

## ABSTRACT

Rapid technological developments can be seen with the development of the Internet as the access network used to search for information, business media, and marketing activities. Many telecom operators are competing to get more customers. They compete by offering cheaper rates and attractive services to customers. One is the mobile operator Axis promote their products through social media Facebook and Twitter. The data analysis of this research is descriptive explanatory with techniques Confirmatory Factor Analysis in order to determine how large the factors forming the determinant of promotion through social media Facebook and Twitter on mobile operator Axis by using the features of sale in theory Zarella (Facebook) and Puntoadi (Twitter ). Researchers used a sample of 100 respondents. Based on the data processing method of the CFA, it is known that all the sample data validity and reliability have good construct, the normality test is obtained, namely 1,486 <2:58 (Facebook) and 2.529 <2:58 (Twitter) so that the results are normally distributed. While the reliability test results obtained AVE construct 0.604 > 0.5 and CR 0.809 > 0.7 (Facebook), besides AVE 0.612 > 0.5 and CR 0.810 > 0.7 (Twitter).

Keywords: ads, social media facebook, twitter social media advertising, confirmatory factor analysis