

## **ABSTRACT**

*This study aims to determine the dynamics of social networking and brand awareness phenomena through information dissemination that occurred in Twitter user interactions regarding three new Apple Inc. products released in 2018, those three products named iPhone Xs, iPhone XS Max and iPhone XR. The method used is quantitative descriptive. This study obtained data by crawling data on social media Twitter using Python software version 3.6.7. The data processed in this study were Twitter user interactions in the form of tweets with the keywords "" #iPhoneXs ", " #iPhoneXsMax ", " #iPhoneXR ", " # AppleEvent2018 ", " # September12 "for a period of 8 weeks on 29 August 2018 until 31 October 2018. The data processed using social networking modeling along with network property analysis and centrality analysis using the Gephi software. The development of network and centrality properties from time to time will be analyzed using the Dynamic Network Analysis (DNA) approach.*

*Keywords: Brand Awareness, Network Properties, Social Network, Dynamic Network Analysis, Twitter.*