

Unveiling public sentiment towards misogyny in the film a slightly different in X

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Abstract

After a few weeks of the airing of the movie "Agak Laen", a lot of people are discussing about the topics of misogyny in this movie on X or what used to be known as Twitter. This study aims to analyze the communication network and public sentiment towards the topic of misogyny in the film "Agak Laen" on X social media platform. Through the Social Network Analysis (SNA) method with a descriptive quantitative approach, researchers identified the communication as well as interaction patterns among social media users. Then, researchers collected the data using Tweet-Harvest with a Twitter connection using Tweet Auth and analyzed the obtained data using a python programming language built on the Google Colab platform. Afterwards, researchers processed the data using Gephi version 0.10.1 and Netlytic. The results of sentiment analysis towards 55 Tweets showed the majority of neutral sentiments, indicating that public discussions related to the topic of misogyny in the film "Agak Laen" tended to be less emotionally intense. The research also found that the X-user account @runiarumndari served as the key actor with the most interactions.

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INTRODUCTION

To convey a story in depth to a general audience, complemented by audiovisuals, one mass communication medium that can be used is film. According to Baran (in Asri, 2020), film is a way to convey a message or story through audiovisual communication. The manifestation of real life conveyed through this communication medium can immerse the viewer in the film's time and space and influence their perception.

In film production, a writer typically crafts a film based on social realities or real-life experiences, projected onto the big screen. Thanks to its ability to tell a story through audiovisual means, film is not only used as a medium for entertainment but also as an effective medium for disseminating messages, ideas, or agendas to the general public. In conveying messages in this communication medium, the expression is not only through dialogue between characters or verbal communication, but also through aesthetic aspects such as imagery or non-verbal communication (Asri, 2020).

In line with the previous statement, Devitto (in Mustofa, 2022) argues that mass communication itself functions to convince, intoxicate, bestow, and create a sense of unity and status through privatization and social relations. Mass communication messages are distributed regularly and on a schedule to a wide audience, such as daily or monthly. The process of creating messages in mass communication cannot be produced by individuals alone but must be carried out through institutions that use specialized technology or adequate capabilities. Therefore, mass communication is generally carried out by the film industry (Romli, 2016).

Based on the previous explanation, audiences are required to be more critical when watching films. Many of us interpret a film based on our own perspectives, whether we like it or not, and judge its goodness or badness. Our views on the film can be seen as an ideology that conveys the story, enabling the public to understand the message the film is trying to convey. One story or idea depicted in the film is discriminatory acts against women, a phenomenon that occurs all around us and is closely related to misogyny.

The use of misogynistic and sexist language reflects a more complex social problem of gender inequality and discrimination against women. Such language not only contributes to a culture of demeaning and hostility toward women, but also normalizes and reinforces harmful gender perceptions and stereotypes. When these actions become normalized, individuals can cultivate and act on these negative attitudes, potentially leading to behaviors that harm and oppress women.

In February 2024, the film "Agak Laen" premiered, starring Bene Dion, Oki Rengga, Indra Jegel, and Boris Bokir. The comedy-horror film, directed and written by Muhadkly Acho and produced by Imajinari, tells the story of Boris, Jegel, Bene, and Oki, who run a haunted house business at a night market. However, an incident occurs at the haunted house, stemming from their efforts to increase the number of visitors. The film became the second highest-grossing film in Indonesia, with an audience of over nine million (Riandi, 2024).

In the film "Agak Laen," there is a female character who becomes a mistress or in this film is referred to as "pelakor" (homewrecker) of a crucial character in this film and this female character is looked down upon by the characters in this film and the audience. On social media X or formerly known as Twitter, the topic of misogyny in the film "Agak Laen" received a lot of attention. Through this story, the audience judged that female characters like in the film "Agak Laen" received behavior and perceptions that they did not

deserve. So from the controversy that arose in X, the topic of misogynism in the film "Agak Laen" became a trending topic after several weeks of screening.

Pelakor is an abbreviation of "perebut laki orang" (a man snatcher). This term has negative connotations and places the blame and responsibility for infidelity on the woman, regardless of the man's role in the relationship. In a sexist context, the term "pelakor" contributes to reinforcing discrimination and prejudice by portraying women as the primary instigators of infidelity and immoral individuals. It also reinforces the idea that women are responsible for maintaining the sanctity of marriage and should be held accountable for any breach of fidelity, while men often do not receive the same scrutiny or condemnation for their actions (Mustakim, 2019).

