

## **ABSTRACT**

*This research is entitled “Company Imaging of 41studio in cimahi via social media twitter”. This research is focused to know how big and how effectively the use of twitter as social media in the imaging of 41studio company in Cimahi.*

*The aim of this research is aimed to know and analyze further about the imaging of 41studio company in Cimahi through the online twitter as social media.*

*This research uses qualitative method. The theory which is used in this research is the Theory Circle of PR Programming and Communication by Ruslan.*

*This research uses Continous Observation, interviewed, and literature study.*

*The result of this research shows that the use of imaging strategy through online social media can make the company be able to increase the relationship with the clients and also the company can be easily to increase the brand awareness and user engagement because some clients feel that they are entangled in many things because their voices can be easily to be heard.*

*After do the research about “Company Imaging of 41studio in cimahi via social media twitter”, the research suggests that the company should not be focused on the use of twitter only because the social media’s trend isoften changed unpredictably and also the research suggests that this strategy should be combined with conventional methods.*