

ABSTRACT

Indonesia is a country that is included in the category of the largest population in the world, in their daily lives people use the internet to support their daily activities, one of which is to use social media. The large number of internet users will generate User Generated Content (UGC). Twitter is a social media that is quite popular in Indonesia which is open data and is widely used by companies to disseminate information to their customers. For example, fast food restaurant franchises in Indonesia use Twitter as a means of conveying information to customers. We take advantage of this phenomenon to determine brand rankings based on conversations that occur on Twitter social media using the Social Network Analysis (SNA) method. We conducted research by comparing their network properties to determine brand rankings. The SNA method has the advantage of being cheap and fast so it is more efficient to get real-time results.

Keywords: *Social Network Analysis, User Generated Content, Twitter, Fast Food Restaurant, Network Property*