ABSTRACT

Social media plays an important role as the main source of information which has the ability to convey various information and present new things in the surrounding environment which results in the creation of freer and more transparent communication. This can broaden people's views beyond national borders. One culture that is currently popular among the younger generation is Korean Fashion style which is inspired by the Korean Wave. With the increasing need for information about Korean Fashion, quite a few people are looking for this information on social media. One of the social media that can keep up with the times regarding the Korean Wave Fashion style is Lemon8. Therefore, this research aims to measure how much influence Lemon& social media has on fulfilling information needs regarding Korean Fashion style. The method used is quantitative with sampling carried out through probability sampling, simple random sampling, with a purposive sampling technique involving 400 respondents. Data analysis uses descriptive analysis and simple linear regression. Hypothesis testing shows that Lemon8 social media significantly influences the fulfillment of information needs regarding Korean Fashion style with 1 count > t tabel (34,924 > 1,960). The research results stated that Lemon8 social media influenced the fulfillment of information needs regarding Korean Fashion style by 75.4%, while 24.6% was influenced by other variables not included in the research.

Keywords: *korean fashion style, lemon8, meet information needs, social media*