

ABSTRACT

Bekasi Smart City, based on information and communication technology through internet, become part of the implementation of government of Bekasi City to be more responsive in communicate. Smart City concept is indeed interesting, a city with smart technology to support daily activities that will make it easier for the people of Bekasi City. To achieve that goal, everything must be supported with the modern human mindset. Awareness of the environment, maximum utilization of technology, and awareness of the importance of intelligent lifestyles that need attention by every element of society living in urban areas. The concept of Smart City seems to be a trend in urban management. The city of Bekasi considers it necessary to adopt this concept, not only as a form of prestige to be called Smart City, but due to the urge to solve urban problems in an unusual way.

The formulation of the problem in this research Social Media Account Effectiveness Twitter Bekasi City Government @pemkotbekasi Against the Information Needs of the City of Bekasi. Quantitative Analysis Technique with simple linear regression method. Using descriptive analysis technique. The population of this study is the people of Bekasi city who follow the twitter @pemkotbekasi account. Primary data in this study was taken through the distribution of questionnaires to 100 responders followers twitter @pemkotbekasi account. Secondary data in this study were obtained from literature and documents relevant to the titles and themes that are not much different.

The results of the research show that the percentage of independent variables are in very good category, and the dependent variable is also in very good category. Based on the results of simple linear regression test, it is known that there is a significant effectiveness between independent variables with dependent variable.

Keywords: Effectiveness, Social Media, Twitter, Fulfillment of Information Needs.