

## Analysis of the Electronic Word of Mouth (E-Wom) Of the Film “KKN di Desa Penari”

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### ABSTRACT

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The film “KKN di Desa Penari” is based on a true story that went viral on Twitter in 2019. After being delayed for 2 years, the film “KKN di Desa Penari” premiered on April 30, 2022 and became the highest-grossing mystical film of all time. This film has the power of electronic word of mouth (e-WOM) through social media Twitter and YouTube in building virtual communities where people gather to respond and talk about the stories in this film. This study aims to determine the level of structure and groups in conversational communication networks. on Twitter and YouTube comments about the film “KKN di Desa Penari”. This research is a positivism paradigm research that uses a quantitative approach. The process of collecting data and visualizing data was using Netlytic and Gephi applications. The results of this study indicate that the density figure in the discussion about the film “KKN di Desa Penari” on Twitter with a low intensity of communication between actors. It is also seen that in the conversation on Twitter there are five actors with the highest indegree (intensity of being mentioned, retweeted or replied to), they are @habisnontonfilm, @simpem8137823, @Merapi\_uncover, @onyoum\_arkeu and @luvfiqy. Meanwhile, YouTube user Willa Widiana has the highest indegree score on YouTube. However, no one showed a high outdegree (intensity of mentioning, retweeting or replying) either on Twitter or Youtube.

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## 1. Introduction

Indonesian people were shocked by a mystical story that claimed as a true story that shared by @SimpleM81378523 in a long thread publication on June 24 to July 25, 2019 (Tumanggor, 2019) on Twitter. He recounted the mystical experiences which experienced by 6 students who held a community service program as known as “Kuliah Kerja Nyata” (KKN) in Desa Penari. In the story, 2 out of 6 students involved in the KKN activities lost their lives. Actually, @SimpleM81378523 often writes on Twitter about the mystical stories that he has. However, the story of KKN in Desa Penari went viral and the hashtag #kkndidesapenari was not only being a trending topic on Twitter, but also across platforms. The story of KKN in Desa Penari was widely shared on social media such as Twitter, Instagram, TikTok, and YouTube.

The popularity of the story of KKN in Desa Penari has not only attracted the attention of the audience of social media users, but also MD Pictures as a well-known production house in Indonesia. MD Pictures responded to this mystical story by working on the film “KKN di Desa Penari” and targeting this film to be released in early 2020, so that the shooting process began in November 2019 (Setiawan, 2019). However, over time, the screening of the film “KKN di Desa Penari” was postponed. The postponement of the screening of this film later became the talk of many parties and not a few audiences were disappointed, so the hashtag #kkndidesapenari became a trending topic on Twitter for the second time in 2020 (Marvela, 2020). The audiences think that MD Pictures has postponed the screening of the film “KKN di Desa Penari” due to the COVID-19 pandemic. However, the film's producer denied it and explained that the reason MD Pictures postponed the screening of this film was due to technical problems (Marvela, 2020).

After being delayed for 2 years, the film “KKN di Desa Penari” finally aired on April 30, 2022. Prior to its premiere, MD Pictures re-released the trailer on YouTube on December 30, 2021 and the final trailer on April 15, 2022. Not only was it widely discussed on Twitter, the trailer that was uploaded by MD Pictures on YouTube was also flooded with positive comments showing the audience's interest and enthusiasm to immediately watch the film when it's released. This caught the authors' attention, because the hashtag #kkndidesapenari became a trending topic for the third time in 2022 even though MD Pictures postponed the screening of this film for 2 years. In fact, the film “KKN di Desa Penari” managed to become the best-selling horror film of all time and was watched by more than 7 million viewers (Saputra, 2022).

