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ABSTRACT

Nowadays, social network has played an important role in the growing business in the world. By social network, business organization can communicate with people around the world. In a develop country, every organization now have their own social network. Everybody is now focusing on the online communication as emphasizes by the government for the business to expend their business to worldwide.

As to find the potential of social, this study being conducted to find out to what extent the achievement has being attained by other agriculture company to deliver the information to its employees and customers. This research also to find what is the main factors that contributed to the success.

From the result showed in the analysis, it can be said that majority of the respondents are using social network in their daily life. Which is the rate of respondents 45% login 3 to 4 times a week, second is 31% which is respondent from 1 to 2 times a week. Third is 15% from the respondents 8 time above and the last respondents come from range of 5 to 7 times a week.

Thus, in order to sustain the environment, Korporasi Pembangunan Desa have to make regular review on its social network as to identify and overcome any obstacles at early stage and to ensure that their social network always to be recognize.