A campaign is an activity that has become a part of general election. This activity aims to seek supports from the community. This is also what has been conducted by Rudi-Dance’s successful team in its participation in PILKADA (General Election) for the election of Mayor and Deputy Mayor of Salatiga Period 2017-2022. The main focus is the successful team not only conducts a direct campaign, but also uses social media as a campaign media in Rudi-Dance campaign. Social media used is Facebook and Instagram. It is not only one account created, but also there are 12 accounts created and managed for promotional activities. It is important to have social networking in a direct campaign as well as campaigns on social media. The interesting thing is how to build social networking in social media conducted by Rudi-Dance’s successful team. The research method used is qualitative research method. It helps to describe how the social network was built by using in-depth observation and the results were derived from interview. In this research, there are several points that must be considered in building a network in social media, such as; friendship, postings, comments. Those three things will help in analyzing the purpose of building social networking in social media. Analyzing the purpose of building a social network can be categorized into three types: a network of interests, power networks and network of feelings.

Keywords: to build, social networking, social media