

ABSTRACT

In the business world, information dissemination analysis on social media can help organizations in determining marketing strategies, such as defining the content that will be delivered and actor who will convey the information. However, the large number of user and interaction on social media makes an organization challenging to maximize it. Thus, this problem makes the organization's marketing strategy ineffective.

Through this research, information dissemination analysis will be carried out by looking at the points when information disseminated. This study also simultaneously analyzes the effectiveness of Samsung's marketing communications on social media. The effectiveness of marketing communication will be assessed based on the content, and the amount of information spread produced.

This research uses the SNA (Social Network Analysis) method to measure and model the dissemination process. Network properties, namely degree centrality, also used to find out who is the most influential user in the entire network. The dissemination processes are formed level by level and visualized into a graph in order to get more comprehensive results. The most widely disseminated content and the amount of information dissemination also will be identified after the spreading process successfully modeled.

Based on data analysis, this research shows that K-Pop fans account is appeared and become the most dominant account for spreading information. This account even defeats the amount of another account's type interaction. The K-Pop fans appearance also has an impact on the magnitude of information dissemination and the most widely distributed content.

These results indicate that the official accounts are not always become the most dominant information disseminator. There are many other types of accounts that have the potential to do that. Therefore, the authors recommend that business organizations to use objects that have energetic fans as an aspect of their promotional media so that the information dissemination process can move faster and broader.

Keywords: Effectiveness of Marketing Communication, Social Network Analysis, Information Dissemination