

ABSTRACT

In this modern era, the development of information technology and communication keep moving forward, and makes people to keep trying to balance it. So as with the progress of social media nowadays which become a tool or media for communicating and socializing with people anywhere and anytime. It makes Ridwan Kamil as mayor of Bandung to utilize the sosial medias, Facebook, Twitter and Instagram to communicate with citizen of Bandung. In this research, researcher learn Communication Style of Ridwan Kamil in using sosial media such as Facebook, Twitter, and Instagram. The research methods that's used is Netnography. The research result shows that overall Ridwan Kamil's style of communication in social media include to The Equalitarian Style. Which is two way communication, where the others social media user can respond including comment which not rarely get the direct attention from Ridwan Kamil and even manyof them get message back from Ridwan Kamil. Either inn the form of complaints, criticism, suggestions, or the context only joking, that proven effective seen from the evidence found on social media. Although in the real world looks a little different, based on data obtained from some of the results of interviews with informants. But it still does not change the results of research that in social media, communication, Ridwan Kamil braided communication can be said to be managed quite effectively.

Word order : Communication Style, Social Media, Leadership, Netnography