

***THE EFFECTIVENESS OF FINDING INFLUENCERS ON INSTAGRAM
BY ANALYZING THE SAW METHOD AND ENGAGEMENT RATE***

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ABSTRACT

The rise of social media platforms has sparked interest in customer engagement, particularly on Instagram. Engagement Rate, a key metric on Instagram, reflects the popularity of communities and brands. Instagram's user-friendly interface and features such as Likes and Comments make it the preferred engagement platform. Understanding and analyzing the Engagement Rate can provide insights into the level of engagement and interaction a profile has with its audience. Various studies combine this engagement rate method to analyze an account in order to obtain information on the development of interaction with the account being analyzed. The results of this study indicate that the test on the search for Influencers using the simple additive weighting algorithm is quite very informative and the account information is certainly in accordance with the limited information owned by Instagram with the processing of engagement rate calculations on the berliannaabilaa account of 28.18% in the last 1 month. Then from the results of the implementation of the system into the prototype, it is obtained that the response time gets an average of 712 ms in an online state connected to the hosting. As for the response time in the system recognition process, it can reach an average of 2.06 ms.

Keywords: *Engagement Rate, Simple Addictive Weighting, Influencer, Social Media Marketing, Social Media Analyst, Website*