbait Headlines on Tribunnews.Com Online News Articles on the Reading Interest of Generation Z at FKI UMS

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Abstract:

The development of digital technology has brought about significant changes in information consumption patterns, particularly among Generation Z. One phenomenon that has emerged is the use of clickbait headlines on online news portals as a strategy to capture readers' attention. This study aims to analyze the effect of clickbait headlines on Tribunnews.com on the reading interest of Generation Z students at the Faculty of Communication and Informatics, Universitas Muhammadiyah Surakarta. This study employs a quantitative approach using a survey method through a questionnaire distributed to 113 respondents. The sampling technique used is purposive sampling. The results indicate that the use of clickbait headlines has a significant influence on reading interest. The effects are not only an increase in curiosity but also lead to boredom or disappointment when the news content does not match the expectations set by the headline. These findings reinforce the Uses and Effects Theory, which states that media directly impacts readers' behavior, both in terms of increasing curiosity and causing boredom when the news content does not meet expectations.

Keywords: Clickbait, Reading Interest, Generation Z, Online News, Uses and Effects

Introduction

The increasing use of the internet and the development of online news portals have made information more accessible to the public. The internet now serves as the primary source for various types of information, including the latest news and updates. With the rapid development of technology, people now more often obtain and search for information through online media rather than other media (Affandi et al., 2023). The online press tends to be more flexible and accessible anywhere without time restrictions. However, this ease of access also poses new challenges regarding the accuracy and credibility of information disseminated on online platforms (Hadiyat, 2019).



<https://jurnal.usk.ac.id/riwayat>

Online news on the internet can be a valuable source of information, increasing access to information, but it also increases the risk of misinformation ([Nurhadi & Mujiyanto, 2020](#)). Online news often sparks debate about its accuracy, particularly when media outlets employ sensational and exaggerated headlines, known as clickbait ([Taufik et al., 2023](#)). Clickbait refers to the use of a news headline designed to attract attention and arouse curiosity, thereby encouraging people to click on the news link ([Nurianna & Suraya, 2022](#)).

Quoted from Oxford Languages, clickbait is a title of content created to attract attention and encourage visitors to click on a link to a specific web page. The primary purpose of using clickbait titles is to grab the reader's attention and increase the number of clicks on an article ([Rahmatusahada & Saputro, 2020](#)). With more people clicking on headlines, website traffic is expected to rise, resulting in a higher number of readers for articles. Although this strategy is effective in attracting readers in the short term, it can also hurt sustained interest in online media ([García Orosa et al., 2017](#)). The use of clickbait headlines in online news often employs bombastic language, provides incomplete information, and frequently presents inappropriate content ([Ashari & Putra, 2021](#)). These clickbait headlines are often exaggerated and misleading, failing to accurately reflect the actual content of the news used to attract readers' attention ([Biyani et al., 2016](#)). When readers perceive that the headline does not align with the content, disappointment arises, which can ultimately diminish their interest in continuing to read news from the same source ([Lestari et al., 2019](#)).

According to Kompasiana, in 2020, Tribunnews, one of the subsidiaries of Kompas Gramedia, established on March 22, 2010, has become one of the largest online news portals with a network spanning Indonesia. Several media portals under the Tribun umbrella often employ clickbait journalism strategies to sustain their business operations. Tribunnews provides real-time news, shorter articles, and constant updates on local, national, international, economic, and lifestyle news. Clickbait has become Tribunnews' shield in facing economic challenges in the current digital era. This aligns with [Hadiyat's \(2019\)](#) findings, which state that many Indonesian online media outlets rely on provocative headlines to attract readers. Tribunnews collaborates with an online media statistics company to monitor the development of internet users visiting their news site and to understand visitors' responses to the news they produce ([Nurfadila et al., 2024](#)). Tribunnews' use of news headlines has successfully attracted many people to open and read their content, making it one of the most prominent online media outlets in Indonesia and a frequently consumed source by the public ([Mahendra & Sukartik, 2024](#)).

