ABSTRACT

The Influence of Social Media Twitter Towards Satisfaction In Fulfilling Information Needs
(Study on United Indonesia Chapter Lampung Members)

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Social media is an online media where users can participate in the search for information, communicate and build friendship. With the development of technology and rapid information flow, the demand for information is increasingly higher. Twitter is one of social media which is used by a group or community, one of them is United Indonesia Chapter Lampung (UICL), as a medium of communication for satisfy the information need of its members.

Based on the background the formulation of research problems is “How much influence social media Twitter towards satisfaction in fulfilling information needs of United Indonesia Chapter Lampung members”. The purpose of the study is to analyze influence social media Twitter towards satisfaction in fulfilling information needs on United Indonesia Chapter Lampung members (UICL). The research used Theory of the Uses and Gratifications with quantitative research methods.

The data analysis used in this study was linear regression with a level of 5% significant point. The research fact reveals: 1) The influence of social media twitter has a 52% correlation with in fulfilling of information needs. 2) The social media twitter affects 27,3% of satisfaction in fulfilling of information needs.

Key words: Twitter, Influence, Uses and Gratifications