

ABSTRAK

Seiring dengan perkembangan teknologi, strategi *word of mouth marketing* pada industri ritel moderen mulai beralih menuju media layanan jejaring sosial / *social networking service*. Penelitian ini bertujuan untuk mengetahui perbandingan penggunaan *social networking service* antara akun *twitter* @alfamartku dan @indomaret_co_id dengan menggunakan teknik analisis uji beda Mann-Whitney. Data yang digunakan adalah data primer yang berasal dari kuesioner yang disebarakan kepada 400 responden yang merupakan *followers* dari akun @alfamartku dan @indomaret_co_id. Hasil penelitian ini menunjukkan bahwa terdapat perbedaan signifikan penggunaan *social networking service* dilihat dari sebelas sub variabelnya yaitu *meeting new friends* (X_1), *entertainment* (X_2), *maintaining relationship* (X_3), *understanding and learning* (X_4), *social involvement* (X_5), *trust in website* (X_6), *trust in other members* (X_7), *information searching* (X_8), *cost* (X_9), *quality of friends* (X_{10}), *attitudes* (X_{11}), antara akun @alfamartku dan @indomaret_co_id dengan nilai persentase akun @alfamartku sebesar 62,05% dengan kategori rendah dan nilai persentase akun @indomaret_co_id sebesar 69,89% dengan kategori tinggi.

Kata Kunci : *Twitter*, @alfamartku, @indomaret_co_id, *Social Networking Service*

**COMPARISON OF SOCIAL NETWORKING SERVICE
USAGE TO TWITTER ACCOUNT'S FOLLOWERS
@alfamartku AND @indomaret_co_id**

ABSTRACT

Along with the technology development, the word of mouth marketing strategy on the modern retail industry start shifting to the social networking service media. This research aims to discover the differences of social networking service usage between twitter account of @alfamartku and @indomaret_co_id with the use difference test of Mann-Whitney as the analytical techniques. Writers decide to use data that called primary ones that comes from the questionnaire that was distributed to 400 respondents who are the followers of @alfamartku and @indomaret_co_id. The results of this research shows that there's a significant differences of social networking services usage based on eleven sub variables which is meeting new friends (X_1), entertainment (X_2), maintaining relationship (X_3), understanding and learning (X_4), social involvement (X_5), trust in website (X_6), trust in other members (X_7), information searching (X_8), cost (X_9), quality of friends (X_{10}), attitudes (X_{11}), between @alfamartku and @indomaret_co_id with @alfamart's percentage value in 62,05% as in low category and @indomaret_co_id's percentage value in 69,89% as in high category.

Keyword : Twitter, @alfamartku, @indomaret_co_id, Social Networking Service