

Digital Movement of Opinion Mobilization for Football Tournament Fans in Indonesia: SNA Study #PialaMenpora2021 vs #PersijaDay

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Abstract

This research examines the role of the hashtag #PialaMenpora2021 and #PersijaDay on Twitter in shaping the mobilization of digital opinion support, measuring network comparisons, actors between hashtags, and digital opinion. The theory used is the *Digital Movement of Opinion* by looking at the level of actors and systems. The method used in this research is to combine quantitative and qualitative methods. Quantitatively, this study looked at the communication network from a sample of 15,784 tweet data, with details of 7,456 #PialaMenpora2021 tweet data and 8,328 #PersijaDay tweet data using netlytic. Meanwhile, qualitatively, the researcher analyzed text that describes and explains social networks through library research. The results showed that both #PialaMenpora2021 and #PersijaDay are capable of creating mobilization. The success of the two of them has an extensive network and has a two-way interaction relationship in giving their opinions regarding the soccer tournament held in Indonesia.

Keywords: Digital Opinion; #PialaMenpora2021; #PersijaDay

Introduction

The Outbreak of Coronavirus (COVID-19) in China has made headlines in the world of health, causing public panic and concern. In December 2019, a number of pneumonia cases of unknown cause emerged with fever, fatigue, coughing and difficulty breathing as the main symptoms, which occurred in Wuhan in a short time. The Chinese government and health departments at all levels give top priority to this disease and immediately put in place measures for disease control and medical care, and direct research institutions to initiate investigations, treatments and research collaborations. The pathogen of the disease was quickly identified as the new coronavirus, which was later confirmed by the World Health Organization (WHO). WHO named the virus 2019-nCoV while the International Committee on Virus Taxonomy (ICTV) called it SARS-Cov-2; and pneumonia caused by a viral infection called the new coronavirus pneumonia (COVID-19) by WHO.

The country of Indonesia is one of the various countries in the world that has experienced the impact of COVID 19. The impact experienced, especially in the field of sports in the country of Indonesia, is that the implementation of PON in Papua in 2020 failed and the 1st league competition

in Indonesia was stopped. This resulted in losses for both athletes, coaches and spectators. In addition, there are Menpora Cup tournaments that are allowed to be held on March 20 to April 25, 2021 which must apply a rule that cannot be attended by spectators. The purpose of canceling several sporting events and the stipulated regulations is to break the chain of spread of the COVID 19 virus. By continuing to seek outreach to the corona virus on various social media, people are also advised to reduce travel and stay at home as a basic means of limiting exposure to the corona virus. .

With the existence of a regulation from the government which states that people are not allowed to watch live, people can watch football tournaments that are held via television or by providing support on social media. Currently, information and communication technology in Indonesia is experiencing very rapid development. The rapid development of information and communication technology in Indonesia can be seen from the internet, where the internet is used as the main communication tool that is generally used by the public. This is the background for the change in communication technology from conventional to modern and fully digital. With the development of information and communication technology, people can

more easily watch football tournaments that are held anywhere and anytime without having to come directly to watch at the stadium.

The development of the use of the internet as a means of communication became very rapid after the internet began to be accessible via cellular telephones and even then the term smart phone (emerged smartphone). With the presence of *smartphones*, the facilities provided in communicating are even more diverse, starting from SMS, MMS, chatting, email, browsing and social media facilities. This has an impact on various sides of people's lives. It cannot be denied that currently social media has become a new way for people to communicate. This is in line with the opinion of Meike and Young (2016) which states that social media is a convergence between personal communication in the sense of sharing among individuals (*to be shared one-to-one*) and public media to share with anyone without any individual specificity. Thus, with social media, people can carry out various two-way activities in various forms of exchange, collaboration, and getting acquainted with each other in the form of written, visual and audiovisual. According to Puntodi (2016) the use of social media begins with three things, namely *Sharing*, *Collaborating* and *Connecting*.

One of the social media that is widely used by internet users is Twitter. Twitter is a social media symbolized by a bird which is interpreted as a chirp or message to receive or provide up-to-date information, with details such as date, time and zone listed in the twitter chronology according to the message presented at that time, what is meant by *tweets* is written text of up to 140 characters displayed on the user's profile page. Tweets can be seen from the outside, but senders can limit sending messages to their list of friends only. In line with the opinions Rouis (2016) who said that on twitter a user can sign up for free, make friends with anyone, publish their profiles, and also includes communicating directly (*live*) with other users both known and unknown.

In the Twitter system, there is a # sign or hashtag feature that is useful for indicating specific topics that are being discussed. Some of the functions of hashtags in twitter include being a search medium and displaying information more easily, and as a marker for topics that are currently being discussed. In line with the opinion of Tjahyana (2020) which states that hashtags can function to convey opinions or messages freely without any mediation from any party. The message or information conveyed through hashtags that can be accessed by the public is a

campaign that can allow the message or information to spread widely quickly (Asran and Udasmoro, 2019). Therefore, hashtags can be considered very effective for building information and responding to the latest news that is being discussed (Emeraldien, Sunarsono, and Alit, 2019).