According to Databoks in the Digital News Report 2022 (June 15, 2022) by the Reuters Institute, online media consumption in Indonesia reached 88%. Of this figure, according to the type of media portals frequently accessed online by readers, 65% are Detikcom, 48% Kompas Online, 35% CNN Indonesia, and 32% Tribunnews. Tribune often employs this strategy on its media platforms, both online and on social media. The use of clickbait on local Tribun platforms is often excessive and unreasonable. The practice of using misleading and exaggerated headlines is a common phenomenon in online media today. Online media strive to instantly capture readers' attention by creating news content that entices readers, thereby increasing the media's ratings ([Zuhroh, 2020](#)).

One of the most significant demographic groups accessing clickbait news on the internet is Generation Z, young people born between 1997 and 2012. As digital natives, Generation Z consumes news in a manner different from previous generations ([Anand et al., 2017](#)). Generation Z is characterized by their familiarity with technology and spending an average of 9 hours per day on their mobile phones ([Taufik et al., 2023](#)). This generation grew up in an environment that is always connected to digital technology, giving them easy, broad, and fast access to a wide variety of information.

A survey conducted by the Indonesian Internet Service Providers Association (APJII) indicates that the number of internet users in Indonesia reached 221.5 million as of 2024. Among these users, Generation Z is the most active group, with 34.4% of them using the internet on a regular basis. With the large number of internet users from Generation Z, this group has become a key target for online media and news platforms. In this context, Generation Z is a generation that has grown up in a digital environment and tends to be more critical of the content they consume, including online news ([Francis & Hoefel, 2018](#)).

This generation is accustomed to information circulating on the internet, but they are also sensitive to news presentations that do not meet their expectations. Therefore, it is essential to investigate the impact of clickbait headlines on the reading interest of Generation Z, particularly among students at the Faculty of Communication and Information Technology, Universitas Muhammadiyah Surakarta (FKI UMS), who are often the primary consumers of online news.

Based on the background presented, the researcher is interested in researching the Influence of Clickbait Headlines in Online News on Tribunnnews on the Reading Interest of Generation Z at the Faculty of Communication and Information Technology, Universitas Muhammadiyah Surakarta (FKI UMS). This interest arose from the researcher's frequent encounters with clickbait headlines on various online news portals. The use of headlines by some media outlets often gives the impression of being excessive or inconsistent with the content of the news. The researcher aims to explore how Generation Z, particularly FKI UMS students, respond to such clickbait headlines, as well as whether the use of clickbait influences their reading interest and perceptions of media that employ clickbait tactics.

Although clickbait is often considered a common strategy in online media to attract readers, it still raises both pros and cons, especially among Generation Z, who are more critical of it. One Theory relevant to examining this phenomenon is the Uses and Effects Theory.

This Theory explains that media can influence the behavior or attitudes of its audience after they are exposed to media content. In this context, the effect can be an increase or decrease in reading interest in the news content accessed through clickbait headlines. The Uses and Effects Theory, which is part of the media effects approach, emphasizes that media can have a direct impact on its audience. This direct effect model assumes that audiences passively receive media messages and exhibit predictable responses to those messages. Therefore, the use of the Uses and Effects Theory in this study is relevant for analyzing how clickbait headlines influence reading interest, particularly among Generation Z, who are active consumers of online news ([Liebenlito et al., 2024](#)).

Although many studies have examined clickbait in general, research conducted by [Salsabilla et al. \(2019\)](#) reveals a significant influence of clickbait headlines on the level of trust among Generation Z in Gresik Regency, as reported by IDN Times. The study highlights how clickbait can influence readers' trust but does not directly discuss its influence on Generation Z's interest in reading. Additionally, [Pramesti \(2020\)](#) notes that the study focuses on the patterns of clickbait used in crime news on Tribunnews.com, finding that clickbait is often employed to attract readers' attention through sensationalism or lengthy narratives. However, this research places greater emphasis on the characteristics of clickbait rather than its impact on readers, particularly Generation Z.

