

ABSTRACT

Public relations has an important role in establishing good relations with the public and spreading the message to the public. In realizing public relations activities to be more effective, now public relations utilizes the presence of the Internet or cyber media in order to carry out public relations activities anytime and in a distance. Public relations activities are called cyber public relations. Currently, many companies have implemented cyber public relations activities, even television station companies in Indonesia which is a mass media participate in carrying cyber public relations activities. One of the television stations in Indonesia is NET TV. NET TV is a new TV channel established in 2013. NET TV wants to show not only on-air programs, but also online. NET TV has some social medias, including twitter @netmediatama. The purpose of this study is to find out how the management of twitter content @ netmediatama in informing about NET TV. The research method is qualitative method with case study approach. Data collection techniques used are in-depth interviews, observation, and documentation. This research suggests that: 1. Social media teams have done research in advance using PR tools and qualitatively, planning, and evaluating content management. 2. Content twitter @netmediatama has 6 types, namely promo content, public relations content, marketing content, corporate content, CSR content, and quiz content. 3. The social media team also implements time management when managing the twitter content @netmediatama for the submitted content to be known and responded by the followers. 4. Message structures are divided into two, namely the use of language and greeting. Twitter @netmediatama tends to use non-standard language and uses "good people" as greetings.

Keywords: Social media, Management content, Twitter @netmediatama