With the 2021 Menpora Cup soccer tournament currently being held, football fans are busy discussing this on social media, one of which is Twitter. The lively conversations on twitter are supported because of government regulations where people are required to watch it at home in order to prevent the transmission of the Covid-19 virus. At the time the match was held, Indonesians really grabbed the attention of the Indonesian people with the trending hashtags #PialaMenpora2021 and #PersijaDay on 19 April 2021 The hashtag #PialaMenpora2021 occupies a trending topic in Indonesia with 3,783 tweets. Meanwhile, the hashtag #PersijaDay occupies a trending topic in Indonesia with a total of 8,401 tweets.



Figure 1. Trending Topic #PialaMenpora2021

Source: Twitter.com

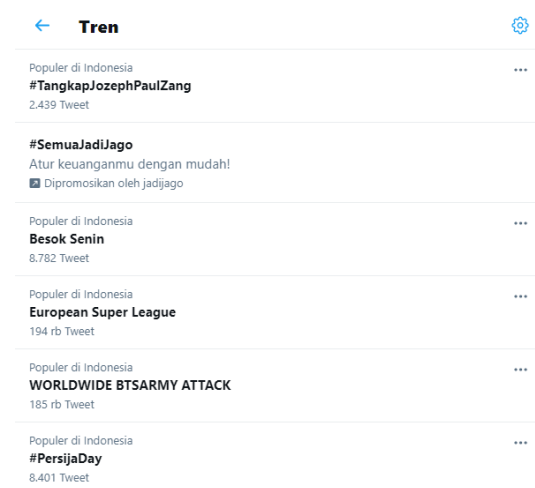


Figure 2. Trending Topic #PersijaDay

Source: Twitter.com

Digital campaigns are generally used to persuade social media users to get involved in social movements that are being held (Eriyanto, 2019). If the hashtag contained in Twitter is in accordance with the opinion of the public, then the hashtag can be followed and used by most Twitter users and make the hashtag trending. Users who follow a pure digital campaign from that person, there is no element of coercion or encouragement from other users. In this era of digital communication, social media users can easily convey their opinions related to a topic or problem without going through an organization's intermediary (Barisione and Ceron 2017). Thus, users can express their opinions freely without going through a long process.

Social Network Analysis (SNA) is a method used to describe and analyze the structure of social networks (Tjahyana,

2020). This method is used to describe the structure and network of relationships of social media users (Eriyanto, 2020). In addition, *Social Network Analysis* (SNA) can also be useful for visualizing activities and the strength of connections between users on social networks and steps to identify interactions in sharing knowledge (Rafita, 2014).

In participating in a digital campaign, users can interact directly with each other. This digital movement is called the *Digital Movement Opinion* (DMO). DMO is a movement that aims to follow technological developments, especially new media contained in social media which spontaneously creates virtual networks between users to comment on or express opinions regarding existing campaigns (Eriyanto 2020).

Research related to *Digital Movement Opinion* has been done a lot to compare two different hashtags or hashtags and find out which hashtag is more capable of creating mobilization against an existing problem. For example, a research conducted by Eriyanto (2019) entitled "Hashtags and *Digital Movement of Opinion* Mobilization: Social Network Analysis / SNA Study #BubarkanKPAI vs. #KamiBersamaKPAIHashtags". In this study, it can be concluded that the results of the study show that #BubarkanKPAI is

more capable of creating mobilization than #KamiBersamaKPAI. #BubarkanKPAI has succeeded in creating more mobilization because it is more emotional, able to create a narrative imagination and has a clear frame.

The next research was conducted by (Tjahyana, 2020) with the title "Digital Opinion Movement #Truebeauty on Twitter for Webtoon Comic Adaptation Movie Actors". This research shows that fans are actors of the *Digital Movement Opinion* who are spread across the network and are not centralized. The users are divided into several different clusters, and each cluster has its own characteristics based on different locations and cultures. In addition, there is research conducted by Edy Prihantoro, Fajar Rizali Rakhman, Rizky Wulan Ramadhani (Prihantoro et al. 2021) with the title "The Digital Movement for Opinion Mobilization: SNA Study #Dirumahaja vs #Pakaimasker. In this research, it can be seen that the hashtag #DirumahAja is more capable of creating mobilization than the hashtag #PakaiMasker. This is because the hashtag #DirumahAja has a broader network system and is able to reach out to Twitter users in giving their opinions regarding health campaigns in the COVID-19 pandemic.

