

## **ABSTRACT**

Hooray Levitation Yogyakarta community is a community that aims to enhance creativity in the field of photography , especially photography levitation . Through social media and networking sites Levitation Hooray community , this community would like to further advance the Yogyakarta region levitation community that is growing . Research conducted on the communication pattern Levitation photography community members Hooray Yogyakarta with formulation of the problem " of how communication patterns Levitation photography community members Hooray Yogyakarta with social media twitter . " Purpose of this study was ( 1 ) to determine the patterns of communication Levitation photography community members Hooray Yogyakarta , ( 2 ) to find out how members of the photography community in Yogyakarta Hooray Levitation using communication patterns so as to maximize the role of social media in communicating . The method used is qualitative descriptive research that portray the community member communication patterns Levitation Hooray Yogyakarta . In this study , can be obtained through interviews , observation and literature . The results show the communication patterns of findings ( 1 ) online communication patterns , namely the role of socializing with members of the community through social media sites ( 2 ) offline communication pattern that is where the member or activist meeting pass direct / face to face ( 3 ) Hooray Levitation Yogyakarta community interaction that is the activity of the response given to the communicant communicator. Twitter is a publicity account with community members and followers Levitation Hooray Yogyakarta, both online and offline communication is determined by the activity of community members and followers Levitation Hooray Yogyakarta, while activists here only serves to guide and motivate members to continue to improve their creativity.

Key Words : Social Media , Communication Patterns , Community