

ABSTRACT

HANA MARANATHA HUTABARAT. 12819713

COMMUNICATION NETWORK ANALYSIS IN CONVERSATION THEME OF YOUTH PLEDGE “BERSATU BANGUN BANGSA” IN SOCIAL MEDIA TWITTER

Keywords: Social Network Analysis, Level Actor, Level Sistem, Media Sosial, Twitter, Bersatu Bangun Bangsa

(xi + 67 + attachments)

This study aims to determine the actors who play an important role in the "Bersatu Bangun Bangsa" network on Twitter social media along with the number and extent of communication networks. This research method uses a descriptive quantitative approach with data analysis techniques Social Network Analysis with the Gephi 0.9.2 application. The research population is 2500 tweets for the period September 29, 2022 and a research sample of 1855 actors based on crawling data collection techniques with netlytic.org. The theoretical approach in this study is the CMC theory. The research results state that @aniesbaswedan is the most popular actor in this network. In closeness centrality, there are 1024 actors who have perfect proximity with a value of 1.0. The @fajarzalukhu account is an intermediary centrality actor who acts as a liaison with other actors in different clusters. The eigenvector centrality network pattern found that the most important actor in the network is the @aniesbaswedan account because it has extensive relationships in the network. Communication intensity in this network is low, decentralized, and unidirectional. The area of the diameter and the radius of the system are small.

Bibliography (2003 - 2022)