

The battle of hashtag on Twitter: Unraveling the pioneers of influence in social media marketing

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Abstract

This research aims to analyze Key Opinion Leaders (KOLs) in hashtag marketing campaigns on social media using Social Network Analysis (SNA) method. The study explores the social network formed in the campaign between #TimPakeSendok and #TimPakeTangan to identify influential users who play a significant role in the dissemination and reach of the campaign based on degree centrality, betweenness centrality, and eigenvector centrality analysis. The study finds that actors with many followers on Twitter tend to have high centrality levels, both in terms of degree centrality, betweenness centrality, and eigenvector centrality, indicating that they are actively connected to other actors in the network, act as effective intermediaries between other actors, and have meaningful connections with other influential actors in the network during this hashtag marketing campaign. However, the closeness centrality measurement indicates that actors with significant closeness centrality are those with fewer followers. Other findings show that sharing opinions and interacting with other users in the hashtag campaign create a sense of togetherness and affinity within groups with similar interests.

Keywords: KOL, twitter, social network analysis, social media marketing

Introduction

In contemporary marketing discourse, the phenomenon of hashtags in social media marketing has emerged as a prominent research area, reflecting the dynamic landscape of digital communication strategies. The evolution of marketing communication strategies, fueled by the pervasive utilization of digital media, has compelled marketers to adopt more innovative approaches to reach and engage with online consumers effectively. Hashtags, once merely a tool for categorization and indexing of content, have evolved into powerful instruments for amplifying brand messaging, fostering community engagement, and enhancing online visibility. Adamopoulos and Todri (2015) stated that brands participating in promotional events utilizing implicit or explicit advocacy on social media platforms generate significant abnormal returns in expanding the company's fan base. Moreover, the high audience base is believed to make social media a focal point for marketers.

Appel et al. (2020) indicated the potential of the available audience spending hours daily on various social media platforms, which has motivated marketers to utilize social media as a marketing channel. Consequently, social media has become an integral part of business activities for companies of various scales. Rugova & Prenaj (2016) emphasized that social media is among the crucial marketing tactics that help create new business opportunities and develop a stronger market position. By creating engaging content and interacting with users, businesses can raise awareness about their brand and attract potential customers (Permana & Kholisoh, 2023). As a result, in developed countries, social media is increasingly popular and widely used in the routine operations of numerous companies, including startups, small and medium-sized enterprises, and large corporations.

This research is driven by the rapid development of social media, particularly Twitter, as a communication and promotional tool employed by various businesses and organizations to enhance customer interactions, foster brand loyalty, and increase visibility through user-generated content, targeted advertisements, and virtual brand communities (Paquette, 2013). In marketing, Twitter as stated by Dirgantoro, Murtiningsih, and Juliarti (2023) is an effective platform to disseminate information and enhance brand awareness. Twitter also allows users to participate in conversations

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and deliberations on a wide range of topics, such as politics, the environment, and human rights. Through activities like retweeting, commenting, and the ongoing discussions on Twitter, conversations can develop and evolve as time goes on. However, creating an effective marketing campaign on Twitter necessitates the identification of key opinion leaders (KOLs) who can play a pivotal role in spreading and amplifying the campaign's reach. KOLs are individuals with significant influence in a specific community or industry and can serve as advocates or endorsers of products or services. In Wu's (2022) study examining the application of Key Opinion Leader Marketing by Chinese Makeup Brands, it was discovered that the utilization of KOL marketing can draw in more consistent consumer groups and bolster brand influence. This strategy facilitates prompt interaction and communication with college students. This study aims to identify KOLs in hashtag marketing campaigns on Twitter through social network analysis. Social network analysis will be utilized to analyze interactions among Twitter users and identify individuals or groups with substantial influence within the network.

The study analyzes the hashtag campaigns #TimPakeSendok vs. #TimPakeTangan as examples of hashtag marketing campaigns on Twitter. This hashtag was chosen because it is one of the most widely used hashtags, with 4,627 accounts utilizing it and a total tweet count exceeding 10 thousand tweets. The outcomes of this research are expected to provide valuable insights for businesses and marketers seeking to use KOLs in their social media campaigns effectively. Identifying KOLs can assist businesses and marketers in formulating appropriate marketing strategies and extending their campaigns' reach. Furthermore, this research aims to contribute theoretically to social network analysis and social media marketing.

