Abstract

Social Network Analysis is research about the relation between human utilizing graph theory. According to problem, SNA assembling in application which show and visualize relation between individual in graph to solve problem. We can find the solution from the most impactfull person in community, the count by centrality value each relation between individual in this graph. In this research, data source taken from Twitter which social network provide relation between user such us relation following/followed, replies, retweet, and mention.

In this research, each user will be outlined as node and relation between user as edge and also centrality value count using methodic Bonacich Power Centrality. Bonacich Power Centrality method counting by power or value to all connected node, but not affect with attenuation value β (Beta) which attenuation value factor might impact the popularity person in community. In this research, researcher testing to count centrality each user and analyses alteration of mention and replies values also to counting capability of system count the centrality value from the sample data which forward will visualized in graph. From the testing, relation of mention and follow has influence to improve the value centrality, and relation of reply, not significant influence to value centrality. In this research, we also rank user to the number of 10 biggest centrality value.

Keyword *: Social network Analysis, node, edge, user, Bonacich Power Centrality,*

Centrality