

ABSTRACT

X is a social media service application that can be used to provide information and carry out two-way communication with fellow users. Like other social media, X has the same dimensions of social media usage, they are, Context, Communication, Collaboration and Connection. The aim of this research is to measure how much influence the use of social media. The method used in this research is descriptive quantitative. The data analysis techniques used in this research are the correlation coefficient test, the coefficient of determination test and simple linear regression analysis. The correlation coefficient test result is 0.836 so it can be concluded that the X's social media usage variable and the information needs variable have a very strong relationship. In addition, it was found that the amount of influence of the variable use of social media @KAI121 on fulfilling the information needs of KAI service users was 69.9%, while 30.1% was influenced by other variables not discussed in this study. Simple linear regression analysis gives the result that every one unit increase in the X account variable owned by @KAI121 will have an effect of an increase of 0.617 on the KAI service user information needs variable. It is proven through this research that variable X, namely the usage of following X's social media account, @KAI121, has a positive significant result on variable Y, namely the information needs of PT KAI customers.

Keywords: *Social Media Usage, Information Need, Social Media X.*