

ABSTRACT

This study aims to analyze digital communication dynamics within the comment section of an Instagram Reels video titled "Satu Bioskop nangis! Se-menyentuh itu film Home Sweet Loan" posted by the Moodkative account. A mixed methods approach was used, combining Social Network Analysis (SNA) to identify network structures and key actors, and Symbolic Convergence Theory (SCT) to explore fantasy themes emerging from users' symbolic interactions.

Data were collected manually using the "IG Comment Exporter" Chrome extension and visualized using Gephi software. The SNA results show a scale-free network, with key actors such as @septarina.gt, @nina_bollo, and @similarity_28 playing central roles in shaping the conversation. SCT analysis revealed three main fantasy chains centered around family birth order dynamics, sparked by symbolic cues such as emotional phrases and emojis. These chains led to the formation of rhetorical visions that reflect collective aspirations for experience validation, recognition of birth positions, and rejection of stereotypes.

This study highlights how social media serves as a dynamic arena for public discourse, where shared meanings are co-constructed through symbolic processes and interactional structures. It also contributes to SCT development by proposing the integration of social network analysis and the expansion of symbolic cue definitions in digital communication contexts.

Keywords: Instagram Reels, Social Network Analysis, Symbolic Convergence Theory, Symbolic Cue, Fantasy Theme, Network Structure