According to Howard and Parks (2012), social media is a complex concept encompassing three elements: tools and infrastructure used to create and distribute content, the digital content itself (such as personal messages, news, ideas, and cultural products), and the individuals, organizations, and industries producing and consuming this content. However, as the use of social media evolves, this definition is considered inadequate by some. Carr and Hayes (2015) suggest a revised definition to capture the current state of social media better. They define social media as internet-based channels that allow users to present themselves selectively and opportunistically, either in real-time or asynchronously, to a broad or narrow audience. The value of social media comes from user-generated content and the perception of interactions with others.

As a significant social media platform, Twitter plays a significant role in shaping dynamic social networks. Features on Twitter facilitate the emergence and development of new discourses, including marketing campaigns. Hellebeek et al. (2014) state that in response to the rise of social media like Twitter, marketers actively incorporate social media into their strategies because it can enhance customer and user engagement. Moreover, Bate & Amrullah (2022) stated that social media is regarded as a suitable platform for self-expression because its users receive virtual support and encounter minimal boundary turbulence. Ultimately, this can lead to interpersonal relationships among users, as proposed by Laksana & Fadhilah (2021). Features on Twitter used by brands/companies to communicate with their audience include a. Tweet: Allowing companies to post text, images, videos, and links to their Twitter accounts. This is used to share news, promotions, and other content with the audience. b. Hashtags: Allowing companies to tag their tweets with specific keywords to make them discoverable to users searching for related topics. c. Twitter Ads: Allowing companies to promote their tweets to a specific target audience through Twitter ads. d. Direct Message: Allowing companies to communicate privately with their customers and address any issues or questions they may have. e. Twitter Analytics: Allowing companies to analyze their tweets' interaction and engagement and evaluate their campaigns' effectiveness. f. Twitter Lists: Allowing companies to categorize Twitter accounts related to their business and keep their tweets more organized.

Graph theory is a branch of mathematics that studies relationships between objects represented by nodes and edges that connect these nodes. It is used in various fields, including computer science, physics, systems theory, sociology, and social network analysis. In network analysis, graphs depict relationships between individuals or entities and analyze the social structures emerging from these connections. Graph theory provides mathematical methods for analyzing networks and evaluating characteristics such as centrality, connectivity, and isolated components.

According to Rosen (2019), graphs in social networks can be categorized as acquaintanceship and friendship graphs, influence graphs, and collaboration graphs. Acquaintanceship and friendship graphs illustrate whether individuals know each other. Influence graphs indicate whether specific individuals can influence the behavior of others. Finally, collaboration graphs model whether two individuals collaborate in specific ways, such as acting together in a film.

Graph theory is vital in communication studies, providing a structured framework for analyzing social networks by representing individuals as nodes and relationships as edges. It aids in examining network structures, identifying influential communicators through centrality measures, and understanding information flow dynamics. This approach also uncovers subgroups, cliques, and collaboration patterns, facilitating exploration of community formation and shared interests. Additionally, graph theory aids in visualizing complex social structures. In communication studies, it proves relevant for understanding influence dynamics, exploring collaboration patterns, and gaining insights into opinion and behavior shaping within social networks. Utilized in studies on student communication networks, graph theory helps analyze discussion dynamics, identifying centralized groups and communication behaviors (Chai et al., 2019). In social networks, it models relationships, offering a deeper understanding of interactions and influences. Researchers can quantify relationships, evaluate centrality, and analyze network characteristics crucial in communication studies (Majeed & Rauf, 2020).

Scott (2012) suggests that social network analysis regards individuals or groups as "nodes" and their relationships as "edges." The focus is on the patterns formed by these nodes and edges to evaluate their impact on individuals and organizations that are members of the network formed by intersecting lines. Social network analysis models social relationships by formally representing the ideas of interactions that form network connections. Treating social structure as a network is central to social network analysis.

