

Abstract

Twitter is a social network that is growing rapidly nowadays, because users can interact with other users (called users) wherever and whenever. Twitter gives users access to send short messages consisting of up to 140 characters (called tweets). Through this tweet, users can interact and spread information to other users. This research uses TwitterRank method which aims to identify the ranking of the most influential users on information spreading based on the hashtag #KartiniDay. This method is calculated based on tweets made by the user with three indicators, namely Followers Influence (FI), Retweet Influence (RI), and Favorite Influence (FVI). Then, users are classified into several groups of users based on the obtained indicator values, namely the group of highly influential users, influential users, potential influential users, and not influential users. The results of measuring the influence of the user by using an accuracy calculation are 0.614 or 61.4%, the precision calculation is 0.266 or 26.6%, the recall calculation is 0.0878 or 8.78%, and for the f-measure calculation is 0.071 or 7.1%. **Keywords:** TwitterRank, hashtag, rank, classification.