

ABSTRACT

The rapid development of technology today has a major impact on daily life, including in the payment system. There are several payment systems that use digital technology, one of which is an e-wallet or digital wallet that can facilitate payment transactions on a non-cash basis. Go-Pay, OVO, Dana and LinkAja are the four best e-wallets with the most number of users and app downloaders in Indonesia in the last seven quarters since 2017.

A mid the increasingly fierce competition Go-Pay, OVO, Dana and LinkAja must implement marketing strategies on social media in order to survive in its position. Social media is a platform that is often used for marketing strategies on social media. On social media, companies can determine the accounts and topics discussed by consumers.

The results showed that accounts that affected the four e-wallets on Twitter social media were the accounts of @ptinka, @alfamart, @bareksacom, @adie_tan and @ kai121. This research also shows that the topic that is often discussed is about giveaway, information, promos and inconvenience in the use of services.

Based on the results of the study, companies can utilize marketing strategies on social media to meet the needs of consumers by looking at the results of social network analysis using the SNA (social network analysis) method and the topic of conversation using the Topic Modeling method.

Keywords: e-wallet, marketing strategies on social media, social network analysis, topic modeling.