

ABSTRACT

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DIGITAL OPINION REGARDING THE PHENOMENA OF TRENDING TOPICS KEYWORD “LAMPUNG” ON MEDIA SOCIAL TWITTER USING SOCIAL NETWORK ANALYSIS

Keywords: Social Network Analysis, Actor Level, System Level, Trending Topics, Digital Opinion, Digital Movement of Opinion, Twitter, Keyword Lampung

(xiv + 102 + Appendix)

This study aims to look at the relationship between actors who have a key role in using the keyword "Lampung" on Twitter (actor level) along with the number and extent of communication networks within it (system level). This research method uses a quantitative approach. The technique used is Social Network Analysis (SNA) with the Gephi 0.9.2 application. The population is 85,000 tweets on Twitter in the period April 17-18 2023, with the research sample the maximum limit for the data collection process on the netlytic.org application, which is 10,000 tweets. This theoretical approach is the Digital Movement of Opinion (DMO). The results of the study show that the actors who are most often contacted and other actors in the network are @partaisocmed, @stev3n_peg3l, @aryaprasetyo85, @detikcom and @kompastv are actors who act as communication liaisons between different clusters. the @_palungmariana account is an intermediary account that acts as a communication link between different cluster networks. The actor who plays an important role and has extensive relations in the network is @partaisocmed. The amount of communication that occurs is low, centralized, and unidirectional. It can be concluded that the use of technology on Twitter social media for distributing information related to the Lampung keyword is effective.

Bibliographi (2013-2023)