Korean Boy Group Fans in Indonesia: SNA Study

#WE LOVE YOU JUNGKOOK vs #FULL ALBUM

Tri Nada Nisrina
Nadanisrina200800@gmail.com
Student of Economics Faculty, State University of Jakarta

Dr. Osly Usman, M.Bus
oslyusman@unj.ac.id
Lecturer of Economics Faculty, State University of Jakarta

Abstract:

This study examines the role of #WE LOVE YOU JUNGKOOK and #FULL ALBUM on Twitter in shaping digital opinion support mobilization, measuring the comparison of networks, actors between hashtags, and digital opinion. The theory used is the Digital Movement of Opinion by looking at the level of actors and the system. The research method is a quantitative combination for communication networks with a sample of 5,000 tweet data: 2500 #WE LOVE YOU JUNGKOOK tweet data with 2964 actors, 1673 relationships and 2500 #FULL ALBUM tweet data with 2027 actors and 1478 relationships using netlytic with qualitative data to analyze the text study and explain social networks. The results showed that #FULL ALBUM is more capable of creating mobilization than #WE LOVE YOU JUNGKOOK.

Keywords: Digital Opinion; #WE LOVE YOU JUNGKOOK; #FULL ALBUM

Preliminary

Twitter reveals a list of the top 10 most talked about K-Pop artists in 2020. It is important to note that Indonesia has made it into the list of countries with the most number of K-Pop fans and tweets. In a period of 1 year, Indonesia is ranked fourth as the country with the most number of K-Pop fans on Twitter. The United States won first place, then Japan and South Korea. Indonesia also managed to rank third on the list of countries with the most number of K-Pop tweets on Twitter, right behind Thailand and South Korea. BTS, EXO, TXT, NCT 127 and Stray Kids are the most popular K-Pop groups among Indonesian Twitter users.

Within that 1 year period, Indonesia was ranked fourth as the country with the most number of K-Pop fans on Twitter. The United States won first place, then Japan and South Korea. Indonesia also managed to rank third on the list of countries with the most number of K-Pop tweets on Twitter, right behind Thailand and South Korea. BTS, EXO, TXT, NCT 127 and Stray Kids are the most popular K-Pop groups among Indonesian Twitter users. Within that 1 year period, Indonesia was ranked fourth as the country with the most number of K-Pop fans on Twitter. The United States won first place, then Japan and South Korea. Indonesia also managed to rank third on the list of countries with the most number of K-Pop tweets on Twitter. just below Thailand and South Korea. BTS, EXO, TXT, NCT 127 and Stray Kids are the most popular K-Pop groups among Indonesian Twitter users.

This research is motivated by the increasing number of teenagers' interest in music and k-pop culture. K-pop idol groups also often attend in Indonesia to hold concerts, one of which is the BTS and NCT boy groups. In recent years the pop music industry has been dominated by western countries such as America, Europe and Japan. However, Korean pop music or better known as K-pop has now succeeded in placing itself in the global market and producing new musical sensations. Hallyu or the wave of Korean culture has become a cultural force in Asia and has begun exporting its cultural products to the Middle East, Europe, South America, Africa and North America. Based on data from the Korean Government (The Korea Foundation) about the 'wave of Korean culture' as reported by The Korea Times,

Based on data from the Korean Government (The Korea Foundation) regarding the 'wave of Korean culture' as reported by The Korea Times, fans of hallyu or korean wave around the

world are now growing, it can be shown that the number has reached up to 89 million people spread across 113 countries. . Data in 2018 also shows that the number of fans of k-pop culture around the world has started to increase from 22 percent now to 89.19 million from the original figure of 73.12 million fans. From this number, it can be seen that fans of kpop culture are not only interested in k-pop music, but are also interested in other products such as beauty, fashion and food. Data also shows that in December 2018 there were 1,843 hallyu fan clubs in 113 countries in the world. K-pop fans living in Asia and Oceania received the highest number of 70.59 million members in 457 fan clubs, while America took second place with 11.8 million members in 712 fan clubs. Furthermore, fans in Europe, who have 6.57 million members in 534 clubs, and Africa and the Middle East with 230 thousand members in 140 clubs.

In this case, fans play an important role in the spread of popular culture, especially kpop culture. Fans provide active, enthusiastic, partisan and participative involvement in cultural texts. Fans are the most visible part of pop culture texts and practices. Fans not only enjoy the media but also identify themselves with the object of their enjoyment in the form of cultural products and their idols. Jenkins (1992) states that fans have an attachment to the emotions they have, namely "how will fans want to be involved in something they like, and that is what distinguishes fans from ordinary viewers". The fandom or fan group is the most important factor in the relationship between fans and the object of their fanaticism, especially in k-pop idol groups and k-pop music. Fandom provides several sites or media that are used to communicate with other fans who have the same interests and generally fandoms are formed into several small groups spread across various regions. With the advent of digital technology, fans have joined and participated in online media (online communities) related to their interests and there is often interaction within the fandom.

