Abstract

In recent years, Social *Network* is present and stomping all internet *user*s with technology that provides remote access to communicates between *user*s. Start from Friendster, Facebook, to the most familiar *user*s of the internet is *Twitter*. *Social Network* phenomenon is becoming an integral part of internet *user*s in recent years, this did invite some people to do some research on the patterns of interaction among its *user*s, ranging from aspects of communication, information to measure the level of popularity of a *user*, this research known as Social *Network* Analysis. Social *Network* Analysis is the mapping and measuring relationships in social structure between person to person. Based on definition above, the flow of a people to other people relations between these can be mapped in the form of Graf. On *Twitter*, everyone's relationships can be formed from interaction *Follow*ing / *Follow*ed and *Mention*s in which each *user* is described as a *node*, while the relationship is described as edge. This relationship affects the level of popularity of each person, each relationship will be given weights given the term *Centrality*. *Katz Centrality* calculation method by measuring the *Centrality* of all *node*s that can be connected to each other through the *node* closest to the consequences Attenuation *Attenuation Factor* α values. In this research, the authors tried to measure the popularity of a *node in a network* to implement the methods of Katz Centrality.

Keyword *: Social Network Analysis, Katz Centrality, Centrality,*