

ABSTRACT

Students, driven by their academic needs, are an active information-seeking group. X, which has various forms of accounts such as autobase, is one of the main platforms for students to get information and interact. This research uses Pierre Levy's New Media theory which examines the growth of media and provides two views, namely social interaction and social integration. This research uses a qualitative method with a phenomenological approach. Data collection was done by interview, observation, and documentation. The results of this study reveal that the social interaction view of the @telyufess autobase account helps students in obtaining information about both academic life and social life more flexibly and dynamically through the interactions facilitated and established on the account. Meanwhile, the social integration view shows that the @telyufess autobase account is able to form social attachments among students that expand their social networks and make them feel more connected to each other.

Keywords: *autobase, student, social interaction, social integration*