



# Contestation of 2024 Presidential Candidates of the Republic of Indonesia on Social Media Hashtags #Prabowo, #AniesBaswedan on Twitter

## *Kontestasi Calon Presiden Republik Indonesia 2024 di Media Sosial Hastag #Prabowo, #AniesBaswedan di Twitter*

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### Abstract

The registration for the 2024 presidential candidates began at the end of 2023, but the euphoria of the 2024 presidential candidates started to be felt since the beginning of 2022. Several survey institutions issued public opinions regarding several 2024 presidential candidates. Public opinion about the 2024 presidential candidates cannot only be obtained through direct interviews. Public opinion acquisition can also be done through social media such as Twitter. Therefore, this research aims to study communication networks and determine the actors influencing the #Prabowo and #AniesBaswedan networks on Twitter. This study uses the Social Network Analysis (SNA) research method or social network analysis with the theory of Computer-Mediated Communication. The results of this study show that #Prabowo's information spreads quickly and easily on Twitter. Based on data collected from 2,500 actors, there are 682 interactions between actors in the #Prabowo network. The results of #AniesBaswedan show that this communication network has a relationship type-two mode, and the network is direct and has the direction of the main actor, namely #AniesBaswedan with value degree centrality 766, and the relationship between actors in this communication network is very close.

### Keywords

Candidates; President; Social Media; Prabowo; Anies Baswedan, SNA.

### Abstrak

Pendaftaran calon presiden 2024 sudah dimulai pada akhir tahun 2023, namun euforia calon presiden 2024 mulai terasa sejak awal tahun 2022. Beberapa lembaga survei mengeluarkan opini masyarakat terkait beberapa calon presiden 2024. Opini masyarakat terhadap calon presiden 2024 tidak hanya bisa diperoleh melalui wawancara langsung. Akuisisi opini publik juga dapat dilakukan melalui media sosial seperti Twitter. Penelitian ini bertujuan untuk mempelajari jaringan komunikasi dan mengetahui aktor-aktor yang mempunyai pengaruh dalam jaringan #Prabowo dan #AniesBaswedan di media sosial Twitter. Penelitian ini menggunakan metode penelitian Social Network Analysis (SNA) atau analisis jaringan sosial dengan teori Computer-Mediated Communication. Hasil penelitian ini menunjukkan bahwa informasi #Prabowo menyebar dengan cepat dan mudah di Twitter. Berdasarkan data yang dihimpun dari 2.500 aktor, total ada 682 interaksi antar aktor di jaringan #Prabowo. Hasil dari #AniesBaswedan menunjukkan bahwa jaringan komunikasi ini mempunyai modus hubungan tipe dua dan jaringan bersifat langsung serta mempunyai arahan dari aktor utama yaitu #AniesBaswedan dengan nilai derajat sentralitas 766 dan hubungan antar aktor dalam jaringan komunikasi ini sangat erat.

### Kata Kunci

Kandidat; Presiden; Media Sosial; Prabowo; Anies Baswedan; SNA.



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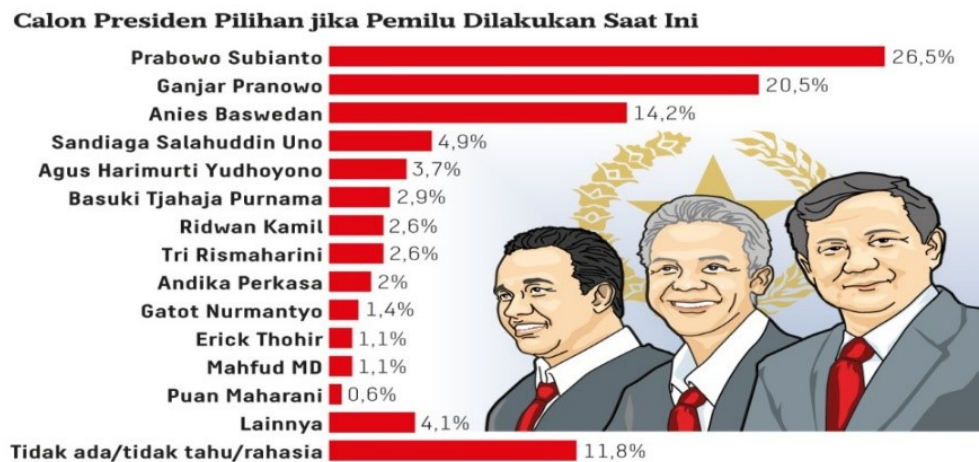
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## 1. Introduction

The election of presidential which is held every 5 years is part of the democratic process, especially in Indonesia. A politician who wants to run for president will certainly check or consider his popularity based on public opinion. Changes in communication patterns that occurred after the growth of social media is quite large (Alfiyani, 2018) The ability to create a media platform between politicians and the public has attracted the attention of voters (Dwitama et al., 2022; Robi Ulzikri et al., 2021) There are three factors that can influence voting preferences (Mujani et al., 2012): (1) Sociological aspects, influenced by the social environment in which one is located; (2) Psychological aspects, assessment of a candidate's figure, the issues raised, and their identification with the party, media; (3) Aspects of Rational Choice, preferences for choosing to calculate the benefits obtained from the decisions taken.

