

Communication Network Analysis of “WTS” (Want to Sell) on Twitter

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ABSTRACT

This research examines communication networks and key actors in the distribution of information, types of relationships, and communication carried out via computer platforms using the keyword WTS (Want To Sell). This research aims to determine and analyze the communication network and actors involved in the phenomenon of the trending topic "wts (want to sell)". This research uses Computer Mediated Communication (CMC) Theory. Social Network Analysis (SNA) is a visualization method for understanding relationships between individuals, which includes a general overview of social networks with the topics discussed. Application of SNA with Netlytic and Gephi models. Data of 10,000 samples was successfully recalled by Netlytic among active Twitter users. This research uses quantitative research methods with a descriptive approach. The results of the research show that there is degree centrality on the @Indomyfess account, this account is the most dominant actor and has a score of 273, betweenness centrality on the @sunrowf account with a value of 1373.83 as the strongest account in distributing link-related information, closeness centrality is 2,736 nodes which are popular actor in information distribution, and eigenvector centrality on the @indomyfess account with a value of 1.0 as the most important actor in information distribution and continues to be associated with related information. Interaction between actors in the "WTS" communication network occurs because they exchange information about topics surrounding the keyword "WTS."

Keywords: Communication Network Analysis, WTS, Social Network Analysis, CMC.

I. INTRODUCTION

The creation of social interactions between humans is part of a communication network, namely a regular pattern of relationships between individuals that can be identified as an exchange of information experienced by someone in their own social system. According to Eriyanto in Prihantoro (2021) communication networks are a simple analysis method that can be used to explain social networks and their structure. Communication networks have the following advantages as a method: (1) communication networks describe the emergence of communication phenomena; (2) communication networks can show actor status and power; (3) network communication shows network comparison. Networks are synonymous with relationships between two or more actors. Communication network studies emphasize the relationship between actors and other actors in a particular social structure. A communication network consists of a set of actors (nodes) and relationships (ties) between actors. Actors (nodes) can be individuals, groups, organizations or communities. Meanwhile, relationships (ties) may occur between individuals and individuals or between individuals and certain groups and so on.

Social media has an important role as a means of self-expression for its users. Social media can comment, comment openly and search for information, making social media more interesting, less boring and lonely, and rich in information. If you use social media intelligently, social media can provide very extensive information (Hakim, 2022). The use of social media is currently experiencing a significant increase compared to previous years, where the use of social media in Indonesia currently tends to be high. According to the Ministry of Communication and Information, internet use in Indonesia has reached 63 million people, 95% of whom are internet users to access social networks (Rochmatin, 2020).

We Are Social and Hootsuite report that in January 2023 there will be 556 million Twitter users worldwide. When compared with the previous year's

period, there was an increase in the number of users of up to 27.4%. Twitter users from Indonesia have reached 24 million users, and Indonesia is ranked fifth with the highest number of Twitter users in the world. Twitter is one of the most popular social networks. 2009 was the year the social network Twitter was born, until now Twitter has become one of the most popular social networks. Twitter is a website that is a microblogging service, a blog format that limits the size of each post and allows users to write messages of up to 280 characters in Twitter updates. Twitter users can also embed videos or images using the tweet column. According to Zarrella, Twitter is one of the easiest social networks to use because it takes a short time but the information sent can spread instantly. Twitter users can connect with other users, spread information, discuss trending topics or the hottest current topics. and become part of the topic by tweeting or tweeting with certain hashtags (Waqiyah, 2020).

WTS is an abbreviation for Want To Sell, which means you want to sell. The WTS (Want To Sell) phenomenon is used by Twitter users to sell various things, such as goods, food, clothing, and even concert tickets. However, with the WTS phenomenon, criminal elements have begun to emerge. Not a few users intended to look for concert tickets when the WTS keyword rose to the top of trending topics, but ended up being deceived by irresponsible individuals. This has not only happened once or twice, but every time WTS tops the trending topic there is always another user who complains in a tweet saying that he has been cheated by someone who claims to be a ticket seller. Tickets sold by unscrupulous individuals also have unreasonable prices, the price can reach 2 or even 10 times the original price.