Several previous studies related to hashtags in the digital opinion movement have seen that hashtags can play a role in shaping opinions for one group. Instead, media actors form subgroups that cause their own debate (Wonneberger, Hellsten, and Jacobs 2020). Hashtags can also provide suggestions in the digital realm (Damanik 2018), and hashtags are also able to see emotional, narrative imagination and have clear frames in the digital realm (Eriyanto 2019).

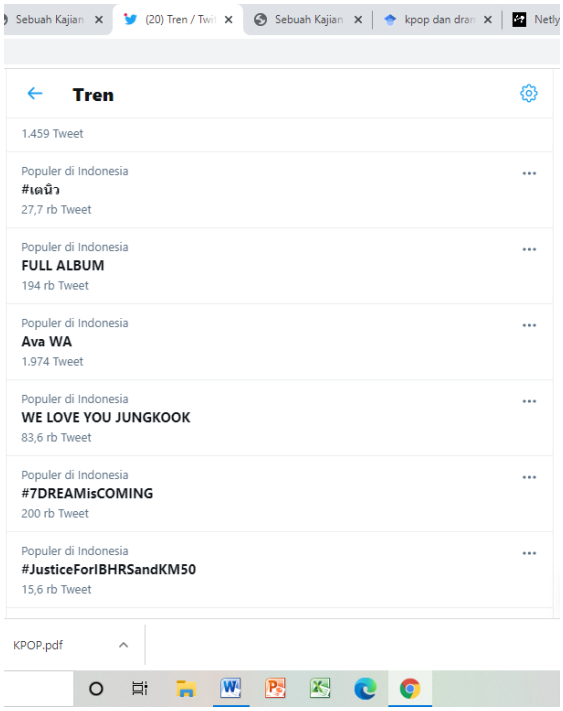


Figure 1. Trending Topic #WE LOVE YOU JUNGKOOK and #FULL ALBUM (source: Twitter.com)

DMO-related research has been carried out in this study Understanding the digital opinion movement: The #RefugeesWelcome case by Airoldi, Barisione, and Michailidou (2019). This study examines the use of #RefugeesWelcome during the 2015 refugee crisis. This research shows that DMOs are driven primarily by social media elites whose tweets are echoed by a mass of isolated users, and the concept of a digital opinion movement is presented heuristically. a useful tool for future research on new forms of digital citizen participation (Airoldi, Barisione, and Michailidou 2019). Research on the #Truebeauty Digital Opinion Movement on Twitter for Webtoon by Tjahyana (2019) Comic Adaptation Film Casts examines fan opinion about actors who are suitable for roles in the film adaptation of True Beauty. This research shows that fans are DMO actors who are scattered across the network and not centralized. The perpetrators are divided into several different clusters, and each cluster has its own characteristics based on different locations and cultures (Tjahyana 2019)

DMO-related research is also studied in Hashtags and Digital Movement of Opinion Mobilization:

A Social Network Analysis / SNA Study on #BubarkanKPAI vs # Tagar KamiBersamaKPAI by Eriyanto (2019). This study examines the differences in mobilization created by #BubarkanKPAI and #KamiBersamaKPAI. The results show that #BubarkanKPAI is more capable of creating mobilization than # KamiBersamaKPAI (Eriyanto 2019). #BubarkanKPAI has succeeded in creating more mobilization because it is more emotional, able to create a narrative imagination and has a clear frame.

Based on the explanation above, the researcher conducted a study entitled The Digital Movement of Opinion Mobilization of Korean Fans in Indonesia: SNA Study #WE LOVE YOU JUNGKOOK vs #FULL ALBUM. This study aims to measure the effectiveness of the comparison of a network, actors between hashtags, and digital opinions formed on these hashtags which will later mobilize digital campaign movements via Twitter. Like previous studies, this study is based on the DMO theory which describes the results of digital opinions formed in #WE LOVE YOU JUNGKOOK vs #FULL ALBUM.

It is undeniable that the development of social media lately has contributed to determining policies in our country. Many policies are "affected" by the climate and trends in social media. The massive influence of social media is certainly interesting to study more deeply considering the enormous power it has and the large number of interest groups that play a significant role in social media platforms in cyberspace. The social media we know today cannot be separated from the expanding internet network. In at least two decades, internet users have grown significantly worldwide. In the data, at least we can see how the growth of the internet has almost kept pace with the growth of the world's population. Until the end of 2018, the world population reached 7.6 billion,

In the era of digital communication, the concept of public opinion and social movement action has changed from traditional concepts which require an organization that intermediates the data collection process (polls and surveys) and an organization that accommodates a social movement (social, political, and other organizations). With social media, the public can easily express their opinion on a topic or problem without going through an organizational intermediary (Barisione & Ceron, 2017). Furthermore, social media is not only a place to convey opinions, but also continues to be a place for public discussion and a means to voice a message collectively. Digital opinion movements on social media tend to be spontaneous and channel the expressions

of social media users. Opinions conveyed through social media are also temporary and conveyed by a public who is actively reacting to a problem, and is often triggered by an emotional response. Opinions conveyed through social media are also as important as opinions obtained formally and traditionally through survey institutions or organizations and can be calculated and classified using text analysis such as to find out public sentiment on an issue or problem (Barisione & Ceron, 2017).

