ABSTRACT

Social media is increasingly being used as source of information and Twitter is one of social media which can be source of information especially for intial attraction. As using of Twitter, user can reduce uncertainty of information. The purpose of this study is to examined how Twitter @infobdg influenced to uncertainty reduction of information.

This research used quantitative method and causal approaching. This research used classic assumption, linear regression analysis, partial hypothesis, and determination coefficient to analyze the data.

The result of this research is the Twitter @infobdg usage has significant influenced to uncertainty reduction of information. The most significantly influenced sub variablesare Accessibility and Amount. Determine Coefficient showed 32% of Twitter @infobdg usage influenced to uncertainty reduction of information while the rest 68% influenced by other aspects outside this research.

Keyword: Social Media, Uncertainty Reduction of Information, Twitter