

ABSTRACT

Social networking sites currently widely used as an communication media. One of social networking sites most commonly used is Twitter. Twitter is a microblogging that can only write 140 character in every tweet. Twitter user also varied ranging from citizens until their government. This research are researched about Jakarta's Governor Basuki Cahaya Purnama, usually called Ahok.

This study attempts to find out how big level of satisfaction of Ahok Twitter's followers in using social media such as Twitter. For measuring level of satisfaction in this research use uses and gratification theory and use a development model of u&g theory. For measuring satisfaction this research use four types of expectation disconfirmation model, such as content gratification, social gratification, and technology gratification. It measured using analysis description. By distributing questionnaire to 70 respondents. This research showed the very high satisfaction of Ahok's Twitter followers, with 83,4% score of all respondents.

Keywords: satisfaction, social media, Twitter, uses and gratification theory, expectation disconfirmation models.