According to Java (2007, 1) microblogging is a relatively new phenomenon, microblogging is a text update that is generally less than 200 characters about life that runs and sends messages to friends or relations that users want via text message, intant messaging (IM), email or the web. Microblogging is used through several social media services including Twitter (Kirana Dwitia & Irwansyah, 2018: 43–44). Microblogging provides a tool as a form of communication that allows users to disseminate and share information about current activities, opinions and status. On Twitter, the content topics that appear are presented in various themes depending on the interests of the account owner.

Kusuma, 2009 explained that Twitter users can send status updates called tweets, you can also view other users' tweet updates and send general replies or direct messages to connect with other users. Users can get information from other account owners if they follow the accounts they are interested in. Then other users' tweets can appear on the timeline page of the account owner. To reply to other users' tweets, users can use "@" and then type in the names of other people who want to be tagged or retweet messages they find and like (HH Daniel Tamburian, 2015: 82).

Method

This research uses mixed methods by combining quantitative and qualitative methods in one study (Creswell 2010). The quantitative method is used to measure the network seen from statistics at the actor level with the assessment indicators of Degree Centrality, Proximity Centrality, Intermediate Centrality, Eigenvector Centrality (Eigenvector). At the system level, it can be seen how wide the communication network is in the distribution of #PakaiMasker and #DirumahAja messages seen from modularity, centralization, diameter, density, and reciprocity

(Eriyanto 2014). Qualitative methods are used to describe and explain social networks and network structures using text analysis to determine trends and message patterns in communication networks (Harder, Howard, Rehberg Sedo in Tjahyana 2019).

Data collection was carried out on March 16 - March 29, 2021. The number of samples involved in this study were 5,000 tweet data, with details of 2,500 tweets being #WE LOVE YOU JUNGKOOK and 2,500 tweet data being #FULL ALBUM. The research was combined with #WE LOVE YOU JUNGKOOK and #FULL ALBUM processed at Netlytic. It has been found that #WE LOVE YOU JUNGKOOK totals 2964 nodes (Actor) and 1673 Edge (Lines / Relationship), while #FULL ALBUM totals 2027 nodes (Actor) and 1478 Edge (Lines / Relationship) which were analyzed using the gephi application to be visualized in the form of diagrams and graphs that aim to make it easier to read data.

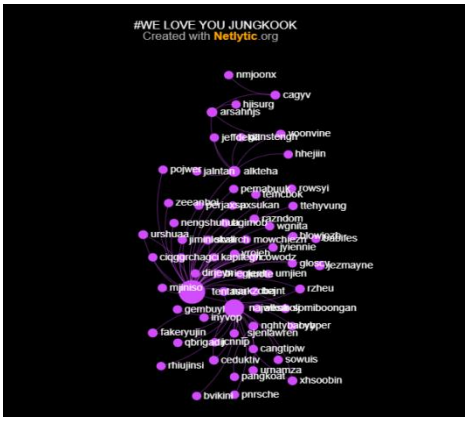
Results and Discussion

#WE LOVE YOU JUNGKOOK

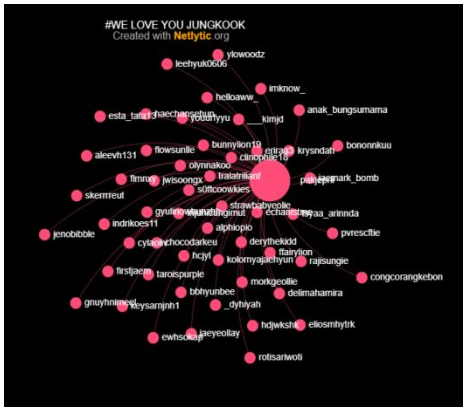
Jeon Jeong-guk (Hangeul: 전 정국; born September 1, 1997; 23 years old) or known by the stage name Jungkook is a singer and member of the South Korean boy band, namely BTS or Bangtan Boys which was formed under the auspices of Big Hit Entertainment in 2013. His position is playing vocalist (main vocalist), lead dancer (dancer) , sub-rapper, and center. Having a handsome face, ideal physical appearance, sweet and soft voice, and good at dancing, it's no wonder that the figure of the Golden Maknae, Jungkook, is considered almost perfect.

BTS is a worldwide Korean idol group. Debuting on June 13, 2013, BTS has navigated the cycle of life that has made it as great as it is today. Even though the seven members have to go through a years of training process, currently BTS has been named the number 1 idol group in South Korea. The genre of music performed by BTS is K-Pop, EDM, R&B and hip hop. In less than a year, BTS has often mastered the national charts. So, it's no wonder that BTS is one of the most popular Korean idol groups and has won many national and international music awards. Indonesia is ranked fourth as the country with the most number of K-Pop fans on Twitter. This really proves that Indonesia actually has a lot of Korean boy group fans or commonly referred to as kpopers.