The essence of general elections is as a means of democracy whose essence is to organize government by, from and for the people, in other words realizing sovereignty in the hands of the people within the frame of a democratic rule of law (Anwar et al., 2021; Pramelani & Widyastuti, 2021). Furthermore, to hold elections democratically in this rule of law, a rule or law is formed which covers all matters concerning the requirements and technicalities of holding elections. when read simultaneously it can provide an understanding that the only mechanism or pathway to become a Candidate for President and Vice President is through a political party or a coalition of political parties participating in the election. The definition of political parties participating in elections, namely an organized and organized group based on ideology that participates or takes part in elections that are carried out based on people's sovereignty and is held directly, publicly, freely, confidentially, honestly and fairly. politics has social media (Ichsan et al., 2023; Sazali, 2023). The media is seen as a political and economic institution that has the power to influence the audience.

Social media Instagram is widely used by the public so that it has become popular today (Syafaruddin & Mahfiroh, 2020). Of the names of presidential candidates published in 2024 by the media, millennials are more familiar with the figures chosen by the presidential candidates, mostly from social media and several mentions from television and other digital media (Pramelani & Widyastuti, 2021). 2024 presidential election to find the names of candidates for the 2024 presidential candidates who have the potential to become 2024 presidential candidates through



**Metode Penelitian**

Survei periodik melalui wawancara tatap muka diselenggarakan Litbang Kompas pada 17-30 Januari 2022. Sebanyak 1.200 responden dipilih secara acak menggunakan metode pencuplikan sistematis bertingkat di 34 provinsi. Menggunakan metode ini, pada tingkat kepercayaan 95 persen, margin of error penelitian ± 2,8 persen dalam kondisi penarikan sampel acak sederhana. Meskipun demikian, kesalahan di luar pemilihan sampel dimungkinkan terjadi.

Sumber: Litbang Kompas/RFC/DDY



INFOGRAFIK: GUNAWAN

**Figure 1.** Candidates for President of the Republic of Indonesia

Source: R&D Kompas, 2022

analysis of conversations on Twitter (Syamsurrijal, 2021). These names are Anies Baswedan, Prabowo, Ganjar Pranowo. The three candidates for presidential candidates with the greatest chance of being officially nominated.

The results of analysis from social media tend to be dynamic, so that continuity in the analysis of public opinion on candidates for the 2024 presidential candidate can continuously sharpen the aggregation of research related to public opinion through social media such as Twitter (Akmal et al., 2022).

From the results of the three surveys, the researcher took the average score of the three surveys with the result that four public figures with the highest average electability score were Ganjar Pranowo 20.5%, Anies Baswedan 14.2%, Prabowo Subianto 26% (Kompas.com, 2022). From the results of the survey and also the existence of a news line that has published the news, there is the possibility of conveying public opinion on the survey results with social media (Fais Sya' bani et al., 2022).

Social media that is widely known by the public to submit their opinions is known as Twitter. Twitter is a social media founded by Jack Dorsey in 2006. By 2022, there are 500 million tweets or tweets by Twitter users per day, according to a Twitter press release. More than 500 million Tweets have been used to post and share information about users, and also Tweet content can express feelings. Twitter can be seen as a platform that creates great opportunities for candidates and users to get their voice out to the world (Dewi et al., 2023). Twitter is a website that has a service that provides a collection of opinion data from people around the world. As a result of channeling opinions and comments, Tweets are a source of information that can be used to analyze public opinion on institutions and individuals. Opinions on these tweets can be used to see how the sentiment is going. One of them is about someone's opinion about politicians who are running for president of Indonesia in 2024.

In the end, the electoral political battle experienced a shift when the battle was in the digital world. Traditional and non-traditional political competition through the use of technology has brought different electoral results. Efficiency of time, energy and money is important in politics that places technology as an instrument or what is often referred to as digital politics. The campaign stage is the stage whose impact is most felt in digital politics. By using or utilizing internet technology, political parties and supporters of one presidential candidate pair are able to convince as many voters as possible that are spread over one large electoral district, namely one country (Silitonga & Roring, 2023).

Advances in technology have made it easier for people to get information very quickly, the internet is evidence of technological developments that currently have a lot of influence on society. The internet also plays a very important role in the process of distributing information. Many people express their opinions on social media, especially Twitter. This increases our ability to understand the political views of social media user communities. The large number of social media users allows researchers to use a person's status as data for processing and analysis. Analysis of the social network of Twitter users shows public support for the election of presidential and vice-presidential candidates.

