

ABSTRACT

Along with the developing of the age of globalization, the internet is capable of giving birth to a new network that is commonly referred to as social media. Utilization of social media today is highly developed. Not just as the existence of the self but it has leverage social media twitter in particular raise a donation. Social movements have been going from initially offline to online. Twitter is considered superior in speed of distributing information as the pusher people to contribute in case Ms. Saeni.

This study purposed to find out how the utilization of social media especially twitter in this fundraising so that it can successfully. The research method used is descriptive qualitative case study which means researchers describe what actually happened. Data collection is carried out starting from a deep interview with party fundraisers and some donators as well as coupled with facts and document that has been collected through the study of literature and the study of the document.

Based on the results of this study can be known that twitter can be utilized to disseminate the fundraising in the initiation by Dwika putra. Twitter quickly can stream information about fundraising and urge people to contribute to donate with a very quick response as well. The ability of twitter is also supported by the factors in terms of the mutually motive please help, momentum, an influential figure of the closely related with communicators, as well as features that facilitate social media to make this viral fundraising.

Keywords: New Media, Social Media, Twitter, Utilization Of twitter, Social Movements.