

## **ABSTRACK**

### **THE PHENOMENON SOCIAL MOVEMENT OF TWITTER (Study of Social Movement Communities @Darah4Lampung and @RbanLampung)**

**By**

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This study aims to determine the causes and effects of the rise of social movements on Twitter at @Darah4Lampung and @RbanLampung . This type of research used in this study is qualitative data collection methods of observation and in-depth interviews . The data analysis was done by data reduction , data display , and conclusion . From the results of the study showed that the aspects of ease, popularity, productivity, twitter is a symbol of progress were factors in the emergence of social movements on Twitter, but researchers found that the new findings Passion (Desire / Desire). There are new findings on the positive impact of the emergence of social movements on Twitter at @ Darah4Lampung and @ RbanLampung is effective and efficient in addition to existing theories as a medium of information dissemination, as a means to develop social skills and, expanding a network of friends, effective and efficient. The negative impact of the emergence of social movements on Twitter at @ Darah4Lampung and @ RbanLampung to date has not been found, it may be a reference for future research materials that are interested. There are two existing theories of analysis in this research that uses and gratification theory and the theory of new social movements .

**Keywords : Twitter , Social Movements**