Other studies, such as those conducted by [Chakraborty et al. \(2016\)](#), focus on clickbait detection but have not specifically examined emotional responses and their impact on Generation Z's interest in reading online news. On the other hand, research by [Nurisma and Syahrul \(2020\)](#) examines the impact of clickbait journalism on the reading interests of Generation Z in Jakarta and finds that clickbait strategies have a significant positive effect. However, this study does not specifically examine emotional aspects such as annoyance, boredom, and dissatisfaction among readers caused by the mismatch between headlines and news content. Their research also did not reach the Generation Z segment in an academic environment, such as university students. This study will focus on the relationship between the use of clickbait headlines on Tribunnews.com and the reading interest of Generation Z at FKI UMS. Specific elements of clickbait, such as exposure frequency and perceptions of headline quality, will be analyzed. This study will also investigate how these elements impact aspects of reading interest, including the tendency to read news articles in full, boredom with the quality of clickbait news, and emotional responses to clickbait headlines. Thus, this study is expected to provide new insights into the interaction between clickbait and the reading behavior of Generation Z.

This study aims to investigate the impact of clickbait headlines on online news from Tribunnews on the reading interests of Generation Z at FKI UMS. The primary focus of this study is to explore how the intensity of exposure to clickbait headlines, perceptions of headline quality, and the relevance of headlines to news content influence reading interest, including the tendency to read news articles in full, the emergence of reading fatigue, and curiosity about news content. Through this research, new insights can be gained into practical strategies for enhancing information literacy among Generation Z while also promoting greater awareness of the risks associated with the dissemination of unverified information.

Research Method

This research method employs a quantitative approach, falling under the positivist paradigm, and utilizes a survey method on a sample from the population, specifically Generation Z at FKI UMS. The survey method is a research technique that utilizes questionnaires as data collection instruments to gather information from multiple respondents by distributing Google Forms to a sample from the Generation Z population. This type of research is quantitative explanatory, as it aims to test hypotheses and explain the influence of independent variables on dependent variables. Quantitative research is defined as an approach that emphasizes the

collection and processing of numerical data. The data obtained in numerical form is then analyzed using statistical techniques to draw objective and measurable conclusions. This concept is in line with the view ([Hasnunidah, 2017](#)) that quantitative research 'requires data processing using numbers which are then analyzed using statistical methods. The quantitative approach was chosen because it provides ease in measuring variables objectively and allows statistical analysis to identify and test relationships between variables.

The population to be studied in this research is Generation Z at the Faculty of Communication and Informatics, Universitas Muhammadiyah Surakarta, who have access to online news through online news portals. This research targets those who are actively involved with online news, including reading, evaluating, and responding to information presented by digital news sources.

The sample used in this study was selected based on several criteria established by the researcher, including the following:

1. Understand the concept of clickbait headlines
2. I actively accessed the online news portal [tribunnews.com](#) several times a week over the past 3 months.
3. I have been exposed to clickbait headlines in online news, particularly on [Tribunnews.com](#).

The sampling technique used in this study was purposive sampling. This is a non-probability sampling method in which the researcher deliberately selects subjects based on specific criteria relevant to the research objectives. Sample selection was based on the researcher's considerations and assessments of the most representative characteristics to achieve an in-depth understanding of the phenomenon being studied. The use of purposive sampling is based on the researcher's assumption that not all elements in the population have a deep understanding of the topic being studied. Sample selection focuses on elements that possess the necessary knowledge, experience, and basic characteristics to address the research objectives. To determine the representative sample size, this study used the Slovin formula. The total sample for this study consisted of 113 respondents, as determined by the Slovin calculation.

The data collection technique used in this study was a quantitative survey method, with the main instrument being a questionnaire. This questionnaire was distributed via Google Forms to respondents who were part of the Generation Z population in the FKI UMS environment. This instrument was designed to measure perceptions, experiences, and levels of interest in reading online news with clickbait titles. In addition to the primary data obtained from the questionnaire, this study also utilized secondary data obtained through literature reviews from scientific journals, previous research articles, communication Theory books, and other relevant online sources. By using secondary data, the data obtained will be more varied, as seen in research by [Adhianto et al. \(2017\)](#), which highlights the importance of combining primary and secondary data to gain a more comprehensive understanding of online media phenomena. The data analysis technique in this study uses SPSS Version 25.

