ABSTRACT

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ANALYSIS OF "ICE BSD" SOCIAL COMMUNICATION NETWORKS ON TWITTER (STUDY OF SOCIAL NETWORK ANALYSIS AT ACTOR LEVEL)

Keywords: Social Network Analysis, Level Actor, Media Social, Twitter, Digital Movement of Opinion, ICE BSD.

(xii + 71 + appendix)

This study aims to identify and analyze the actors who play an important and popular role in the social communication network "ICE BSD" and the relationships between actors. This research method uses explorative quantitative approach. The technique used is Social Network Analysis (SNA) with the Gephi 0.9.7 application. The population for the analysis is 10000 tweets for the period 4 – 5 November 2022 and a sample of 5631 actors (nodes) was taken using a crawling data collection technique on the Netlytic.org application. The theoretical approach in this study is DMO. The results show that the most popular actor in the ICE BSD network is @detikcom. Based on the closeness centrality value, there are 4820 actors who have closeness to other actors. The @bainin_1 account is an betweenneess centrality actor whose position is as a communication link between different network clusters. An actor who has an important position as an opinion leader in the network is @detikcom because the account has extensive relationships in the network. This phenomenon has relevance to the theory used as a theoretical approach, where Twitter is used as the latest tool to disseminate information related to the ICE BSD keyword because people are massively carrying out digital opinion movements.

Blibliography (1985 – 2022)