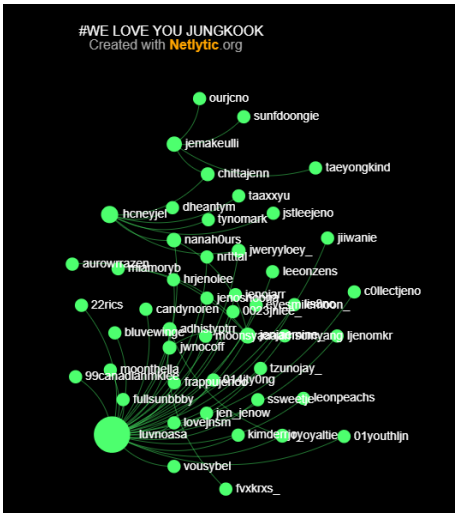
In the #WE LOVE YOU JUNGKOOK network there are 2964 nodes (Actor) and 1673 Edge (Lines / Relationship). Several actors are grouped into clusters based on their communication patterns. Clusters are virtual social groups that are connected and establish communication between members in one cluster or with members in other clusters. Netlytic groups this network into five large clusters and several small clusters. The color of the nodes in this network indicates that the actors are in the same cluster position. The colors of the nodes in this network indicate that the actors are in the same cluster position.



Cluster 1

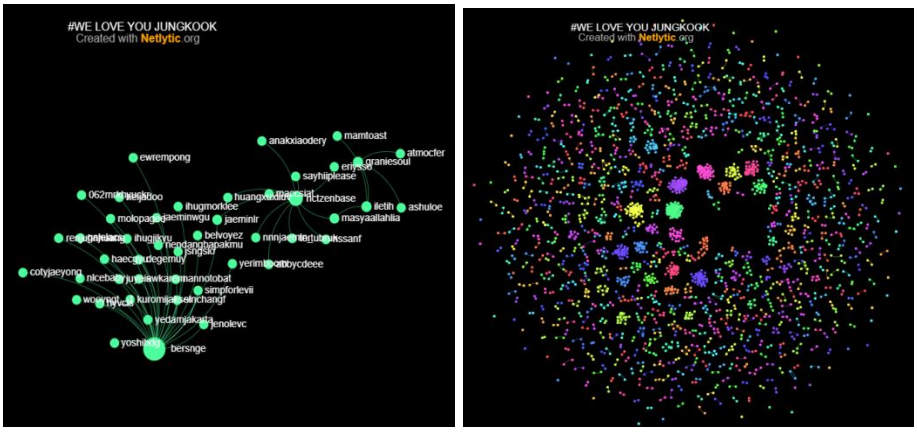


Cluster 2



Cluster 3

Cluster 4



Cluster 5 **Other Clusters**

Figure 2. Visualization of the #WE LOVE YOU JUNGKOOK Network (Source: netlytic.org, 2020)

Through hashtags #WE LOVE YOU JUNGKOOK Twitter users are competing to make tweets with various kinds of expressions that show the good looks of the idol, among the most popular words is "handsome" which states that the visual of the idol is really amazing.

#WE LOVE YOU JUNGKOOK grabbed the attention of Twitter users on social media. This is evidenced by trending topics in hashtags which indicate the number of messages surrounding the digital opinion of Twitter users. Through this network structure, the success rate of a message in digital opinion can be seen in the table below:

Table 1. Network Structure #WE LOVE YOU JUNGKOOK (Source: netlytic.org, 2020)

Analysis	**Data**
Diameter	26
Density	0.000413
Reciprocal	0.061290
Centralization	0.011870

In the network structure table, the network diameter has a high value, which is 3. This shows that #WE LOVE YOU JUNGKOOK is a network with message distribution that can

reach 26 steps for Twitter users to interact with each other. The density value obtained is 0.000413, which means that the interaction is not frequent and low. The reciprocal value is 0.061290, which means that the message received or obtained is in the same direction as the perpetrator. Then it can be seen that the centralization of #WE LOVE YOU JUNGKOOK has a relatively low value, namely 0.011870. This means that there is no dominant actor on social media twitter with ## WE LOVE YOU JUNGKOOK and leads to the number of actors who are interpreted as decentralization. Moreover, digital opinion is relatively free to spread without any other actors from the center. This also has an impact on the high modularity of 0.977300, which indicates that there are still many other dominant actors who exist in clusters with different topics of conversation, meaning that digital opinion already has movements from various actors. Based on the image below, we can see that #WE LOVE YOU JUNGKOOK consists of several smaller clusters. The hashtag indicates that the chat between the hashtags is relatively widespread. Discussions between hashtags occur naturally. Instead, the chats have broken into multiple accounts and clusters. we can see that #WE LOVE YOU JUNGKOOK consists of several smaller clusters. The hashtag indicates that the chat between the hashtags is relatively widespread. Discussions between hashtags occur naturally. Instead, the chats have broken into multiple accounts and clusters. we can see that #WE LOVE YOU JUNGKOOK consists of several smaller clusters. The hashtag indicates that the chat between the hashtags is relatively widespread. Discussions between hashtags occur naturally. Instead, the chats have broken into multiple accounts and clusters.

Much of the data used is 2500 tweets sourced from twitter which are then imported into Netlytic.

