ABSTRACT

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Communication Analysis on the "WhatsApp Down" Phenomenon on Social Media Twitter Through Social Network Analysis

Keywords: Analysis, Sna, Twitter, WhatsApp Down

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This study aims to find out the actors who play an important role in the WhatsApp down communication network on Twitter social media. This study uses the theory of consumer satisfaction. The method used in this study is a quantitative method using Social Network Analysis (SNA) with the Netlytic and Gephi models. The results of the study found that there were 5 large clusters with influential actors namely @akamlhizzat, @kyafns_, @handokotjung, @aemieruls_ and @dsuperboy. The results of the analysis using Gephi found an influential actor who has the highest degree of 262, namely @akmalhizzat. The actor with the highest betweenness centrality score of 353, namely @kyafns_ There were 1584 actors who had a perfect closeness centrality score of 1.0. The results of the study also found the actor @kyafns_ with the highest Eigenvector Centrality value of 1.0. These results indicate that Twitter is an effective tool for making complaints about consumer satisfaction.

Library list (2011-2021)