

ABSTRACT

Social media is not a foreign thing to be used by people today and the use of social media makes it easier for users to find the information they need. One of them is Twitter or now known as X which is one of the most widely used social media in Indonesia and is ranked 6th with 60.2%. One of the things that can help users find information on this social media is the use of auto base. One base that is often used is the @ohmybeautybank base, this base is used by those who share an interest in beauty such as skincare, makeup or about outfit of the day (OOTD). In this study the authors used descriptive research. hypothesis testing using the t test which obtained the t value > t table (31.676 > 1984) and a significant value of 0.00 < 0.05, it means that H0 is rejected and H1 is accepted, which means that there is an influence of the @ohmybeautybank X account on the fulfillment of followers' information. It has also been proven through the coefficient of determination test that 64.8% of social media usage can be explained by the information needs variable, while the remaining 35.2% is explained by other variables.

Keyword: X, @ohmybeautybank, fulfilled information, followers