

## **ABSTRACT**

### ***The Influence Of Using Twitter Social Network On The Followers Personal Branding ( A Study On The Followers Of Dara Prayoga's Account)***

***By***

**Prita Puspitasari**

*Personal branding activities keeps open along with the development of the internet technology. In the world with fierce competition, requires someone to be smart in seizing the market by using twitter social network in order to support the success of his career. The synthesis in this research is "how big the influence of the using twitter social network on the followers personal branding". The purpose of this study is to know how big the influence of using twitter social network on the followers personal branding. The research is an explanation by using online questionnaire survey method. The population in this study (followers of Dara Prayoga's account) are 219.470 on March, 28<sup>th</sup> 2015 at 07.01 Am, the respondents of this research are 100 respondents .This research uses "uses and effects" theory. The result of this research shows that the use of twitter social network influences it's followers personal branding as 52,4 % from several factors in this research, and the other 47.6 % caused by other factors that are not mentioned in this research. Correlation value of the use of twitter social network on the followers personal branding is 0,724 that are in high range.*

*Keyword: twitter, personal branding, followers, uses and effects*