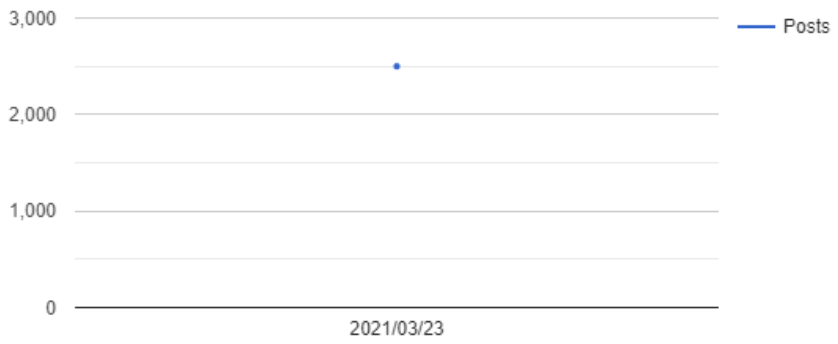


Figure 3.Data source #WE LOVE YOU JUNGKOOK (Source: netlytic.org, 2020)

After getting 2500 tweets of data, the data were analyzed and got the following results:

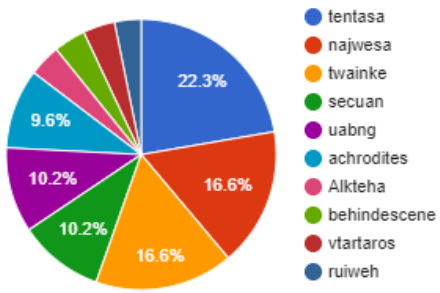


Figure 4. Top Ten Posters #WE LOVE YOU JUNGKOOK (Source: netlytic.org, 2020)

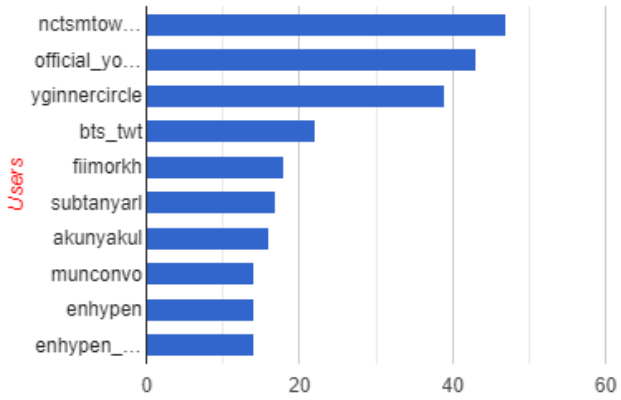


Figure 5. Top 10 Users mentioned / replied to #WE LOVE YOU JUNGKOOK (Source: netlytic.org, 2020)

#FULL ALBUM

NCT (Hangul: 엔시 티) is a male vocal group from South Korea formed by SM Entertainment. NCT stands for Neo Culture Technology, a term coined by the founder of SM Entertainment, Lee Soo-man, to describe the concept of this group that has an infinite number of members divided into several sub-units based in various cities in the world. This group consists of 23 members as of September 2020.

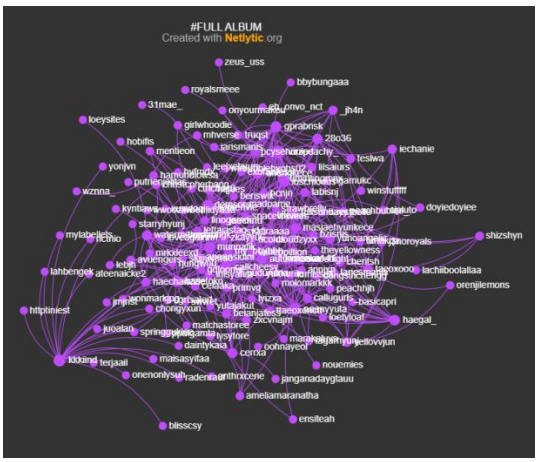
The group's first unit, NCT U, debuted in April 2016 with the digital singles The 7th Sense and Without You. The second unit, NCT 127, based in Seoul debuted in July 2016 with the mini album NCT # 127. The third unit, NCT Dream, debuted in August 2016 with the digital single Chewing Gum. The fourth unit, WayV, based in China, debuted on January 17, 2019 with the single album The Vision.

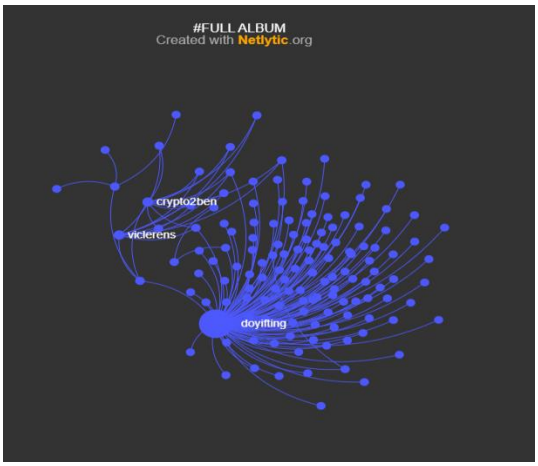
NCT DREAM also released the exciting first teaser for their new album, which will feature the seven members of the group. This makes it their first comeback to include Mark since the release of We Go Up nearly three years ago in 2018.

