

## ABSTRACT

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*The Influence of Media Exposure and Information Seeking Behavior on Social Media X (twitter) @txtdaribogor on Follower Satisfaction in Fulfilling Information Needs*

*Keywords: Social Media, Media Exposure, Information Seeking Behavior, Follower Satisfaction, Fulfillment of Information Needs  
(Xii + 76 + Attachment)*

*X (twitter) is an application that is still frequently used in Indonesia. Even X (twitter) itself is one of the social media that is ranked fifth as a social media that is often accessed by many groups. one of them is the X (twitter) account @txtdaribogor, @txtdaribogor is a X (twitter) account that has been active since 2018, the account is intended as a container media as well as information media for its followers, the information provided is also quite diverse, from daily events, the latest news, cultural content , etc. which are delivered in the form of images and videos. The purpose of this study is to determine the effect of media exposure and information seeking behavior in fulfilling information needs on the @txtdaribogor account. This research method uses quantitative methods, with sampling using purposive sampling method, the criteria are X (twitter) users, are active X (twitter) social media users and are followers of the X (twitter) account @txtdaribogor, the population of this study is followers of the X (twitter) account @txtdaribogor, which has a total of 162.4 thousand followers with The number of samples is 400. The research data collection technique was carried out by sending online questionnaires to followers of the X (twitter) account @txtdaribogor. The results of this study state that there is an influence of media exposure and information seeking behavior in fulfilling information needs on the @txtdaribogor account. The value of the coefficient test results of the media exposure variable on the follower satisfaction variable is positive, and the information seeking behavior variable on the follower satisfaction variable is positive. This shows that the results of this study are relevant to the theory of information-seeking behavior using indicators of starting, chaining, browsing, differentiating, monitoring, and extracting. It was found that there was an influence of media exposure and information-seeking behavior in fulfilling information needs on the @txtdaribogor account.*

*Bibliography (2010 – 2023)*