Chiesi (2015) describes social network analysis as a set of techniques with a shared methodological perspective. This enables researchers to depict relationships between actors and analyze the social structures arising from these connections. The underlying assumption is that analyzing relationships between entities achieves a better explanation of social phenomena. This analysis is conducted by gathering relational data organized in matrix form. If actors are depicted as nodes and their relationships as edges between pairs of nodes, the concept of social network shifts from metaphor to an operative analytical tool that employs the mathematical language of graph theory and the assumptions of linear algebra matrices.

Several key concepts in social network analysis include: network, node, connectivity, centrality, isolated component, polarization, dynamic networks analysis, and community analysis. Hashtag marketing campaigns are strategies companies and organizations use to promote their brands, products, or services on social media platforms such as Twitter, Instagram, and Facebook using specific hashtags. A hashtag is a keyword or phrase followed by the "#" symbol that makes it easy for users to find and engage in conversations related to that topic. Campaigns typically involve creating a unique hashtag relevant to the brand, product, or service and encouraging customers and followers to use it when posting about the company or product. Marketing activities like advertisements, influencer marketing, email campaigns, and other marketing efforts usually support these campaigns.

Hashtag campaigns aim to increase brand awareness and engagement and drive more traffic to the company's website or social media pages. Naraine, Pegoraro, and Wear (2021) mention that hashtags have become a crucial strategy in digital marketing, anchoring online conversations. Conversations stemming from hashtag usage can consist of meaningful dialogues between users and brands and spontaneous one-time sentiments. Thus, hashtags can aid in forming online brand communities and be helpful for understanding and targeting key user segments.

Although research on key opinion leaders (KOLs) has been extensively conducted, there is a lack of studies specifically measuring the influence of central actors in social media based on centrality levels, especially in the context of social media marketing. Previous studies have tended to focus more on the general roles and influence of KOLs, without delving deeply into how the centrality levels of central actors in social media networks can affect the effectiveness of marketing campaigns. Therefore, there is an urgent need to fill this research gap by exploring the impact and

mechanisms of the influence of central actors in social media networks on key opinion leaders, especially in the marketing context. This research is expected to provide new and significant insights, both academically and practically, by offering reliable measurements related to the role of central actors in influencing consumer behavior through key opinion leaders on social media.

Method

The Social Network Analysis (SNA) method was employed in this research. As described by Chiesi (2015), Social Network Analysis is a quantitative research method that utilizes mathematical and statistical techniques to map and examine relationships among individuals or groups within a social network. The collected data can be measured and analyzed using statistical software to identify patterns or trends. The quantitative approach of SNA involves gathering data about connections between individuals in a network, such as who is connected to whom, the strength of connections, and connection patterns. Researchers can use this data to create visual representations of the network, such as graphs or matrices, and employ statistical techniques to analyze network structures, such as centrality measures, network density, or network statistics. This study focused on analyzing 10,000 tweets or content on Twitter containing the hashtags #MakanPakeSendok and #MakanPakeTangan, collected from January 8 to 16, 2023.

Data for this research were collected using a data crawling method. Sembodo, Setiawan, and Faisal (2016) revealed that data crawling is a phase in research aimed at collecting or downloading data from a database. The data collection for this study involved downloading data from the Twitter server, including user profiles and tweets, along with their attributes. The study utilized third-party software, namely Netlytic, to gather tweet and user data and user interactions related to the hashtag hashtags #MakanPakeSendok and #MakanPakeTangan. Netlytic is a text and social network analysis tool supported by a community that can automatically summarize and display public online conversations on social media platforms (Netlytic, n.d.). Additionally, the study employed the Gephi application to determine and visualize each account's centrality within the hashtag #100harikanjuruhan discourse.

Results and Discussion

The #TimPakeTangan vs. #TimPakeSendok Movement and the Formation of Social Networks

The hashtag duel between #TimPakeTangan and #TimPakeSendok represents a social media marketing campaign initiated by the Padang restaurant "Payakumbuah," owned by social media influencer and entrepreneur Arief Muhammad, in collaboration with IDNTimes, a multi-platform digital media company targeting young audiences, particularly millennials and Generation Z. The hashtags #TimPakeTangan and #TimPakeSendok were utilized on Twitter to support two different teams in a "duel" organized by IDN Times.

