

Abstract

Social Network Analysis (SNA) has been used to assist in the analysis of a social network. Social network Twitter is one of the popular and effective medium that is used to introduce or offer their products via the tweet content. One application of SNA, namely the calculation of centrality to measure how central is a user in a network. Closeness centrality is one method to determine the value of centrality based on the amount of distance that must be traversed a node to disseminate information.

At this research using Dijkstra's algorithm, which will look for the value of the shortest path on the graph is based on the weight of the views of the similarity between the content tweet, tweet the time and date will then be calculated closeness value of each node. Test results showed that Dijkstra's algorithm can be used to determine the user influential in the dissemination of information bersdasarkan traversed a total weight of each user.

Keywords: *Social Network Analysis, centrality, closeness centrality, graph, Dijkstra, similarity*