

ABSTRACT

The emerging technology of communication makes a new trend among the social media community. We as social beings certainly can not be separated from communication among others, especially to share things that are considered interesting to be shared with friends or relatives around us. Line one of the most popular social media applications in communicating and looking for information, interesting features and various conveniences that can be online, this application is very reliable by the community as easy as students collage.

This research discusses the effectiveness of official accounts Lost and Found Telkom in meeting the information needs of students Telkom university class 2016. The formulation of the problem in this study is how much effectiveness given of information to Telkom student class of 2016 "social operating system "initiated by Cris Houher in Engage's book (Brian Solis, 2010: 263) refers to 4C: Context, Communication, Collaboration, and Connection.

The purpose of this research discusses the effectiveness of official account line of Lost and Found Telkom in fulfilling the information requirement of student of telkom university class of 2016 and how big influence social social system system element (Context, Communication, Collaboration, and Connection) to effectiveness of message obtained by the followers of Lost and Found Telkom official account line. The method used in this research is quantitative research with descriptive research type with survey data collection technique. This population research is a student of telkom university class of 2016 which follow Official account Lost And Found Telkom with sample of 400 people. The technique used in this research is non probability with purposive sampling approach.

The results of this study, Official account Lost and Found Telkom effective in meeting the information needs of Telkom university students class of 2016 who follow the account. The highest gain in Communication category is 95.96%. Of the 4 variables that are context, communication, collaboration, and connection of these four variables shows the results "effective". Then the result of the influence of 4C elements of social operating system with the effectiveness obtained as a whole variable x 4C affects the effectiveness of messages of 63.3% (17.2% + 13.5% + 14.6% + 18%) While the rest of 36.7% (100% - 63.3%) is influenced by other factors not examined in this study.

Key Words : Social Media, LINE, Official Account, Effectiveness of Social Media