In previous research, Hermawan and colleagues explained that E-WOM is often used to market a product with high credibility because it comes from consumers or audiences who are experienced with related products (Hermawan et al., 2022). Rooselinda and Harliwong explained in their research that marketing strategies by utilizing positive e-WOM have a role in consumer decision making, so that it is useful in increasing sales (Rooselinda & Harliwong, 2022). Furthermore, based on the results of the study, it was explained that e-WOM can be positive or negative and both have an impact on other consumers in making decisions. In another study conducted by Chiu and his colleagues, differences in consumer behavior in China and the United States in responding to e-WOM in the form of box office film reviews (Chiu et al., 2019). This means that regional and cultural differences also affect consumer involvement in creating e-WOM and its impact on consumer decision making on a product. E-WOM has been analyzed in various research fields. However, the commonly researched topics regarding e-WOM are negative conversations, consumer behavior and beliefs, social networks, online reviews and ratings of a product or service, its relationship to brand loyalty,

its relationship to service failure or improvement, social media, corporate social responsibility, viral marketing, quality, and service marketing of a service (Donthu et al., 2021).

From some of the previous studies above, the authors found limitations where these studies describe how e-WOM is used as a marketing communication strategy to influence consumer decisions by telling, reviewing or recommending a product or service that has been launched and consumed. No research has been found that analyzes e-WOM that occurs before consumers have experience with a product or service because the product or service has not been launched.

In addition to these limitations, based on the authors' search for research journals in the last three years from 2019 to July 2022, he has not found e-WOM research by analyzing social networks on comments on YouTube content, especially those that specifically examine comments on film trailer content. Meanwhile, the research related to YouTube comments that is most often found in Indonesia is the analysis of comment sentiment regarding religious figures' lectures, political figures and activities, government programs, or comments on YouTuber content. For example, the research conducted by Sanjaya and Lhaksamana in 2020 with the title Sentiment Analysis of YouTube Comments on the Election of Ministers of the Advanced Indonesian Cabinet Using Lexicon Based (Sanjaya & Lhaksamana, 2020). In the study, Sanjaya and Laksamana analyzed comments about the inauguration of ministerial candidates for the Jokowi-Ma'ruf Forward Indonesia Cabinet, whether they tend to be positive, negative, or even neutral. The co-occurrence analysis of keywords in the field shows that the main topics explored by the authors include negative word of mouth, consumer behavior and trust, word of mouth on social networks, online reviews and ratings, brand loyalty, social media, service failure and recovery services, corporate social responsibility, user generated content and viral marketing, service quality, and service marketing.

Word of Mouth (WOM) is a process of distributing or delivering information from one person to another (Kingsnorth, 2022a). WOM is considered more effective than advertisements that are deliberately produced and served at high costs. This is of course based on the fact that the strength of the network is the key to a social condition (Kingsnorth, 2022a). Someone will trust the opinion of someone they know or someone who has high credibility more than an opinion built by an ad, especially if the ad is hard-selling. The word of mouth process by utilizing digital media is known as electronic word of mouth (e-WOM). Marketing activities through social media with the e-WOM concept are considered more effective when compared to traditional WOM (Mate et al., 2019).

In general, e-WOM can be described as an activity of sharing and exchanging information through the internet, social media and mobile communication (M. Lee & Youn, 2015). E-WOM is a term for a form of word of mouth communication that informs a person's positive assessment or satisfaction with a product or service (Schiffman & Wisenblit, 2019). Sen and Lerman (2007) explained that the main characteristic of e-WOM is that the source of information is independent, namely e-WOM information is not bound and does not benefit any company (Fachrozie, 2017). Although similar to the concept of word of mouth, e-WOM offers various ways to share and exchange information, one of which is anonymously or confidentially. This is done in order to provide geographical and temporal freedom, especially since e-WOM has a permanent nature in written form.

Consumers who honestly review a product or service produce organic e-WOM. However, not all e-WOM is organic, but can also be created intentionally by marketers by

utilizing influencers. Marketers seek to create interactions between one consumer and another across digital platforms by utilizing social media influencers to share their experiences in consuming the product or using the service (Ngarmwongnoi et al., 2020).

