

ABSTRACT

This research discusses the role of social media Twitter in the business development of "So Hungry", a food business that offers rice boxes with Nusantara flavors. Through SWOT analysis, this study identifies the strengths, weaknesses, opportunities, and threats faced by So Hungry in utilizing Twitter as a promotional tool and interaction with consumers. In analyzing the influence of promotional content on Purchase Intention, this study highlights the strategies undertaken by So Hungry in building brand awareness, attracting attention through interesting content, and building active interactions with Twitter users. Furthermore, the research reviews the influence of eWOM (electronic Word of Mouth) on Purchase Intention through analyzing user tweets recommending So Hungry products and the impact on positive responses from other users. The research also discusses So Hungry business development strategies, including collaboration efforts with micro influencers on Twitter, the use of engaging content, and expansion through discount programs and special promotions for social media followers. The results show that the use of Twitter social media, with the right approach and relevant content, can have a positive impact on So Hungry business development. This shows that utilizing social media with the right strategy has great potential to increase brand awareness, interaction, and customer engagement in a business.

Keywords: *Social Media, Twitter, Social Media Influence, Business, Business Development Strategy, eWOM, Micro Influencers.*

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