Twitter is a very popular social media and is believed to be able to form and expand social networks. The simplicity of Twitter makes it a social media that is often used to report current events (Grandjean, 2016), such as the upcoming democratic party event. This platform is used by the public as one of the efforts to provide support for Anies who is the forerunner of the Indonesian Bapres in 2024 by voicing it through hashtag Presidential candidate #Prabowo, and #AnisBaswedan on the communication network. Communication network is an analysis that explains a relationship and relations between individuals or actors in a network.

Researchers chose Twitter social media with the hashtags #Prabowo and #AniesBaswedan because these hashtags were created and are being widely discussed among the public who are intensifying their support for the three figures who will run for the 2024 presidential election. However, researchers limited their research to two presidential candidates, namely Prabowo, with the program continuation of government programs and Anis Baswedan with program changes. Researchers want to know who the main actors who disseminate information in communication networks.

In this study, researchers used two devices to process data. First, Netlytic.org which is an application based web open source which can be accessed by everyone to process data sourced from social media such as Twitter, YouTube, and RSS feeds (Felt, 2016). In Netlytic, the maximum data that can be compared is within one week, it can be accessed for non-paid accounts (Non-Premium), while for accounts that register themselves as paid accounts (Premium), get wider access within the limits of processing data. The second is software app called Gephi.0.9.2, software it is software data processing function to visualize the form of data in the form of diagrams and tables.

With the existence of several previous studies using SNA, Twitter media selection, and the use of data processing tools as described above, of course researchers can see which are the main actors who spread the tweets of the Candidate for President of the Republic of Indonesia by looking at the degree of centrality which consists of *Degree Centrality*, *Closeness Centrality*, and *Betweenness Centrality*. In addition, researchers also want to find out how the relationship between actors in this communication network is very close. According to researchers, this could be research that has novelty value in the political field and is different from previous research.

## 2. Research Methods

Researchers use research methods Social Network Analysis (SNA). Social Network Analysis or what is known (SNA) is one of the analytical methods in studies that concentrate on relationship research and is often used to measure a relationship and describe some information from individuals (Kjellberg et al., 2016; Rohimi, 2021; Wu & Duan, 2015). In other words, SNA can also be used to understand relationships and structures in networks. The SNA approach is used to determine the structure of social networks and the main positions in a network. This means that the SNA method is also used to analyze relations or relations between actors in a social network.

This method is also used to provide information about network structures and patterns as well as the intensity of relations between actors in a network (Akbar et al., 2022). The problem in this study is to determine the network visualization formed by hashtag #Prabowo, and #AniesBaswedan as 2024 presidential candidates on the Twitter platform. Therefore, method Social Network Analysis (SNA) is used to solve problems regarding hashtag and knowing the centrality of the actors involved.

SNA is part of quantitative research. Although SNA belongs to the category of quantitative research, it is different from survey quantitative research. The difference lies in the type of data being analyzed. While attribution data (attitudes, knowledge, behavior) are emphasized in survey research, relational data is emphasized in SNA (Tjahyana, 2021).

The population in this study are all tweets that use the hashtag #Prabowo, and #AniesBaswedan. The sample of this study includes all tweets with hashtag #Prabowo, #GanjarPranowo and #AniesBaswedan for the past 7 days. The sampling technique in this study used analysis software called Netlytic and Gephi.

Researchers used Netlytic to obtain samples for the last 7 days of tweets about #AniesBaswedan as the 2024 presidential candidate on Twitter with the time range for self-sampling from March 27 to April 6, 2023. Meanwhile, to visualize the form of data in the form of diagrams and tables the researcher used Gephi.

The research data collection process is divided into two steps. The first step is the researcher uses the technique *text mining* on the Twitter developer by using *hashtag* #AniesBaswedan to collect data. *Text mining* is the process of gathering information derived from text that has no structure (Bahri & Widhyharto, 2020). *Text mining* allows researchers to find comprehensive information about the Twitter users who write and use *hashtag* #Prabowo, and #AniesBaswedan in *tweet*, *retweet*, *mention*, and *reply* in their unstructured accounts. Then after *text mining*, researchers perform data processing where after collecting information *hashtag* #Prabowo, and #AniesBaswedan, data is analyzed in such a way that information *hashtag* and *keyword* #Prabowo, and #AniesBaswedan related to research issues.