Negative judgments when products or services, as well as experiences, do not meet one's expectations can result in negative e-WOM (Mate et al., 2019). E-WOM can also be said as a statement on the internet that is both negative and made by consumers, both permanent consumers and former consumers (Noviandi, 2021). When the exchange of information occurs through e-WOM, consumers will evaluate the product or service, so e-WOM can influence a person's decision whether to consume a product or use certain services or not (Sari et al., 2022).

One way that is considered effective in creating a culture in a social relationship is through e-WOM. This digital information-sharing culture can positively influence a person's intention to make a purchase (H. Lee et al., 2021). Social networking sites then become virtual spaces for the interaction or exchange of information, including Twitter and YouTube. In the social world, the concept of community plays an important role, especially to see social changes in people's lives. A community is a group of people who share a place, identity, norms, values, and cultural practices within a limited scope (McQuail, 2011). A virtual community is a term used to define a group of internet users who form a network of personal relationships. The virtual concept exists because connectivity occurs in cyberspace. Today, humans live in two lives, namely real life and virtual community life known as cybercommunity.

Social interactions or connections in a network can be analyzed through Social Network Analysis (SNA). A communication network can be formed as a result of communication relations (Eriyanto, 2014). The position of the actor which includes the strength or ability in a social structure is the focus of the science of communication networks. Furthermore, the communication network is divided into several types of sizes that are widely used according to Eriyanto (2014), there are size, density, reciprocity, distance, and centrality. Size, with respect to nodes. Node is a network quantity between actors. Density, is a comparison of the number of links or ties on a network. Density or density shows the strength between network members in interacting. Reciprocity or mutuality is the ratio of two-way links that have total links in a network. The relationship between actors that takes place in two directions or one direction in the network can be seen from this value. The diameter is the longest distance created between two actors. Distance is the average step required by all actors involved for the establishment of a communication. Centrality is the center of a network that can be found in several actors.

SNA is a science that focuses on human relations that utilizes graph theory (Samatan et al., 2020). Furthermore, SNA can be visualized through a network presentation so that we can explore the relationship between actors more sharply. The visualization itself aims to display more accurate information according to the interests of each user. Meanwhile, Bertini (2006) explained that presentation on a network can clearly describe SNA (Utami et al., 2021).

SNA describes the role of each actor who is a member of a group who is a member of another group which is referred to as a bridge (Anestha & Fatoni, 2020). However, when an actor connects two groups but does not belong to any group, he has the role of a liaison. Furthermore, when an individual is not connected to anyone, he acts as an isolate.

In this study, the author tries to see the power of e-WOM through social media which has a great influence on building a virtual community where people gather to respond and talk about the mystical story of KKN in Desa Penari. In contrast to several previous studies that have been described above, the author sees that e-WOM and the virality of the film “KKN di Desa Penari” are not due to recommendations or reviews from someone who already has experience watching the film. The author argues that e-WOM has been formed since the beginning of this mystical story, which was first told on Twitter in 2019 so that it can motivate the audience to watch the film “KKN di Desa Penari” produced by MD Pictures even before the film is shown in theaters.

In creating a positive e-WOM, marketers are advised to devote considerable resources namely employees to set up profiles on their social media pages (Zhang et al., 2022). In other words, marketers must be able to present complete information on social media pages so that users who see the message can get the desired information. E-Wom success will depend on the message conveyed. Usually, an attractive sales promotion message will encourage people to support the advertisement or content and later can have an impact on followers from social media buying the product offered (Larasati & Susilo, n.d.).

The purpose of this study was to analyze the e-WOM of the film “KKN di Desa Penari” by analyzing the level of structure, groups, and actors in the communication network on Twitter social media. Not only that, but the authors also analyzed the level of structure, groups, and actors on the communication network on YouTube MD Pictures on the content of the film “KKN di Desa Penari” trailer in Penari Village. The author conducted a social network analysis of the hashtag #kkndidesapenari on Twitter for 7 days, from 1 May to 7 May 2022. Meanwhile, a social network analysis was carried out on comments on the content of the MD Pictures YouTube account entitled KKN di Desa Penari - Official Final Trailer | April 30, 2022 at the cinema.

