ABSTRACT

The research on new student information seeking behavior in supporting academic aimed to identify new college student information seeking behavior in Department Library and Information Science 2012. Reference used in this research was Wilson’s third model. Research methodology used descriptive quantitative method, sampling technique used saturated sample. Sample size was 101 new students. Data collection was performed using questionnaire technique and data were prepared by descriptive manner. Research seeking showed that new students used active and passive information seeking behavior in supporting their academic needs. New students felt easy to obtain information using internet information source particularly search engine with 42.6% percentage supported by electronic media such as Hand phone (HP), laptop and computer with percentage result of 66.3%. They search information by discussion through social media such as facebook, BBM (Blackberry Messenger) and campus website. Internet becomes most used information source and channel by new student. However Internet posed barriers to them such as weak connection, significant cost to be spent and others. Therefore Library and Information Science Department can use internet maximally in providing information to new students concerning their academic needs.

Keywords: Information seeking behavior, information need, information media.