

ABSTRACT

Research that has a focus on seeing can see the effect of the use of social media at State Universities, namely the University of Indonesia and Private Universities, namely Telkom University on the adequacy of information for primary stakeholders, namely students. This study aims to be able to see and analyze how to use social media carried out by universities, how adequate information is obtained from students.

This study using quantitative methods with the type of research used is descriptive. Samples were taken using random sampling with a total of 200 respondents divided into 100 Indonesian university students and 100 Telkom students. Furthermore, the data analysis technique used in the study used descriptive analysis and simple linear regression analysis.

So that based on the test results of the Constitutional test hypothesis in the use of social media for State Universities and Private Universities to meet the information needs of stakeholders or students. The result of the comparison is that state universities' social media can excel in collaborating with students and can convey the latest information to students well. Meanwhile, private university social media can also work well with students and can provide complete information. In conclusion, both tertiary institutions have advantages and disadvantages in certain aspects but can use social media to properly meet the information needs of stakeholders or students.

Keywords: Higher Education, Stakeholders Social Media, Stakeholders