ABSTRACT

The growth of Internet users have an impact on increasing number of social media users. Both individual and corporation use it to support their Social Customer Relationship Management activity, one of them is banking sector. Most of the company use social media to support their Social Customer Relationship Management activity. Banking sector also use social media to interact with their customers. But so far, banking sector is not yet satisfying ther customer's expectation on social media. Very few banks already develop and implement social media strategy, and still few banks monitor their customer's conversation on social media.

The conversation between customer of banks about its services on social media had form a network that can be measured using Social Network Analysis. An active SCRM network will bring a good impact to the company. Thus, we need to measure and discover the characteristic and how active the network is. Measurement is conducted by calculating it's network properties. Due to the incompleteness of social media data, we choose network properties because it is the most feasible way to measure the network.

Customers talking about banks' services can also express their opinion on social media. Therefore we perform sentiment analysis to classify customer's opinion into positive, negative and neutral class. This research was performed on Twitter's coversation of Bank Mandiri, Bank Central Asia (BCA) and Bank Negara Indonesia (BNI). The result shows that BNI has the most active network while Bank Mandiri has the highest positive sentiment.

Keywords: *Social Network Analysis, Customer Relationship Management*, *Sentiment Analysis*, *Network Properties*, *Bank*