

ABSTRACT

Indonesia has two cities as the most active region for twitter activation in the world. Jakarta is the first chart and we have Bandung in the sixth. Although we have two cities in the most active city activation for twitter, US still in the first rank in the country. It is interesting because San Francissco the city of twitter comes from is not in the list, and Indonesia is the fifth active country in the world.

WADEZIG is one of fast growing clothing company. The rapid improvement on sales was happened in the year of 2011, but unfortunately, there was a significant decline on sales in 2012. There should be something went wrong in customer' communication response. The objectives of this research were formulated to compare the theory that has been published with the practical aspect, and furthermore, researcher believes that this research can be useful for the company to overcome the problem regarding the communication response.

This research was conducted in the form of quantitative method, and there were 400 respondents being asked about the research. In order to make the research has a realible data, convinience sampling was used in distrubuting the questionnaire. This research use regression analysis in order to get more statistical data about the variables. Based on the calculation that has been processed, there is significant influence from twitter towards communication responds. The statement was proven by the R-Square was 0.883 , or there is 88.3% influences from twitter toward communication response. Furthermore, based on respondent' assesment, in Wadezig Twitter , account was ranked as the highest performance proven by its responenent' assesment which was obtained 68.33% and for the lowest performance was direct message which was only obtained 65.00% in respondent' assesment.

In conclusion, researcher found that the communication program through twitter that has been done by Wadezig is catagorized as good, and followed by its communication response from customer which was also good. A signifcint influence was given from twitter towards communication response. Thus, researcher believes that Wadezig should improve its twitter performance through several suggestions such as Wadezig can use integrated social media strategy to maintain the Wadezig's twitter account, Wadezig need to give follow back the user who want to send Direct Message, and also example verify account and mini background behind the avatar.

Keyword : Wadezig, Fashion Business Industry, Twitter, Communcation Response