After processing research data, the next step taken by researchers is data analysis. In data analysis, there are two stages. In the first stage, researchers used a web-based application, namely Netlytic.org. Netlytic is used to analyze text and cloud-based social networks that can automatically summarize text data and discover communication networks from people's posts on social media. The second stage is using the value of centrality (*Degree Centrality*, *Closeness Centrality*, and *Betweenness Centrality*). The degree of centrality itself is a form of measurement of the number of connections one has to see the actors. Another analysis plan used is analysis at the system level (network relationship type). The form of data analysis at the system level analysis consists of relationship types, relationship patterns to network relationships.

### 3. Results and Discussion

#### 3.1. Republic of Indonesia Presidential Candidate Contest 2024 on Social Media Hashtag #Prabowo

In knowing a pattern that occurs in hashtags on Twitter, it is necessary to compare the data, which is available to everyone through a website called Netlytic. Among the processed data used in the network, we find between Node and Edge. Simply put, all users or accounts registered on Twitter social media are nodes, and every

Dataset Stats	
Dataset Name:	Prabowo Capres
Dataset Last Updated:	2023-04-04 02:36:06
Dataset Source:	twitter
Total Messages:	2500
Unique Posters:	765

Source: netlytic.org

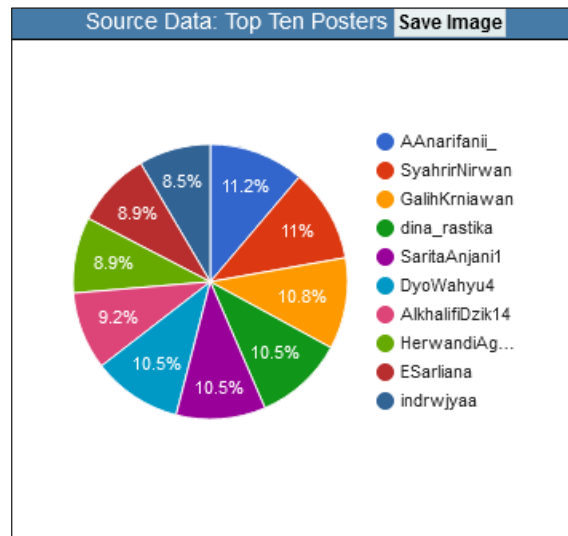
relationship or relationship on Twitter is called an interactive edge or bridge. However, it should be noted that not all Twitter users are part of the survey node. The observed node appears when one of these accounts speaks or tweets the #Prabowo hashtag on their timeline. This also applies to Edge. Data comparisons for everyone on the Netlytic network are limited to one week. Researchers began researching the Twitter hashtag #Prabowo from March 28, 2022, to April 4, 2023. In researching the #Prabowo hashtag, researchers found a total of 2,500 datasets. In addition, there are 3440 nodes and 682 edges in this study. This shows that there are 682 interactions in the communication network model with #Prabowo. The graph of the total data stored in the #Prabowo hashtag is divided into 2,500 messages or

Figure 2. Data Statistics on Netlytic

tweets in the Netlytic model. The feed used on Netlytics is full of social media with the help of Twitter.

Not only that, in the 2500 messages that have been recorded within a week, there are a total of 3440 accounts that have become actors in spreading the #Prabowo hashtag. The biggest is the Twitter account @Aanarifani\_ with 11.2%, followed by the Twitter account @SyahrirNirwan with 11%.

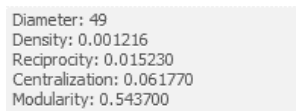
The network that appears in the #Prabowo hashtag has several elements that researchers found, namely diameter, reciprocity density, centralization and modularity. The first task of a router in a Netlytic network is to see the shortest and shortest or farthest jump between two network participants. The purpose of this step is to show the size of the network by calculating the number of nodes needed to go from one side to the other many networks communicate between participants.



**Figure 3.** Diagram of Data for #Prabowo's Twitter Account

Source: netlytic.org

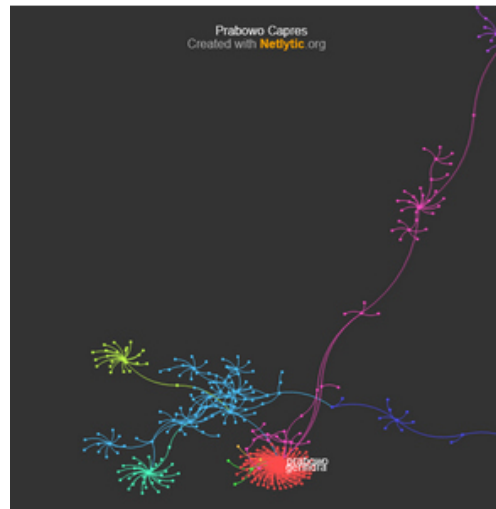
In this study the hashtag #Prabowo is 49 diameters. This means that the distance between nodes is 49 edges. The second is density, the element density value is 0.001216 which means there are not many mesh conditions. In this network, it can be seen that there are fewer and fewer users of the #Prabowo hashtag.



