

ABSTRACT

The rapid development of technology in the last decade has increased the number of technology-based products and services available in Indonesia, including technology-based education services (EdTech). The increased competition in EdTech sector requires companies to be more effective and efficient in maintaining their business position, including Zenius. It is important for Zenius to adopt the right strategy and use it to achieve company goals, include in designing the right company's marketing strategy. Along with technological developments, company's marketing activities have involved technology to support the achievement of marketing goals, one of them is by using social media Twitter.

User-generated content on Twitter can be used by companies as a source of market research. This study aims to process and analyze user-generated content about Zenius on Twitter to generate useful insights in designing marketing tactics for company on Twitter.

Large data content causes the need for special methods and techniques in processing data. Therefore, this study uses social network analysis and topic modelling as the methods to process data. Social network analysis is used to find communities and identify influencers in social network by measuring network's metric modularity and metric centrality. While the topic modelling is used to extract data and find hidden topics from a document by using latent dirichlet allocation.

The analysis results indicate that there are 1,952 communities formed in the Zenius social network. Meanwhile, the influencers in the Zenius social network include accounts “@sbmptnfess”, “@schfess”, “@singkitdiary”, “@watsflow”, and “@utbkfess”. The topics of discussion on the Zenius social network are topics related to education, such as topics about sharing notes, material summaries, and discussing Zenius exercises for UTBK and Independent Examinations.

This market insights then passes through a qualitative analysis stage to develop recommendations for marketing tactics on social media Zenius. Further research can analyze other marketing insights that can be used to develop more accurate marketing tactics on company's social media.

Keyword: *Marketing, Social Media, EdTech, Social Network Analysis, Topic Modelling*