ABSTRACT

THE BENEFIT OF @UNIKOMTWIT IN MEETING THE NEEDS THE ACADEMIC INFORMATION TO THEIR STUDENT IN UNIKOM BANDUNG

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This research aims to known and expalain about the benefit of Twitter account of @unikomtwit in meeting the needs the academic informations to their student in Unikom Bandung, 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 and followers (students) who uses @unikomtwit the information searcher, meanwhile 7 informents were taken, which are 1 admin @unikomtwit account, and 6 students Unikom Bandung. 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, value of uses, adventages, and informations process that cloud presents those one, a good feedback a mong the followers of @unikomtwit or with the administrator team it sel, and information which is medid by the followers could by fulfilled for example, such as information about autodebet or guardianship and presenting an advantage for themselves and for @unikomtwit also submitted information is guaranteed to contain the truth without lies.

The Conclusion the information provided is useful for @unikomtwit 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 @unikomtwit to provides the costumer service contact for their followers who wants to sends their suggestions and critics to twitter account @unikomtwit for its future.

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