**Figure 4.** Network Element

Source: netlytic.org

Social network analysis examines the social anchors of network theory, which consist of nodes and ties, often referred to as edges or ties. The definition of a node is an individual actor in a network connected by a relationship between the actor and other actors. In the analysis of social networks, the resulting graph structure looks very complex. Social network analysis inherits statistical tools that aim to examine data related to the attributes of individual actors, as well as explain the relationships between patterns of relationships between actors and analyze the structures contained in these patterns. Based on the pattern of online relationship types with the hashtag #Prabowo, researchers found several similarities between asymmetric and directional relationship types. However, in this study, the graphs exported using the netlytic.org software show scattered relationships indicated by the edged arrows that only one party is dominant.

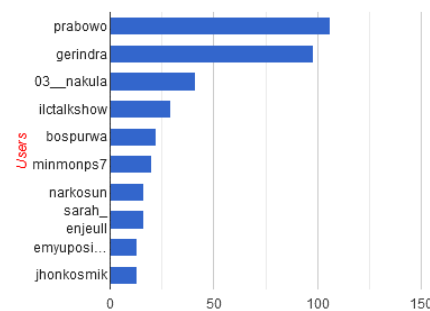


**Figure 5.** Prabowo Network Pattern

Source: netlytic.org

### 3.2. Closeness Centrality

In proximity centrality, the proximity of one actor or node in an interaction area can be measured by paths, namely when the actor or node can make contact or can be contacted by other actors in the same network. The image below shows that the Twitter account @Prabowo has an actor who has been contacted by three other actors on the same network. This is also reflected in the percentage of high impact actor @prabowo which gives 106 results for comparison, while the other nodes namely @gerindra 98 results, @03\_nakula 41 results, @ilctalkshow with 29 results and @buspurwa with 22 effects. Based on the interaction of the five accounts, it can be assumed that the @prabowo account is trending as a source of information flow online. This can be proven by the fact that four accounts namely @03\_nakula, @ilctalkshow, @Aanarifani\_ and @buspurwa only join social media or retweet on Twitter. The Twitter account @prabowo or which is represented as the node with the highest closeness centrality value because this node has fast access to other nodes, has the shortest path to other nodes, and of course has good visibility.

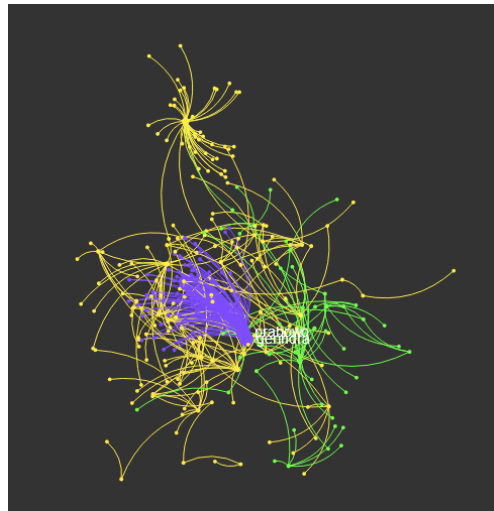


**Figure 6.** Network In-Degree Centrality

Source: netlytic.org

#### 3.2.1. Degree Level (Centrality Centrality)

Centralization shows the popularity of actors in social networks. Level is the number of actors and actor links. As shown in the image below. The centrality level of green actors on the @Prabowo Twitter account has a high percentage value of 51.67% centrality).

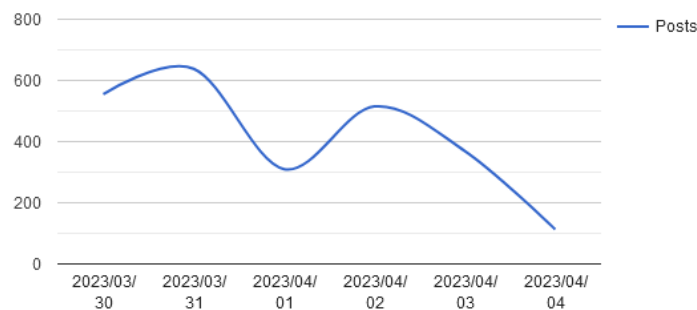


**Figure 7.** Degree Centrality Network Pattern

Source: *netlytic.org*

### 3.2.2. Eigenvector Centrality

In eigenvectors, a node with a high eigenvector centrality score can confirm that a node with a high eigenvector centrality score is also connected. In the image below, you can see that the @prabowo account with the purple node color has a wider range in terms of spread compared to other colors or nodes. But in terms of area, the yellow node has a wider reach to reach other bearing accounts. This can be interpreted as the @prabowo account being a major player in a growing network. With the explanation above, the researcher sees that these accounts fall into the high eigenvectors category. Namely 51.67% and 45.01%. The account also participates in Twitter's social media tweets.