Hypothesis

In quantitative research, a hypothesis can be understood as a tentative assumption or initial prediction of a tentative proposition proposed to answer a research question. Although not yet empirically verified, this hypothesis plays a crucial role in guiding the entire design and implementation of the study, from determining variables to selecting data analysis methods. As emphasized by (Yam & Taufik, 2021), hypotheses act as ‘temporary responses to research questions’ that have the function of ‘directing the course of study’ and are ‘vital components formulated at the beginning’ of the investigation process.

1. Null Hypothesis (H₀):

There is no significant influence between the use of clickbait headlines in online news articles on Tribunnews.com and the reading interest of Generation Z students at the Faculty of Communication and Information Technology, Universitas Muhammadiyah Surakarta.

2. Alternative Hypothesis (H₁):

There is a significant influence between the use of clickbait headlines in online news articles on Tribunnews.com and the reading interest of Generation Z students at the Faculty of Communication and Information Technology, Universitas Muhammadiyah Surakarta.

Result and Discussion

The respondents in this study consisted of 72 women (63.7%) and 41 men (36.3%). Based on age, the majority of respondents were in the 21–23 age group, totaling 94 people (83.2%), followed by the 18–20 age group with 17 people (15%). The remaining two individuals (1.8%) were over 24 years old. In terms of major, the majority of respondents were from the Communication Studies program, totaling 102 people (90.3%). In comparison, the International Communication Studies and Computer Science programs each had only one person (0.9%) and 10 people (8.8%), respectively. Based on the semester, the majority of respondents were in semester 8, totaling 60 people (53.1%), followed by semester 6 with 30 people (26.5%), semester above 8 with 16 people (14.2%), and semester 4 and 2 with four people (3.5%) and three people (2.7%), respectively.

Statistical Analysis of Variables

Based on the results of the calculations, the majority of respondents showed a high level of agreement with statements related to the existence of clickbait headlines in online media, particularly those found on Tribunnews. Most respondents agreed or strongly agreed that they often encountered sensational or bombastic headlines (49.6% agreed and 12.4% strongly agreed) and felt that Tribunnews frequently used clickbait to attract attention (40.7% agreed and 24.8% strongly agreed). 54.9% of respondents agreed that they were exposed to clickbait headlines unintentionally, and 42.5% agreed that they felt deceived because the news content was not relevant to the headline.

Furthermore, most respondents also acknowledged the influence of headlines on their behavior, such as feeling interested in clicking if the headline triggers curiosity (38.9% agree and 33.6% strongly agree) and reading the news with interesting headlines first (33.6% agree and 33.6% strongly agree). Additionally, 52.2% of respondents agreed that they felt satisfied when the news content matched

the headline, and 38.1% strongly agreed that they felt annoyed when the headline did not accurately reflect the news content. This suggests that news headlines have a substantial impact on respondents' perceptions and reading behavior regarding online media content.

The frequency distribution results for variable Y show that the majority of respondents are motivated to read further after seeing an interesting headline, with 45.1% agreeing and 32.7% strongly agreeing. A total of 43.4% of respondents agree, and 35.4% strongly agree that they read the content of the news to confirm the accuracy of the headline.

In addition, 42.5% of respondents agreed, and 27.4% strongly agreed that they continued reading because they wanted to find details of the information promised in the headline. However, there was a tendency for respondents to feel disappointed if the news content did not match their expectations.

A total of 46% strongly agree that they are dissatisfied when the news content fails to address the curiosity aroused by the headline, and 42.5% strongly agree that misleading clickbait reduces their satisfaction with Tribunnews. Respondents also exhibit behavior of leaving the news if the content does not match, with 42.5% agreeing and 35.4% strongly agreeing that they only read part of the content if it does not align with the headline.

Conversely, satisfaction increases when the news content is relevant to the headline, with 52.2% of respondents strongly agreeing that they feel satisfied when information is presented consistently from the headline to the content. Finally, 51.3% of respondents strongly agree that they would return to read news from media that provide relevant and non-misleading information, highlighting the importance of trust in media in shaping reader behavior.