## 2. Method

This is a research with a positivism paradigm that was conducted to find out how social networks appear in conversations on Twitter and comments on YouTube of film “KKN di Desa Penari” by using a quantitative approach that specifically uses data on diameter, density, reciprocity, modularity and centralization. data collection is done with the Netlytic application.

Netlytic is a cloud-based text analysis and social network tool that allows users to capture and import online conversation data, find, explore, and visualize emerging discussion themes (Gruzd et al., 2016). Netlytic can automatically display network chains and generate data that can then be used to analyze communication networks at the system and actor level. Netlytic can provide data on online conversations and even visualize communication networks, and allows users to compare networks across a number of centralities and other network sizes. In analyzing the text of comments on YouTube content, the sentences written can be positive or negative (Putri et al., n.d.). Positive sentences are sentences about feeling surprised, fascinated, or other forms of happiness. Meanwhile, negative sentences can mock or vilify marketing content or products being marketed.

All the data collected resulted in the visualization of social networks and further researched with a qualitative approach. In addition, the author also uses Gephi to perform social network analysis (SNA) and visualize the network more deeply. Gephi is an application with a network analysis and visualization package that allows users to interact and perform

exploratory analysis of graphic data (Gruzd et al., 2016). Furthermore, Gephi allows users to visualize over time, so that how the network evolves across timelines can be seen.

### 3. Results and Discussion

#### a. Communication Network on Twitter and YouTube

The film “KKN di Desa Penari” is the highest-grossing mystical film of all time based on a true story that was shared via Twitter in 2017. When the trailer for the film “KKN di Desa Penari” was uploaded by MD Pictures on YouTube, it became a trending topic on Twitter. Furthermore, the trailer content for the film “KKN di Desa Penari” on YouTube has received more than 3,000 comments and has been watched 7,440,469 times. The authors conducted an E-WOM analysis of the film “KKN di Desa Penari” by conducting a network analysis of the conversations on Twitter and comments on YouTube.

In this study, the authors used data collected from conversations on Twitter about the film “KKN di Desa Penari” and YouTube comments on the film's trailer. Based on the data collected from the Netlytic application, the authors obtained 2,500 conversations on Twitter and 2,500 comments on YouTube during May 1 to May 7, 2022. The data of 2,500 on each of these platforms is the maximum amount that can be collected from the use of the Netlytic application that is not paid for. Meanwhile, conversations on Twitter about the film “KKN di Desa Penari” and comments on the film's trailer on YouTube could have been more than 2,500.

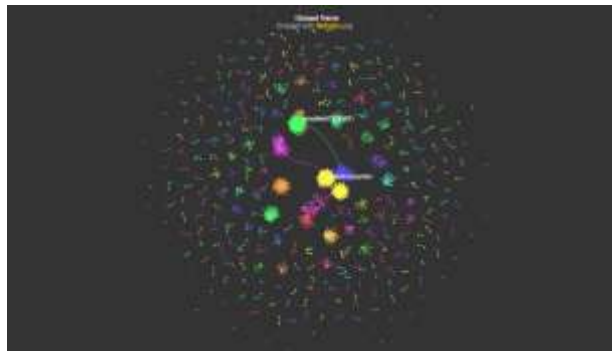


Image 1. The Film “KKN di Desa Penari” Cluster on Twitter  
Source: Netlytic, 2022

The results of network analysis on Twitter the film “KKN di Desa Penari” show that the communication network for this topic has a total of 2,469 actors (nodes) with 1,811 links (edges). Through the analysis conducted using Netlytic, it is seen that the cluster in this conversation has 5 large networks. The same color indicates the same nodes, which means that the actors are in the same cluster. However, outside the network there are also many conversations even though they do not form significant relationships.