**Figure 8.** Posts from Time to Time

Source: *netlytic.org*

In the #Prabowo hashtag study, researchers did not find a relationship type that matched some of the existing relationships. This is because the actors in the #Prabowo hashtag are not just individual accounts for political interests or individual accounts for corporate interests. However, researchers still find many accounts that only function as retweeters and do not have an active timeline. According to data compiled by the Netlytic website, there are 3,440 perpetrators or Twitter accounts mediating #Prabowo. Based on these results, the closest link in the Prabowo hashtag study is the instrumental type. This is important because actors play roles and build relationships with other actors through special interests. One actor creates a relationship with another actor to satisfy his needs. Instrumental relationships have needs that must be met, and actors are intentional in entering into these relationships.



In the distribution of information on the hashtag "#Prabowo" of course there is distribution or transfer of data which produces a network pattern that is represented in the Netlytic and Gephi applications. The distribution of information using the hashtag "#Prabowo" has 3 things that are obtained from the internet: (1) The Twitter social network has a network pattern that is recalled using the Netlytic and Gephi applications. (2) The reply, retweet and like features as well as trending topics on social media Twitter are information distribution features that can be distributed quickly through the Netlytic and Gephi applications. (3) The Internet allows public and private transmission. The findings were dissected and analyzed using the Netlytic web. Using the hashtag #Prabowo submitted on social media Twitter from March 28, 2023, to April 4, 2023, researchers found a total of 2,500 posts that used the hashtag #Prabowo. On the Netlytic web, a circle graph is drawn indicating the percentage generated.

In the network elements that exist in hashtag #Prabowo, the five elements do not show significant results. If you look at the results of the diameter, the recorded distance reaches as many edges as possible. The findings from the density and reciprocity elements show a lack of interaction between nodes and no reciprocal markers between actors. The centralization and modularity elements also show the same number. This shows that there is not yet a very central role of actor or account that plays a role in building the #Prabowo hashtag.

### 3.3. Interact Can Only Reach 106 Other Nodes

The type of relationship that appears in research on hashtag #Prabowo is a directed relationship (has direction) and is asymmetrical because there is only one dominant actor. The types of relationships that exist in this study are included in the type of instrumental relations.

Based on what the researchers have described above. Overall, the role of hashtag #Prabowo that has been shared through social media Twitter, all of them fulfill the elements or components in Wood and Smith's CMC theory, namely (a) Package Switching, (b) Interactive, (c) Synchronity, and (d) Multimedia. If drawn in this theory, the entire presentation of the data that the researcher has described above can be proven as follows:

- a. The communication network built on social media Twitter with the role of hashtag #Prabowo is included in components (a) Switching Packages and (c) Synchronity. As it is known that packet switching is a way of sending messages in the form of information by separating long messages into units that are smaller but of a fixed size. The hashtag function apart from being a form of tweet, hashtag #Prabowo also functions as a shorter message but with the same goal, one of which is as a campaign for political actors on social media Twitter.
- b. The hashtag #Prabowo is also included in category (b), namely Interactive, and (d) Multimedia. The combination of systems between social media Twitter, Netlytic, and Gephi software is able to process data into a graph, text, or diagram so that the three of them can integrate with each other.

The findings on these five elements have an impact on the value or number of at least nodes in each cluster. Each cluster is only filled with a maximum of three to four nodes. This also has an impact on the assessment of the total degree. In the total degree the first rank is the most frequent node hashtag or the hashtag #Prabowo is included in the category of one-way (Directed) relationships and is asymmetric in nature because of the regular relationship between the independent variable (independent) and the dependent variable (dependent) which tends to be one-way. An asymmetrical relationship in the field of Public Relations can be said to be a one-way relationship that is usually only carried out by supporters or politicians, without any reciprocal relationship.

### 3.4. Contest for the 2024 Republic of Indonesia Presidential Candidates on Hashtag Social Media #AniesBaswedan

This study uses Twitter data from March 27 to April 6, 2023, which is then used as a dataset. The data collected is account, date, time, *tweet*, *retweet*, *mention*, as well as *reply*, with the hashtag #AniesBaswedan. Based on predetermined time brackets, Netlytic recorded 2204 messages or tweets with the hashtag #AniesBaswedan. Besides that, *nodes* in this study amounted to 1455 and *edges* 1520. From this data, it can be seen that there are 1520 interaction relations that form the pattern of the presidential candidate's communication network with hashtag #AniesBaswedan. The following are the results of the data collection:

Graph Type:	Directed
# of Nodes:	1455
# of Edges:	1723

Figure 9. Nodes & Edges

Source: Gephi.0.92

Based on the data that has been examined, this research includes the type of relationship two mode, i.e. network with actor or node from different account types. In other words, there are not only individuals, but also official institutions involved in the network (Bakry, 2020). It is known that the actors who play a role in this problem are individual account owners and there are also actors from a community or official institution such as @Metro\_tv.

