ABSTRACT

THE BENEFIT OF @infobdg TO FULFILL THE INFORMATION NEEDS TO THEIR FOLLOWERS IN BANDUNG CITY

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This research aims to known and expalain about the benefit of Twitter account of @infobdg to fulfill the informations needs to their followers in Bandung City, to answer that questions, the research take up four sub fokus information, value of uses, adventages, and information process.

The type of this research uses qualitative approach with descriptive method, the subjects of this research are, admin followers who uses @infobdg the information searcher, mean while 5 informents were taken, which are 2 founders @infobdg account, and 3 followers. Data were collected through in-depth reporting, observation, literature studies, internet searching and documentations. Engineering collection by using purposive informant sampling. The data analyze technique by using descriptive method, i.e. data collectiny, data analyzing, editing, and the last is research and explanation based on certain used theories.

The result of research shows that by using sub focus information, which covers #lalinbdg, #cuacabdg, #infobdg, #diskonbdg, and #eventbdg and the others subfocus value of uses, adventages, and informations process that cloud presents those one, a good feedback a mong the followers of @infobdg or with the administrator team it sel, and information which is medid by the followers could by fulfilled, as well as present an adventages by their selves and for side of @infobdg.

The Conclusion the information provided is useful for @infobdg the follower as another tool to search for information, because its obvious more modern and more practical than other media, it's seen from the increase in the representation of information is fast and doesn't contain lies.

The researcher suggest, to twitter account @infobdg to provides the costumer service contact for their followers who wants to sends their suggestions and critics to twitter account @infobdg for its future.

Keyword : Benefit, Account Twitter @infobdg, Fullfill The Information Needs