

ABSTRAK

Twitter is one of a social networking site that have change the way to communicate. The development of internet raise social networking site which have aim to fulfill human needs of virtual communication. The use of Twitter future in social media can influence the stage of an event existence. This things make the researcher interested to discuss about are there any influence of the use of Twitter future in social media to the stage of communication satisfaction of Jogja Summit Bazar Event which is the problem formulation of this research. Theory applied in this research is model theory of Uses and Gratifications. This theory also sinergyzed with the Marketing Communication Strategy. Research method applied is survey research. Data resulted from research analysed with product moment, simple linear regression, and significance testing, and also done by using SPSS program version of 13 for Windows. Data collecting technique applied is questionnaire, bibliography, interview, and observation. Research done by taking the active followers that rent stand for the event through twitter. Based on reliability and validity test, all data is expressed valid. The research results by using product moment, it is known that R square equal to 0.571 so that there is relation between X and Y having a positive and significant effect. It is obtained that regression coefficient for variable X equal to 0.229 with constant equal to 2.751. So that there is influence from X on Y for every change happened of one numeral. Relation level of the use of twitter future in social media is medium and the ciggaretes the stage of communication satisfaction of Jogja Summit Bazar Event is influenced equal to 57.1% while 42.9% influenced by other factor.