The existence of social media like X has intensified public communication activities and increases the potential for topics to become trending. In previous research, Fuchs & Schafer (2020) analyzed cases of online verbal harassment on X targeting four female politicians in Japan: Renho, Tsujimoto Kiyomi, Yamao Shiori, and Koike Yuriko. The challenges faced by these four politicians were significant, as they faced oppression, verbal abuse, and public pressure in political discourse. This phenomenon was made possible by the anonymity provided by social media platforms, which opened up opportunities for individuals to freely engage in such actions.

Another case related to the topic of misogyny in X can also be reviewed in research conducted by Blake et al. (2021), researchers attempted to determine the correlation between misogynistic attitudes expressed in X and incidents of domestic violence reported to the Federal Bureau of Investigation (FBI). In this study, researchers obtained data on conversations about misogyny in more than 400 areas in 47 states of the United States between 2013 and 2014. From the results of the researchers' analysis, a positive correlation was revealed between misogynistic conversation data on social media and violence against women in the real world. This correlation suggests that behavior on social media, particularly the use of misogynistic language and attitudes, can be linked and has the potential to contribute to acts of violence targeting women in the real world.

Data from We Are Social (2024) states that, social media X has a number of active users in Indonesia reaching 27.5 million as of October 2023. The massive number of users of X is a sign that social media X is a social media platform that is popular with the Indonesian people. Even globally, Indonesia is the fourth largest number of X users, after India with a total of 30.3 million X users. This social media platform owned by Elon Musk

ranks itself 12th as the platform with the most users in the world, following the Snapchat, Douyin, and Kuaishou platforms.

The topic of misogyny in the film *Agak Laen*, which is volatile in X with a massive number of X users, makes researchers interested in analyzing the communication network in X. Researchers will use a social network analysis and sentiment analysis approach by conducting a study of communication network patterns, key actors in the communication network, and the role of actors on social media.

Referring to the previous explanation regarding the topic of discussion in X regarding misogyny in the film *Agak Laen* and the results of analysis from previous research, the main problem of the research can be formulated, namely how the pattern of communication networks and public sentiment in conversations in X related to the topic of misogyny in the film *Agak Laen*. The researcher obtained 55 conversation data in X related to the topic of misogyny in the film *Agak Laen*, with the data collection time span starting from when this topic was trending, namely on February 19, 2024 to March 3, 2024.

LITERATURE REVIEW

Social media

Social media is one form of new media, used as a platform for storytelling and providing an ideal space to fulfill the human need for interaction. Social media can also bring groups of people together, which is useful for collaboration, creating memories, and meaning (Quesenberry, 2019). In line with this definition, Scott (2010; 38) argues that social media provides everyone with a way to share ideas, content, thoughts, and social interactions online. The human need for social media as a communication platform has made social media application developers compete to create features that support their users to communicate optimally on their platforms. Features like liking, commenting, saving, and sharing content can open up opportunities for users to engage in extensive communication. Similar features exist in app X, where a discussion topic can spread, reach many users, and generate significant interaction, potentially becoming a trending topic for a short period of time.

Social Network Analysis

Social Network Analysis (SNA) is an analytical method used to understand the structure of social relationships between individuals or entities within a system. SNA focuses on the connections between actors (nodes) within a network, identifying patterns, strengths,

directions, and roles of individuals within the network. Through graphical representation, SNA depicts and analyzes interactions among actors within a social network (Hadiana & Witanti, 2017). Borgatti et al. (in Hadiana & Witanti, 2017) argue that SNA is the study of social structures using network and graph theory. This approach facilitates the identification of key actors, the measurement of individual centrality within the network, the discovery of emerging groups, and the understanding of information and resource flows within social networks.

By using graphical methods, SNA is able to provide visualization and analyze the interactions between nodes within a social network. This allows for the identification of patterns, strengths, and direction of relationships, and the roles of individuals within the network. Through this analysis, it is possible to understand the flow of information and interactions among network members, as well as to gain a deeper understanding of the existing social structure.

Misogyny

Misogyny refers to a deep-seated hatred or contempt for women. It manifests itself through disrespectful, hostile sentiments and attitudes, and sexist narratives, such as demeaning and objectifying women, perpetuating gender stereotypes, and promoting unequal power dynamics between men and women. Misogynistic attitudes are associated with sexual and physical aggression toward women, and studies generally show a correlation between holding hostile views toward women and engaging in violent behavior toward them (Leone & Parrott in Blake et al., 2021).

