ABSTRACT

Social media has become one of the communication platforms to spread the information. It is used by various companies, including Telkomsel, to conduct various marketing activities. Social network can provide the idea of activities that are used by companies in building and maintaining relationships with the target audience, in which the set of such activities is referred as marketing communications mix. This research is conducted to determine the model of information dissemination and the most potential accounts in the application of marketing communications mix in Twitter. Social Network Analysis (SNA) is used as an approach to 65 accounts in the social network of Telkomsel, which defined by manual verification as well as a series of tweets with keywords that have been determined from each account started in December 2014 to 30 April 2015. In this research, it is found that kartuHALO with the MOI value of 63.6, MyKartuAS with 115.6, Tsel_Sumatera with 193.7, Joe_Taslim with 1.4, Id_android with 1.3, and DBLWestJavaBDG with 31.2 have potential in the application of marketing communications mix based on the defined categories. While Telkomsel with the IR value of 0.05165 is the opinion leader of the social network.

Keywords: *Social Influence, Social Network, Influence Model, Social Computing*