This duel involved @A_ZeeJKT48 from #TimPakeSendok and @Poconggg from #TimPakeTangan. The duel was sparked by a tweet from Zee, a JKT48 member, expressing her hope that her future partner would also eat Padang rice with a spoon. Arief Muhammad responded to this tweet with a challenge to determine the most effective and supported way of eating Padang rice, leading to the hashtag duel. The live broadcast of this duel took place via the IDN Live application on January 16th. However, the hashtags #TimPakeTangan and #TimPakeSendok echoed throughout Twitter timelines several days before the duel. Netizens were divided into two groups: those supporting eating Padang rice with hands versus those supporting eating with a spoon. Data crawling involving ten thousand tweets revealed that the usage of these two hashtags began on January 8th, 2023, and continued until January 16th, 2023.

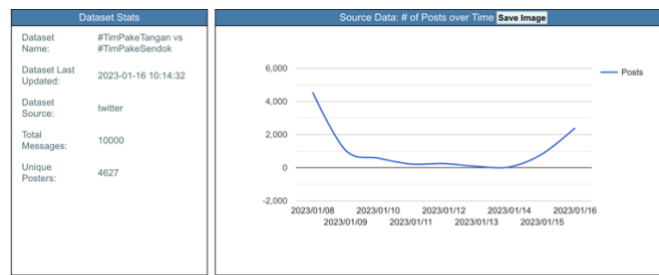


Figure 1. Tweet trend of #TimPakeTangan and #TimPakeSendok
 Source : Author

On the first day of the emergence of these hashtags, there were 4,550 tweets, but it tended to decrease over the next few days. The hashtag battles regained momentum on the duel day, January 16, 2023, with 2,399 tweets. The data above also indicates that 4,627 unique Twitter accounts fueled this hashtag battle on Twitter, generating 10,000 messages. Some accounts with the highest frequencies of posts related to this hashtag battle were @ackermenvibe with 47 tweets, @sensenaa_ with 34 tweets, and @veranda_ayana48 with 32 tweets.

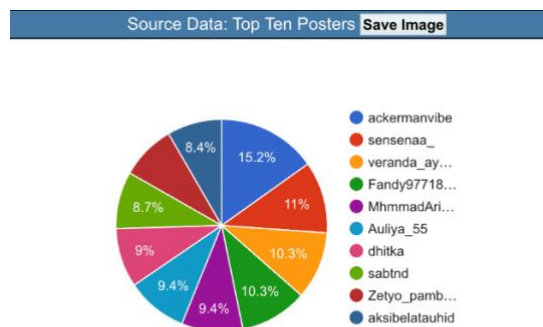


Figure 2. Account with Most Posts
 Source : Author

From this total of posts, several keywords were identified, including #TimPakeSendok with 8,020 posts, #TimPakeTangan with 4,833 posts, A_ZeeJKT48 with 3,118 posts, followed by several other words such as "padang," "sponge," "makan" (eat), "poconggg," "sendok" (spoon), and "BPJS." The discovery of these keywords indicates that the #TimPakeSendok hashtag, led by @A_ZeeJKT48, was more prevalent in driving the conversation during this hashtag duel.

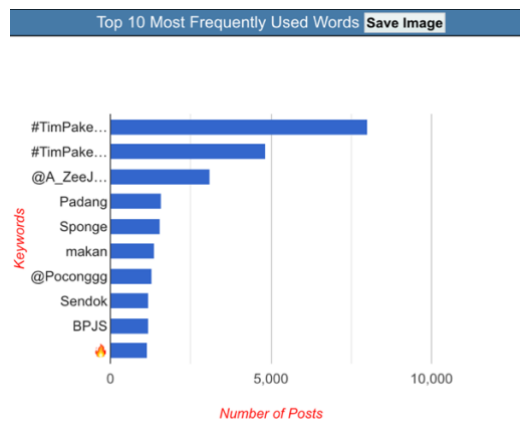


Figure 3. Dominant Keywords in the Hashtag Network #TimPakeTangan vs #TimPakeSendok
Source : Author

During the 8-day hashtag battle, the social network subsequently resulted in several dominant actors who became the main drivers of this hashtag marketing campaign. The visualization of the social network obtained from Netlytic indicates a relatively high dynamic within this network, mainly centered around several dominant accounts. Nevertheless, some clustering patterns emerged beyond these dominant actors with weaker relationship levels.

