

1. INTRODUCTION

The general description of research objects provides an overview of the situation and condition of the objects used in the study. In this research, the objects of study are Tokopedia and Shopee, two e-commerce platforms in Indonesia. Tokopedia is a rapidly growing e-commerce company in Indonesia, founded in 2009 (Kowanda et al., 2018). Its mission is to provide digital economic equality and motivate people in Indonesia to start selling online. As of 2022, Tokopedia has more than 12 million registered sellers and over 865 million products listed on its platform (Bailusy et al., 2022). Shopee, on the other hand, is a leading online shopping platform in Southeast Asia and Taiwan, founded in 2015. Its vision is to provide affordable, easy, and fun online shopping experiences. Shopee offers various features, such as Shopee Mall and ShopeePay, and has expanded its business to include ShopeeFood and ShopeeExpress.

The development of technology has made life easier, including in the business field, where the internet plays a significant role. The internet creates new values that were not found in previous business models by providing easy access to various information for users. The number of internet users in Indonesia has been increasing over the years, reaching 210.03 million in 2022, a 6.78% increase from the previous period, with a penetration rate of 77.02% (Surani et al., 2022). The COVID-19 pandemic has increased internet usage in Indonesia, especially in e-commerce, with 88.1% of internet users using it. E-commerce has many benefits, including making the shopping process more accessible and increasing Indonesia's economic growth, with a value of US\$53 billion in 2021 (Yusuf, 2022). Tokopedia and Shopee are the most visited e-commerce websites in Indonesia, with many innovations to add business value and have a positive impact on various aspects. However, both companies have received many negative comments on social media, indicating that companies should evaluate their business (Bruhn et al., 2012). Unsatisfied customers may switch to other brands, leading to a reduction in customer loyalty.

Research using Social Network Analysis (SNA) to describe customer engagement at Tokopedia and Shopee on social media Twitter. This study aims to find out how customer interactions, who has the biggest role, and how engagement should be carried out by the two companies. The research results are expected to provide information and evaluation material for e-commerce companies and also increase knowledge in the fields of management, business and marketing, especially in the analysis of customer interactions on social networks.