Table 1. Descriptive Statistics Test

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Use of Clickbait Headlines	113	34	75	56.77	7.864
Reading Interest	113	32	75	60.81	7.787
Valid N (listwise)	113				

Based on Table 1, the descriptive statistics show that the number of respondents analyzed was 113. The scores for the Clickbait Title Usage variable range from 34 to 75, with a mean value of 56.77 and a standard deviation of 7.864, indicating variation in respondents' perceptions of clickbait title usage in online media. Meanwhile, the scores for the Reading Interest variable range from 32 to 75, with a mean of 60.81 and a standard deviation of 7.787. This suggests that, in general, respondents have a reasonably high level of reading interest, with a relatively homogeneous distribution of data.

Validity Test

A validity test is a method used to determine the extent to which a measuring instrument accurately measures what it is intended to measure. A validity test is performed by comparing the calculated r-value with the table r-value. If the calculated r-value is greater than the r-table value, the item is considered valid.

Table 2. Validity Test Table for Variable X

Question Item	X Validity Test Results		r-table	Description
	Sig.	r-count		
Question Item 1	0.000	0.785	0.155	Valid
Question Item 2	0.000	0.683	0.155	Valid
Question Item 3	0.000	0.669	0.155	Valid
Question Item 4	0.000	0.466	0.155	Valid
Question Item 5	0.000	0.647	0.155	Valid
Question Item 6	0.000	0.390	0.155	Valid
Question Item 7	0.000	0.461	0.155	Valid
Question Item 8	0.000	0.504	0.155	Valid
Question Item 9	0.000	0.504	0.155	Valid
Question Item 10	0.001	0.310	0.155	Valid
Question Item 11	0.000	0.403	0.155	Valid
Question Item 12	0.000	0.525	0.155	Valid
Question Item 13	0.000	0.410	0.155	Valid
Question Item 14	0.000	0.526	0.155	Valid
Question Item 15	0.000	0.426	0.155	Valid

Based on Table 2, it is known that the validity test results for the 15 items of questions on the Clickbait Title Usage variable (Variable X) were all valid. This is indicated by the significance value (Sig.) being less than 0.05 and the calculated r-value being greater than the table r-value of 0.155. The highest calculated r-value was obtained for item 1 with a value of 0.785, while the lowest value was found in item 10 at 0.310. Thus, all items in variable X meet the validity criteria and can be used in further analysis.

Table 3. Validity Test Table for Variable Y

Question Item	Y Validity Test Results		r-table	Description
	Sig.	r-count		
Question Item 1	0.000	0.591	0.155	Valid
Question Item 2	0.000	0.621	0.155	Valid
Question Item 3	0.000	0.606	0.155	Valid
Question Item 4	0.000	0.481	0.155	Valid
Question Item 5	0.000	0.547	0.155	Valid
Question Item 6	0.000	0.499	0.155	Valid
Question Item 7	0.000	0.496	0.155	Valid
Question Item 8	0.000	0.619	0.155	Valid
Question Item 9	0.000	0.598	0.155	Valid
Question Item 10	0.000	0.619	0.155	Valid
Question Item 11	0.000	0.649	0.155	Valid
Question Item 12	0.000	0.688	0.155	Valid
Question Item 13	0.000	0.635	0.155	Valid
Question Item 14	0.000	0.703	0.155	Valid

Question Item 15	0.000	0.507	0.155	Valid
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Based on Table 3, it is evident that the validity test of the 15 question items on the Reading Interest variable (Variable Y) indicates that all items are valid. This is indicated by a significance value (Sig.) of 0.000 for all items, which means it is smaller than the significance limit of 0.05, and the calculated r-value is greater than the table r-value (0.155). The highest calculated r-value was recorded for item 14 at 0.703, while the lowest value was found for item 4 at 0.481. Therefore, all items in the Y variable are suitable for use as they meet the validity criteria.

Reliability Test

The reliability test is applied to determine the consistency of the measuring instrument, ensuring that the instrument used is reliable and remains stable when measurements are repeated. The test used in this study employs the Cronbach's alpha technique. The reliability of the instrument is considered proven if it has a reliability coefficient > 0.7 . This means that the measurement is relatively consistent when repeated.

