

ABSTRACT

Increased competition requires banks to be more effective and efficient in carrying out business activities to maintain business positions. Banks need to adopt the right strategy and use it to achieve company goals, include designing company marketing strategies. Along with the technology development, the company's marketing activities have been using technology to support the achievement of marketing objectives, one of them is using social media Twitter.

User-generated content on social media Twitter can be used by companies as a source of information about the market. This study aims to process and analyze user-generated content on social media Twitter about BCA, BRI, BNI, and Bank Mandiri to generate useful insights for designing marketing strategies.

Large data content causes the need for special methods and techniques in processing data. Therefore this study uses social network analysis and topic modeling as the methods to process data. Social network analysis is used to find the most influential actors in social networks by measuring network's metric centrality. While the topic modeling is used to extract data and find hidden topics from a document by using latent dirichlet allocation.

The results of the analysis in this study show that account @rlthingy is an influencer in the BCA network, while influencer in BRI networks is @sasisudibyo, and account @collegemenfess for BNI and Bank Mandiri. The topic of discussion in BCA network is about user questions and complaints related to bank products and services, while the topic discussion in BRI, BNI and Bank Mandiri networks is about promos at each bank.

This market insight might be used by companies to design the right social media marketing strategies so that the strategies can meet the needs of consumers while achieving company goals. Further research can use user-generated content from various social media to support more accurate research results.

Keyword: Marketing, Social Media, Bank, Social Network Analysis, Topic Modeling