

ABSTRACT

This research is aimed to find out how big the impact of context, communication, collaboration, connection on the Twitter account @Jokoanwar towards the interest in watching the Gundala Movie is. The type of research used is descriptive analysis using quantitative approach. The population of this research is the followers of @Jokoanwar twitter account. The sampling technique used is probability sampling using purposive sampling technique. This study involved 100 respondents @Jokoanwar Twitter followers using simple linear regression analysis techniques. The results of this study indicate a coefficient of determination of 46.9%, the rest are influenced by other variables. The conclusion of this study is the use of @Jokoanwar Twitter has a positive influence on interest in watching the Gundala movie, with a tcount of $9,112 >$ from ttable of 1,661, meaning that the hypothesis H_0 is rejected and H_1 is accepted.