**Table 1.**

**Network Properties of The Film “KKN di Desa Penari” on Twitter**

NETWORK PROPERTIES	
Diameter	6
Density	0,000418
Reciprocity	0,006822
Centrality	0,08814

Modularity	0,906100
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Source : Netlytic, 2022

Table 1 above shows the network formed in the conversation about the film “KKN di Desa Penari” on Twitter. The network formed has a diameter of 6. This means that the distance from one actor to another is 6, so that when talking, only about six people pass between actors. Meanwhile, the density value in the discussion of the film “KKN di Desa Penari” is 0.000418. This density value indicates the intensity of communication between actors is low. This means that information dissemination is slow. The reciprocity value was recorded as 0.006822. A high value usually indicates many actors who communicate in two directions. Meanwhile, a low value indicates that the number of conversations is one-sided and the number of two-way conversations is small. The reciprocity value indicates that the intensity of two-way communication is low. Centralization or the degree of centrality in an actor in a network is 0.0814. This value is close to 0. This indicates that information flows to many actors or is not concentrated in one actor only. Furthermore, the modularity which indicates the cluster that is formed shows the division of the community represented by the cluster in the Netlytic application. The low value of modularity, which is below 0.5 indicates that the clusters found overlap. Meanwhile, in this discussion, the modularity value is 0.906100 or more than 0.5, which means that the community division does not overlap or clusters are found to represent different communities in a network.

The results of the analysis of comments regarding the film “KKN di Desa Penari” on MD Pictures’ YouTube account entitled KKN di Desa Penari - Official Final Trailer | April 30, 2022 at the Cinema, the author sees that the communication network for this topic has 9,359 actors (nodes) and 9,799 edges (edges). Through analysis using Netlytic, it can be seen that there are 5 large number of clusters in this conversation. Meanwhile, the same color indicates the same node, which means that the actors are in the same cluster. However, outside the network there is also a lot of conversation even though it doesn't form a significant relationship.



Image 2. The Film “KKN di Desa Penari” Cluster on YouTube  
Source: Netlytic, 2022

**Table 2.**  
**Network Properties of The Film “KKN di Desa Penari” on YouTube**

NETWORK PROPERTIES	
Diameter	12
Density	0,000112
Reciprocity	0,00000
Centrality	0,012730

Modularity	0,995800
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Source : Netlytic, 2022

Table 2 above shows the network formed in the conversation of the film “KKN di Desa Penari” through YouTube comments. The network formed has a diameter of 12 and means that the distance from one actor to another is 12, so that when talking between actors, only about 12 people pass through. Meanwhile, the density value in the film “KKN di Desa Penari” discussion is 0.000112, which indicates a low intensity of communication between actors. In other words, the dissemination of information is slow. The reciprocity value was recorded at 0.0000. Similar to the reciprocity value on Twitter, the value seen on YouTube was recorded at zero. The zero indicates the number of only one-sided conversations and no two-way conversations. Centralization or the level of centrality in a network actor was recorded at 0.012730. This value close to zero indicates that information flows to many actors or is not concentrated in just one actor. Furthermore, a low modularity value or below 0.5 indicates that the clusters found overlap. Meanwhile, in this discussion it has a modularity of 0.995800 or more than 0.5 which indicates the division of the community is independent and does not overlap.

The findings of communication networks on Twitter and YouTube show that conversations that occur on Twitter about the film “KKN di Desa Penari” support the theory and concept of e-WOM described by Lee and Youn (2015) as an activity of sharing and exchanging information through the internet, social media, and mobile communications. In this case, e-WOM about the film “KKN di Desa Penari” occurs through social media Twitter and YouTube. Through these two platforms, Twitter and YouTube users shared their enthusiasm and assessment of the film “KKN di Desa Penari” trailer. Furthermore, information about when and where the film was shown nationally was also shared.

However, even though it fulfills the characteristics of e-WOM, the author cannot be sure that the film “KKN di Desa Penari” which has reached more than 7 million viewers is due to the communication network formed on Twitter and YouTube. This is based on the findings that both on Twitter and on YouTube, the intensity of communication between actors is low and two-way communication is not created. In addition, data from the Netlytic application cannot be retrieved in its entirety. Meanwhile, the data that can be taken is a maximum of 2,500 conversations on Twitter and 2,500 comments on YouTube. In fact, conversations on Twitter about the film “KKN di Desa Penari” and comments on the film's trailer on YouTube could have been more than 2,500.

