

ABSTRACT

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EFFECTS OF SOCIAL MEDIA USE LINE EXTRA TIME REGARDING THE FULFILLMENT OF INFORMATION NEEDS FOLLOWERS

Keywords : Use of social media, Fulfillment of Information Needs, Social Media, New Media, Line.

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This research aims to determine the influence of using the Line Extra Time social media platform on fulfilling the information needs provided to followers. The study employs a quantitative research methodology through survey methods and questionnaire distribution to collect data from 400 respondents who follow the Line Extra Time social media account. In today's era of new media, the advancement of digital media technology enables individuals to engage in virtual interactions without face-to-face interactions. The progress in media technology significantly impacts human life, making activities more convenient, flexible, and effective. This implies that various social activities can leverage media technology. One of the outcomes of digital media technology advancement is the emergence of social media. Social media platforms construct a communication ecosystem for users in their daily lives. In other words, social media fosters diverse communication streams seamlessly in everyday life. Social media serves as a digital domain or platform that forms the foundation for developing applications, processes, or other technologies. Line stands as one of the social media applications functioning as an instant messaging app or a means of communication among users via the internet network. Up until now, Line users can communicate with each other by sending text messages, images, photos, videos, audios, and more. The findings of this study demonstrate that the impact of using Line Extra Time social media results in a 68.6% influence on fulfilling the information needs related to soccer (football) among followers, while the remaining 31.4% is influenced by other factors not examined in this research.

Bibliography (1978-2022)