Abstract

From year to year , Social Network became one remote communication access is growing . Along with the development of the Social Network like Friendster , Facebook , to the most trend for Internet users that Twitter invite some people to do some research on the interaction patterns among users by utilizing Social Network . Ranging from information , communication , strength to the popularity of a user -level measurement known as Social Network Analysis . Social Network Analysis (SNA) is the social network analysis methodology . Social network analysis view social relationships in terms of network theory consisting of nodes (representing individual actors in the network) and relationships (which represent relationships between individuals , such as friendship , kinship , organizational position , etc.) . Based on these definitions , sesorangan social relationships in a network is depicted in a graph . On Twitter , the relationship that exists between a user can be described by the interaction therein is Following / Followed , Mentions and Reply , in which the user is described as a node , the relation is described as an edge . The intertwined relationship will affect the level of popularity of each user , depending on how large the number of relationships that were formed. To measure the level of popularity that user is used centrality by measuring the weight of a user . In this study, centrality methods used to measure the level of popularity of a node within a network by implementing methods PageRank Centrality .

Keywords**: **Social Network Analysis, Centrality, PageRank Centrality.