Based on the explanation above, the researchers conducted a study entitled Digital Movement of Opinion Mobilization: SNA Study #PialaMenpora 2021 vs #PersijaDay. This study aims to see and measure the effectiveness of the comparison of a network and digital opinion formed on the hashtag #PialaMenpora2021 vs #PersijaDay which shows the level of enthusiasm of football fans and results in more digital mobilization via twitter. This research is based on the theory of the *Digital Movement of Opinion* which can be used to see the spontaneous reaction of social media users to an ongoing problem.

Research Methods

This research was conducted using mixed methods. Mixed methods or *mixed methods* is a type of research in which researchers combine two types of methods, namely qualitative and quantitative research approaches (Hermawan 2019). Quantitative methods are used to measure statistical networks. At the system level, you can see how wide the communication network is in distributing messages using the hashtags #PialaMenpora2021 and #PersijaDay which can be seen from the diameter, centralization, density, reciprocity, and modularity (Eriyanto, 2020). Meanwhile, qualitative methods are used to describe social networks and their

network structures using text analysis to determine trends and message patterns in communication networks (Prihantoro et al. 2021).

Data collection was carried out on April 19, 2021. The number of samples used in this study was 15,784 tweets with details of 7,466 tweet data #CupMenpora2021 and 8,328 #PersijaDay tweet data using netlytic. So it was found that #PialaMenpora2021 totaled 3,502 actors while #PersijaDay totaled 3,434 actors.

Results and Discussion

#PialaMenpora2021

The Menpora Cup is a soccer tournament held in Indonesia. As a result of the Covid -19 pandemic, football matches were held without spectators or fans watching directly at the stadium. Therefore, fans can only watch on television and can monitor from social media. To enliven the soccer tournament, fans used the hashtag #PialaMenpora2021. Not only that, fans also enlivened the hashtag #DukungDariRumah, in order to continue to support the event that was held even though it was virtually.

Dataset Stats	
Dataset Name:	#PialaMenpora2021
Dataset Last Updated:	2021-04-17 09:42:35
Dataset Source:	twitter
Total Messages:	7456
Unique Posters:	3502

Figure 3. Statistical Data Collection

Source: Netlytic.org

Based on a collection of statistical data processed using a web-based application, Netlytic, the results show that the hashtag #PialaMenpora2021 with a data set from Twitter was last updated on April 17, 2021 with a *total* message of 7,456 and is *unique posters* of 3,502. The large number of Indonesians who watched and used the hashtag #PialaMenpora2021 made this hashtag a trending topic in Indonesia. Here is a list of the Top 10 words most used by Twitter users.

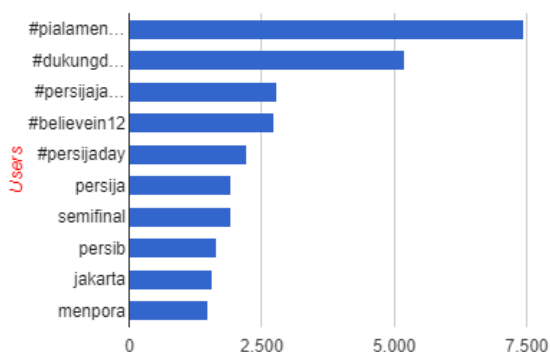


Figure 4. Top 10 Most Frequently Used Words

Source: Netlytic.org

Based on data obtained from Netlytic, there are top 10 words that are often used in conjunction with the use of the hashtag #PialaMenpora2021. The first sequence of the most frequently used words is still occupied by the hashtag #PialaMenpora2021. The second place is occupied by the hashtag #DukungDariRumah, while the third place is occupied by the hashtag #PersijaJakarta. To produce more structured and accurate data, the authors group each word based on its category. There are three categories used in grouping the words contained in tweets using the hashtag #Menpora2021, namely clubs, match locations, and semifinals. The following are the words that belong to each group.

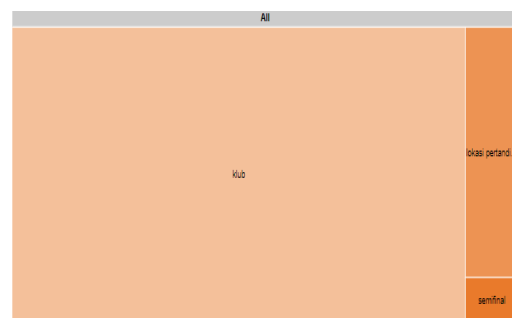


Figure 5. Manual Category Based on Tweet #PialaMenpora2021

Source: Netlytic.org

Current digital opinion is also represented in a keyword or *word cloud* which can display frequently used words data and appear in uploaded *tweets* on twitter. Keywords can be used as a form of

interaction and participation between each user in the hashtag #PialaMenpora2021. The following are the keywords that are often used in the hashtag #Menpora2021.



**Figure 6. Wordcloud
#PialaMenpora2021**
Source: Netlytic.org

Furthermore, there are the top 10 users who are most mentioned (*mentions*) or replied (*replies*) by other users. This indicates that the user is related to the hashtag #PialaMenpora2021 so that it is often mentioned in the *tweets* of other users or the user makes a post related to the hashtag #PialaMenpora2021 so that other users reply *to the user's* post. Here are the top 10 twitter users who are most mentioned or replied to.

