

ABSTRACT

Public relations practice was influenced by expansion technology. Especially information technology by social network. Twitter appearances gives a direct and fast access in to specific audience for public relations practice. @infobdg is one of the company who has emphasized the importance of public relations activities in social media twitter. This company is a digital information based company aimed to become a source of information for the citizens of Bandung through social media twitter. Public relations has managed twitter @infobdg to built a company's image through twitter.

The purpose of this study is to observe public relations managerial process on twitter. This research used descriptive qualitative methods. Data collection techniques used were in depth interview and observation. In reaching the validity of the data, research used triangulation technique that compared observation result with in depth interview based on the theory.

The research found that public relations @infobdg didn't run the managerial process very well. The public relations used to manage social media to monitor the audiences without having a research before an online program released. Audiences of public relations @infobdg are too wide to reach, public relations @infobdg didn't have any specific segmentation so that public relations managerial process in managing twiter was not well-performed.

Keyword: Public Relations, Social Media, Twitter.