

ABSTRACT

The dissemination of information resulting sets of data in large amount of numbers accessed easily by the public, this phenomenon is called big data. Big data is able to process, store and analyze the data in a large capacity and faster than the previous system. Social network analysis is capable of measuring the dissemination of information. Therefore, researchers will conduct comparison measurements dissemination of information using legacy methods and social networks analysis to see how to measure, the analysis results and the differences.

Measuring the dissemination of information, Infobdg will project marketing communications. In the business activity, Infobdg expected to conduct effective marketing communication that the dissemination of information can be received in line with expectations. Therefore, this study measures the dissemination of information using an indicator of the effectiveness of marketing communications and social network analysis.

Tools for collecting data were questionnaires & crawling data from Twitter. Questionnaire arranged of indicators: favorable, interesting, impressive, likely to share and likely to post. The results of questionnaires were processed using descriptive analysis. Keywords used for crawling data is #infobdg, #infobdgkuliner, #cuacabdg and #lalinbdg. Results from crawling data will be analyzed using the terminology measurements of social network analysis.

Based on results using legacy methods, Infobdg did the marketing communications with indicator of the effectiveness of marketing communications, twitter users agree to distribute the information (not on social media twitter) but neutral to retweet tweets from Infobdg. This shows that Infobdg been doing effective marketing communication. Results of data processing using social network analysis are visualization and characteristics of the network. The study also found an account that has more capabilities in the dissemination of information that is PRFMnews and Infobdgkuliner.

Based on results, researchers got some advice that Infobdg hoped to have power to present content indicator of the effectiveness of marketing communications according to the needs and trends. Infobdg may cooperate with PRFMnews to improve the dissemination of information. In addition, Infobdg could use the centrality results as proof that Infobdg is active in the dissemination of information, capable of bridging other twitter users, quick in delivery of information and have a good relationship with other twitter users.

Keywords: Comparison Measurement, Information Dissemination, Marketing Communications, Social Network Analysis