

ABSTRACT

This research is to determine how much influence the Tiktok @infobandungkota account has on fulfilling the information needs of overseas student followers in Bandung City. The method in this study is quantitative, the data collection technique is carried out by distributing questionnaires online to 100 respondents through tiktok social media. The population in this study are overseas students in the city of Bandung who are followers of the @infobandungkota tiktok account. The results of the research and distribution of questionnaires based on the results of the T and F tests, obtained the results that there is an effect of using the @infobandungkota tiktok account on fulfilling the needs of followers who are overseas students. This can be proven by the results of the T test calculation, namely that the table for the number of samples (N) is 100 respondents with a significance level of 0.05% is 1.660. This means that $t_{count} > t_{table}$ ($6.104 > 1.660$). The research conclusion is by the results of the research obtained, namely that there is an influence on the use of social media tiktok @infobandungkota on fulfilling the information needs of followers who are overseas students in the city of Bandung.

Keywords : Social Media, Tiktok @infobandungkota, Information Needs, Overseas Students