In accordance with the previous statement, it is often found in social reality that there is a perception and phenomenon of objectification of women as weak and powerless creatures, attitudes or actions that are usually expressed in the language of sexism. According to Mills's view (in Laksmi and Rajeg, 2023), he emphasized that sexism, like racism and other forms of discrimination through language, is rooted in greater social power and widespread power inequality. Sexism can refer to prejudice, stereotypes, or discrimination based on a person's sex or gender. This involves different or unfair treatment of someone because of their sex, which often prioritizes one sex over another (Mustakim, 2019).

METHODS

The researcher applied the Social Network Analysis (SNA) method to visualize the communication network and identify influential actors, with the object of the research being

the discussion about misogyny in the film *Agak Laen* on social media X. The researcher applied a descriptive quantitative approach to conduct content/text analysis on the communication network that occurred.

In this study, the data collection process uses Tweet-Harvest with a Twitter connection using Tweet Auth and data analysis obtained using the python programming language built on the Google Colab platform, with continued data processing on the Gephi application version 0.10.1 and a web-based application, namely Netlytic so that researchers can find out interaction patterns in communication networks.

Through the previous process, researchers were able to identify the network chain structure based on user X's account name and generate useful data for analysis at the system and actor levels. This research consisted of six stages: problem identification, primary and secondary data collection, data processing, communication network modeling, network analysis, and conclusion drawing.

RESULTS AND DISCUSSION

On the topic of discussion regarding misogyny in the film *Agak Laen*, for approximately 2 weeks it became a trending topic on platform X. The data obtained by researchers from X through the SNA method using python tools, with a data collection period starting from February 19, 2024 to March 3, 2024, showed a total of 25 datasets from 55 comments with 37 actors and 25 networks.

Figure 1 is the visualization result of data obtained by researchers using the Gephi application version 0.10.1 with the Fruchterman Reingold layout. It can be identified that there are 25 networks formed in the discussion about misogyny in the film *Agak Laen* di X, while there are several actors who do not form a network because these actors do not interact with other actors. In addition, actors who are included in the same cluster are identified by the same color. The spread and effectiveness of a message delivered online can be measured through the network structure. This can be reviewed in the following table.

Identified through Table 1, the researcher obtained the results of the size analysis from the data obtained, namely with 37 nodes and 25 edges. The positions of actors in a communication network are represented by nodes, while edges represent the relationships between nodes in the form of lines (Hanneman & Riddle in Bratawisnu & Alamsyah, 2018). Through this understanding, the number of actors in the communication network that occurs can be identified as 37 actors with a total of 25 relationships or interactions.

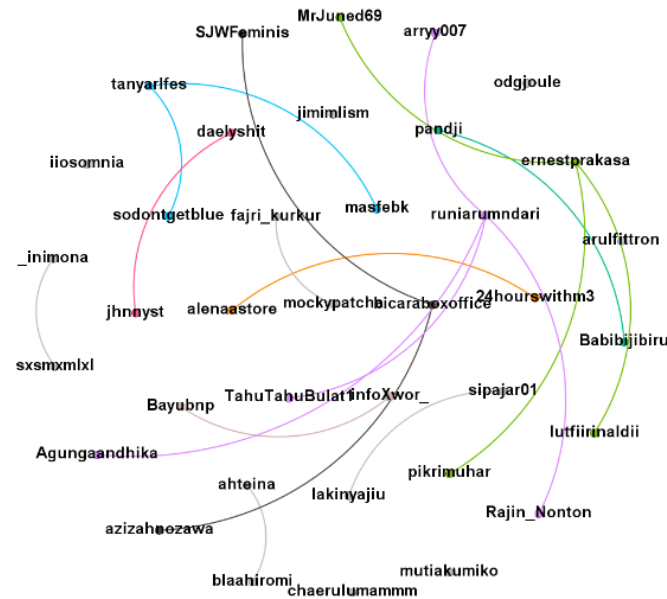


Figure 1. Visualization of the Communication Network of the Topic of Misogyny in the Film Agak Laen di X
Source: Gephi 0.10.1, 2024

Table 1. Network Structure

| Analysis | Data |
|----------------|------------------------|
| Size | Nodes: 37 Edges: 25 |
| Diameter | 1 |
| Density | 0.018270 |
| Reciprocity | 0.000000 |
| Centralization | 0.043260 |
| Modularity | 0.802100 |

Source: netlytic.org, 2024

Researchers then analyzed the communication network diameter, and identified that the diameter of the communication network was 1. According to Jackson (in Bratawisnu & Alamsyah, 2018), diameter is the greatest distance between two or more actors in a network. It is assumed that networks with a small number of actors have fewer interaction steps, while networks with a large number of actors have larger interaction steps (Joviansyah et al., 2023). Therefore, it can be concluded that with a diameter value of 1, interaction between actors in a communication network can easily occur.