Table 4. Cronbach Alpha Reliability Test Table

Variable	Cronbach's Alpha	Value Limit	Description
The Use of Clickbait Headlines (X)	0.803	0.7	Reliable
Reading Interest (Y)	0.863	0.7	Reliable

Based on Table 4, the reliability test results of the two variables in this study have good reliability levels. The Clickbait Title Usage (X) variable has a Cronbach's Alpha value of 0.803, while the Reading Interest (Y) variable has a value of 0.863. Both values exceed the minimum threshold of 0.7, indicating that all items within each variable are consistent and reliable for measurement purposes. Therefore, the research instrument can be considered reliable in measuring each variable construct.

Normality Test

The normality test in this study was used to determine whether the data in the variables were normally distributed. The normality test in this study was conducted using the SPSS program via the Kolmogorov-Smirnov test. The data were declared normally distributed if the significance was greater than 0.05.

Table 5. Normality Test Table

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		113
Normal Parameters ^b	Mean	.0000000
	Std. Deviation	7.31287417
Most Extreme Differences	Absolute	.063
	Positive	.050
	Negative	-.063

Test Statistic	.063
Asymp. Sig. (2-tailed)	.200 ^{c,d}

Based on Table 5, it is known that the normality test was performed using the One-Sample Kolmogorov-Smirnov Test on the unstandardized residual values. The results show that the Asymp. Sig. (2-tailed) value is 0.200, which is greater than the significance level of 0.05. Thus, it can be concluded that the residual data is usually distributed, and the normality assumption in the regression model has been met.

Heteroscedasticity Test

The Glejser test is performed by regressing the independent variable with its absolute residual value (Abs). The test criteria are as follows:

- If the significance value (Sig.) > 0.05, there is no heteroscedasticity
- If the significance value (Sig.) < 0.05, there is heteroscedasticity

Table 6. Heteroscedasticity Test Table

Model	Coefficients				Sig.
	Unstandardized Coefficients		Standardized Coefficients	t	
	B	Std. Error	Beta		
(Constant)	8.238	3.085		2.671	.009
The Use of Clickbait Headlines	-.044	.054	-.077	-.811	.419

a. Dependent Variable: Abs

Based on Table 6, it is evident that the heteroscedasticity test in this study employed the Glejser method, where the absolute residual value (Abs) served as the dependent variable. The analysis results indicate that the variable "Use of Clickbait Titles" has a significance value (Sig.) of 0.419, which is greater than the significance threshold of 0.05. This indicates that there is no evidence of heteroskedasticity in the regression model, thus concluding that the error variance is constant and the assumption of homoskedasticity is satisfied.

Simple Linear Regression Test

Simple linear regression statistical analysis is used to understand the relationship or influence of independent variables (such as the use of clickbait titles) on dependent variables (the level of trust in Generation Z).

Table 7. Simple Linear Regression Test Table
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	41.502	5.058		8.205	.000
The Use of Clickbait Headlines	.340	.088	.344	3.854	.000

a. Dependent Variable: Reading Interest

Based on Table 7, the simple regression analysis with the formula $Y: a + bX$ is as follows:

1. Constant (Intercept): The constant coefficient is 41.502. This means that if the Clickbait Title Use variable is zero, then the estimated Reading Interest is 41.502.
2. Use of Clickbait Headlines (X): The regression coefficient for Use of Clickbait Headlines is 0.340. This implies that for every one-unit increase in Clickbait Title Usage, Reading Interest is expected to increase by 0.340 units, assuming all other variables remain constant. Since the significance value (Sig.) is 0.000, which is less than 0.05, the effect of Clickbait Title Usage on Reading Interest is significant.

T-test

The t-test in this study was used to test the partial effect of the independent variable (Use of Clickbait Titles) on the dependent variable (Reading Interest of Generation Z at FKI UMS).

Table 8. T-test results

Model	Coefficients			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	41.502	5.058		8.205	.000
The Use of Clickbait Headlines	.340	.088	.344	3.854	.000
a. Dependent Variable: Reading Interest					

Based on Table 8, the results of the t-test, as shown in the regression coefficient table, indicate that the coefficient for the use of clickbait titles has a t-value of 3.854 with a significance value (Sig.) of 0.000. Since the significance value is less than 0.05, the use of clickbait titles has a significant effect on reading interest. In other words, the effect of the variable "Use of Clickbait Titles" on reading interest cannot be ignored, and the hypothesis stating that its effect is not significant is rejected.

