

ABSTRACT

This research aims to determine Babe (Baca Berita Indonesia) application usage consisting of intensity of use, message content, and relations with media content, which have partial effect or simultaneous effect to fulfillment of information needs of students in Bandung. The method used is quantitative with multiple linear regression analysis. The based theory in this research is Uses and Gratifications Theory. The population in this research that students in Bandung who using the Babe application with a total sample of 100 respondents. The sampling technique is non-probability sampling and the method is incidental sampling. This research uses multiple linear regression analysis and hypothesis testing (t statistical test, F statistical test, and the coefficient of determination) by using SPSS for Windows 23.

The results of this research are the partial effect of each dimension on usage Babe application variable to fulfillment of information needs of students in Bandung are the intensity of use has 2,4% effect, the message content has 13,9% effect, and relations media content has 24,5% effect. And then simultaneous effect obtained by the determination coefficient namely 0.41. So that, Babe application usage effect of 41% on the fulfillment of information needs of students, while the remaining 59% are influenced by other things outside of the research.

The conclusion of this research is the use of Babe application variable and fulfillment of student information is good because at the high category, and the whole dimension of the use of Babe has positive and significant effect on the fulfillment of information needs of students in Bandung.

Keywords: *Babe Application, Fulfillment of Information Needs, Uses and Gratifications*