

Abstract

In the current era of globalization, the internet is becoming an important requirement that can not be separated. The Internet is becoming an important part of supporting human activities through facilitating a day day. The Internet is also changing communication patterns during this run. It is characterized by getting created a whole range of social media. Current social media indirectly affect the culture and customs of the community.

Social media has its own advantages, namely the feedback openly, remarked in quick time and unlimited. Look at these conditions, many companies are memanfaatkanya as a promotional medium that proved more effective and efficient compared with conventional media. By utilizing social media & broadcasting conversations, corporations can find out the trend of what is being talked about by customer.

The use of SNA and Text Mining methods is applied so that the words dominant and the Association of the Word can be used as the main focus in this research. The theory used in this research is a Big Data, Social Media, Data Mining, Text Mining, Social Network Analysis, Association Rules, Business Intelligence.

Data on the conversations that are happening in social media twitter beginning with Pre-Processing of data by retrieving the data from Twitter with keyword Telkomsel and XL. next apply Text Mining to extract. Furthermore the author uses Wordcloud to to search for the words dominant and applying the associated word from wordcloud. The last step is visualizing data in order for known patterns, trends and models as well as the conclusions and recommendations to be drawn for problem solving.

Keyword: Social Network Analysis, Text Mining, Business Intelligence.