

ABSTRACT

The development of today's technology and the era of globalization is currently growing very rapidly from technology and so on. So is the ability of consumers are so selective use of the mobile operator. It is seen as more and more people are using mobile phones and the use of mobile cards or mobile carriers. The use of mobile cards can be more than one mobile cards, because people also sometimes use more than one mobile card.

This study uses a quantitative method with a population of university students of the Faculty of Applied Sciences majoring in Marketing Management. The sample used is purposive sampling. In data collection methods using questionnaires and using mann whitney.

The result of the research is response consumer to social media product XL Axiata in D3 Marketing Management 2014-2015 and 2015-2016 is 75,31% and to social media product Indosat Ooredoo in D3 Marketing Management 2014-2015 and 2015-2016 is 73.49% which is good, but it is still better than XL Axiata social media than Indosat Ooredoo social media.

Keywords: Social media