ABSTRACT

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ANALISIS JARINGAN KOMUNIKASI KEYWORD "BEM UI" PADA MEDIA SOSIAL TWITTER
Keyword : CMC, *Social Network Analysis*, Analisis Jaringan Komunikasi, *Twitter*, BEM UI

(xi + 56 + *Attatchment*)

This study aims to find out and analyze the relationship between actors, what is the system level, and the type of relationship on the Twitter social network using the BEM UI keyword. The method used in this study is using a Quantitative Approach and the technique used is Social Network Analysis (SNA). The population for this study was a sample of 2,500 tweets and a total of 1932 actors obtained using the netlytic.org website. The data was then analyzed using Gephi software and visualized in the form of diagrams and graphs to make it easier to read the data. This study uses the theory of Computer Mediated Communication. The results of this study show that there are 5 actors who play important roles at the level of communication network actors on the BEM UI keyword, namely: @poljokesid, @dwikimic, @bttrflyshp, @bemui_official, @geloraco. This account is an important actor in distributing information related to BEM UI and is considered very important from other actors on the network. The level of this network system shows the number of actors showing how large the size is generated in this network as a whole and the low intensity of communication that occurs. The type of relationship in the BEM UI keyword social network is directional and one-way (asymmetric). The type of relationship that is formed is a type of communication relationship. Centrality has an impact on modularity, the results of which show that there are differences in participants from various communities represented by actors. The information dissemination activities carried out by the actors at that time tended to be small and had not been thoroughly spread on social media Twitter.

Bibliography (2004 – 2022)