As for previous research written by Sabrina Rahma Utami (2021), in her research entitled "Network Analysis and Actors #CancelOmnibusLaw on Twitter Social Media Using Social Network Analysis (SNA)" conducted research using the social network analysis method. The research results showed that there were

62 actors with 153 interactions. Proximity between actors has a value of 3, meaning that the distance between actors is close and interaction between actors is easy to occur. The interactions created between actors are very few and uneven and the interactions that occur are only one way. The #CancelOmnibusLaw interaction is centered on ten actors, the most dominant of which is the @fraksirakyatid account. Based on the analysis of degree centrality, closeness centrality, betweenness centrality, and eigenvector centrality, the most influential actors in the #CancelOmnibusLaw network are @faksirakyatid and @walhinasional. The difference in research is that in previous research the related hashtag was #CancelOmnibusLaw. Meanwhile, this research uses the WTS (Want To Sell) trending topic phenomenon.

As for other previous research written by, Edy Prihantoro (2021), in his research entitled "Social Network Analysis: #BlackLivesMatter Distribution at Actor Level and System Level" conducted research using quantitative methods and a positivistic paradigm using the Social Network Analysis (SNA) approach. The research results show that the actor with the highest degree of centrality is @jeanmessiha with 238 interactions, the actor with the highest betweenness centrality is @helloagain0611 with a value of 0.000049, the actor with the highest eigenvector centrality is @jeanmessiha with a value of 1 and there are 1,416 actors who have closeness centrality. #BlackLivesMatter has a low diameter value so its spread is fast but not too wide, there is not much reciprocity, it is not concentrated in one dominant cluster but is spread widely in several clusters. The difference in research is that previous research discussed the distribution at actor level and system level of the hashtag #BlackLivesMatter. Meanwhile, this research discusses communication network analysis on the WTS (Want To Sell) trending phenomenon.

This research aims to determine and analyze the communication network and actors involved in the

phenomenon of the trending topic "wts (want to sell)". This research uses Computer Mediated Communication (CMC) Theory. Based on the description above, researchers are interested in conducting research on the phenomenon of the trending topic "WTS" which topped the trending topic on Tuesday 28 March 2023 and there were as many as 10,000 tweets discussed using this keyword. To find out the network patterns formed in these keywords, researchers used Computer Mediated Communication theory which explains all forms of communication between individuals, individuals and groups who interact with each other via computers in an internet network. To see a comprehensive picture of the communication network and actor levels in this phenomenon, researchers formulated the research title Communication Network Analysis "WTS (Want To Sell)" on Twitter.

II. METHODS AND MATERIAL

This research uses quantitative research methods with a descriptive approach. This research uses Computer Mediated Communication (CMC) Theory. Social Network Analysis (SNA) is a visualization method for understanding relationships between individuals, which includes a general overview of social networks with the topics discussed. Application of SNA with Netlytic and Gephi models. Data of 10,000 samples was successfully recalled by Netlytic among active Twitter users. The paradigm used in this research is the positivism paradigm, and the triangulation used is source triangulation.

III. RESULTS AND DISCUSSION

WTS is an abbreviation for "Want To Sell," which means want to sell. Twitter users take advantage of this phenomenon to sell various things such as products, food, clothing or concert tickets. The WTS abbreviation is generally used in online buying and selling forums. When someone announces WTS, it means they want to sell a product. Therefore, it is

important to include WTS information with a description and price when you want to sell something. The WTS phenomenon gives rise to criminal elements. Users are often deceived when searching for concert tickets advertised with the hashtag WTS. Many complain of being ripped off by sellers of fake tickets at unreasonable prices, often up to 10 times the original price. This phenomenon topped the trending topic on Tuesday, March 28 2023, with a total of 113,000 tweets.

