

ABSTRACT

The spread of information through social media is now used by many people, when it is known the most influential users then facilitate the spreading of information, using parameter follow, mention and reply can calculate the level of user relations that occur on twitter.

Social Network Analysis is useful to determine the level of influence of a person or an actor on the spread in social networking, with centrality measurement using Bonacich Power Centrality(BPC) and the measurement or weighting using Probabilistic Affinity Index (PAI) can calculate the level of user influence on social networking.

Weighting by using PAI will affect the results due to user rankings, as the PAI compare the value of a relations with a total weight of user relations. Implementation of PAI in BPC would affect the outcome of the twitter user perankingan compared with BPC without using PAI.

Keywords: *Social Network Analysis (SNA), Bonacich Power Centrality, Probabilistic Affinity Index(PAI), social network.*