### 3.5. Communication Network Structure

The structure of the communication network for presidential candidate #AniesBaswedan including all actors and the relationships between actors that occur in the network are shown in the following sociogram:

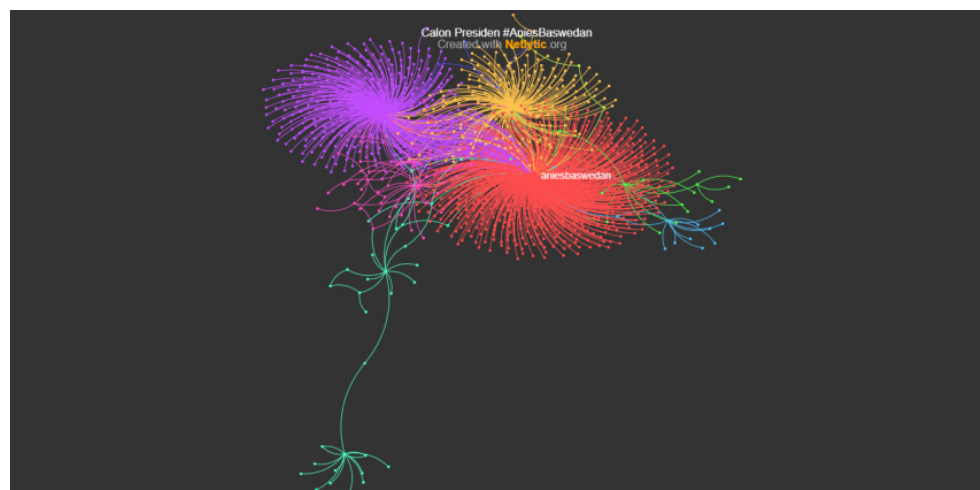


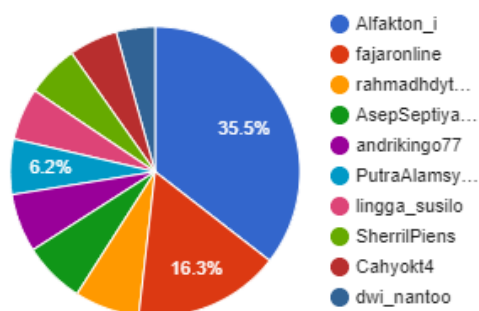
Figure 10. Structure of the Communication Network in #AniesBaswedan

Source: netlytic.org

An overview or description of the discussion of the presidential candidate #AniesBaswedan can be understood using three parameters. First, the network density is intact, which describes the intensity of the relationship that exists between political actors. Second, the diameter and distance which informs about the farthest and average distance for each actor to be able to connect with one another. Third, the density of the ego network which aims to show the cohesiveness or strength of the relationship between actors in the network.

In addition, from a total of 2,204 messages or Tweets within a week, there were 1,455 accounts that were active in spreading the message. From the results of the

**Figure 11.** User Twitter Account Data #AniesBaswedan



Source: netlytic.org

data diagram above, it can be seen that the actors with the distribution hashtag the biggest #AniesBaswedan is @Alfakton\_i with 35.5%, followed by @fajaronline 16.3%, @rahmadhdyt..., and several other Twitter accounts.

Within the #AniesBaswedan network, several elements were found, viz *diameter*, *density*, *reciprocity*, *centralization*, and *modularity*. The function of the diameter in the Netlytic network is to see the closest and shortest or farthest steps between two network participants. The purpose of this step is to show the size of the network by calculating the number *node* that must be reached from one side to the other.

Based on the research that has been conducted by researchers, the following results are obtained:

- First, quantity *diameter* found on *hashtag* #AniesBaswedan is 13 in diameter. This means that there are as many as 13 *edges* which is the distance between one node and another node.
- Second, the state of the network is not so much characterized by value *density*, which is small, namely 0.000800. The data shows if people are using *hashtag* #AniesBaswedan has minimal interaction with one another.
- Third, value *reciprocity* which shows the number 0.007989. Element *reciprocity*, this has a function as a marker of reciprocity between participants with one another. That way it can be concluded that reciprocity between participants is almost non-existent.
- Fourth are the elements *centralization* which amounts to 0.277600. This means that the role of one actor is centralized in *hashtag* #AniesBaswedan is very little.
- Fifth, elements *modularity* which serves as a determinant *cluster* if it finds an actor representing a different actor in the network. Level *modularity* is at 0.634400. This shows that the potential for interaction between actors in a network cluster is very small.