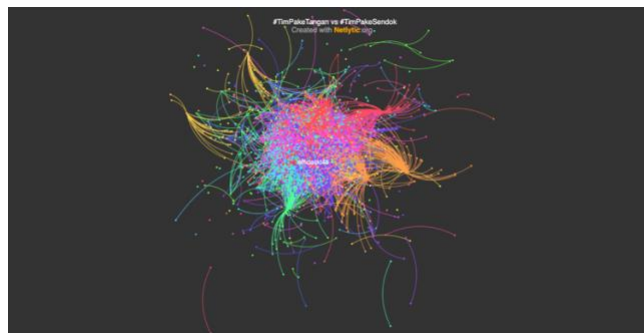


Figure 4. Network Visualization in the Hashtags #TimPakeTangan and #TimPakeSendok
Source : Author

Key Opinion Leaders in the #TimPakeTangan vs. #TimPakeSendok Hashtag Network

Egger (2016) describes KOLs as influential individuals who lead. They represent a small number of people with very deep knowledge on specific topics or with exceptional expertise in particular fields. Key Opinion Leaders (KOLs) are individuals with significant influence and authority within a social network. Dewi, Yudhoatmojo, and Budi (2017) emphasized the significance of identifying opinion leaders for understanding the users who have a significant impact in promoting a particular issue. KOLs often can impact the opinions, behaviors, and actions of those around them. Social network analysis involves mapping and understanding relationships among individuals or entities within a social network. A social network consists of nodes representing individuals or groups and edges reflecting the connections between these nodes. Thus, in the context of social network analysis, key opinion leaders are actors who tend to have high centrality within the social network. Centrality measures to what extent a node is connected to other nodes in the network. KOLs usually represent nodes with numerous connections to other nodes. This study measures actor centrality using degree centrality, betweenness centrality, eigenvector centrality, and closeness centrality analyses.

Degree Centrality

Degree centrality measurement is utilized to identify actors or nodes in the network that have the highest number of connections to other actors in the network, whether in the form of in-degree centrality or out-degree centrality. Based on in-degree centrality, the account with the highest centrality level is the @officialjkt48 account, totaling 984. This signifies that there were 948 posts directed towards the @officialjkt48 account. Meanwhile, the account with the highest out-degree centrality is @dhitka, with a total of 26, indicating that this account created 26 posts directed to other accounts within this network.

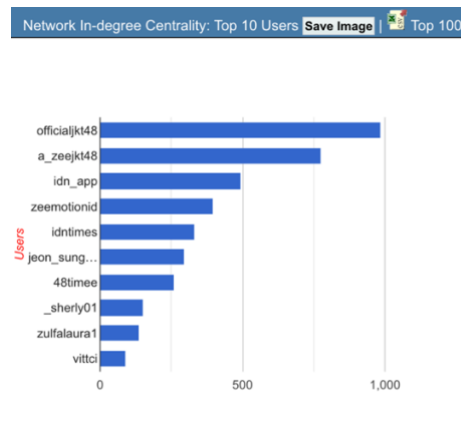


Figure 5. Account with the highest In-Degree Centrality
Source : Author

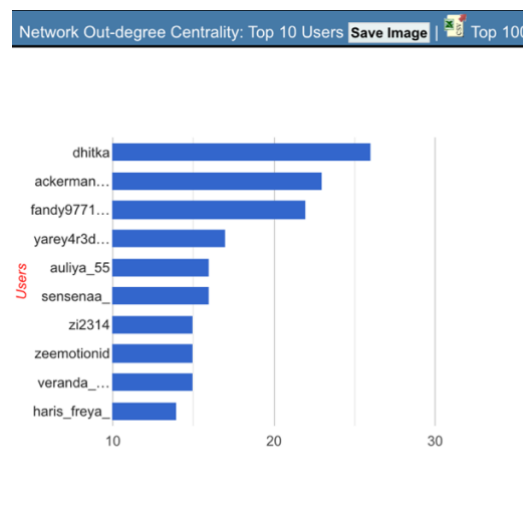


Figure 6. Accounts with the Highest Out-Degree Centrality
Source : Author

Based on degree centrality, which represents the overall centrality measure, several accounts were identified as the most central actors in this analysis. These actors are essentially accounts with a large following on Twitter, such as @officialjkt48, @a_zeejkt48, @idn_app, @zeemotionid, and @idntimes.