Figure 1 is a visualization of the communication network pattern of the distribution of WTS keyword tweets, which was visualized using netlytic.org. The activity of distributing the WTS keyword became a trending topic on Twitter social media as a form of conveying information regarding the rise of scams when this keyword appeared. On Netlytic, level data is not displayed. However, from the network images obtained, it can be estimated that "Indomyfess" has the highest level. In creating the network image, 5 clusters were also found in the distribution of information on the keyword "WTS" on Twitter via Netlytic. After conducting network analysis, information was obtained that the communication network for the keyword "WTS" was divided into several groups of clusters based on actor communication patterns. Netlytic clusters the keyword "WTS" into 5 clusters. A person's node in a cluster with the same color means that person interacts frequently compared to other people.

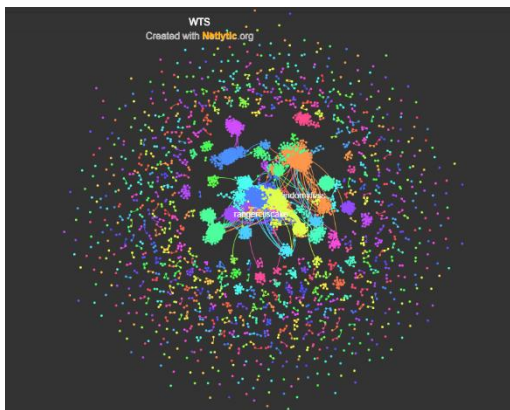
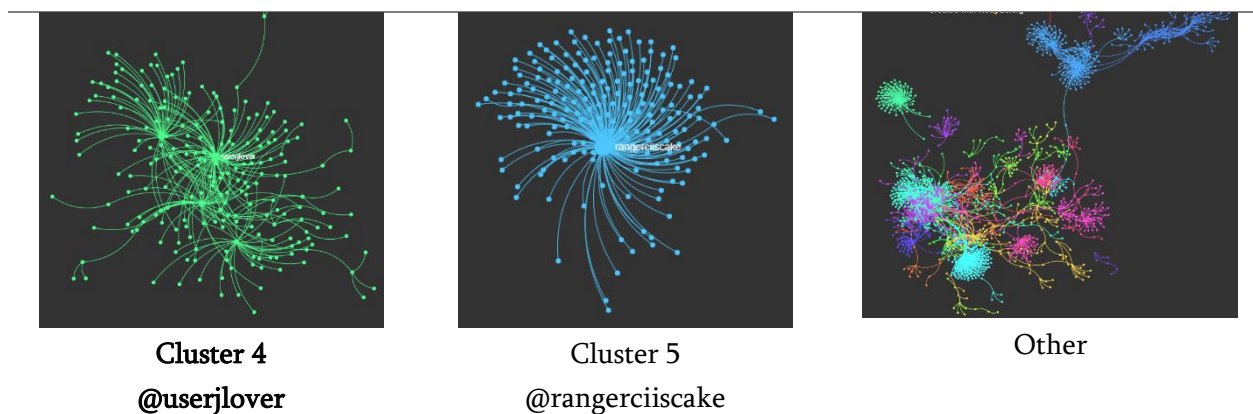


Figure 1

Netlytic Communication Network Pattern

Table 1 Network Visualization on Netlytic

<p>Cluster 1 @Indomyfess</p>	<p>Cluster 2 @sunrowf</p>	<p>Cluster 3 @bulgogika</p>



A member of Cluster 1, namely @Indomyfess, is an active Twitter social media user, has 280,000 (two hundred and eighty thousand) followers and a following of 4,587 (four thousand five hundred and eighty seven). The existence of @Indomyfess as a menfess account or forum for several Twitter users who want to sell tickets, buy tickets, and provide information regarding how to find the correct tickets. This aims to ensure that other users are not exposed to scams or fraud.

A member of Cluster 2, namely @sunrowf, is a social media user who uses Twitter as a sales tool, has 381 (three hundred and eighty one) followers and a following of 403 (four hundred and three). Users with the username @sunrowf use social media Twitter and the keyword "WTS" as a means of selling several products. WTS itself means wanting to sell, so if you want to sell something, users can add WTS information by writing a complete description and price, so that other users know that you are selling something.

