

## ABSTRACT

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### ***SOCIAL NETWORK ANALYSIS #BPOM\_GAGALKERJA REGARDING BPOM'S NEGLIGENCE IN CONTROL OF SYRUP DRUG***

*Keywords: Social Network Analysis, Actor Level, System Level, Computer Mediated Communication, Twitter Social Media, #BPOM\_GagalKerja*

( xi + 59 + Lampiran )

*BPOM is a non-ministerial government agency that carries out government affairs in the field of drug and food supervision. On November 7 2022 #BPOM\_FagalKerja appeared trending topic on Twitter as a form of public protest about cases of mysterious acute kidney failure in children caused by syrup medication. The aim of this research is to determine the relationship between actors in disseminating information as key role holders and the extent of the communication network in the use of the hashtag #BPOM\_GagalKerja. This research method uses a descriptive quantitative approach using data analysis techniques Social Network Analysis (SNA) with the Gephi 0.9.2 application. The population of this study amounted to 1639 tweets based on data collection techniques using the Netlytic.org site. The theoretical approach in this research is Computer Mediated Communication (CMC). The research results show that the actors who are most often contacted and contact other actors in the network are @keidonwoi, @na\_inblack, @bosgenks, @r4i\_nrak and @timpakul\_89. The @keidonwoi account is an account that has an important and popular role in the #BPOM\_GagalKerja network based on degree Centrality with a value of 96. Based on the closeness Centrality value, there are 106 actors who are close to other actors. The @keidonwoi account is a Centrality actor whose role is as a communication link between other actors. The eigenvector Centrality network pattern found that the most important actor in the network is the @na\_inblack account because it has extensive relationships in the network. The amount of communication that occurs is low, decentralized, unidirectional and small in diameter.*

*Bibliography (2004 - 2022)*