

ABSTRACT

Indonesia reaches more than 200 million internet users in 2022. This is shown as an interesting fact that Indonesia is one of the best countries to grow a business related to technology. Current technological growth contributes to the development of various digital platforms that provide diverse services that support the community. Considering a large number of internet users in Indonesia, there are many digital-based businesses and one of them is the e-commerce platforms. This is demonstrated by research that Indonesia has the top rate of e-commerce usage of any country in the world, with 90 percent of the country's internet users between the ages of 16 and 64 commentaries that they have purchased products and services online.

One of the e-commerce that exists in Indonesia is Lazada. Since its initial launch in 2016, Lazada has entered the ranks of the three e-commerce websites with the largest number of visitors in Indonesia but continues to decline until 2021. This is surely the result of various factors such as marketing strategies and the implementation of digital marketing by Lazada which distinguishes it from the others. Further analysis is needed regarding digital marketing strategies, one of which can be seen from the role of user interaction on social media related to Lazada. Current marketing activities have evolved into digital marketing, where marketers use the internet and digital technology in line with traditional communications to attain marketing goals. One of the easiest ways to analyze the market is using User Generated Content from social media.

The methodology in research is divisible into some steps. In order, they are data collection, data preprocessing, network construction, network metrics and measurement, and network analysis. The more their interaction with the keyword “Lazada”, “LazadaID”, and “LazadaGiveaway” from a certain resource to a certain target, the higher the edge weight of the connections. We visualize the network in a directed graph, as we consider the directions of the user interaction. After the process, we have 8503 nodes and 8744 edges.

This research is beneficial for the business sectors could have more informed decisions concerning business opportunities by serving interactive and appealing content for their potential customer through social media and they can use it to improve their Customer Relationship Management (CRM) by looking at the results of the influencers and communities.

Keywords—User Generated Content, E-Commerce, Social Media, Social Network Analysis