ABSTRACT

FAJRIA HAWA. 12819207.

ANALYSIS OF THE HASHTAG COMMUNICATION NETWORK #SEAGames2023 ON SOCIAL MEDIA TWITTER USING THE SOCIAL NETWORK ANALYSIS (SNA) METHOD

Key Word: #SEAGames2023, Communication Network, Social Network Analysis (SNA), Twitter.

(xi + 48 + Attachment)

This study aims to find out the actors who play in important role in the #SEAGames2023 Hashtag communication network on Twitter. This study uses a quantitative method with data analysis techniques Social Network Analysis (SNA). The population in this study was taken from social media Twitter as many as 2500 Tweet data using the Hashtag #SEAGames2023. The sample in this study was obtained through the Netlytic.org web, namely 2032 actors (Nodes). The data analysis technique used in this study is Gephi 0.10.1 application. The approach in this study uses the theory of Computer Mediated Communication. The results of this study show that the 5 actors who are most often contacted are @faktasepakbola, @kompascom, @muhammadiyah, @goal_id dan @mysumatera. This means that are account @faktasepakbola is the most popular actor and the most frequently contacted regarding the information contained in the Hashtag #SEAGames2023 on Twitter social media. In Closeness Centrality there are 1932 actors who have perfect proximity with a value of 1.0. That is, a perfect score indicates that the actor is easy to disseminate information on the network. In Betweenness Centrality, the @dpwpkjabar account can control the most information and links from one actor to another. In Eigenvector Centrality, @faktasepakbola got a perfect score of 1.0. So the account @faktasepakbola is the strongest and most popular opinion leader and actor who is trusted in providing information about the SEA Games sporting events held in Cambodia.

Bibliography (2001 – 2023)