Other aspects of network structure analyzed by researchers include density and reciprocity. The researchers obtained a density value of 0.018270 with a reciprocity value of 0.000000. Density is the density of relationships that indicate the intensity of communication between nodes in a network. The higher the value, the denser the interaction within the

network. Meanwhile, reciprocity is the value of the interaction between actors, whether it is one-way or two-way. The closer the value is to one, the more likely it is that the interaction is two-way, meaning each actor interacts with the other (Utami et al., 2021). Based on the values obtained, it can be concluded that the interaction within the communication network is not dense, and each actor does not interact with each other.

Researchers also identified a centralization value that is useful for determining which actors have the most important role in a communication network, so that researchers are able to identify the degree of centrality of a person in the network (Mincer & Niewiadomska-Szynkiewicz in Bratawisnu & Alamsyah, 2018). This degree is able to measure the interaction relationship between actors that spreads to many actors or is only centered on certain actors, researchers obtained a value of 0.043260 and concluded that the interaction relationship spreads to many actors.

Furthermore, the researchers obtained a modularity value of 0.802100 from the analysis of the communication network structure. This value is useful for identifying actor groupings within communication network clusters (Eriyanto in Utami et al., 2021). According to Joviansyah et al. (2023; 8), a modularity value greater than 0.5 indicates the absence of a dominant actor in a communication network and the presence of other conversations outside the main cluster. Therefore, it can be concluded that in the communication network that occurs, there is no dominant actor and there are other conversations outside the main cluster.

Utilizing data processing in Netlytic which is visualized in Figure 2, the researcher identified the top 10 words frequently used in communication networks with discussion topics regarding misogyny in the film *Agak Laen di X*. The words identified include Pelakor, Laen, Film, Aja, Emang, Nonton, Disabilitas, Karakter, Bodoh, and Orang. Next, the researcher visualized the word cloud form of words frequently used in communication networks with discussion topics regarding misogyny in the film *Agak Laen di X*.

The word cloud results in Figure 3, visualized by the researcher, can be classified in a sentiment analysis with positive, negative, or neutral sentiment results. Through the results of the researcher's data processing using the Python programming language built on the Google Colab platform, it can be identified that public sentiment is dominated by neutral sentiment, compared to negative and positive sentiment. The graph in Figure 4 can show that there are 51 Tweets with neutral sentiment, then there are three Tweets with negative sentiment, and only one Tweet with positive sentiment.

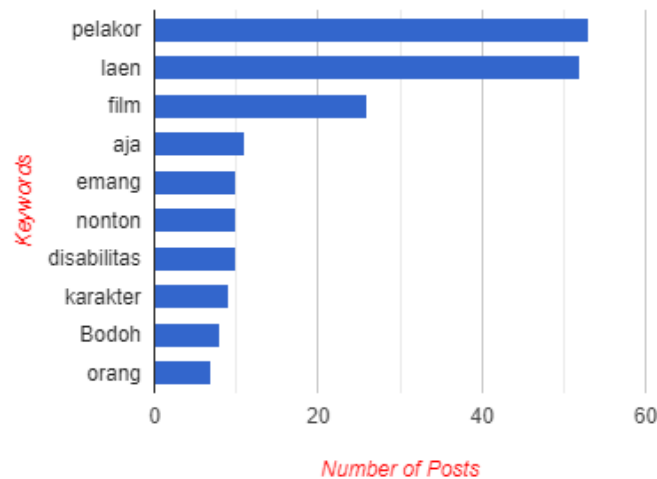


Figure 2. Top Words on the Topic of Misogyny in the Film Agak Laen di X
Source: netlytic.org, 2024



Figure 3. Word Cloud VisualizationThe Topic of Misogyny in Films is a Bit Different in X
Source: Researcher Data Processing, 2024

