

## **ABSTRACT**

Bakpia Citra Premium is one of many companies that used social networking twitter to market their products. This study used the theory of new media or online media and using the theory of digital marketing communications. The purpose of this study was to examine used of social networking twitter for communication and product sales. This type of research are taken using qualitative description, where the activities carried Bakpia Citra Premium in the promotion of products, was appointed as the research object. Data collected by direct observation through observation, interviews and collecting documents related to the study. The results of the use of social networks can be used as a medium to know the development of the market, making it easy to communicate with a quick response from the company to the consumer. In the discussion are the goals, objectives, policies and rules in the used of social networking twitter as communications products. The goal is that the message is delivered quickly to the consumer and are broad. The target for publication bakpia and delivery of promotional products. And the rules to build customer loyalty, should not be out of topics surrounding the product.

Keywords : promotions, twitter, online media