

## **ABSTRACT**

*The development of technology has changed the way of doing business, especially in marketing products. Currently, business people have turned to online marketing. Online marketing or digital marketing is an effort to promote a brand using digital media that can reach consumers in a timely, personal and relevant manner. This research was conducted with the aim of modeling, analyzing and evaluating the process of disseminating information about the #pastiadajalan Gojek company on the Twitter social networking site platform using the Social Network Analysis (SNA) approach. This study uses network visualization with the undirected graph method, then calculates the value of network properties and measures the value of centrality to identify influential actors in the network. Based on the results of the research, it is known that the key player in the network is the @gojekindonesia account because it has the largest Degree Centrality, Betweenness Centrality, Closeness Centrality, and Eigenvector Centrality values in the network and indicates that the account is the most influential account on this social network. From the results of this study, it can be used as a basis for making decisions, especially in online marketing. Gojek companies can cooperate with key player account owners and provide stimulus by entering the contents of the twitter display with content owned by Gojek.*

*Keywords: Digital Marketing, Social Media, Social Network Analysis*