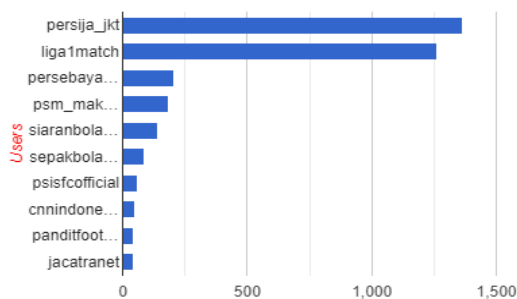
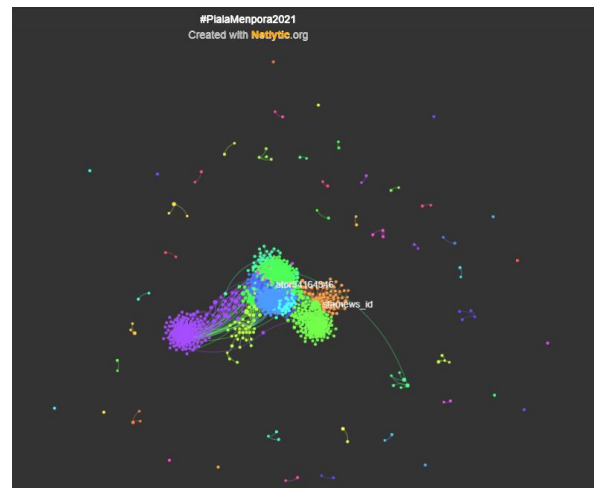


Figure 7. Top 10 Users Mentioned / Replied-To

Source: Netlytic.org

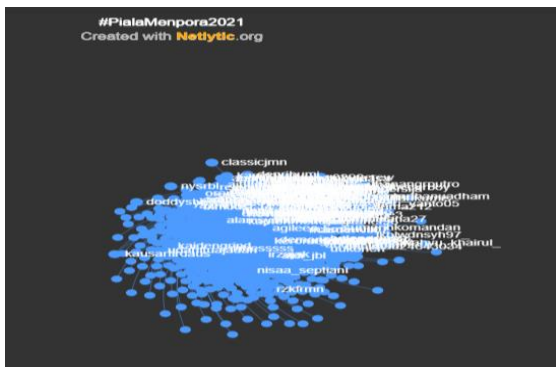
Posts or *tweets* using the hashtag #PialaMenpora2021 can form a communication network that has been successfully obtained through a web-based application, namely Netlytic. This communication network includes both a name network (who says who) and a chain network (who replies to whom). Name network is a communication network built from extracting personal names in messages. Meanwhile, chain network is a communication network built based on user posting behavior. The following is an image that presents the communication network for the hashtag #PialaMenpora2021.



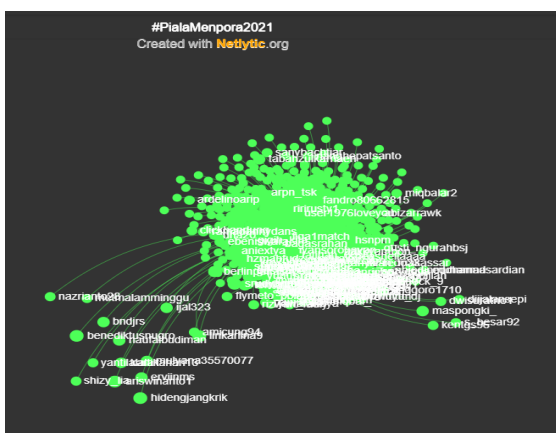
**Figure 8. Visualization of the
Communication Network
#PialaMenpora2021**
Source: Netlytic.org

Based on the visualization of the communication network based on the

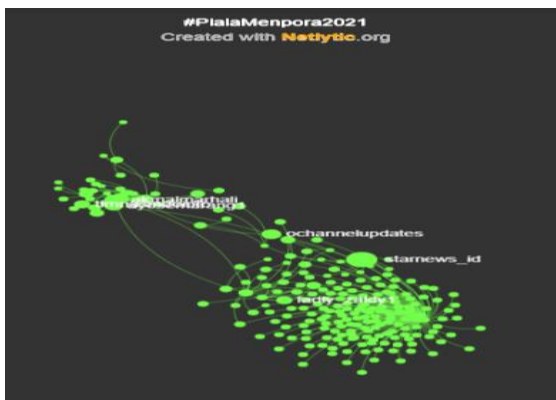
hashtag #PialaMenpora2021, twitter users show their enthusiasm in watching the Menpora Cup soccer tournament. Posts or *tweets* of users generally display comments or opinions about the tournament being held. The following is an image that shows the distribution of clusters formed from the hashtag #PialaMenpora2021.