## b. Actors of The Communication Network

To look at the relationship between actors in the discussion of the film “KKN di Desa Penari”, the authors make observations using social network analysis (SNA). In order to describe the relationship between these actors, the authors see it through the measurement of centrality with the aim of knowing how important the role of actors in the network is. Meanwhile, several factors were observed, including degree score, closeness centrality, betweenness centrality, and eigenvectors.

**Table 3.**  
**Degree Score on Twitter**

ACCOUNT	INDEGREE	OUTDEGREE	DEGREE
@Habisonontonfilm	368	0	368
@Simplem81378523	334	1	335
@Merapi_uncover	128	1	129
@Onyoum_arkeeu	66	1	67

@luvfiqh	47	0	47
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Source: Gephi, 2022

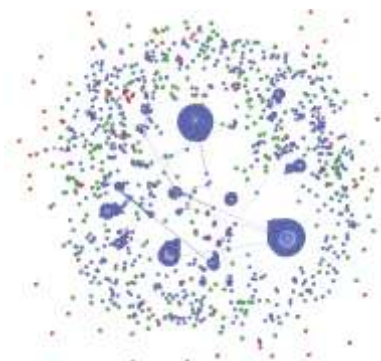


Image 3. Graph with The Highest Degree Score on Twitter  
Source : Gephi, 2022

Through the analysis that has been done, the degree score shows that @habisnontonfilm, @simpem8137823, @Merapi\_uncover, @onyoum\_arkeeu and @luvfiqh are the top five popular accounts. In fact, the recorded indegree for the @habisnontonfilm account is worth 368. This account is the account with the highest indegree value. A high indegree value indicates that the account is the most retweeted, mentioned and replied to. This means that there are 368 other accounts connected to the @habisnontonfilm account. Meanwhile, other accounts remain linked, but not as much as the @habisnontonfilm account. However, none of the five actors showed a high outdegree value. The outdegree value indicates that these accounts are not mentioning, retweeting or replying to other accounts. This means that the five actors are not able to disseminate large amounts of information.

@habisnontonfilm is an account that reviews films and series. @habisnonton film claims his account always conveys a review of a film as it is. On April 30, 2022, @habisnontonfilm created a thread to review the film “KKN di Desa Penari” to coincide with the official final trailer uploaded by MD Pictures on YouTube. In his tweet on Twitter, @habisnontonfilm said, “After 2 years of waiting, finally the film “KKN di Desa Penari” can be watched too. The spooky village set managed to invite a tense atmosphere at the beginning. Moreover, the locals do not like the arrival of foreigners there. Nothing feels right here.”. The tweet garnered 171 retweets, 63 quote tweets and 794 likes.

**Table 4.**  
**Closeness Centrality on Twitter**

CLOSENESS CENTRALITY VALUE	NUMBER OF ACTOR
1	1.014
0,59-0,99	304
0,01--0,49	386
0	765

Source: Gephi, 2022

Meanwhile, table 4 above shows the number of actors who have proximity to the network. The results show that 1,014 actors in the communication network regarding the film “KKN di Desa Penari” have a level of closeness with other actors. So, quite a lot of free communication that occurs with other actors on the network.

**Table 5.**

**Betweenness Centrality Score on Twitter**

<b>LABEL</b>	<b>BETWEENNESS CENTRALITY</b>
@Simplem813782523	3.024
@bicaraboxoffice	1.960
@Awisuryadi	1.527
@Kknmovie	402
@Merapi_uncover	127

Source: Gephi, 2022

Table 5 above shows that the @simplem8178523 account has the highest betweenness centrality value, which is 3,024. This shows that the account has the highest position as an intermediary for relations in discussions about the film “KKN di Desa Penari”, so that one actor can be connected to another actor.

@simplem8178523 is the account that first told the mystical story of KKN in Desa Penari in 2019 and made him an actor who has the position of intermediary in relations with the highest value. This happened not only because the tweet was retweeted a lot. However, he was mentioned a lot by other Twitter users when he talked about mystical stories and the film “KKN di Desa Penari”.

