

## **ABSTRACT**

**Bella Narita Sari. NIM. 082079. Thesis. Effectiveness of the use of Social Networking Sites Twitter As Media Communications (Case Study Follower @ InfoUntirta).**

*Twitter is a social networking site to spread information in a short message, solid and real time in a sentence of less than 140 characters to readers around the world. The problem is how high the effectiveness of using social networking sites twitter as a medium of communication for the follower @ InfoUntirta. The purpose of this study was to determine how high the interest rate, the interest and the amount of information received from the use of twitter followers for @ InfoUntirta. This study uses the theory of Uses and gratifications. This theory explains that audiences are free to choose which media are selected to find the best source media in an effort to meet their needs. The method used is descriptive quantitative method. The study population was a follower of @ InfoUntirta many as 2446 people. Samples taken as many as 96 people with Slovin formula. In this study the researchers used purposive sampling technique sampling with particular consideration. Data collection techniques by distributing questionnaires. Then processed using SPSS version 17. The results of this study are based on a 95.9% interest rate, the interest rate of 99.4%, and the amount of information received 99.6%. This shows that twitter has a relatively high level of effectiveness.*