

ABSTRACT

Along with the increase in internet users, use of mobile devices and social networks will certainly have an impact on increasing the data generated by users (UGC). Data from users of social networking can certainly be used and utilized as to rank brand. Using social networking conversation on social media twitter to ranking brand is certainly more effective and efficient, but only parameters is different with conventional methods. This research use a study case from Telkomsel, XL, and Indosat.

Determination rank of these operator cellars used a parameter network property such as size, diameter, modularity, density, average degree, the average path length, clustering's and connected components.

Researcher use social network analysis (SNA). Data source of this research are from twitter which contained these keyword "Telkomsel", "XL" and "Indosat" either mention, reply or retweet within certain time.

Based on the results of the calculation of the network properties, the ranking for each of its parameters. There are two parameters size and diameter which has ranked the same as conventional methods. The strategy that is applied is also different each parameters.

When comparing the results of the determination of all parameters then ranked operator cellular using the SNA method happens to be the same as using conventional methods. The first stage was the Telkomsel, XL is the second and the third was Indosat. To be able to maintain or increase its ranking then that should be done is to create interesting content so that it can attract the attention of users and working with popular accounts to follow each other so that the distance is getting shorter and the dissemination of the information will be easier and faster.

Keyword : Network Property; Operator cellular; Social Network Analysis (SNA); Strategy; Twitter; User Generated Content (UGC)