ABSTRACT

This study uses a communication network analysis method that focuses more on the relationships that occur between actors and members in the communication network. The purpose of this study was to determine the pattern of communication networks and the role of actors involved in the issue of legalizing marijuana on Twitter with the hashtag #legalisasiganja during the period January 2017 to October 2020. Actor data was sourced from the Drone Emprit web, then processed with the UCINET application.

From 1,673 actors, the researcher chose the three most dominant actors in the communication network. The result of the research is that there are two patterns formed, namely, the wheel pattern that is formed from each actor and the star pattern that is formed from the three actors. To improve the accuracy of the three actors, the measurement of network density values, centrality values based on degree centrality, closeness centrality, betweenness centrality and eigenvector centrality was also carried out. One of the most dominant actors was found, namely the @ bang_bar0n account with the highest centrality value. But with the smallest network density value, it is only 0.0023.

***Key Word**: Marijuana Legalization, Communication Network Analysis, Twitter, Actors, Relationships*