

ABSTRACT

This research was conducted because of the ease of access to data on social media. Gopay is the object of research because it is the most active e-wallet service provider. Through this study, researchers sought to find out about Gopay's sales promotion on Twitter and find out the results of Gopay's social network analysis in the form of a key role in spreading information about sales promotions.

This research uses a quantitative method with descriptive research type and quota sampling method, because the number of tweets, replies, retweets and mentions is limited to only 800,000 tweets per hour using RSstudio software. Researchers used Social Network Analysis data analysis techniques. This technique will visualize the network with Gephi software and determine the key role in information dissemination.

Based on the results of the analysis of social network property analysis data, Gopay has nodes and edges of 4,021 and 2,358, this indicates that users talking about Gopay sales promotions are less active in conversation because the number of edges or relationships the network has is less than the number of nodes, indicating not all nodes (user) connected to each other. Gopay has a diameter of 14. The average degree of Gopay's social network is 1,175, which means that one node only has an average of connectedness with 1 other node on the network. And the Average Path Length value of 5.07 indicates the distance of information to reach another node of 5 hops.

Keyword: Sales promotion, Social Network Analysis, Twitter.