A member of Cluster 3, namely @bulgogika, has 247 (two hundred and forty-seven) followers and a following of 162 (one hundred and sixty-two). The Twitter account @bulgogika provides information regarding other user accounts that also use the keyword "WTS", uniquely the @bulgogika account displays screenshots of accounts that carry out scams. The @bulgogika account continues to provide developments regarding these accounts, such as when the account changes its username so that it is not

detected as a scam by other users, @bulgogika will provide information that the account has changed its username so that other users who are looking for tickets are not deceived by that account.

A member of Cluster 4, namely @userjlover, is a Twitter social media user who participated in making tweets with the keyword "WTS", has 12 (twelve) followers and has a following of 29 (twenty nine). Even though there are not as many followers from the @userjlover account as there are actors from other clusters, this account provides very good information. The @userjlover account is fishing so that scammers can provide their number so that they can check the name of the owner of the telephone number, the aim is to ensure that the information provided is not a hoax. When the @userjlover account uploaded a tweet containing a screenshot with the seller, many other users responded, in the form of comments, retweets, quotes and likes.

A member of Cluster 5, namely @rangerciisake, is an active Twitter social media user, has 642 (six hundred and forty-two) followers and a following of 736 (seven hundred and thirty-six). The @rangerciisake account also contributes to warning other users who are looking for tickets not to rush into buying tickets, because the rise of fraud when the keyword "WTS" is rising to the trending topic of conversation cannot be avoided, so other users must remain vigilant.

The activity of distributing the keyword "WTS" has become a trending topic on Twitter social media due

to the large number of Twitter users who use this keyword to sell various things such as products, food, clothing, and even concert tickets. Someone who wants to sell goods or products, usually abbreviated as WTS, who we often encounter in online buying and selling forums. So when someone provides WTS information, it means they want to sell a product. The extent of distribution and level of effectiveness of a message expressed digitally can be seen through the network structure, as shown in the table below:

Table 2 Network Structure

Analisis	Data
Size	<i>Nodes</i> : 6259 <i>Edges</i> : 7122
Diameter	8
Density	0.000428
Reciprocity	0.009177
Centralization	0.044430
Modularity	0.824300

In the table above, there is a size analysis, with 6259 data nodes, and 7122 edges. Nodes describe the position of actors in a network, and edges are anar relations. This means that there are 6259 actors or accounts with relationships or interactions between actors who discussed "WTS" 7122 times in the "WTS" network.

Diameter is the farthest distance between an actor (social media account) and other actors on a network. The smaller the diameter value, the shorter the distance, meaning this can facilitate communication between actors. The network structure table shows that the diameter is 8. Thus, Netlytic has stated that the distance from one node to another node with the shortest step is a maximum of 8 edges.

Density is a proportion or ratio of existing ties to the total number of possible ties in a network. Netlytic has closeness results to the keyword "WTS" with a density value of 0.000428. Therefore, Netlytic reports that the network status is not much. In these

networks, users engage in fewer interactions and the flow of information is slower.

Reciprocity is the proportion of a bond that represents two-way communication (reciprocity) to the number of existing ties. Netlytic found that Reciprocity results with the keyword "WTS" were worth 0.009177. Therefore, Netlytic has reported that its reciprocity rate is low. This was because there were no followers who responded to other followers' tweets with the keyword "WTS".

Centralization measures the level of average centrality of all nodes (actors) in a network. When a network has a high central value approaching 1, this indicates that there are many central participants who dominate the flow of information in the network. Networks with low centrality values close to 0 are considered decentralized where information flows more freely among many participants. Netlytic got centralization results with the keyword "WTS" worth 0.044430 centralization. Therefore, Netlytic reports that this value is low because it is close to 0.

