

ABSTRACT

Current technological developments seemed to make the Indonesian people switch utilizing social media as the daily activities. One part of the community itself is Social Movement Alms delegation also participated seta in utilizing social jejerang especially Twitter to raise funds from the public. Alms The group is a social movement that stood since 2011, was initiated by a young entrepreneur named Saptuari Sugiharto. This movement focuses on the realm of orphans who have limitations in treatment costs, with the slogan "delivering surrogate of the sky, without a complicated, difficult and tortuous" has many orphans who were helped throughout Indonesia. selama approximately 5 years the fund has collected less in excess of 37 billion. of the things that are interesting to study how the communication strategy social fundraising.

This research is kualitatif dan Data collection can be done by in-depth interviews, and observation. For the analysis of theory used is to combine the communication strategy planning by Robert J Lavidge and Grey A steiler and communication strategy used generally by R waayne Pace, Brent D produces five strategies, namely to secure understanding, to establish acceptance, to motivate action, to inform and to persuade.

The results showed that the communication strategy to ensure understanding (to secure of understanding) by giving a brief description on the upload material, to build acceptance (to establish acceptance) form to respond or answer in fact is that whenever any comment on .in follower motivation mmemberikan shape to upload pictures of motivation and the best qoute .in provide information (to inform) by providing positive information to the communicant in all activities of the charity group .in mempersusi (to persuade) form -Photos fact is upload photos of patients who implies that fosters human interest and sympathy followers.

Secera whole charity group has done a good communication strategy with the Twitter social media .jejaring selected to achieve the target but in practice they encounter several obstacles faced by the charity group hooked up with the resources to manage social media team.

Key Word :Communication strategy, social media, twitter