

ABSTRACT

Skincare has become an essential part of people's daily lives. Platform X is one of the most frequently used social media platforms for sharing and seeking information about skincare. In the dissemination of skincare-related information on social media X, influencers are often regarded as trusted sources of information. Based on this, identifying influencers in the skincare topic is crucial. Research on influencer identification within a network using the PageRank Algorithm has been widely conducted. However, the process of determining the top-k influencers still heavily relies on initial value settings, and the classification of user types has not been extensively explored. Therefore, this study aims to identify the top influencers in the skincare topic on social media X using the PageRank Algorithm, applying thresholding techniques and an inductive approach. The thresholding technique is used to automatically determine the top-k influencers through the Kneedle Algorithm and the Look Like Elbow Method, while the inductive approach is employed to help classify user types based on user profile information. The dataset for this study was collected through a crawling process on platform X using the keyword "skincare" from August 1, 2024, to September 7, 2024. This study utilizes a directed graph, where users are represented as nodes and mention interactions as edges. The results of this research include a list of the top 15 influencers in the skincare topic, with personal users being the most dominant type among them.

Keywords: Inductive Approach, Influencer, PageRank, Skincare, Thresholding