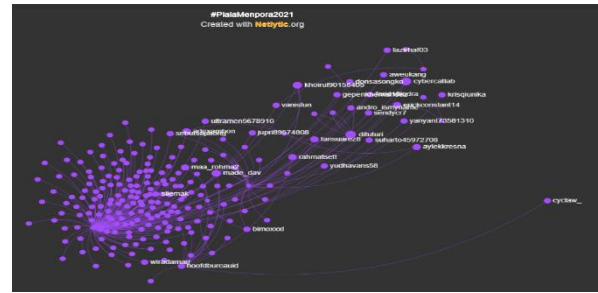
Cluster 1



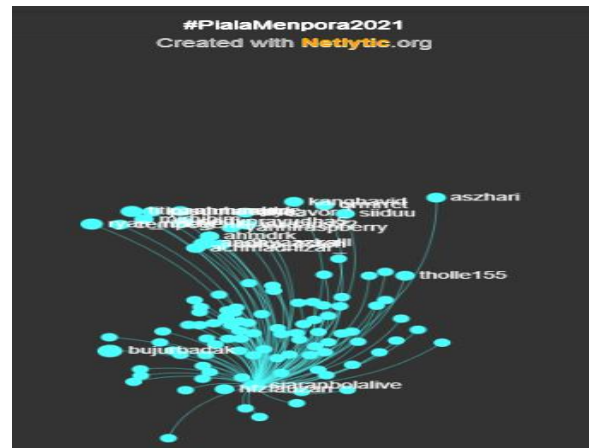
Cluster 2



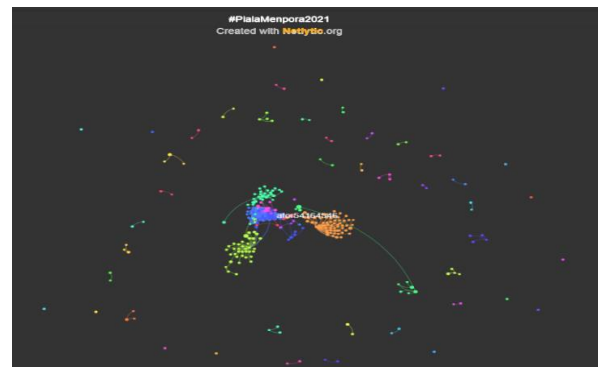
Cluster 3



Cluster 4



Cluster 5



Other Clusters

Figure 9. Cluster in the #PialaMenpora2021 Network

Source: Netlytic.org

From the picture above, it can be seen that the large network of users using the hashtag #PialaMenpora2021 is divided into several small groups. The picture above shows that the most mentioned Twitter social media users (*mention, reply,*

retweet) in conversations using the hashtag #PialaMenpora2021 are the official Menpora Cup 2021 account (@Liga1Match). Meanwhile, for personal accounts, the number of *mentions, replies and retweets* was spread to several twitter users and soccer tournament fans.

#PersijaDay

#PersijaDay is a hashtag used by Persija Jakarta football club fans. The hashtag is used in order to provide support to the players even though they cannot support them directly inside the stadium. The hashtag #PersijaDay is widely used by Twitter users to become a trending topic and is used from the early stages until the football club reaches the Final. Not only using the hashtag #PersijaDay, twitter users also enlivened the hashtags #PersijaJakarta and # BelieveIn12.

Dataset Stats	
Dataset Name:	#PersijaDay
Dataset Last Updated:	2021-04-18 17:00:26
Dataset Source:	twitter
Total Messages:	8328
Unique Posters:	3434

Figure 10. Statistical Data Collection

Source: Netlytic.org

Based on the statistical data set that is processed using a web-based application, Netlytic, the results show that the hashtag #PersijaDay with the data set from Twitter was last updated on April 18, 2021 with a *total* message of 8,328 and *unique posters* of 3,434. The large number of Indonesians who witnessed and used the #PersijaDay hashtag made this hashtag a trending topic in Indonesia. Here is a list of the Top 10 words most used by Twitter users.



Figure 11. Top 10 Most Frequently Used Words

Source: Netlytic.org

Based on data obtained from Netlytic, there are top 10 words that are often used in conjunction with the use of the hashtag #PersijaDay. The first line of the most frequently used words is still occupied by the #PersijaDay hashtag. The second place is occupied by the word Persija, while the third place is occupied by the hashtag #PialaMenpora2021. To produce more structured and accurate data, the authors group each word based on its category.

There are two categories used in grouping the words contained in tweets that use the hashtag #PersijaDay semifinals and penalties. The following are the words that belong to each group.

