

ABSTRACT

The Big Data revolution continues and causes the business environment to become more competitive, including in the competition for product advertising, which is a form of relationship marketing. Samsung, the largest smartphone manufacturer in the world, launched a new product in 2020, that was Samsung Galaxy Note 20. In its launch, Samsung making an efforts to attract consumer attention by making BTS, which is one of the K-Pop idol groups, become their brand ambassador.

The high number of social media users creates opportunities for companies to expand their information reach. One way of disseminating information can be done by disseminating information. The calculation of information dissemination by network retweeting can be solved using the Social Network Analysis (SNA) model and also the Susceptible-Infected (SI) epidemic.

This study aims to identify the information dissemination of the use of the Samsung Galaxy Note 20 brand ambassador using the SNA and also the SI epidemic model. With the SNA model, this study will look for the key player from the information dissemination. In addition, there is the creation of levelling nodes to see the information dissemination experience. However, with the SI epidemic model, this study will calculate the rate of infection and the growth rate of the population that is vulnerable and infected at a certain time unit.

This research identifies BTS has a big impact on the wide distribution of existing information, and makes information spread quickly. In this study, it was found that the K-Pop fan account is the type of account that dominates the distribution of information. The results of this study can be an insight into a relationship marketing strategy. In future research, it is hoped that it can be applied to other aspects of management.

Keywords: Information Dissemination, Social Network Analysis Model (SNA), Susceptible Infected (SI) Epidemic Model, Relational Marketing.