

ABSTRACT

Interaction among online community can be learn by using SNA to find out influencer and topic interaction between members. The purpose of This study is understanding a pattern from interaction and find out the influencer that have impact in dissemination information in @iphonemalang community.

This research using centrality measurement to see which actor that have impact in community by calculating the value and rank through a degree centrality, betweenness centrality, and closeness centrality and mapping topic of conversation in network community of @iphonemalang using software NodeXL 1.01341.

Data collection using online data, obtained from the interaction of members the twitter community in August 2015 by limiting the data collection network using keywords @iphonemalang

The result of this research , we know that there is a pattern of interaction in network community @iphonemalang happend based on directed network and determining rank on value of degree centrality, betweenness centrality and closeness centrality. And also we mapping the topic of conversation.

Based on the research results can be concluded that the pattern of interaction between the 43 accounts dominated by hazen_store, jubelmalang, imalang_, albertazumbi, jubeljatim, and jubelnesia which acts as an influencer. Dissemination of information occurs through a tweet mentions and replies to sell and buy products iDevice in the pattern of interaction.

Keywords: Online Community; Social Network Analysis; centrality; influencers; iphonemalang