ABSTRACT

IBDAL FATHUL ARIFIN, 10820328

DYNAMIC SOCIAL NETWORK ANALYSIS ON VIRAL CONTENT: A CASE STUDY OF BYON COMBAT VOL. 3 ON THE CELLOSZXZ YOUTUBE CHANNEL

Keywords: Social Network Analysis, Actor Level, System Level, Social Media, YouTube, Diffusion of Innovation Theory, Viral Content Theory, Social Interaction Theory, Social Network Theory, Byon Combat

(xiv + 73 + appendix)

The development of the digital era has given rise to many new phenomena, including the diversity of content available on various social media platforms. One prominent example is Byon Combat Vol. 3 on YouTube, which garnered significant attention. This is evidenced by the fact that Byon Combat Vol. 3 received over 20 million views within just 7 days of its release. This research aims to explore the relationships between key actors in the content of Byon Combat Vol. 3 on YouTube and the extent and size of the communication network within it. The research employs a quantitative exploratory approach using Social Network Analysis (SNA) with Gephi 0.9.2. The sample includes 3030 nodes and 3422 edges, collected from June 22-23, 2024, using the data crawling technique on Netlytic.org. The theoretical approach encompasses the Diffusion of Innovations Theory, Viral Content Theory, Social Interaction Theory, and Social Network Theory. The results reveal that the most popular and influential actor in this network is @kokorotomo-wg3vm, as this account holds the highest values in several aspects such as the highest degree (18), with an In-degree of 10 and Betweenness of 110.0. The network is large, with low communication intensity, decentralized, and unidirectional. The network's diameter and radius are small. It can be concluded that the utilization of YouTube's social media technology to disseminate information related to Sportainment, in this case, Byon Combat Vol. 3, is less effective. Future research is recommended to add group-level analysis with different objects.

Blibliography (2003 – 2024)