

Abstract

Internet growth has encouraged companies conduct marketing activities and online information dissemination. Twitter is one of the most popular social network in Indonesia provides large volumes of data, but with the characteristics of incomplete data. We take this phenomenon advantage to measure the brand ranking in term of measuring a person's brand awareness. The most feasible way is measuring the market network use the Social Network Analysis (SNA) method. We measure brands ranking on compared legacy methodology and SNA methodology. The advantages of researching use SNA method is cheaper, faster, and real time processing. This will help companies determine the strategy to maintain or improve the brand ranking based its network. Based on this result, we suggest that better adapted both of method and legacy method to measuring the depth of person's brand awareness by questioner and interview.

Key Word: *Social Network Analysis (SNA), brand awareness, twitter.*