

ABSTRACT

The growth of the internet that is growing very rapidly provides opportunities for companies to carry out marketing activities through social media. One of the social media used is Twitter. Twitter is currently one of the social media that is used to reach the public. Garuda Indonesia, Lion Air and Citilink are the examples of airlines that use Twitter to reach the public. Ranking brand by using conversations on social media is faster and cheaper.

The purpose of this study is to determine the ranking of the three airlines namely Garuda Indonesia, Lion Air and Citilink based on conversations on social media twitter.

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

Based on the network properties size, diameter, modularity, density, average degree, average path length, and clustering coefficient. There are two parameters that has the same rank with brand ranking using conventional methods. The parameters are Diameter and density

By comparing all the parameters of the existing network properties, the airline ranking results with case studies on Garuda Indonesia, Lion Air, and Citilink. Use SNA methods differ from conventional methods. To maintain or improve it's rank, what needs to be done is by being more active in uploading tweets related to the brand and create interesting contents in order to attract user's interest and attention. Based on this result, researcher suggest that it's better to use both methods and keep using conventional method to measure the depth of person's brand awareness by questioner and interview.

Keywords : Network properties, Social Media, Social Network Analysis (SNA).