F test

The F-test is used to determine whether the regression model, as a whole, can explain the variability of the dependent variable.

Table 9. F Test Table

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	801.547	1	801.547	14.854	.000 ^b
Residual	5989.550	111	53.960		
Total	6791.097	112			
a. Dependent Variable: Reading Interest					
b. Predictors: (Constant), The Use of Clickbait Headlines					

Based on Table 9, it is evident that the calculated F-value for the regression model is 14.854, with a significance value (Sig.) of 0.000. Since the significance value is less than 0.05, the regression model linking the use of clickbait titles with overall reading interest is likely significant. This means that the variable "use of clickbait titles" can explain significant variability in reading interest. Therefore, this regression model is suitable for describing the relationship between the two variables.

Coefficient of Determination (R^2)

Test the coefficient of determination (R^2) used to measure the extent to which a regression model can explain the variability in the data. The R^2 value indicates the proportion of variance in the dependent variable that the independent variables in the model can explain

Table 10. Coefficient of Determination Test Table

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.344 ^a	.118	.110	7.346
a. Predictors: (Constant), The Use of Clickbait Headlines				
b. Dependent Variable: Reading Interest				

Based on Table 10, the results of the Model Summary show that the R-value is 0.344, indicating a weak to moderate relationship between the use of clickbait titles and reading interest. The R Square (R^2) value of 0.118 indicates that the variable of clickbait title usage can explain 11.8% of the variation in reading interest. The Adjusted R-Square value of 0.110 corrects R^2 for the number of predictors in the model. Additionally, it indicates the proportion of variation in Reading Interest explained by the regression model after considering the number of predictors. Meanwhile, the standard deviation of the Estimate of 7.346 indicates the level of accuracy of the model in predicting the value of Reading Interest.

Discussion

The effect of clickbait headlines on Tribunnews online news on the reading interest of Generation Z at FKI UMS.

Based on a questionnaire distributed to 113 respondents consisting of FKI UMS students and processed using SPSS, the results of a simple linear regression test with the equation $Y = 41.502 + 0.340X$ were obtained.

This suggests that the use of clickbait headlines has a positive impact on Generation Z's reading interest, indicating that the more frequently they are exposed to clickbait headlines, the greater their motivation to read online news. Based on the analysis conducted using SPSS, the calculated t-value was 3.854 with a significance level (Sig.) of 0.000. Meanwhile, the t-table value at a significance level of 5% ($\alpha = 0.05$) for $n = 113$ respondents was 1.981. Since the t-calculated value is greater than the t-table value and the significance level is less than 0.05 ($0.000 < 0.05$), the t-test results indicate that the use of clickbait headlines has a significant effect on reading interest. Thus, the null hypothesis (H_0) is rejected, and the alternative hypothesis

(H₁) is accepted. Based on the explanation above, it can be concluded that the use of clickbait headlines has a significant effect on the reading interest of Generation Z at the Faculty of Communication and Informatics, Universitas Muhammadiyah Surakarta. The level of closeness between the two variables indicates a correlation that falls within the weak to moderate category, with an R-value of 0.344.

Meanwhile, the coefficient of determination (R^2) value is 0.118 (11.8%). This finding reinforces that the clickbait strategy employed by Tribunnews.com is effective in attracting the audience's attention and encouraging interest in reading news through the use of clickbait headlines. This effect suggests that the use of sensational and attractive news headlines can have a significant impact on the reading behavior of Generation Z. In some cases, the use of clickbait on Tribunnews led to dissatisfaction, as indicated by the variables in the Y variable (reading interest), such as the curiosity indicator, showing that the majority of respondents were motivated to read further after seeing the clickbait headline. However, on the indicator of the tendency to read the entire article, many respondents stopped reading midway, especially if the news content was deemed irrelevant or failed to meet expectations based on the headline. On the satisfaction and boredom indicators, respondents felt deceived and bored by repetitive news pillars that did not provide substantive content.