Modularity determines whether the clusters found represent different communities on a network. A high modularity value indicates the distribution of communities represented by clusters in Netlytic. Low modularity values are values below 0.5. For the keyword "WTS" the modularity value is 0.824300. Thus, Netlytic has notified that this value is more than 0.5. This means that the Twitter network does not only consist of 1 user who uses the keyword "WTS". This shows that in the network there are other groups or clusters with dominant actors in them. Actor Level in WTS Keywords

The actors (nodes) involved in the "WTS" communication network on Twitter social media can be identified by measuring centrality. In determining influential actors or key actors, four indicators can be identified, namely: (1) Degree Centrality, (2) Closeness Centrality, (3) Betweenness Centrality, and (4) Eigenvector Centrality (Eigenvector Centrality). Tomaso, Iriani, & Sembiring in (Utami, 2021) explained that in communication networks there are

actors who can be described as main actors who have great popularity in disseminating information or topics. These actors play a key role in forming groups within the network on WTS keywords. An actor's popularity can be seen from the degree centrality of the WTS keyword. Bratawisnu & Alamsyah stated that the higher the centrality value, the more relationships an actor has that can influence other accounts. Indicators for determining influential actors can also be identified based on the in-degree value which is greater than the out-degree value. Actors or nodes with high indegree values can indicate that the actor is often mentioned, retweeted, or replied to their tweets by other accounts. Meanwhile, the out-degree value for an actor illustrates that the actor often mentions, retweets, or replies to other users' tweets. Actors who get high out-degree scores are active users of the social media site Twitter, but that doesn't mean they always upload their own tweets (Utami, 2021).

Table 3 Degree and In-degree Actors

No	Nama Akun	Degree	In-Degree
1	Indomyfess	273	272
2	Rangerciisake	228	228
3	Vantegyuu_	181	181
4	Jjkmcmxcvii	173	173
5	Sobatshopii	146	146

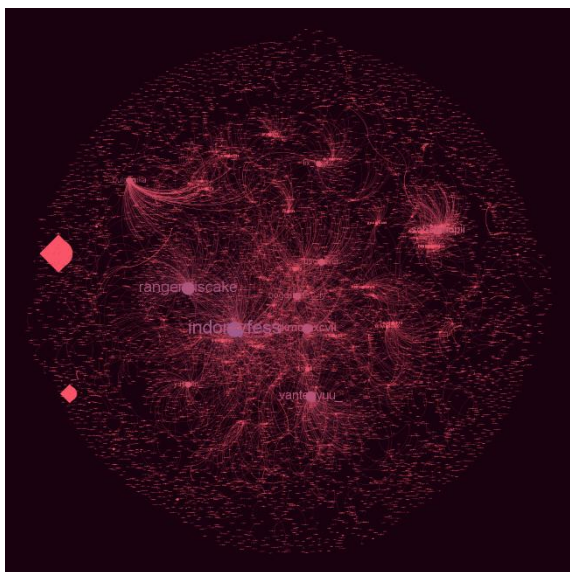


Figure 2 Degree Centrality Visualization

Table 3 shows the five main actors with the highest Degree Centrality. In Figure 2, dark purple identifies the most dominant actor, followed by light purple and pink for lower dominance. Nonetheless, these actors remain influential in the network, as primary sources of information about WTS keywords.

The @Indomyfess account is the most dominant with a Degree Centrality of 273 and the highest in-degree of 272. This means that the account has 273 connections with other users and was mentioned, retweeted and replied to 272 times. @Rangerciisake, @Vantegyuu_, @Jjkmcmxcvii, and @Sobatshopii are also known for having the highest in-degree Centrality on the "WTS" network, the most mentions, retweets, and replies from other users.

Table 4. Actor Out-degree

No	Account Name	Out-Degree
1	Jualbelitanya	40
2	Strayselling	25
3	Fvrrycat	24
4	Solelgyy	23
5	Hskieejoon	19

