

## ABSTRAK

Penelitian ini bertujuan menganalisis jaringan sosial Twitter terkait isu "klitih" di Daerah Istimewa Yogyakarta menggunakan Metode *Social Network Analysis (SNA)*. Dengan rentang waktu 1 Januari 2022 hingga 30 Juni 2023, penelitian ini mengumpulkan 749 percakapan menggunakan kata kunci "klitih". Pengumpulan data dilakukan melalui text mining dan web scraping menggunakan [colab.research.google.com](https://colab.research.google.com). Hasil analisis jaringan menunjukkan adanya 1404 nodes dan 748 edges, mengindikasikan kekuatan topik "klitih" dalam menciptakan jaringan komunikasi yang besar. Terdapat tujuh aktor utama, dengan @mizanzulaikha sebagai aktor terbesar. Cluster interaksi menunjukkan pola terpecah tanpa membentuk jaringan komunikasi yang terhubung sepenuhnya. Properti analisis jaringan mencakup Average Degree (0.533), Density (0.000), Diameter (1), dan Average Path Length (1.0). Sentimen positif mencapai 5.40541, sedangkan sentimen negatif -6.06061, menunjukkan variasi yang signifikan antara keduanya. Word cloud menyoroti kata kunci utama seperti 'jogja', 'orang', dan 'klitih'. Kesimpulan menunjukkan kompleksitas jaringan komunikasi terkait isu "klitih" di Twitter. Dikarenakan Penelitian ini memunculkan jaringan yang cukup luas, namun aktor yang dihasilkan tidak saling terhubung serta pemahaman mendalam mengenai struktur, aktor terlibat, dan sentimen dalam percakapan "klitih" di Daerah Istimewa Yogyakarta.

***Kata kunci : Klitih, DIY, Twitter, Social Network Analysis(SNA), Sentiment Analysis.***

## **ABSTRACT**

*This research aims to analyze the Twitter social network related to the issue of "klitih" in the Special Region of Yogyakarta using the Social Network Analysis (SNA) method. With a time span of January 1, 2022 to June 30, 2023, this research collected 749 conversations using the keyword "klitih". Data collection was carried out through text mining and web scraping using colab.research.google.com. The network analysis results show that there are 1404 nodes and 748 edges, indicating the power of the "klitih" topic in creating a large communication network. There are seven main actors, with @mizanzulaikha as the biggest actor. Interaction clusters show fragmented patterns without forming a fully connected communication network. Network analysis properties include Average Degree (0.533), Density (0.000), Diameter (1), and Average Path Length (1.0). Positive sentiment reached 5.40541, while negative sentiment was -6.06061, indicating significant variation between the two. The word cloud highlights main keywords such as 'jogja', 'people', and 'klitih'. The conclusion shows the complexity of the communication network regarding the issue of "klitih" on Twitter. Because this research produces a fairly extensive network, the resulting actors are not connected to each other and there is no deep understanding of the structure, actors involved, and sentiments in "klitih" conversations in the Special Region of Yogyakarta.*

**Key Words : Klitih, DIY, Twitter, Social Network Analysis(SNA), Sentiment Analysis.**