

ABSTRACT

TRI ULIATI, 10820769

POLITICAL COMMUNICATION NETWORKS ANALYSIS OF "ARGO PARAHYANGAN" ISSUES ON TWITTER (STUDY OF SOCIAL NETWORK ANALYSIS AT ACTOR LEVEL)

Keywords: Social Network Analysis, Actor Level, Media Social, Twitter, Digital Movement of Opinion, Argo Parahyangan.

(xii + 64 + attachments)

This study aims to determine the relationship between the actors who are the key actors in the keyword "Argo Parahyangan" on Twitter. This research method uses explorative quantitative approach. The technique used is Social Network Analysis (SNA) with the Gephi 0.9.2 application. The research population consisted of 5894 tweets for the period 2 – 3 December 2022 and a sample of 2934 actors was taken through the data crawling technique on the netlytic.org application. The theoretical approach in this journal is Digital movement opinion (DMO). The results of the study show that the most popular actors and links between other actors in the network are @giiangmahesa, @cnnindonesia, @ithnumhr, @silbee17, and @paintersvmmer. Based on the closeness centrality value, there are 1379 actors who are close to other actors. The @kai121 account is an intermediary centrality actor that acts as a communication link between different network clusters. The actor who plays an important role as an opinion leader in the network is @giiangmahesa because he has relations with other important actors in the network. It can be concluded that the use of Twitter social media technology to disseminate information related to the keyword "Argo Parahyangan" is effective.

Bibliography (1956 – 2022)