ABSTRACT

Twitter is a social media that is often used by many television stations for the public. One of the TV stations that use Twitter as a medium with its customers is Metro TV, TvOne, and Kompas TV. Using the conversation of Twitter social network users to determine the ratings of television stations is of course faster and cheaper, it's just that the parameters used to determine the ratings of television stations are different from the conventional method (manual).

The purpose of this study are to analyze the network and measure the ratings of the three television stations METROTV, TVONE and KOMPASTV based on all conversations that make television account Mention which became the object of research on social media Twitter.

Collecting data in this study done by crawling data using application Rstudio on Twitter. The method used in this study is Social Network Analysis (SNA) by comparing network properties. The network properties used are size ,diameter, modularity, density, average degree, average path length, clustering coefficient and connected components.

Based on the network properties size, density, modularity, diameter, average degree, average path length, coefficient clustering and connected components, there is one parameter that have the same rank with brand rankings using conventional methods.

The parameters are connected components. By comparing all the parameters of the existing network properties, the TV station ranking results with case studies on Metro TV, TV and Compass TV use SNA methods differ from conventional methods.

Keywords : Network Propeties, Social Media, Social Network Analysis (SNA), User Generated Content (UGC)