

ABSTRACT

Internet penetration has become widespread, and most of our activities, from shopping, to finding information, to communicating, now depend on online connectivity. With the increasing number of internet users in Indonesia every year, WiFi provider brands provide fast internet needs. The TOP Brand Award program in 2023 released the most popular WiFi provider brands in Indonesia, namely IndiHome, First Media, and Biznet. WiFi provider brands utilize the development of social media for their marketing strategies and online information dissemination.

The commonly used social media is Twitter. On Twitter social media, users reveal information they know about a brand. This proves the user's level of awareness of a brand. This information is User Generated Content (UGC), which is the track record left by users on social media. This can be used as insight for brands in helping marketing on social media.

Data collection in this study was carried out by crawling data using the Netlytic website and network visualization using Gephi. The method used is Social Network Analysis (SNA), which is a method to analyze and understand the interaction patterns of UGC on social media. Utilization of analysis on social media using SNA helps companies assess the rank or position of the company based on the value of each network property.

Based on the network properties of nodes, edges, density, modularity, diameter, average degree, and average path length, two network properties have similarities with conventional methods. The network properties are modularity and average degree. The ranking conducted by TOP Brand Award using the conventional method and the SNA method has the same results as shown by IndiHome being ranked first with 4 network properties, second place is occupied by First Media with 2 network properties, and last place is occupied by Biznet with 1 network property.

The strategy to be able to maintain or improve brand rankings based on their network properties is by being more active in uploading tweets related to the brand context and being able to create interesting content in order to attract the interest and attention of users so as to create a lot of interactions in the network.

Keywords: Social Network Analysis, User Generated Content, Network Properties, Wifi Provider