

ABSTRACT

Most important things on Social Customer Relationship Management field is focusing on managing engagement between company and customers. The engagement created by company-customer relationship based on social activity. However, the company have limitation to interact with every single customer, because high cost and maintenance. Furthermore, they choose other methods to keep the relationship with effective and efficient resources.

The customer have social activity, interact each other and tied each other. This social activity creating a graph called social network. The graph consisting nodes as central point and edges as relation between nodes. The social network with customer as nodes and activity as edges will be have same behavioral with graph, have influential nodes or influential people as customer. This study was to propose a method of company-customer engagement to find influential people in social network based on their relation activities.

Influential people identification starts with model design of social network. The model uses Ontology as knowledge representation design. The calculation conducted on the model with centrality measurement. The measurement uses in friendship relationships and activities data. The study have influential people by the result of measurement not only by their relationship status, but also use activity data.

Keywords: Social Customer Relationship Management, Influential People, Social Network, Ontology, Centrality.