

## ABSTRACT

*Nowdays, startup business phenomenon in Indonesia caused by growth of technology and less of job opportunities. The key successes to execute startup business is learning and apply the management method. MediaWave is the one of startup company who run the Social Media Monitoring and Analytics. Therefore as startup business, MediaWave want to start one of the management function called "Knowledge Management" and want to know the reputation of every single employee on that company in their social media*

*The purpose of this research is to create modelling of employee network knowledge mapping for knowing the employee who have good knowledge on that company so that's it become the first step Knowledge Management System run well and effective. On the other purpose of this research is count the employee reputation in their social media for knowing the employee reputation in external company environment*

*The collection method on this research will take with 2 (two) technique, interview the employee and take the sample from their social media. The method that use for network mapping is "Social Network Analysis". The data processing take with gephi 0.9.1*

*Based on the data processing we get the visualization of network knowledge of mapping modeling and calculation of social media reputation of MediaWave employee. On that network found 44 nodes, 633 edges, and that network has the graph type which is called directed graph. Within that network mapping we can see the knowledge ranking that have the employee with the reputation in social media. The employee who have nodes label 1, 16, and 2 be judged has good knowledge in the company and the employee who have nodes label 8 has good social media reputation from the other employee on that company.*

*Be based on the research, it give some first level recommendation in order that Knowledge Management System work with the efficient way, where the employee who be judge has good knowledge will help the Knowledge Management System process. In other way many of employee who has the good knowledge but hasn't have good reputation in their social media to build the good reputation. So that with the employee who has good reputation in social media but hasn't have good knowledge will regain the knowledge so as gap between knowledge and reputation will not happen*

*Keywords : Knowledge Management, Personal Reputation, Social Network Analysis*