

ABSTRACT

Social networks rapidly, many users of social networks are formed, so that data created by users will be even greater which can be processed through the methods of Social Network Analysis. The device is often used to access the internet is a smartphone. These data can be used in determining the ranking by looking at the liveliness of the conversation on smartphones using Twitter with Social Network Analysis (SNA) based on property network.

This research aims to analyze the liveliness of the conversation on the smartphone, as well as to rank the smartphone's network, and to increase the liveliness of the smartphone's network based on network topology with property network. This research use property network is the network size, density, modularity, reachability, average diameter, degree, average length, and path's clustering.

Data are collected based on the concept of User Generated Content (UGC), where data is taken from the social networks which contain content that is created by the user. Media used as a data source that is Twitter. While the content taken is the tweet at a time since 12 September 2015 until 18 September 2015 either mention, reply or retweet. Data taken by way of crawling using software R.

The results of the analysis on the smartphone's network is network visualization on each brand smartphones by doing the calculation property network using software R and Gephi. After knowing the result of the calculation property network on the network of smartphone, then do a comparison on each brand and rank based on property network. The analysis of the results obtained that the first stage is Samsung.

From the results of this research in rank by using the SNA method is different. This is due to the method of measuring the social dynamics of the SNA, the spread of market information, and other information transmission. Another thing that causes these rankings different results is because the data used in the SNA method is not complete. However, this method can help in decision making faster, more effective, and low cost.

Keyword : *Property network, Smartphone, Social Network Analysis (SNA), Use Generated Content (UGC)*