

ABSTRACT

This study was conducted to determine the effect of the elements - elements that social media usage such as Context, Communication, Collaboration, and Connection to fulfillment of information needs of final assignment. Type of research is quantitative research by testing hypotheses simultaneously based on single linear regression. The primary data in this study were taken by distributing questionnaires to 330 respondents followers @TA_FEB. Secondary data in this study was obtained from the literature as well as the relevant documents with the title and theme. The sampling technique used in this study is non-probability sampling with sampling convenience method.

Results of research conducted showed that respondents gave a good response to usage of social media Twitter @TA_FEB. Respondents in this study also responded well to the fulfillment of information needs of final assignment. Based on the results of the calculation of the coefficient of determination indicates that the value of coefficient determination to explain the existence of a strong relationship between the variables context, communication, collaboration, and Connection to fulfillment of information needs is equal to 56,7% while the remaining 43.3% influenced by other factors not examined by writers such as word of mouth. While the test results are known that simultaneous context, communication, collaboration, and Connection taking part together (simultaneous) effect on fulfillment of information needs of final assignment.

Keywords: Social Media, Twitter, Fulfillment of information needs.