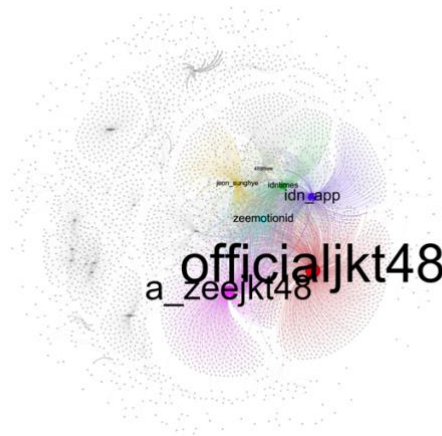


Figure 7. Visualization of Degree Centrality

Source : Author

Betweenness Centrality

Betweenness centrality involves the extent to which an actor or account is a strong intermediary connecting other actors in the network. Compared to degree centrality, which only calculates the total number of connections an actor possesses, betweenness centrality also considers the extent to which an actor acts as a communication bridge among all actors in the social network (Robins, 2015). In the social network formed within the realm of #TimPakeTangan vs. #TimPakeSendok, several actors/accounts were found to significantly serve as the most effective connectors among each actor in this network. These actors include @zeemotionid, @idn_app, @idntimes, @48timee, and @poconggg. Most of the top five actors with the highest betweenness centrality values also have a high degree of centrality. Interestingly, @a_zeejkt48 is not considered an actor with the highest intermediation level within this network.

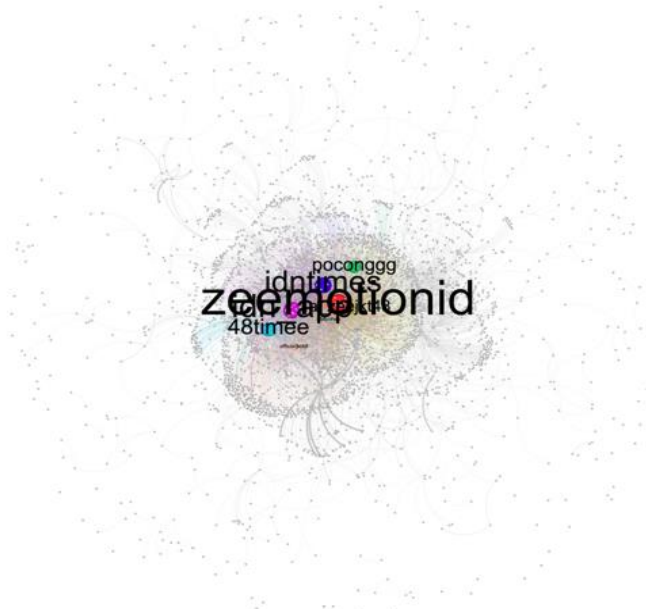


Figure 8. Visualization of Betweenness Centrality

Source : Author

Eigenvector Centrality

Eigenvector centrality is used to assess an actor's network's quality or prominence level. Quality in this context refers to the actor having a high centrality network of friendships (Himmelboim, 2017, cited in Eriyanto, 2021). When an individual possesses high eigenvector centrality in a social network, the person is connected to individuals who hold influence or significant positions within the network. The social network formed during this hashtag duel presents several actors with the highest quality/relation levels, including @a_zeejkt48, @officialjkt48, @idn_app, @zeemotionid, and @idntimes. @zeejkt48, the account with the highest degree of centrality, is the actor with the highest eigenvector centrality with a value of 1. A value of eigenvector centrality at 1 indicates that the @zeejkt48 account is directly or indirectly connected to all accounts with high centrality within the network.

