

ABSTRACT

The speed at which technology is being developed has brought a new trend in the communication industry, which is the birth of social media. LINE is one of the most popular social media that facilitates communication and the distribution of information for the society. LINE has been downloaded more than 30 million times in Indonesia. The features in the LINE application has captured the attention of particularly the younger members of the society such as college students.

This research discusses the effectiveness of the LINE Official Account in meeting the needs of information for the students of Telkom University class of 2015. The formulated problem in this research is to find out whether the LINE Official Account is effective in meeting the needs of information for the college students class of 2015. The purpose of this research is to be able to discover how effective is the LINE Official Account in meeting the needs of information for college students class of 2015. The method used in this research is a quantitative descriptive study with data gathering by survey. The method used in this research is a quantitative descriptive research with data gathering by survey.

The sample of this research is the college students of Telkom University class of 2015 who follow the Students Tel-U LINE Official Account with a sample population of 100. The sampling method used is a non-probability sampling with a purposive sampling approach.

The result of this research shows that the Students Tel-U LINE Official Account is effective in meeting the needs of information for the students of Telkom University class of 2015 following the said Official Account. The highest value is observed in the collaboration category with the value 79,41%. From the four variables, which are context, communication, connection, and collaboration, all four variables is found "effective".

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