ABSTRACT

In social media, anyone can access very easily and quickly information on social media, the focus is on beauty skincare and make-up product companies that can reach a wider market on social media. Companies that sell beauty products in terms of promoting their products are by giving these products to beauty influencers who have high followers or someone who can make a big impact when advertising on social media.

This study aims to determine the results and accuracy of the top 3 beauty influencers for acne beauty products using Social Network Analysis, find out who is number 1 among the 3 acne beauty influencers, and evaluate the top 3 beauty influencers when a company wants to choose a brand ambassador.

The research method used is the Social Network Analysis (SNA) method. The population in this study were users of acne products with the keyword "acne". The samples used were acne products reviewed by Puspita Mayang Sari, Cut Rizki, and Ratu Ghana. Data collection techniques are carried out in real time on social media Twitter, with conversations about beauty acne influencers or related to acne products from 2020 to 2022.

Keywords: Social Network Analysis, Twitter, Beauty Influencer