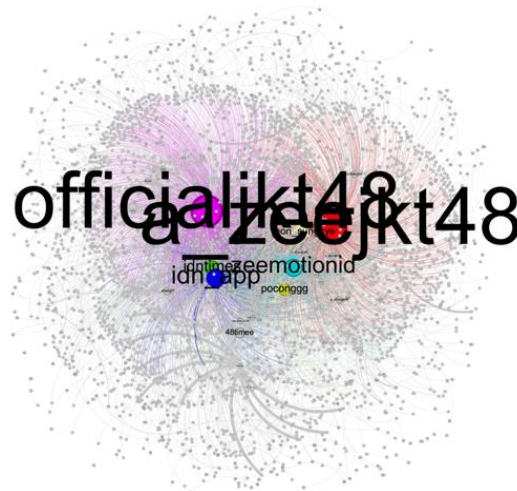


Figure 9. Visualization of Eigenvector Centrality

Source : Author

Closeness Centrality

Closeness centrality is a measurement that considers how close an actor is to other actors within the network. This is determined by the number of steps (paths) required for an actor to reach or be reached by other actors. In this formed social network, the actors with high closeness centrality are not the ones with intermediation, eigenvector, or degree centrality. The accounts with high closeness centrality are those with a relatively modest follower base. Interestingly, 19.34% of accounts within the entire network of the #TimPakeTangan vs. #TimPakeSendok hashtag have a closeness centrality value of 1, indicating that actors within this 19.34% have very short distances to other actors in the network. They can easily and swiftly reach and communicate with any network actor without many steps or intermediaries. Meanwhile, although the central actors in this network have many relations, they need to possess the capacity to reach all accounts within the network rapidly. They still require intermediaries, nonetheless.



Figure 10. Visualization of Closeness Centrality
Source : Author

The popularity of hashtags on social media has increased recently, especially among marketers. The use of hashtags is considered an effective way to reach a larger audience on social media. Through relevant hashtags, content can be more easily discovered by users interested in specific topics or industries. Social media users typically include certain hashtags to find content that aligns with their interests. This results in high visibility and reach for content or accounts on social media.

Furthermore, hashtags are instrumental in building communities and interactions between consumers and brands. By encouraging consumers to use a hashtag, a brand can establish an online community or social network that interacts with one another, thereby fostering more robust connections between consumers and the brand. According to [Naraine, Pegoraro, and Wear \(2021\)](#), hashtags have become a critical digital marketing strategy for directing online conversations. Hashtags can spark meaningful dialogues between users and brands and evoke spontaneous sentiments within a specific time frame. Additionally, hashtags play a significant role in shaping brand communities online and aiding the understanding and targeting of the primary user segments. Through appropriate hashtag applications, companies can harness the power of online conversations to strengthen bonds with consumers and achieve success in social media marketing.

In the marketing campaign employing the hashtags #MakanPakeSendok vs #MakanPakeTangan, a very active level of interaction between consumers and among consumers and the brand can be observed. Over eight days, more than 4,627 active Twitter users utilized these hashtags to engage within the formed social network, resulting in over 10,000 exchanged messages. This phenomenon underscores the high level of engagement within the campaign. It aligns with [Rauschnabel, Sheldon, and Herzfeldt's \(2019\)](#) findings, stating that bonding or social connection is among the top ten reasons individuals use hashtags on social media. In this context, the active involvement of consumers in the campaign using the hashtags #MakanPakeSendok vs. #MakanPakeTangan plays a crucial role in strengthening the bond between fellow consumers and the brand. Sharing opinions and interacting with fellow users creates a sense of togetherness and affinity within a group sharing similar interests. Moreover, consumers' intensive participation can also serve as a form of support and endorsement for the promoted brand, thereby creating a positive atmosphere around the brand that can positively influence the audience's perception and image of the brand.

Within the formed social network of the #MakanPakeSendok vs. #MakanPakeTangan hashtags, the emerging messages carry a personal nuance related to consumer preferences in consuming Padang cuisine. This debate mirrors the differing opinions about whether it is more appropriate to enjoy Padang dishes using one's hands or with utensils such as a spoon. Some Indonesian individuals consider eating with their hands to be the more suitable tradition, while

others prefer using utensils due to considerations of hygiene and personal habits. However, this hashtag war successfully created a space for both sides to exchange messages without descending into the intensity of debate seen in political or electoral issues. Instead, this debate took place with joyous and lighthearted undertones, creating an enjoyable atmosphere for participants. This indicates that the marketers managed this hashtag war wisely, steering the debate positively and avoiding harmful conflicts. In this process, the hashtag war nurtured a sense of togetherness and social interaction among social media users as they shared opinions and responded with jokes and humor. As a result, this debate fostered positive sentiments towards the brand being promoted by the marketers. The brand is closely connected with consumers and capable of understanding the diversity of societal preferences and traditions. This positively conducted and amiable hashtag war allowed the brand to affirm its identity and strengthen its connection with consumers. The engagement of social media users in this debate also expanded the marketing campaign's reach and heightened the brand's visibility on the online platform.