In line with the assumption of the Uses and Effects Theory, media is not only used passively but also creates psychological and behavioral influences on individuals after they are exposed to certain media. In this context, the use of clickbait headlines on the Tribunnews.com online news portal is a significant form of media messaging in digital strategies that can have a direct impact on the audience. The media has the potential to influence audience behavior not only at the stage of information reception but also in terms of emotional reactions and satisfaction felt after consuming the content ([Mohammada et al., 2024](#)).

This Theory posits that the effects of media can produce various outcomes, including changes in perception, attitudes, and even behavior, depending on how the audience processes the message. The effects that arise not only encourage individuals to access news but also influence their attitudes, perceptions, and reading behavior. Psychologically, these effects manifest as emotional impulses, particularly when a discrepancy exists between the expectations conveyed in the headline and the reality of the news content. When the information sought is not found or does not meet expectations, the audience will experience frustration, boredom, and even a decline in trust in the media.

The results of this study, in line with research conducted by [Salsabilla et al. \(2019\)](#), reveal that news headlines containing clickbait elements on the IDN Times portal have a significant influence on the level of trust among Generation Z, particularly in the Gresik Regency area. The study suggests that the presence of clickbait can initially attract readers' attention, which psychologically increases the likelihood of someone accessing the news; however, in the long term, this can have consequences for the perceived credibility of the media. These findings are further supported by the results of a study ([Nurisma & Syahrul, 2020](#)) in the journal *Journalism*, which found a significant relationship between expectations toward headlines and reader satisfaction after reading the news content. The study highlights that the use of sensational headlines is indeed effective in attracting readers' initial attention. However, it also has the potential to cause frustration when the news

content does not match the promises made in the headline. This alignment is also evident in research conducted by [Mohammada et al. \(2024\)](#), which explains that clickbait in online news often succeeds in attracting initial clicks but is not strong enough to sustain overall reading interest because readers' high expectations are not met.

Clickbait strategies have two sides: On the one hand, they successfully attract clicks from readers interested in the headline. However, on the other hand, when expectations are not met, readers feel dissatisfied and become more selective in their consumption of online news, even leaving news portals deemed less credible. This highlights the importance of alignment between headlines and content, as well as maintaining media integrity to deliver accurate and relevant information.

Conclusion

The results of this study found that the use of clickbait headlines (variable X) on the online news portal [Tribunnews.com](#) has a significant effect on the reading interest of Generation Z at the Faculty of Communication and Informatics (FKI) of Universitas Muhammadiyah Surakarta (variable Y). Through data processing and quantitative analysis, it was found that sensational, provocative, and curiosity-inducing headlines effectively attracted the initial attention of Generation Z readers. However, when the content of the news did not align with the expectations set by the headline, respondents exhibited signs of boredom, disappointment, and even dissatisfaction with the media.

This indicates a dual effect of clickbait: On one hand, it increases clicks and attention, but on the other hand, it has the potential to reduce reader satisfaction and loyalty if used excessively. In general, variable X has a significant influence on variable Y, although, in the context of this study, it is not entirely explained by the clickbait variable.

This suggests that other factors, such as news topics, media credibility, and digital literacy habits, also influence reading interest. Readers are attracted to click on news because of clickbait headlines, but only some finish reading if the content does not meet their expectations. This illustrates the dual effect of clickbait: On the one hand, it increases clicks and attention, but on the other hand, it has the potential to reduce reader satisfaction and loyalty when used excessively. These findings support the Uses and Effects theoretical framework, which states that media not only functions as a tool for providing information but also as a platform that can influence the attitudes, perceptions, and behavior of the audience.

This study has several limitations, as the respondents were only Generation Z students from the Faculty of Communication and Information Technology (FKI) at Universitas Muhammadiyah Surakarta, so the results cannot be generalized to a broader population. Data collection was conducted over a short period of one month, limiting the scope and diversity of respondents. Additionally, the sampling technique used purposive sampling with specific criteria such as understanding the concept of clickbait and actively reading [Tribunnews.com](#), meaning not all members of the population had an equal opportunity to participate. Further research is recommended to involve a more diverse sample and more representative sampling techniques.

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