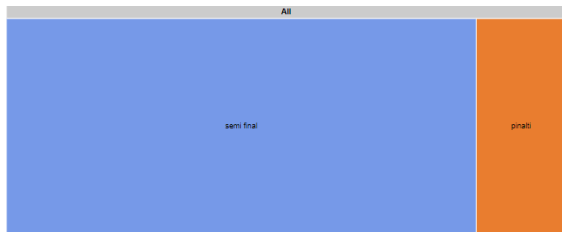


Figure 12. Manual Category Based on Tweet #PersijaDay
Source: Netlytic.org.

Current digital opinion is also represented in a keyword or *word cloud* that can display frequently used data on words that appear in uploaded *tweets* on twitter. Keywords can be used as a form of interaction and participation between each user in the #PersijaDay hashtag. The following are keywords that are frequently used in the #PersijaDay hashtag.



Figure 13. Wordcloud #PersijaDay
Source: Netlytic.org

Furthermore, there are the top 10 users who have the most mention or reply by other users. This indicates that the user is related to the hashtag

#PialaMenpora2021 so that it is often mentioned in the *tweets* of other users or the user makes posts related to the #PersijaDay hashtag so that other users reply to the *user's* post. Here are the top 10 twitter users who are most mentioned or replied to.

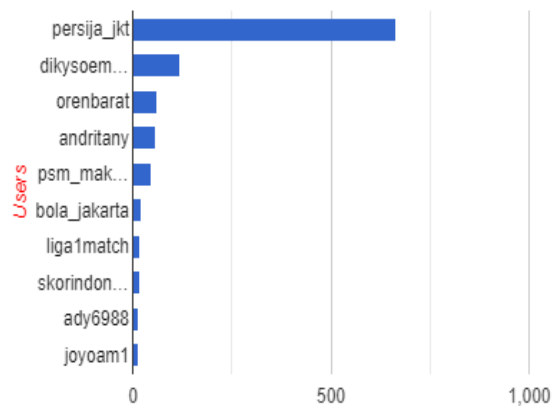


Figure 14. Top 10 Users Mentioned / Replied-To
Source: Netlytic.org

Posts or *tweets* using the hashtag #PersijaDay can form a communication network that has been successfully obtained through a web-based application, namely Netlytic. This communication network includes both a name network (who says who) and a chain network (who replies to whom). Network name is a communication network built from extracting personal names in messages. Meanwhile, chain network is a communication network built based on user posting behavior. Below is an image that presents the communication network for the #PersijaDay hashtag.

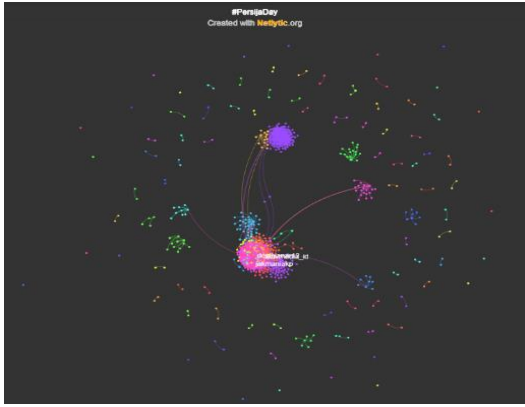
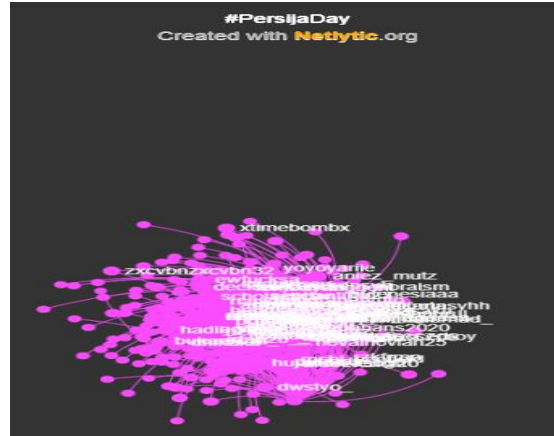


Figure 15. Visualization of the #PersijaDay Communication Network

Source: Netlytic.org

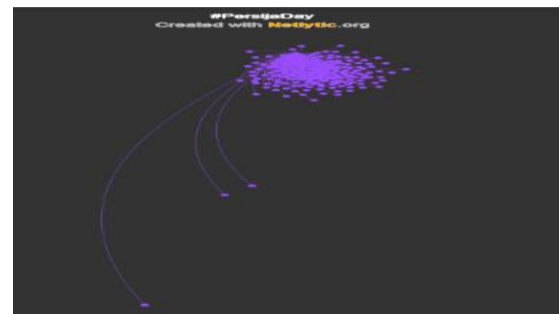
Based on the visualization of the communication network based on the #PersijaDay hashtag, twitter users showed their enthusiasm in watching the Persija club football tournament. Posts or *tweets* of users generally display comments or opinions about the tournament being held. The following is an image that shows the distribution of clusters formed from the hashtag #PersijaDay.



