

ABSTRACT

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The Effect of Use and Exposure to Social Media Twitter Account @Idextratime on Fulfilling Information Needs and Interest in Watching Football Matches (Study on Bekasi City Students Who Follow Twitter Account @Idextratime)

Keywords : Use of Social Media, Media Exposure, Information Needs, Interest in Watching, Twitter.

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@Idextratime is a Twitter account that spreads the latest information about football matches. Researchers are interested in knowing the effect of the use and exposure of social media on information needs and interest in watching football matches. This study aims to determine how the influence of social media on the Twitter account @idextratime and exposure to social media Twitter account @idextratime on information needs about football matches and interest in watching football matches among students in Bekasi city who follow the twitter account. In this study, using the Uses and Gratifications theory, this theory says that media users play an active role in using a media, and also using the S-O-R theory. This research was conducted quantitatively with a descriptive approach and used a questionnaire as a data collection instrument. The sampling technique was determined by the Lemeshow formula. The population of this study is @Idextratime's followers, totaling 259,000 followers with a sample of 385 respondents. In this study using a sampling technique that is purposive sampling. The results showed that there was an effect of 53.0% of the use and exposure of the @idextratime twitter account on the information needs of Bekasi students who followed the @idextratime twitter account, and also the results showed that there was an effect of the use and exposure of social media to the @idextratime twitter account. on interest in watching Bekasi students who follow the twitter account @idextratime by 32,9%.

Bibliography (2001–2022)