In particular, this album received the participation of South Korean and foreign musicians such as KENZIE, Moonshine, Stereotypes, Harvey Mason Jr. Mike Daley, and minGtion to add to the perfection of this album. The NCT member, JAEHYUN, also participated in writing the lyrics for the song 'Dancing In The Rain'.

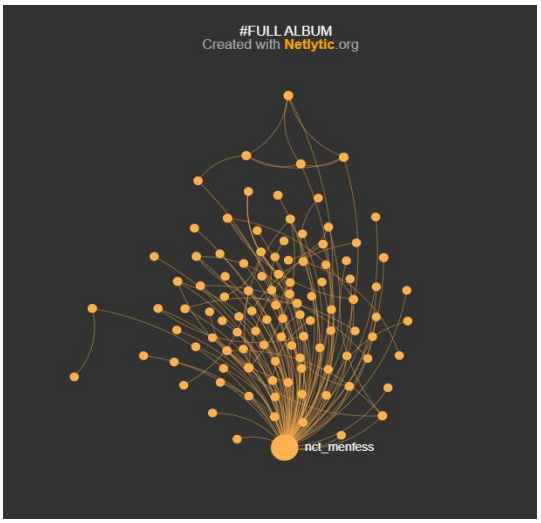
enthusiasm from loversK popand NCTzen with the NCT 2020 project is getting more pronounced. Release date of the full albumNCTnamely RESONANCE Pt.1 is getting closer and closer. Leaks from the album are also busy spreading. Including a series of global hitmakers who participated in making the albumNCTthe.

In the #FULL ALBUM network there are 2027 nodes (Actor) and 1478 Edge (Lines / Relationship). Several actors are grouped into clusters based on their communication patterns. Clusters are virtual social groups that are connected and establish communication between members in one cluster or with members in other clusters. Netlytic groups this network into five large clusters and several small clusters. The color of the nodes in this network indicates that the actors are in the same cluster position. The colors of the nodes in this network indicate that the actors are in the same cluster position.

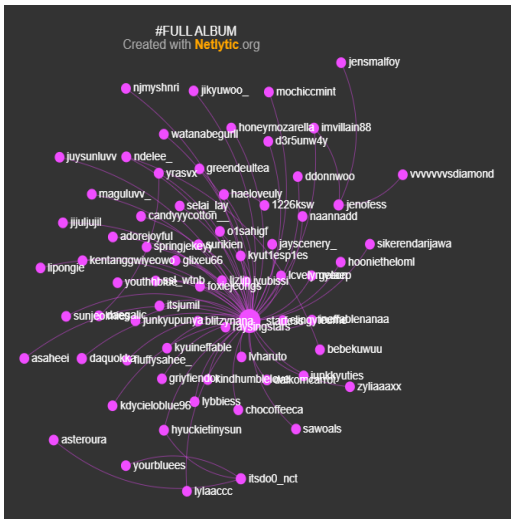




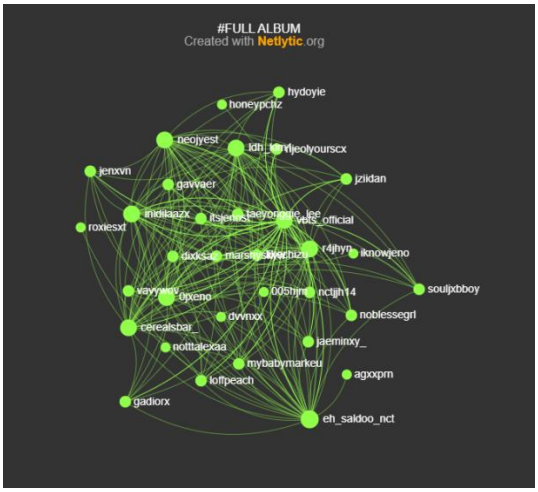
Cluster 1 **Cluster 2**



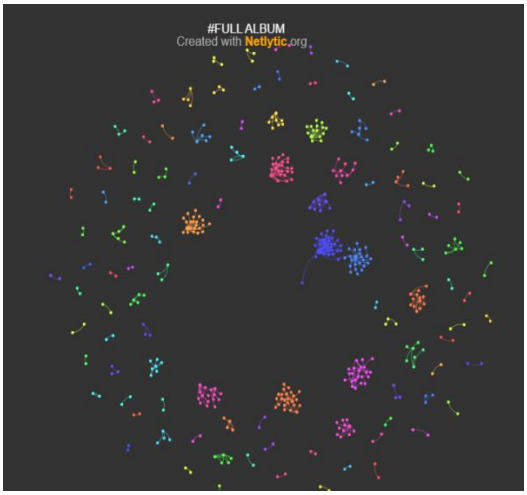
Cluster 3



Cluster 4



Cluster 5



Other Clusters

Figure 6. #FULL ALBUM Network Visualization

Through the hashtag #FULL ALBUM, the majority of Twitter users who are kpop fans with the specifications of the NCT boy group have enlivened Twitter social media by posting about how excited they are to immediately listen to the first Ful Album from the South Korean boy group NCT.

