

ABSTRACT

ANALYSIS OF PUBLIC RESPONSE TO THE COVID-19 PANDEMIC ON TWITTER SOCIAL MEDIA USING METHOD SOCIAL NETWORK ANALYSIS

By

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Since the emergence of news about a new virus named Covid-19 in Wuhan, China at the end of December 2019, health experts began to increase vigilance. The Covid-19 virus is an infectious disease that attacks the respiratory system. With this, the number of Covid-19 cases in Indonesia increased and was recorded on the worldometers.info/coronavirus website and rumors of misleading information and conspiracy theories about the origins of the virus began circulating on social media. One of the social media that is still widely used by the Indonesian people is Twitter with a user percentage of 6.06%. Twitter is used to tell what users are feeling, conversations, and share information so that tweets are used as a source of opinion data and social network analysis on the viral conspiracy that hit the Indonesian people about believing and not believing the Covid-19 pandemic. The researcher wants to make the conspiracy to believe and not believe in the Covid-19 pandemic as a keyword in the Twitter social media object, which is carried out using Social Network Analysis. From the results of the analysis, it is possible to identify the key players in disseminating information and identify the superior network. The method used in conducting Social Network Analysis is analyzing network properties and identifying centrality, the researcher produces a network that becomes the visualization of Yifan Hu's social network layout and dashboard of the conspiracy case. The network property results generated by cases of

believing COVID-19 and cases of distrusting Covid-19 have different superior network results, while the results of centrality cases of believing cases of Covid-19 are held by actor Arie_kriting with a score of Modularity 0.796. in-degree 925 and out-degree 0, degree 925. betweenness centrality 11.0 and closeness centrality 1.0. For the case of distrust of Covid-19, actor Jokowi, Wanheartmadu with a score of Modularity 0.957 in-degree 21 and out-degree 36, degree 36. Betweenness centrality 84.0 and closeness centrality 1.0.

Keywords: Social Network Analysis (SNA), COVID-19, Twitter, Believe and Unbelieve.