

## ABSTRACT

### **THE EFFECT OF USING TWITTER SOCIAL MEDIA ON SKINCARE INFORMATION NEEDS FULFILLMENT(Quantitative Study on Twitter account followers @ohmybeautybank)**

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Twitter is used as one of the right platforms to share or obtain information. This is because Twitter can provide information about something that is trending at a certain time, so the information obtained is fast and easy to access because the information can usually be accessed through the trending hashtag on the features provided by Twitter. Currently, there are autobase accounts that are provided to be a place for communication between users, with different interests or interests. This account is also used to obtain information needed by followers. The @ohmybeautybank account is an account that discusses the world of beauty and other information about health. This study was conducted to determine how much influence the @ohmybeautybank account has in meeting the information needs of its followers. The importance of this research is that it is hoped that @ohmybeautybank can be known by many others and become one of the newest communication platforms to obtain information. The research method used is quantitative, using the Uses and Gratification theory. Researchers collected data by distributing questionnaires to 400 respondents who met the criteria. The results showed that the calculated F value  $> F$  table (593, 483  $>$  3, 86) with a regression coefficient value of 0.744 where this result was strong, positive, and one-way. . In conclusion the results of this study have answered the formulation of the problem, namely the @ohmybeautybank account contains information that is in accordance with the information needs of followers and fulfills complete information about the world of beauty.

**Keywords:** Communication Studies, Use of Social Media, Information Needs, Uses and Gratification, Twitter.

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