

## ABSTRACT

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***Analysis of 'Starlink' Marketing Communication Network on YouTube. (Social Network Analysis Study at Actor Level & System Level on the @NanangMrk Channel).***

*Keywords : actor level, social network analysis, Starlink, system level, youtube.*

*(XI + 70 + Appendices)*

*This research aims to understand the relationships between actors who play key roles in the Starlink content uploaded by the @NanangMrk channel on the social media platform YouTube, along with the number and extent of these relationships within the communication network. The study employs an exploratory quantitative approach. The technique used is Social Network Analysis (SNA) with Gephi 0.10.1 software. The research population consists of 2,721 comments on Starlink content by @NanangMrk from the period of May 19-20, 2024, with a sample of 2,128 actors or nodes obtained through data crawling techniques using the netlytic.org (communalytic.org) application. The theoretical approaches used in this study are diffusion of innovation and CMC. The results of this study show that the most popular actors who connect with other actors in the communication network are @NanangMrk, @agps4418, @dedy6885, @MAKI-db9it, and @Mojojoba. Based on the closeness centrality value, there are 51 actors who have proximity to other actors. The analysis of betweenness centrality explains that the account @NanangMrk plays a role as a communication connector between different clusters. The actor who plays the key role of opinion leader in the communication network is @NanangMrk due to having broad relationships within the communication network. These actors act as the most trusted information disseminators and reach the most other actors in marketing Starlink products. The system in this network is large in size. The intensity of communication that occurs is relatively low, decentralized, and one-way communication. The system's diameter and radius are small. Therefore, it can be concluded that the utilization of YouTube social media technology to disseminate information and reach the broadest audience regarding Starlink is effective. Suggestions for future research include adding group-level analysis with different research themes.*

*Bibliography (1981 – 2022)*