### 3.6. Network Relations

There are two types of relationships or tendencies in network relationships, namely direct relationships and indirect relationships. A direct relationship is a relationship that has a direct relationship direction (*directed*), with actors acting as senders and receivers of information. While the indirect relationship does not have a relationship direction (*undirected*), where two actors are considered to have the same role (Bakry, 2020).

Researchers get research results which show that the network relationships formed are direct or directed, namely actors acting as information senders are at the center of the network pattern, while actors who receive information are around it. This relationship model is characteristic of the wheel communication pattern.

Table 1 shows that there are 10 (ten) actors with values *degree centrality* the tallest. In this case, the account @aniesbaswedan is the actor with the highest dominance. Mark *degree centrality* and *In-Degree* obtained 766. In other words,

**Table 1.** Degree Centrality

No.	Actors	Degree	In-Degree	Out-Degree
1	aniesbaswedan	766	766	0
2	formasnu	372	369	3
3	metro_tv	184	178	6
4	dwi_nantoo	26	22	4
5	kuatbacacom	20	20	0
6	bos_sir	20	18	2
7	lembaharfak	14	9	5
8	ngabehi_pandu	14	2	12
9	siregar_najeges	12	10	2
10	jagareformasi	12	0	12

@aniesbaswedan has 766 connections and 766 other Twitter users have also *mention*, *retweet*, and *reply tweet* account. As for value *outdegree centrality* what @aniesbaswedan got was 0, meaning that within one week the account had not been active *mention*, *reply*, as well as *retweet* other accounts.

**Table 2.** Closeness Centrality

No.	Actors	Closeness
1	Aniesbaswedan	1.0
2	metro_tv	1.0
3	ngabehi_pandu	1.0
4	siregar_najeges	1.0
5	alkarz_5	1.0
6	memorysongs2023	1.0
7	anies_relawan	1.0
8	samuder53291026	1.0
9	indonesianies_	1.0
10	irfanwahidi60	1.0

From [Table 2](#), there are 10 actors who have value *closeness centrality* of 1.0. This indicates that the 10 actors shown have an affinity with other actors. The closer the value *closeness centrality* to 1.0, the closer the actor is to other actors in the network. So, when an account uploads a tweet or information, it will spread quickly.

**Table 3.** Betweenness Centrality

No.	Actors	Betweenness
1	metro_tv	1044.8
2	aniesbaswedan	647.3
3	dwi_nantoo	145.0
4	bos_sir	74.0
5	anies_relawan	51.0
6	lembaharfak	37.0
7	siregar_najeges	24.0
8	ngabehi_pandu	22.0
9	infoanies	15.0
10	aniesmania	13.0

Based on [Table 3](#), the centrality of the actor's intermediary with the highest value is occupied by the account @metro\_tv with a total of betweenness of 1044.8. This proves that @metro\_tv is an actor that influences the dissemination of information or a key actor and acts as a link. This means that every hashtag #AniesBaswedan used by other actors has previously gone through @metro\_tv first. Then *rate betweenness centrality* the next highest are @aniesbaswedan and @dwi\_nantoo with scores of 647.3 and 145.0 respectively. This proves that the account can be an account that acts as a liaison for other accounts in the #AniesBaswedan hashtag network. It can be said that the three accounts mentioned earlier are accounts that know various important information regarding the candidacy of #AniesBaswedan in the 2024 Presidential Election, so that the three actors can filter information that is adjusted to other actors.

#### 4. Conclusion

Based on the results of the research and discussion that the researchers have described above, in this research that dissects the role of hashtag #Prabowo and #AniesBaswedan, researchers can draw several conclusions, namely: first, communication networks and campaign movements and support for Prabowo as a presidential candidate in Indonesia through hashtag #Prabowo has proven to be distributed on Twitter social media. However, when referring to the findings above, the role of hashtag is included in the fairly strong category. Hashtag or the hashtag #Prabowo is included in the category of one-way (Directed) relationships only carried out by supporters or politicians only, without any reciprocal relationship.

Second, based on the results of #AniesBaswedan's research, it can be concluded that the value *degree centrality* high actors become the most influential actors in the dissemination of information and act as the main actors in a network. In this case, the account that acts as a key actor is @aniesbaswedan. In addition, the relationship between actors in this network is very close so that information spread in the communication network moves very quickly. The type of relationship used in the research is *two modes*, in which there are different actors and different account classifications. The relationship in research is asymmetrical, where the information shared hardly requires feedback to the main actors. The network relations that occur in this study are direct, which means that the relationship has a relationship direction, where there is an actor who acts as a sender of information at the center of the network pattern. The results of the research provide information as a political literacy process for presidential candidates. This has proven to be effective in seeing the relationship between political actors in the dissemination of information on social media which continues to develop and for public knowledge.

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