ABSTRACT

COMMUNICATION NETWORK ANALYSIS OF THE #YONKOU HASHTAG ON SOCIAL MEDIA TWITTER USING SOCIAL NETWORK ANALYSIS

Keyword: Communication Network, Yonkou, Twitter, SNA, CMC

(X + 73 + 41-A)

Over time, technology helps human life to be interconnected with one another. One of the technological developments in the field of communication is the social media Twitter. This study aims to look at the network patterns and actor relationships that play an important role in the use of the #yonkou hashtag on Twitter social media along with the number and extent of communication networks in it. The theory used in this research is Computer Mediated Communication (CMC) and Digital Movement Opinion.

This research method uses a quantitative approach with a positivism paradigm. The technique used is Social Analysis Network (SNA) with Gephi 0.9.6 application. The research population is 9.782 Twitter tweets collected on 23-25 June 2022 with a total of 8311 actors and 7845 relations taken through crawling data collection techniques on the Netlytic.org site.

The results showed that there was a communication network pattern in 5 clusters. The account that has the highest closeness centrality, namely @ruboca4 shows that many of the total actors have closeness with other actors. The centrality of the intermediary is @haoshuku being the actor who is the most liaison. The perfect eigenvector is @bossasuke. The conclusion of this study is that 5 clusters of network patterns are formed, @bossasuke is an important actor, this network system is large, the intensity of communication that occurs is low, decentralized, unidirectional. The diameter and radius of the system are quite large. The reactions of netizens were of various kinds, such as proud, moved, amazed and surprised.

Bibliography (2002 – 2022)