

ABSTRACT

At this time, the use of information technology and communication is taken for granted by most people of the world. The social media is one of the highest service usage. One that is exploited by the public in the use of social media is to search about interests and hobbies. This research aims to determine patterns of communication that occurs between an idol group JKT48 and their fans via Twitter using its official twitter account @officialJKT48. JKT48 is the biggest idol group in Indonesia which is also the younger sister of the famous Japanese idol group AKB48. This research method using a qualitative method with descriptive study with four fans were active in JKT48 and receive information from twitter @officialJKT48 as an informant. Based on this research that has been done by researchers, it can be concluded the two invention. The first is, the pattern of communications made by the twitter account @ officialJKT48 is the Wheels communication patterns and Directions of communication are downward communication. And the second is, Researchers found an artificial fanbase fans as non-official community JKT48 to open a discussion and other activities by the fans. In addition, researchers found that JKT48 can easily become a trending topic on twitter result of forwarding information about JKT48 done continuously by fans. The next researchers can makes the study of communication patterns of an idol group, girl / boyband, other musicians through social media Instagram.