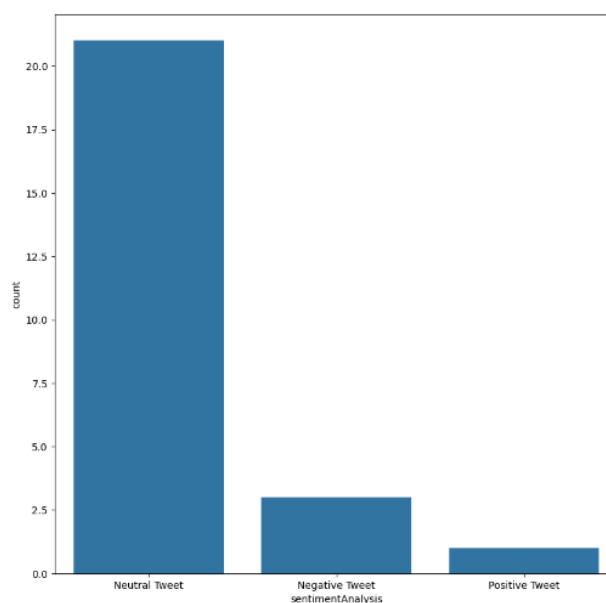


Figure 4. Sentiment Analysis GraphonThe Topic of Misogyny in Films is a Bit Different in X
Source: Researcher Data Processing, 2024

The involvement of actors in the communication network on the topic of misogyny in the film *Agak Laen di X* can be identified through centrality measurements. To determine key actors in the communication network, researchers identified them through two indicators: degree centrality and betweenness centrality. A higher degree centrality value indicates a greater number of relationships the actor has, thus influencing other accounts (Utami et al. in Bratawisnu & Alamsyah, 2021).

Table 2. Degree Centrality

| Account | In-degree | Out-degree | Degree |
|----------------|-----------|------------|--------|
| @runiarumndari | 0 | 4 | 4 |
| @ernestprakasa | 0 | 3 | 3 |
| @tanyarlfs | 0 | 2 | 2 |
| @arulfitron | 1 | 1 | 2 |
| @jimimlism | 1 | 1 | 2 |

Source: Gephi 0.10.1, 2024

Table 2 shows the results of the researcher's analysis of degree centrality with the highest value in the communication network. An indicator for identifying influential actors can be seen from the higher number of in-degrees compared to out-degrees. Nodes or actors with high in-degree values indicate that they are frequently mentioned, reshared, or responded to by other actors. Conversely, high out-degree centrality values indicate that the actor frequently mentions, reshares, or responds to other actors. Actors with high out-degree centrality values are highly active users on Twitter, but this does not necessarily mean they frequently post their own Tweets (Utami et al., 2021). In Figure 5, the researchers also visualize the degree centrality of the communication network.

The actor with the highest degree value is @runiarumndari which reaches a value of four, this shows that @runiarumndari is a key actor in the communication network that occurs as evidenced by the number of relationships it has as many as four relationships. Next, in second place is @ernestprakasa with a number of relationships as many as three, followed by @tanyarlfs, @arulfitron, and @jimimlism with a number of relationships as many as two each. In addition, table 1.2 also states that @runiarumndari, @ernestprakasa, and @tanyarlfs have a very active level of interaction with other users as evidenced by high out-degree values, but they are not seen as actors who are mentioned or responded to by other actors. Meanwhile, for @arulfitron and @jimimlism, they have an in-degree and out-

degree value of one each, this indicates that they participate in interactions and are responded to by other actors.

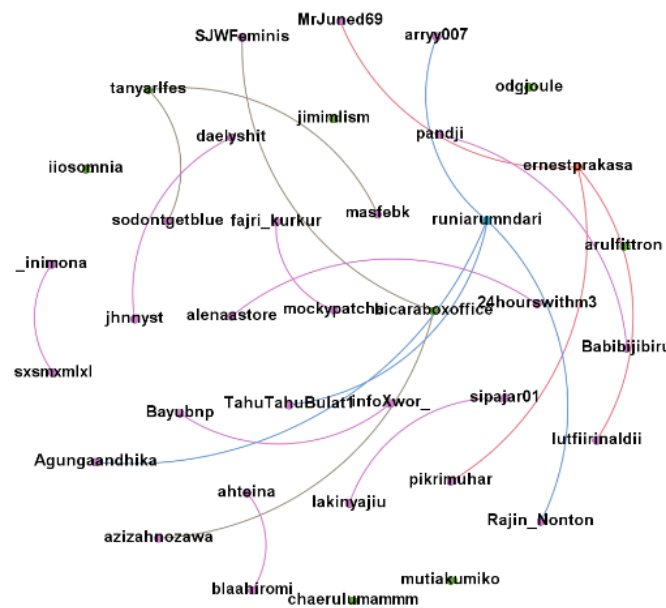


Figure 5. Visualization of Degree Centrality on the Topic of Misogyny in the Film Agak Laen di X
Source: Gephi 0.10.1, 2024

