ABSTRACT

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