

BAB 1

INTRODUCTION

The rapid evolution of technology, particularly the widespread adoption of social media, has transformed interpersonal communication and social networking, leading to increased social capital [1]. Social media platforms like Facebook, Twitter, and LinkedIn facilitate various forms of communication, information sharing, and entertainment, bridging geographical and temporal barriers [2]. The interactions on social media generate vast amounts of unstructured data, commonly referred to as big data, which presents opportunities for insightful analysis and decisionmaking [3]. Big data technologies (BDT) are emerging to effectively manage and analyze this data [4]. Social Network Analysis (SNA) methodology extracts knowledge and models user interaction patterns on social media platforms [5].

Analyzing big data from social media platforms offers valuable insights for businesses and organizations, aiding decision-making processes [6]. Sentiment analysis, network analysis, and various data mining techniques are employed to understand user sentiments and behaviors on social media [7]. Social media platforms also serve as essential channels for expanding social networks and enhancing brand awareness and reputation [8]. Consequently, firms are increasingly focusing on building strong brand identities to attract qualified job applicants and maintain a positive image in the digital space.

The research objective is to compare the brand awareness of three BPO firms in Indonesia based on interaction in Twitter platform and to know the perception of Twitter users about them. This study seeks to provide insights into brand perception and engagement dynamics in the BPO industry, informing strategic decision-making for both firms and job seekers. The paper is organized as follows. Section II reviews the use of Social Network Analysis and Text Analysis from social media, consisting of the most frequently discussed topic and sentiment analysis. Section III presents the methodology. Section IV examines the results and discussion; first, brand rankings based on SNA; second, frequent topics discussed; and third, netizens' perceptions based on sentiment analysis. Section V presents the conclusion and suggests possible topics for future research.