Abstract

Social network is used as a media connecting between the individual to be able to communicate unlimited by time and distance. One of the most popular social networks is Twitter. The existence of relationships or interactions that occur between individuals in a social network can be mapped in a graph. Graph that will be used is an weighted-undirected graph. The relationship that occurs between individuals that are formed in the graph can be computed by applying the centrality measurement. Centrality measurement used to measure level of influence of individuals in a social network. Every relationship formed should be weighted so that the results obtained centrality can describe the actual conditions. Weighting method used is a Probabilistic Partnership Index (PPI). As for the centrality measure using Laplacian centrality method. By applying PPI as weighting method of measurement is expected to be obtained laplacian centrality value that describes the actual conditions in order to obtain the individual level of influence in social networks.

Keywords: *Social Network, centrality measurement, laplacian centrality, probabilistic partnership index (PPI).*