**Table 6.**  
**Eigenvector Centrality Score on Twitter**

<b>ACTOR</b>	<b>EIGENVECTOR CENTRALITY</b>
@Habisnontonfilm	1.0
@Simplem81378523	0,89

Source: Gephi, 2022

Looking at the eigenvector centrality values contained in Table 6, there are 2 top actors who have high eigenvector centrality values. The actor is the account @habisnontonfilm and @simplem8137852. While the other I have a value below 0.5 even close to zero. This shows that these two actors are the actors who play the most role in the discussion network of the film “KKN di Desa Penari”.

Based on the actor's findings on the communication network on Twitter about the film “KKN di Desa Penari”, the authors saw the role of the @habisnontonfilm influencer on Twitter in creating an e-WOM about the film “KKN di Desa Penari”. This account, which claims to be an honest film reviewer, has 247,900 followers and is one of the accounts that shares information about the trailer and film “KKN di Desa Penari”. From these findings, it is not certain whether the e-WOM created by @habisnontonfilm is organic or intentionally created by the marketer of the film “KKN di Desa Penari”. This is because e-WOM can be intentionally created by marketers who seek to create interactions between one consumer and another across digital platforms by utilizing social media influencers to tell their experiences in consuming products or using these services as expressed by Ngarmwongnoi and friends (Ngarmwongnoi et al., 2020).

**Table 7.**  
**Degree Score on YouTube**

<b>ACCOUNT</b>	<b>INDEGREE</b>	<b>OUTDEGREE</b>	<b>DEGREE</b>
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Oness	239	1	247
Wilia widiana	18	2	20
Adam prp	16	1	17
Rivaldi prayudha	16	1	17
Aufa m kholishah	14	1	15

Source : Gephi, 2022

Furthermore, if you look at the level of actors on the MD Pictures YouTube account, entitled KKN di Desa Penari - Official Final Trailer | April 30, 2022, at the Cinema in Table 7 above, it can be seen that Oness, Wilia Widiana, Adam prp, Riyaldhi Prayudha, and Aulia M Kholisah are the top five popular accounts. The Oneness indegree value is recorded at 239, which means that the account has the highest indegree value and there are 239 other accounts connected to the Ones account. Meanwhile, other accounts remained linked, but their value was far below the Ones account. However, none of the five actors showed a high outdegree value. In other words, these five actors are not able to disseminate large amounts of information to only one or two parties.

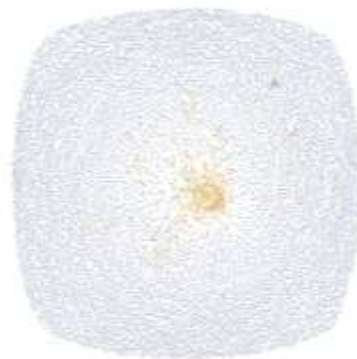


Image 4. Graph with The Highest Degree Score on YouTube  
Source : Gephi

**Table 8.**  
**Closeness Centrality on YouTube**

CLOSENESS CENTRALITY VALUE	NUMBER OF ACTOR
1	8.940
0,01-0,99	35
0	384

Source : Gephi, 2022

Table 8 above shows the number of actors who have proximity to the network. The results show that 1,014 actors on the communication network regarding the film “KKN di Desa Penari” have a level of closeness with other actors. Thus, quite a lot of free communication that occurs with other actors on the network.

