

ABSTRACT

The study was conducted to identify communication patterns on twitter account @collegemenfess as information medium and educational communications. The purpose of the study is to know about the search for information and communication with autobase twitter @collegemenfess as an information medium and communication in education and to know how the communication patterns are created. The study USES qualitative methods with descriptive studies. , with a phonemenological approach as a method of understanding and describing a specific phenomenon that is profound and earned by it the essence of the life experience of the informer. The study subject is the followers autobase @collegemenfess who are actively involved in an overwhelming sampling. Data gathered through interviews and online observations interviews used several social media applications wanted by the informant and prepared and classified to crack in the customized units. The data analysis technique USES interactive analysis, which are the three stages of data reduction, data presentation, deduction or verification. Based on the results of this study on twitter asa medium in search of information and communication as needed, information obtained more quickly and up to date in education, there are four communication patterns in this research: circular communication patterns, communication brokerage patterns, communication

Keywords: Autobase, Twitter, Communication patterns, Education