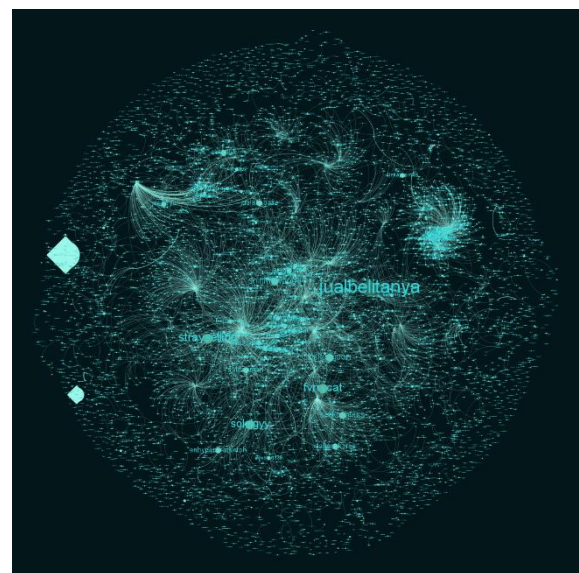


Figure 3 Out-Degree Visualization

Table 4 displays the five main actors with the highest Out-degree Centrality. Figure 3 depicts actor dominance in the network through color, with dark mint indicating the highest dominance, followed by

light mint and light mint for lower dominance. Table 4 shows that the @Jualbelitanya account has the highest Out-degree value of 40, meaning that it most often replies to Tweets with the keyword "WTS". This account often mentions, retweets, or replies to other users' tweets. @Strayselling, @Fvrrycat, @Solelgyy, and @Hskieejoon also have the highest Out-degree Centrality in the "WTS" network.

The next analysis uses Closeness Centrality to identify influential actors. It measures the average distance between actors in a network, indicating the proximity between actors and the speed of information dissemination. The Closeness Centrality coefficient range is 0-1.

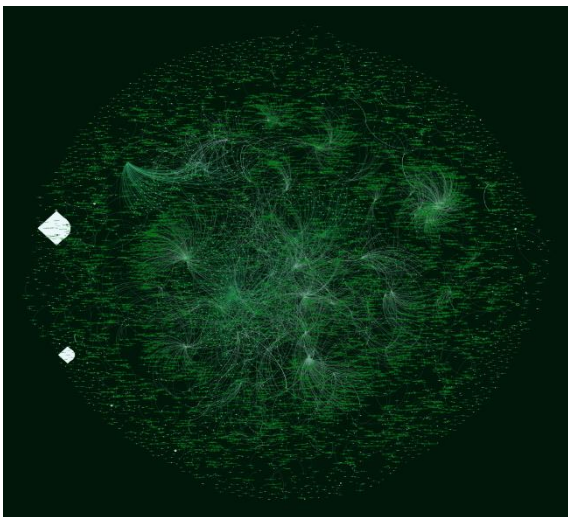


Figure 4. Visualisasi Closeness Centrality

The following is an illustration of the Closeness Centrality network pattern which displays the closeness between nodes. Figure 4 depicts variations in closeness between actors in the "WTS" network.

Table 5. Actor Closeness Centrality

No	Amount	Closeness
1	2736	1.0
2	75	0.93 – 0.8
3	506	0.77 – 0.6
4	195	0.59 – 0.4
5	155	0.39 – 0.20
6	2592	0.0

The results of the Closeness Centrality table describe the level of closeness between actors in a social network. It found 2,736 actors with the highest closeness scores, allowing them to interact freely with other actors in the network. In the table above, there are 75 nodes with Closeness Centrality values ranging from 0.93 to 0.8, close to the maximum value. However, these 75 nodes are not considered the highest nodes because they have not reached a perfect score. Furthermore, there are 506 nodes with Closeness Centrality values ranging from 0.77 to 0.6, also close to the maximum value. However, these 506 nodes are not considered the highest nodes because their popularity has not yet reached a perfect score.

In the table above, there are 195 nodes with Closeness Centrality values between 0.59 to 0.4, close to the maximum value. However, these 195 nodes are not yet considered the highest nodes because their popularity has not yet reached a perfect score. Furthermore, there are 155 nodes with Closeness Centrality values between 0.39 and 0.20, also close to the maximum value. However, these 155 nodes are not yet considered the highest nodes because their popularity has not yet reached a perfect score. In this table, there are 2592 nodes with a Closeness Centrality value of 0.0, which indicates that they are not close to a perfect value. Therefore, these 2592 nodes are not the highest nodes in terms of popularity, and it can be concluded that they are not popular in distributing information on the keyword "WTS" on Twitter.