FULL ALBUM grabs the attention of Twitter users on social media. This is evidenced by trending topics in hashtags which indicate the number of messages surrounding the digital opinion of Twitter users. Through this network structure, the success rate of a message in digital opinion can be seen in the table below:

Table 2. Network Structure # FULL ALBUM (Source: netlytic.org, 2020)

Analysis	Data
Diameter	30
Density	0.001380
Reciprocal	0.075210
Centralization	0.063250

In the network structure table, the network diameter has a high value, which is 30. This shows that #FULL ALBUM is a network with message distribution that can take up to 30 steps for Twitter users to interact with each other. The density value obtained is 0.001380, which means that the interaction is not frequent and low. The reciprocal value is 0.075210, which means that the message received or obtained is in the same direction as the perpetrator. Then it can be seen that the centralization of #FULL ALBUM has a relatively low value, namely 0.063250. This means that it shows that there is no dominant actor on social media twitter with #FULL ALBUM and leads to the number of actors who are interpreted as decentralization. Moreover, digital opinion is relatively free to spread without any other actors from the center. This also has an impact on the high modularity, which is 0. 886400 which indicates that there are still many other dominant actors who exist in clusters with different topics of conversation, meaning that digital opinion already has the movements of various actors. Based on the image below, we can see that #FULL ALBUM consists of several smaller clusters. The hashtag indicates that the chat between the hashtags is relatively widespread. Discussions between hashtags occur naturally. Instead, the chats have broken into multiple accounts and clusters. The hashtag indicates that the chat between the hashtags is relatively widespread. Discussions between hashtags occur naturally. Instead, the chats have broken into multiple accounts and clusters. The hashtag indicates that the chat between the hashtags is relatively widespread. Discussions between hashtags occur naturally. Instead, the chats have broken into multiple accounts and clusters.

Much of the data used is 2500 tweets sourced from twitter which are then imported into Netlytic.

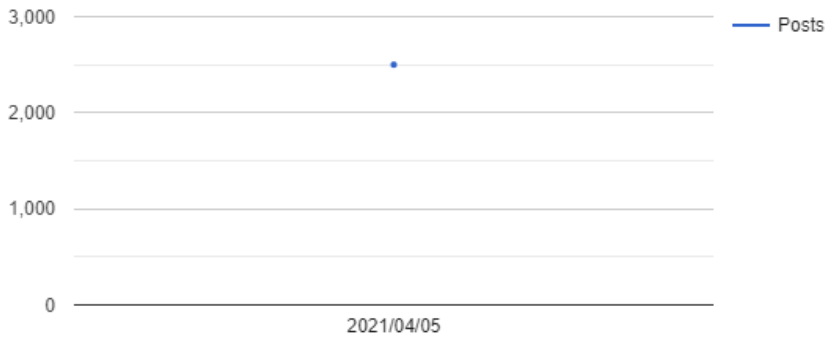


Figure 7.Data source # FULL ALBUM (Source: netlytic.org, 2020)

After getting 2500 tweets of data, the data were analyzed and got the following results:

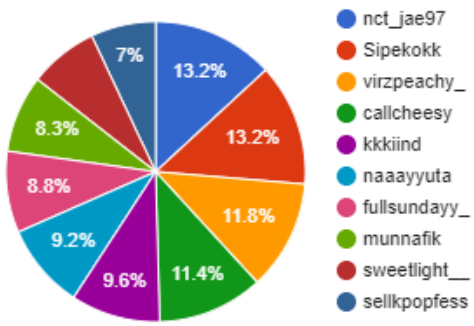


Figure 8. Top Ten Posters # FULL ALBUM (Source: netlytic.org, 2020)

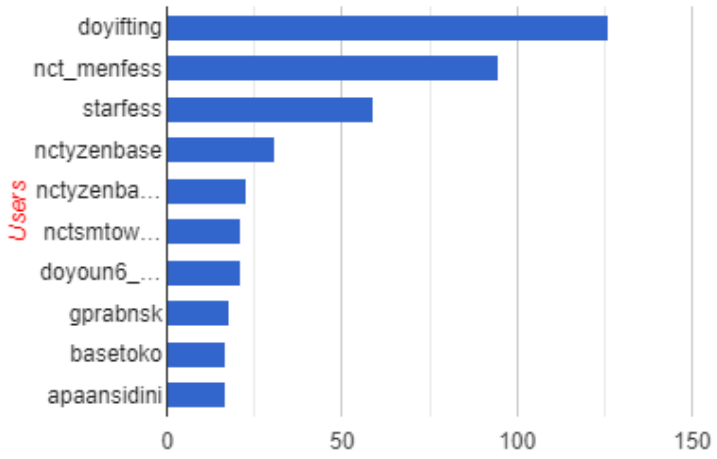


Figure 9. Top 10 Users mentioned / replied to #FULL ALBUM (Source: netlytic.org, 2020)

Judging from the distribution of digital messages on Twitter, the results of researchers' observations of the #WE LOVE YOU JUNGKOOK and # FULL ALBUM communication networks show that the number of digital messages is widespread (decentralized) and not centered on one actor.

