

**STRATEGY OF MARKETING COMMUNICATIONS ELECTRONIC
WORD OF MOUTH DJ ARIE SCHOOL
(Descriptive Study at Social Media Twitter)**

Abstract

This research is focusing on electronic word of mouth in DJ Arie School using twitter as their promoting strategy, and will be analyze using descriptive qualitative method. The researcher use a constructivism paradigm to know how the marketing communication electronic word of mouth in DJ Arie School in twitter. With a careful observation, an interview with a good structur and using a reliable source. The conclusion from all the data that have been collected is DJ Arie School have successfully use a twitter as their electronic word of mouth on giving an effect to their promotion which increasing their students.

Keyword : Strategy of Marketing Communication, E-WOM and Twitter