The next analysis uses Betweenness Centrality to identify influential actors. This helps recognize nodes as information intermediaries between actors. The centrality of betweenness ranges from 0 to 1. Actors with the highest scores have an important role in connecting groups in different networks and manipulating information, so they are considered key actors (Utami, 2021).

Table 6. Actor Betweenness Centrality

No	Account Name	Betweenness Centrality
1	Sunrowf	1373.833333
2	Noncojaem	783.5
3	Bulgogika	704.0
4	Seonstin	655.5
5	Hyvnbyun	517.666667

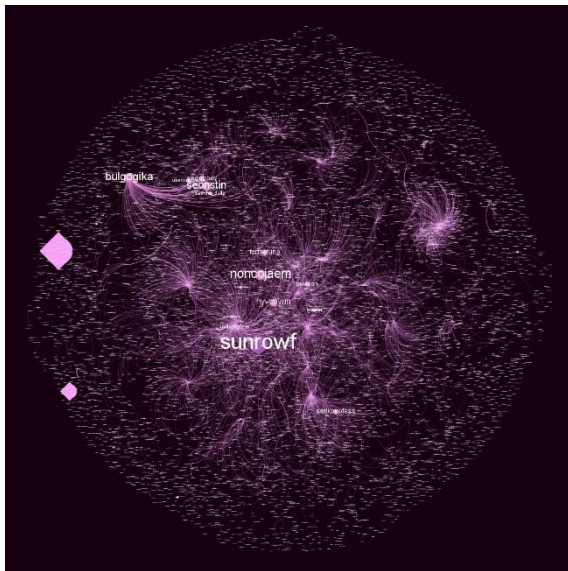


Figure 5. Betweenness Centrality Visualization

From the visualization above, it can be seen that the accounts @Sunrowf, @Noncojaem, @Bulgogika, @Seonstin, and @Hyvnbyun have high Betweenness Centrality values. In the Betweenness Centrality visualization, dark purple indicates the actor with the highest value, followed by light purple. Betweenness can be interpreted as the "strength" or "influence" of a node in a social network because it acts as a bridge or link to other nodes. The higher the value, the more important the node.

From Table 6, the main actor with the highest value on Betweenness Centrality is the @Sunrowf account with a value of 1373.83. This shows that this account became a significant intermediary in the dissemination of information, where other actors used the keyword "WTS" through the @Sunrowf account. Apart from that, @Noncojaem and @Bulgogika also have quite high centrality values, respectively 783.5

and 704.0. @Seonstin and @Hyvnbyun have intermediateness values of 655.5 and 517.67. This indicates that these five accounts act as intermediaries to other accounts in the "WTS" network, perhaps because they have important information about the topic.

To identify influential actors, pay attention to the level of popularity of actors who act as sources of information, conversation, and in forming networks and disseminating information. The eigenvector centrality indicator describes an actor's relationship with other important actors in the network. The eigenvector centrality coefficient ranges from 0 to 1, giving high value to actors with connections to high centrality actors (Utami, 2021).

IV. CONCLUSION

The results of Netlytic's analysis found 5 strong clusters in distributing information on Twitter with the keyword WTS. Cluster 1 is led by @indomyfess as the main actor. Cluster 2 is controlled by @sunrowf which uses Twitter for sales. Cluster 3 focuses on @bulgogika exposing fraudulent screenshots. Cluster 4 involves @userjlover warning of fraud around WTS keywords. Cluster 5, under @rangerciiscake, alerts other users about the risk of fraud when WTS keywords are trending.

Gephi finds actors in the WTS keyword network through centrality measurements: degree centrality, closeness centrality, betweenness centrality, and eigenvector centrality. At the centrality level, @indomyfess, @rangerciiscake, @vantegyuu_, @jjkmcmxcvii, and @sobatshopii are the 5 main actors. Closeness centrality indicates 2736 close actors (value 1.0) for effective information dissemination. @sunrowf becomes an important intermediary in the network, according to the highest value of betweenness centrality. @indomyfess has the highest eigenvector centrality value (1.0) and a central role in the network. The types of relationships in the

network are two mode (different types of actors), directed (directional relationships), and asymmetric (one-way relationships).

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