ABSTRACT

This study aims to analyze the patterns of opinions and responses in the comments section of the 2024 presidential debate on the YouTube channel of the General Election Commission (KPU). In the digital era, social media platforms like YouTube play a significant role in political communication. The presidential debate on the KPU YouTube channel provides a platform for the public to participate through comments. This study employs Social Network Analysis (SNA) to identify and analyze relationships among users in the comments section. The Elaboration Likelihood Model (ELM) is applied to understand how political messages are processed and responded to by users. Data is sourced from the comments of the first, third, and fifth 2024 presidential debates on the KPU YouTube channel. The analysis is conducted using Gephi software to map the communication network and identify key actors based on centrality degrees. The results show specific interaction patterns, with some actors having significant influence in the discussion. Additionally, comments containing substantive information tend to receive more responses compared to emotional or provocative comments. This study provides insights into the role of social media in political communication and how user interactions influence public opinion. These findings can also serve as input for the KPU in designing more effective communication strategies to increase public participation in the general election.