Cluster 2



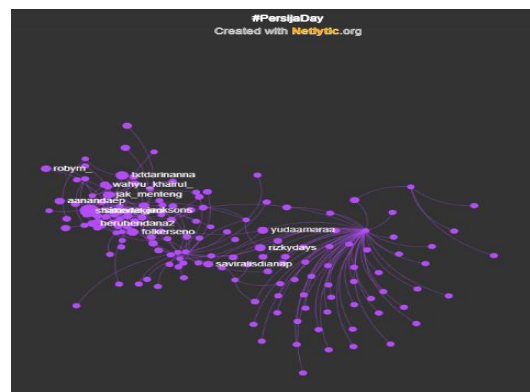
Cluster 3



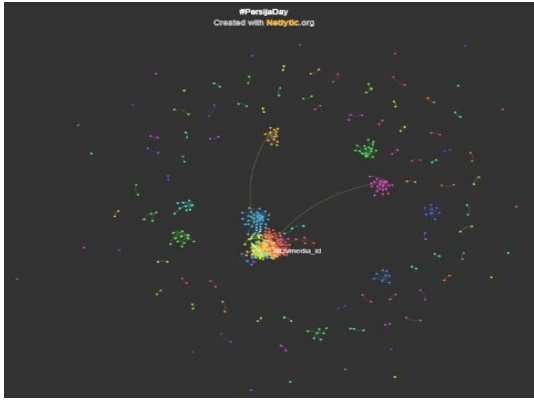
Cluster 4



Cluster 1



Cluster 5



Other Clusters

Figure 16. Cluster in #PersijaDay

Network

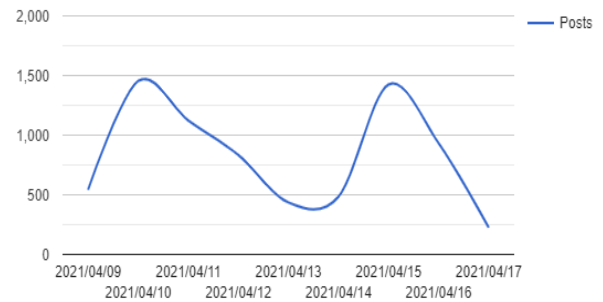
Source: Netlytic.org

From the picture above, it can be seen that a large network of users using the #PersijaDay hashtag is divided into several small groups. The picture above shows that the most mentioned Twitter social media users (*mention, reply, retweet*) in conversations using the hashtag #PialaMenpora2021 are Persija Jakarta's official account (@Persija_Jkt). Meanwhile, for personal accounts, the number of *mentions, replies and retweets* was spread to several Twitter users and fans of the Persija Jakarta football club.

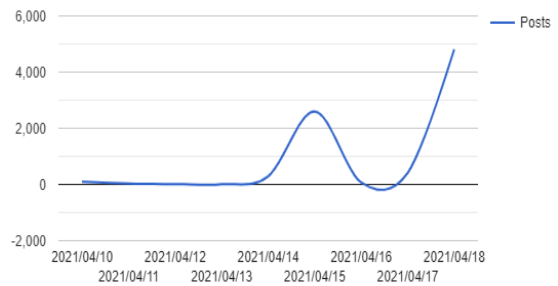
Hashtag Comparison Hashtag

Comparison is the process of comparing the values of the two similar hashtags in order to find out the difference between their respective values. In the comparison of the hashtags #PialaMenpora2021 and #PersijaDay, there

are several aspects that can be seen, namely the hashtag life cycle, comparison of dominant actors, and network structure.



#PialaMenpora2021



#PersijaDay

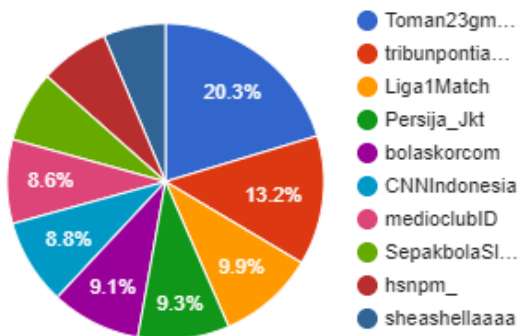
Figure 17. Comparison of Hashtag Life Cycles

Source: Netlytic.org

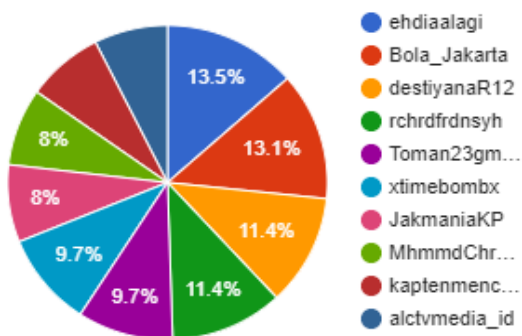
Based on the hashtag life cycle #PialaMenpora2021, it can be seen that on April 9, 2021 there were 541 posts. Furthermore, on April 10, 2021, the hashtag has increased to 1,454 posts. However, on April 14, 2021 the hashtag has decreased and there are only 484 posts, and on April 15, 2021 the hashtag has increased to 1,424 posts. As time went by, the hashtag #PialaMenpora2021 experienced a very significant decline on April 17, 2021 and there were only 226 posts.