Researchers also identified betweenness centrality in the communication network. This indicator is used to identify the position of nodes as information intermediaries between one actor and another. The actor with the highest value holds a crucial position in a communication network because it acts as a liaison between different groups and can control and manipulate information. However, in the communication network that occurred, researchers identified all actors with a value of 0.0, indicating a closed group segmentation, so that each group does not interact with other groups.

CONCLUSION

The film "Agak Laen" succeeded in creating a trending discussion topic on the social media platform X for approximately 2 weeks. This shows that the film has a significant impact in generating conversations and interactions among social media users X. Through the Social Network Analysis (SNA) method, researchers succeeded in identifying communication and interaction patterns between social media users related to the topic of misogyny in the film "Agak Laen", with 37 actors and a network formed of 25 networks. Researchers used several methods to conduct data analysis, namely by using the python programming language built on the Google Colab platform, followed by data processing on

the Gephi application version 0.10.1 and a web-based application, namely Netlytic so that researchers can find out the visualization and interaction patterns in the communication network.

In the communication network that occurred, the researcher identified several findings. The researcher concluded that public sentiment tends to be neutral towards the topic of misogyny in the film *Agak Laen*, through data processing and word cloud visualization, the researcher managed to identify the top 10 words frequently used in the communication network, such as *Pelakor*, *Laen*, *Film*, *Aja*, *Emang*, *Nonton*, *Disabilitas*, *Karakter*, *Bodoh*, and *Orang*. Sentiment analysis also showed that of the total 55 Tweets analyzed, 51 Tweets had neutral sentiment, while only 3 Tweets had negative sentiment, and 1 Tweet had positive sentiment. Thus, the results of the sentiment analysis indicate that the majority of the public involved in the discussion about misogyny in the film *Agak Laen* in X tend not to show extreme sentiment, either positive or negative. This indicates that the topic may still be in the realm of neutral discussion or has not yet elicited a strong emotional reaction from the public.

The next identification is in terms of the actors in this communication network. There is a user account X named @runiarumndari as a key actor in the communication network that occurs, evidenced by the number of relationships it has is greater than other actors. Then, the researcher also found that user accounts X named @runiarumndari, @ernestprakasa, and @tanyarlfe have a very active level of interaction with other users as evidenced by a higher out-degree value than other actors, but they are not seen as actors who are mentioned or responded to by other actors. Meanwhile, user accounts X named @arulfitron and @jimimlism have a greater in-degree value than other user accounts X with a smaller out-degree value, this indicates that they participate in interacting and being responded to by other actors in the communication network.

Another aspect of the communication network that researchers identified was the network diameter value of one, indicating that interactions between actors in the communication network are relatively easy to occur, considering that the furthest distance between two or more actors in the network is not too large. Then, the low density value of 0.018270 indicates that interactions in the communication network are not too dense, so the intensity of interaction between nodes in the network is relatively low. Furthermore, the reciprocity value approaching zero indicates that interactions between actors tend to be one-way, with little or no two-way interaction between actors. Then, the low centralization value

of 0.043260 indicates that interaction relations in the network are spread across many actors, without any actor having the most dominant role. Continued with the identification of a high modularity value of 0.802100, indicating the grouping of actors in communication network clusters, but without any dominant actor in a main cluster. Thus, the analysis provides an illustration that interactions in the communication network regarding the topic of misogyny in the film *Agak Laen* on social media X tend to occur in a distributed manner, with low interaction intensity, and the existence of actor groupings without the dominance of certain actors in the clusters formed.

This research is expected to serve as a reference or foundation for researchers wishing to conduct similar research, particularly those applying SNA and sentiment analysis methods. The authors suggest that future research expand the scope and analyze similar phenomena on other social media platforms to gain a deeper understanding of public sentiment regarding misogyny.

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