

ABSTRACT

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Content Analysis of YouTube Channel Edcent Id Content on the Fate of Jakarta After the Capital City Moved to Ibu Kota Nusantara (IKN)

Keywords: SNA Comment Content Analysis, IKN, Youtube Edcent Id

(xiii + 70)

The aim of this research is to find out and analyze the actors (nodes) who play an important role in the node network, and also to find out and analyze the size of the political communication network content on The Fate of Jakarta After the Capital City Moved to the Ibu Kota Nusantara on the Youtube Channel Edcent Id. The method used in this research is a quantitative method, namely trying to describe and interpret existing data to obtain a systematic picture regarding the Edcent Id YouTube channel on the content of the fate of Jakarta after the capital moved to the capital of Nusantara, where in this research the help of the Netlytic program and Gephi for numbers is a form of statistics. This research uses the Computer Mediated Communication (CMC) theory. The results of this research show that there are actors who are most popular in distributing comments related to Edcent Id YouTube channel videos, whose messages are distributed the most among other actors. This is shown by an account called @armanar with a total degree value of 14. Meanwhile, the actor who is often mentioned the most is @dewiiriana2950 with a value of 7 and the actor who has the most out-degree value is @armanar4986 with a value of 9. This research produces behavioral patterns users who reply to each other's comments and anyone who is active in it who often replies to comments in the comment column of the content.

Bibliography (1997-2023)