As for the #PersijaDay hashtag on April 10, 2021 there were 101 posts, while on April 13, 2021 there were only 6 posts. Then on April 15, 2021 the hashtag increased and there are 2,600 posts. Furthermore, on April 16, 2021 the hashtag has decreased so significantly that there are only 73 posts. However, on April 18, 2021, many users used the hashtag #PersijaDay, so the hashtag has increased significantly and there are 4,809 posts. The hashtags #PialaMenpora2021 and #PersijaDay has a fairly long life cycle, which can last for 9 days.

Based on the picture above, it can be seen that from the two hashtags there are 10 Twitter users who are included in the Top Ten Posters. In the hashtag #PialaMenpora2021, the first rank is occupied by a user with the account name Toman23gmailco1 with a total of 109 tweets (20.3%). Whereas on the #PersijaDay hashtag, the first rank was occupied by users with the account name ehdia Lagi with 78 posts (13.5%). Based on the results obtained, it can be concluded that the users who use the #PersijaDay hashtag are more and with various account names compared to users who use the hashtag #PialaMenpora2021.



#PialaMenpora2021



#PersijaDay

Figure 18. Data Source: Comparison of Top 10 Posters

Source: Netlytic.org

Analysis	Data	Data
	#PialaMenpora 2021	#PersijaDay
Diameter	35	27
Density	0.000512	0.000343
Reciprocity	0.009369	0.004041
Centralization	0.204600	0.199100
Modularity	0.520500	0.601600

Table 1. Comparison Network Structure

Source: Netlytic.org

The above table can be seen that the digital campaign using the hashtag #PialaMenpora2021 reach 35 steps for Twitter users to interact with each other, which is superior to the #PersijaDay hashtag which only has 27 message

distribution steps for Twitter users to interact with each other. Although the steps taken for #PialaMenpora2021 are relatively bigger, the interaction density value is very small, namely 0.000343. This means that the hashtag #PialaMenpora2021 with the actors is very minimal in interaction. Likewise, the hashtag #PersijaDay has a value of 0.000512, which means that the interactions that occur are relatively low. However, when compared to the hashtag #PersijaDay has a higher value than #PialaMenpora2021.

Reciprocity (*reciprocity*) is a measure that describes a two-way relationship between social media users in a communication network. The hashtag #PialaMenpora2021 has lower reciprocal value compared to #PersijaDay. Based on the table above, it can be seen that #PialaMenpora 2021 has a reciprocal value of 0.004041, while #PersijaDay has a value of 0.009369.

Centralization (*centralization*) can measure the average level of centrality of all nodes in a network. Based on the table above, it can be seen that #PialaMenpora2021 has a centralized value of 0.199100, while #PersijaDay has a centralized value of 0.204600. Thus, the centralization value of #PialaMenpora2021 is lower than #PersijaDay.

Modularity (*modularity*) is a group of closely connected nodes that are more

likely to communicate with each other than nodes outside the cluster. Modularity provides an estimate of whether the network consists of a group of accounts forming a cluster (values close to 0) or overlapping accounts (values close to 1). Based on the table above, it can be seen that #PialaMenpora2021 has a modularity value of 0.601600, while #PersijaDay has a modularity value of 0.520500. As a result, the modularity value of #PialaMenpora2021 is higher than #PersijaDay.

The data obtained in the network structure table above shows that #PialaMenpora2021 with #PersijaDay is balanced. This is because #PialaMenpora2021 has the advantage of obtaining diameter and modularity values. Meanwhile #PersijaDay has the advantage of obtaining density, reciprocity, and centralization. The two hashtags have the advantage and have succeeded in getting opinions from Twitter social media users regarding the holding of the Menpora Cup soccer tournament and fans of the Persija Jakarta football club.

Conclusion

Currently, the *Digital Movement Opinion* (DMO) is experiencing a very rapid development compared to conventional opinion. In the *Digital*

Movement Opinion (DMO) there are no actors who are leaders and dominant in expressing their opinions. Opinions appear according to the wishes of each social media user. #PialaMenpora2021 and #PersijaDay each have the advantage and are able to move on Twitter social media. Mobilization in this study is measured by the actor level, the system level, and the movement of digital opinions formed in a communication network. The results of this study demonstrate the importance of hashtags in the digital opinion movement. The success of #PialaMenpora2021 lies in the relatively large steps it has to be able to interact between each Twitter user. While the success of #PersijaDay can be seen through reciprocity, which reflects that the relationship and interaction between each Twitter user is more dominant in two-way communication.

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