

ABSTRACT

Social media is not only used by individuals, companies also use social media as a means to build interactions with their customers. Companies that provide internet services need to improve the quality of their relationships with customers in order to gain the trust of their customers, this is done by measuring their competitive ability on social media.

This study aims to determine the competitive ability of social media on 4 brands included in the Top Brand Index Phase 1 2020 list, namely IndiHome, First Media, Biznet, and Indosat M2 on Twitter social media.

The method used is descriptive quantitative based on data. This study obtained data by crawling data on Twitter social media using RStudio software version 1.3.1093. The data processed in this research is content from users in the form of tweets with the keywords "indihome", "firstmedia", biznet "and" gigbyindosat "which are the names of the Twitter accounts of each brand. Data collection was carried out for a period of 30 days, from November 1, 2020 to November 30, 2020.

The data that has been obtained are processed using sentiment analysis and network visualization and network property analysis using Gephi software. After that, the four Internet Service Provider brands were ranked according to user sentiment, what was the topic of conversation, and brand rankings based on their social network properties. This research uses text visualization in the form of WordCloud to analyze the topics discussed in each customer sentiment. The result is that the advantages and disadvantages of each Internet Service Provider according to customers on social media can be used as material for competitive analysis of social media in companies.

The results of this study can be used as a reference for academic research and can be used as input for companies in managing social media.

Keywords: *Competitive Intelligence, Competitive Analysis, Network Properties, Sentiment Analysis, Social Network, Twitter, User Generated Content.*