ABSTRACT

The COVID-19 pandemic has caused tremendous hardship for Indonesia as well as for the rest of the world. In the context of the pandemic, many adults are seeking information about COVID-19 not only from traditional news sources, but also from social media, especially Twitter. Based on survey data conducted by the Central Statistics Agency (BPS), 83.6% of respondents claimed to know about COVID-19 medical and prevention procedures through social media. With 237.8 million daily active users on Twitter between January and December 2021, Indonesia became one of the largest markets for the platform worldwide with a 16.6% increase in Twitter users. With the number of users continuing to grow, the role of social media in bringing people together and providing relevant information will remain an important factor in efforts to tackle this pandemic. So, the purpose of this study is to determine how much influence the effectiveness of using Twitter social media has on the information needs of COVID-19. The method used in this research is the simple linear regression method from a total of 65 respondents. The results of this study indicate that the effect of the independent variable on the dependent variable is 31% while the remaining 69% is influenced by other variables not examined.

Keywords*: COVID-19, Social Medial, Twitter*