

ABSTRACT

Rapid development of information and technology change social lifestyle. In 2015, 38,4% Indonesia or about 82,2 million people accessed internet and 69 million use social media such as: faebook and twitter. This phenomenon become an opportunity for enterprise to utilize social media and develop communication enterprise strategy like Telkomsel.

This research uses qualitative-descriptive method with post-positivism paradigm whose researcher view strategy as a solid phenomenon. Data collection method is done by interview with purposive sampling technique and documentary. The purposively-chosen respondents are those who know about communication strategy relationship marketing of Telkomsel and those who communicate with Telkomsel.

This research showed that PT. Telekomunikasi Seluler used twitter to interact with customer. Twitter features like hashtag, mentions, picture and video link facilitate Telkomsel to make communication interesting. Telkomsel uses publication (promotion), customer care, corporate communication and listening strategy to build interaction on @Telkomsel's twitter. With those strategy, Telkomsel build relationship marketing such as: communication, trust, commitment, cooperation, shared value, conflict, power, non-opportunistic, and interdependance.

Keywords: strategy, twitter, relationship marketing