**Table 9.**  
**Beetweenness Centrality on YouTube**

LABEL	BETWEENNESS CENTRALITY
Willa Widiana	16
Just Adi	10
Rosemisfit	3
Pupu Puspitasari	1
Hamzan	1

Source : Gephi, 2022

Table 9 above shows that YouTube user Willa Widiana has the highest score of 16. This shows that this account has the highest position as an intermediary for relations in discussions about the film “KKN di Desa Penari” for inter-actors to connect with other actors. The findings of the actor on the conversational communication network about the film “KKN di Desa Penari” in the trailer content of this film on YouTube support the presentation of Sen and Lerman (2007) which states that e-WOM has the main characteristics in which the source of information is independent, namely not bound and not benefit any party (Fachrozie, 2017). This can be seen from the findings above, where the actors who play a role in the process of exchanging information on Twitter are not tied to any company, especially MD Pictures as the party that the film “KKN di Desa Penari”. Unlike the communication network on Twitter with influencers @habisnontonfilm and @Simplem81378523 as key actors, the actors who play a role in the communication network on YouTube comments are independent actors. This can be seen from the accounts that comment are personal accounts that do not have many followers.

#### 4. Conclusion

Based on the research above, there are five large networks in each of the social media studied, namely Twitter and YouTube. In addition to the five major networks, both Twitter and YouTube show that outside these networks there are also many conversations, although they do not form significant relationships. The density figures in discussions about the film “KKN di Desa Penari” on Twitter and YouTube both show a low intensity of communication between actors, which means that many conversations occur in one direction, there is no two-way conversation. Thus, it can be concluded that the dissemination of information is slow.

In conversations on Twitter and YouTube, each of the five actors with the highest indegree. However, none of them showed a high outdegree value, meaning that there were no accounts capable of disseminating information related to conversations about KKN in Desa Penari to the outside. There are two key actors in the conversation with the hashtag #kknindidesapenari on Twitter with the highest indegree scores, namely @habisnontonfilm and @SimpleM8137852. @habisnontonfilm is the first Twitter account to upload information about the final trailer on YouTube MD Pictures. Meanwhile, @SimpleM81378523 is the first account to tell the mystical story of KKN in Desa Penari on Twitter in 2019. However, the actors who shared information about the film “KKN di Desa Penari” were not from an advertising company that offered this film on a hard-selling basis. The account that retweeted is an account that really knows or follows an account that tweeted about the film “KKN di Desa Penari”. This is as stated by Kingsnort (2022) that someone will believe more in

the opinion of someone they know or someone who has high credibility than the opinion built by an ad, especially if the ad is hardselling (Kingsnorth, 2022).

From the research above, it can also be seen that through social media a person can exchange information and can grow their intention to watch out of curiosity or just not interested because of disappointment. As stated by Lee and colleagues (2021), e-WOM is one way that is considered effective in creating a culture in a social relationship and this sharing culture positively affects a person's intention to make a purchase (H. Lee et al., 2021). This research has limitations, because it uses the Netlytic application which is not paid, so that the vulnerable conversation time that occurs on Twitter can only be analyzed with a maximum period of 7 days. In fact, the screening of the film "KKN di Desa Penari" in theaters lasts for 1 month, from April 30 to May 31, 2022. In addition, the maximum amount of data that can be retrieved is 2,500 conversations on Twitter and 2,500 comments on YouTube. Meanwhile, conversations on Twitter about the film "KKN di Desa Penari" and comments on the film's trailer on YouTube could have been more than 2,500. Thus, it cannot be seen how important the role of e-WOM created on Twitter and YouTube is to the success of the film "KKN di Desa Penari".

This research is expected to add insight and bring benefits to marketers, especially those in the film industry that e-WOM can be one of the marketing communication strategies. In fact, e-WOM can be created before the film is shown, thus making potential consumers curious and making a decision to watch when the film is already aired.

The authors' suggestion for e-WOM research with the SNA method in the future is to use paid Netlytic or other applications that have facilities to process and display data that is more complete, detailed and in a longer period of time. In the context of films, e-WOM analysis can be carried out starting from the first time the film trailer is shown, its premiere until the last day of the film showing in theaters. In addition, research can also be done by analyzing other social media such as Instagram and TikTok.

Furthermore, to see the effect of e-WOM on product sales including films, research on e-WOM can use mixed methods. After analyzing the communication network with quantitative methods, authors can conduct interviews with consumers as resource persons to determine the role of e-WOM in making decisions to enjoy a product or service.

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