ABSTRACT

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BNPB Indonesia Communication Campaign #dirumahaja on Twitter Social Media

Keywords: Communication Campaign, Social Network Analysis, #at home, Twitter, Communication Network Analysis

This study aims to determine the communication network on the distribution of information on the hashtag #dirumahaja during the COVID-19 pandemic emerged in Indonesia. Using the theory of Network Analysis Communication is a method that can simply be defined as a method that seeks to describe and explain social networks and network structures and the theory of Computer Mediated Communication (CMC) is communication between two or more people mediated by computers. The Social Network Analysis model provides statistical tools to examine relational data not only on the characteristics of individual actors’ attributes, and focuses on explaining the pattern of relationships between actors, and analyzing the structure of these patterns using the Gephi application. The method used in this study is a quantitative method using the Social Network Analysis model Netlyc and Gephi. Population of 1000 links by active twitter users, with a total sample of 1000 recalled by netlytic. The results of this study found that there was an eigenvector centrality on the @bnpb_indonesia account with a perfect score of 1.0 as an account that was often mentioned, betweeness centrality @kemenkesri 13.5 as a liaison in the distribution of link information, and closeness centrality there were 120 people who were the main actors whose existence was so popular.

Bibliography (1986 – 2018)