Table 3. Comparison of the #WE LOVE YOU JUNGKOOK and # FULL ALBUM Networks (Source: netlytic.org, 2020)

Analysis	#WE LOVE YOU JUNGKOOK	# FULL ALBUM
Diameter	26	30
Density	0.000413	0.001380
Reciprocal	0.061290	0.075210
Centralization	0.011870	0.063250

The figure and table above shows that the relationship between actors leads to many actors in the communication network. Although the value of the centralization calculation between #WE LOVE YOU JUNGKOOK and #FULL ALBUM is different, the assessment

indicator does not affect the direction of the actors in the distribution. The things that affect it can be seen from the arrow in the figure if the network points to one actor, it is called centralization, but if it points to many actors, the network is called decentralization. For the diameter that the actors can reach in this digital campaign, the #FULL ALBUM excels has a further distance than the #WE LOVE YOU JUNGKOOK 30 steps earned.

#FULL ALBUM shows that the distribution of actors to interact is greater than 26 steps obtained by #WE LOVE YOU JUNGKOOK, meaning that the distribution of actors to interact is very small. Although the steps taken for #FULL ALBUM are large, the interaction density value is very small, namely 0.001380. This means that the #FULL ALBUM interaction with the actors is very minimal in interaction, as well as #WE LOVE YOU JUNGKOOK which score 0.000413 has low interaction between network members.

#FULL ALBUM also has a higher reciprocal value compared to #WE LOVE YOU JUNGKOOK. (reciprocal #FULL ALBUM = 0.075210; #WE LOVE YOU JUNGKOOK = 0.061290). Reciprocity is a measure that describes a two-way relationship between social media accounts in a communication network file. Reciprocity is calculated by looking at the proportion of accounts in reciprocal conversations compared to the total number of conversations. The reciprocal value of #FULL ALBUM shows that Twitter user accounts using this hashtag are relatively bidirectional even though the scores are still low (reply to messages and posts) compared to #WE LOVE YOU JUNGKOOK.

In terms of modularity, the two hashtags are homogeneous. This means being able to express opinions or criticisms clearly on a problem against the measure of modularity associated with grouping in the network. 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). #WE LOVE YOU JUNGKOOK has higher modularity compared to #FULL ALBUM. (#WE LOVE YOU JUNGKOOK = 0.977300 #FULL ALBUM = 0.886400).

The data on the network structure above shows #FULL ALBUM is more successful than (#WE LOVE YOU JUNGKOOK. #FULL ALBUM excellence is characterized by better Reciprocity, Interaction, and Diameter. #FULL ALBUM is more successful in getting opinions from Twitter social media users. Other evidence of the success of #FULL ALBUM is explained

as follows: First, there are actors who are relatively more dominant in #FULL ALBUM. Social media accounts that discuss hashtags are more and more diverse than #WE LOVE YOU JUNGKOOK.

Conclusion

The Digital Opinion Movement is proliferating in comparison to conventional opinion. In Digital Opinion, no actor is the leader in expressing his opinion. Opinions appear according to the wishes of social media users. #FULL ALBUM is able to move compared to #WE LOVE YOU JUNGKOOK. Mobilization in this study is measured by the actor level, the system level, and the movement of digital opinions formed in a communication network. #FULL ALBUM's success lies in its extensive network system that can drive digital opinion compared to #WE LOVE YOU JUNGKOOK. The results of this study have implications for how actors use hashtags to gain more support in the digital realm. This research also proves that there are so many Indonesian suitcases, but their preferences are different. In conclusion,

BIBLIOGRAPHY

Anestha, P., & Fatoni, A. (2020). ANALYSIS OF THE #TETAPDUKUNGPSBB CONCEPT COMMUNICATION NETWORK IN TWITTER ON THE IMPLEMENTATION OF THE SECOND PSBB IN DKI JAKARTA. Journal of Communication Spectrum Vol. 8 No. 2.

Creswell, JW. (2010). Research Design: Qualitative, Quantitative, And Mixed Approaches. . Yogyakarta: PT. Learning Library.

Damanik, Erond Litno. (2018). "Hashtag # 2019ChangePresident: Anti-Incumbent Sentiment and the Political Orientation of Beginner Voters Facing the 2019 Presidential Election in Pematangsiantar. ". JPPUMA: Journal of Government and Social and Political Sciences UMA 6, 166-76.

Eriyanto. (2019). “Hashtags and the Digital Opinion Mobilization Movement: A Social Network Analysis / SNA Study on # DisbandKPAI vs. # KamiBersamaKPAI Hashtags. ". Indonesian Journal of Communication VIII (3).

Prihantoro, E., Rakhman, FR, & Ramadhani, RW (2021). Digital Movement of Opinion Mobilization: SNA Study on #Dirumahaja Vs. #Pakaimasker. Opinion Mobilization Digital Movement: SNA Study #Dirumahaja Vs #Pakaimasker. Aspikom Journal.

Reuschnabel, Philipp A., Pavica Sheldon, and Erna Herzfelt. (2019). “What Motivates Users to Hashtags on Social Media? ". Psychology and Marketing 36 (5).

Tjahyana, LJ (2020). #TRUEBEAUTY DIGITAL OPINION MOVEMENT ON TWITTERS FOR WEBTOON COMIC ADAPTED FILM ROLE. Journal of Communication Science.