

ABSTRACT

New media and technology have provided new ways for us to get ideas and information. Information and communication technology is very rapidly developing, one of them in the government. The government uses social media to disseminate information to the public. One of the social media used is Twitter. The Twitter account under study is a Twitter account owned by PR Bandung, namely @HumasBDG. The purpose of this study was to find out how effective the @HumasBDG Twitter account is in meeting the information needs of the people of Bandung City.

The method in this study used descriptive analysis which was assessed quantitatively by collecting questionnaire responses as data from respondents consisting of 100 people who followed the @HumasBDG Twitter account. Primary data collection techniques using questionnaires, and using secondary data obtained from the Bandung government, books, internet, and previous research.

Based on the results of this research data, the effectiveness of the @HumasBDG Twitter account for meeting information needs has an effective category with a percentage value of 75%. The magnitude of the effect of the effectiveness of the @HumasBDG Twitter account on fulfilling information needs gets a value of 59.4%. This shows that the @HumasBDG Twitter account is effective in fulfilling the information needs of the people of Bandung.

Keywords: Effectiveness, Information Needs, Twitter