Furthermore, this hashtag network reinforces influencers' role in enhancing the marketing campaign's reach. High follower count accounts contribute to expanding the social network surrounding the #MakanPakeSendok vs. #MakanPakeTangan hashtags. The centrality measurement in the social network was conducted to identify the actors or accounts within the social network that hold central positions in mobilizing this marketing campaign. The results reveal a significant relationship between follower count and an account's centrality level. Based on degree centrality measurements, large follower accounts such as @officialjkt48, @a_zeejkt48, @idn_app, @zeemotionid, @poconggg, and @idntimes are the most messaged accounts by other accounts within the network, indicating their significant influence as they are connected to numerous entities within the network, rendering them opinion leaders. An intriguing finding from this study is that these large follower accounts are intensively connected. The centrality and eigenvector levels of influence accounts are much higher than those of other accounts within the formed social network. This may suggest that these influential accounts with a large follower base are strategically designed to be part of the marketing agenda.

Nevertheless, this scenario was executed quite effectively, as these influencer accounts consistently generated messages that naturally stirred up the hashtag war, resulting in widespread reactions and trending placement on Twitter. However, one metric posing a challenge for an actor to solidify their position as an opinion leader is their tendency to exhibit weak closeness centrality. This study confirms that large accounts with high centrality, intermediation, and eigenvector centrality levels must also be sufficiently close to all network actors. Information or messages may require more steps or time to reach these actors and, conversely, cause delays in information dissemination.

The theoretical implications derived from research underscore the evolving role of hashtags as potent tools for marketers to not only categorize content but also foster online communities and facilitate interactions between consumers and brands. Concurrently, the analysis of the #MakanPakeSendok vs. #MakanPakeTangan hashtag campaign illuminates the intricate dynamics of social networks, emphasizing the significant influence wielded by key actors, particularly influencers with a substantial follower count. This elucidates the critical importance of comprehending network centrality and influence dynamics in crafting effective social media marketing strategies. Moreover, the campaign's illustration of leveraging online debates to fortify brand identity and engender positive consumer engagement highlights social media's role as a platform for expressing brand values while resonating with diverse consumer preferences and cultural traditions. These insights not only advance our understanding of the contemporary landscape of social media marketing but also inform future research endeavors in the realms of marketing and communication studies.

Future research could delve deeper into the evolving role of hashtags and influencers, exploring novel strategies for optimizing online engagement and brand resonance in dynamic social media environments. Additionally, investigations into the cross-cultural implications of hashtag campaigns and their impact on diverse consumer groups could provide valuable insights for marketers navigating global markets. The intersectionality of social identity, brand perception, and

online discourse represents a promising avenue for further exploration, shaping the future direction of research in the ever-evolving field of social media marketing and communication studies.

Conclusion

Social media platforms like Twitter have become a significant alternative marketing medium, particularly in building communities and strong connections between consumers and brands. This study presents valuable insights regarding the dynamics of a hashtag marketing campaign on Twitter, with a specific focus on the #TimPakeSendok vs. #TimPakeTangan campaign. Utilizing Social Network Analysis (SNA), the research identifies Key Opinion Leaders (KOLs) and conducts an examination of the social network that emerged during the campaign. The analysis discerns that individuals with a substantial following typically exhibit elevated centrality levels, indicative of their active connections and influence within the network. Furthermore, the campaign engendered significant levels of user interaction, cultivating a sense of unity and group affinity. Despite encountering challenges in engaging all network participants, the hashtag rivalry contributed to a favorable atmosphere and reinforced the rapport between consumers and the associated brand. These findings provide valuable insights for businesses and marketers seeking to effectively leverage KOLs in their social media campaigns.

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