

ABSTRACT

Twitter is one of the social media platforms that is not only used to communicate, but also used as a medium for delivering information and entertainment in the form of microblogs. Promoting through Twitter provides a great opportunity for companies to connect with a large audience to build a relationship. Although Twitter is not the social media with the highest number of users in Indonesia, Mencuri Raden Saleh Movie actively promotes on Twitter through the official @mrs_film account and the hashtag #MencuriRadenSaleh Movie by utilizing Twitter microblogging. The @mrs_film account is also the account with the most Followers among the 15 most watched Indonesian films in 2022. Therefore, this study was conducted to determine how much influence the promotion of the Stealing Raden Saleh Movie on the @mrs_film Twitter account has on viewing interest. The research method used is quantitative, with a quota sampling sample and distributing questionnaires via direct message and Twitter base. This study uses data analysis including descriptive analysis, normality test, heteroscedasticity test, simple linear regression test, coefficient of determination, correlation coefficient, and t hypothesis test. Based on the results of these tests, the variable promotion of Stealing Raden Saleh on Twitter on the @mrs_film account or variable X has a positive effect of 43.8% on variable Y, namely interest in watching.

Keywords: *Promotion, Interest in watching, Twitter*