ABSTRACT

This paper, entitled "The Use of Declarative Sentence in Promoting Poster on Twitter", discussed the promotion of poster using the declarative sentence on the social media Twitter. This paper is expected to give the reader more knowledge about internet marketing, especially twitter marketing.

The method used in this paper is descriptive method. The writer described and explained many kinds of the declarative sentence that the writer made to promote poster on Twitter during the job training at Si Dupan Poster.

Based on the promotion result, it can be concluded that the promotion on Twitter has to be made in brief style, so the writer made it in the declarative sentence. In addition, those declarative sentences have to be made in friendly style. Therefore, the writer made three kinds of promotion: the promotion in the first person point of view, the promotion in the testimonial style, and the promotion which mention another Twitter user.