ABSTRACT

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Digital Opinion Analysis of "Borobudur" on Twitter Social Media Through Social Network Analysis (SNA)

Keywords: Borobudur, Digital Opinion, Gephi, Netlytic, Social Network Analysis, Twitter

(xi + 92 + *Appendices*)

This study aims to determine the formation of a digital opinion network in "Borobudur" on Twitter social media using Social Network Analysis. This research uses the Theory of Digital Movement of Opinion (DMO) which assumes a combination of the concepts of public opinion and social movement embodied in the realm of social media. The method used in this study is a combined method using Social Network Analysis with the Netlytic and Gephi models. The population used is active Twitter users with a total sample of 10000 recalled by Netlytic. The results of the research contained in Netlytic found that there were 5 large clusters, namely @ezkisuyanto, @infomitigasi, @mpujayaprema, @Dennysiregar7, @detikcom. The results of the analysis on Gephi found Betweenness Centrality on the @mazzini_gsp account which became a strong link in the distribution of information on "Borobudur" which was 9.0, Closeness Centrality reached the results of 3789 actors who had close ties with other actors. Eigenvector Centrality achieved a perfect score of 1.0 on @ezkisuyanto accounts. The results of research from digital opinions there are positive and negative results such as on @ezkisuyanto and @Dennysiregar7 accounts which are included in positive opinions and there are also negative opinion ones such as @mpujayaprema and @infomitigasi accounts. The results of this study state that social media such as Twitter is the right tool for digital opinion movements to express opinions directly.

Bibliography (1999-2022)