

ABSTRACT

Indihome (Indonesia Digital Home) PT Telkom Indonesia, Tbk is one of the companies in the field of information and communication technology (ICT) services that has the most complaints on Twitter social media. Therefore, PT Telkom Indonesia, Tbk is increasingly trying to improve the quality of products and services through the @IndiHomeCare account in responding to Indihome (Indonesia Digital Home) products and services. This study aims to determine the network of actors who play an important role and classify public sentiment based on text or conversations on Twitter social media. This study uses the method of Social Network Analysis (SNA) and Discourse Network Analysis (DNA) with a descriptive qualitative approach to describe and explore the phenomenon of public sentiment over the crisis that occurred on Twitter social media. This study refers to the model of collecting data framing (Entman, 1993) and social mediated crisis communication (Hvass, 2014). The findings of this study are that the actors who influence public opinion regarding Indihome services consist of the public and influencers. Where the actor framing is divided into two, namely disappointed and satisfied with Indihome's services. This causes social mediated crisis communication to occur with the involvement of actors who are pro and contra for Indihome services. Actor's behavior is recorded in text or conversations on social media Twitter with a focus on message, audience, and context.

Keywords: *Discourse Network Analysis, Indihome, Sentimen Publik, Social Network Analysis, Twitter*