

JARINGAN KOMUNIKASI NEGATIF NETIZEN DI MEDIA SOSIAL TIKTOK PADA AKUN @drrezagladys DALAM KASUS DUGAAN KOSMETIK ILEGAL

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ABSTRAK

Penelitian ini menganalisis jaringan komunikasi negatif netizen pada media sosial TikTok terkait kasus dugaan kosmetik ilegal yang melibatkan akun @drrezagladys. Berangkat dari fenomena viral yang memicu gelombang komentar bernada kecaman terhadap figur dokter sebagai tenaga kesehatan, penelitian ini bertujuan: (1) mengkaji frekuensi keterhubungan jaringan komunikasi pada konten TikTok tentang dr. Reza Gladys, (2) mengidentifikasi bentuk pelanggaran harapan (*expectancy violation*) dalam komunikasi negatif netizen, dan (3) mengukur besaran sentimen negatif dan positif yang muncul dalam percakapan digital tersebut. Pendekatan yang digunakan adalah *Social Media Network Analysis* (SMNA) dengan tahapan identifikasi percakapan, ekstraksi data (crawling) komentar dan balasan pada 20 tautan video relevan, serta analisis struktur jaringan dan sentimen berbasis kamus. Hasil penelitian menunjukkan bahwa jaringan komunikasi memiliki density mendekati nol dan average degree sekitar 0,218, sehingga mayoritas akun berperan sebagai komentator tunggal tanpa percakapan dua arah, namun average weighted degree yang tinggi dan nilai modularitas 0,671 mengindikasikan keberadaan hub yang menyerap dan memancarkan volume komentar negatif besar dalam klaster-klaster yang kohesif. Dari perspektif *Expectancy violation Theory*, dugaan keterlibatan kosmetik ilegal dan klarifikasi yang dipersepsikan defensif memicu negative violation valence, mendorong pergeseran dari kritik substantif menuju serangan terhadap integritas personal dan profesional. Analisis word cloud dan frekuensi kata memperlihatkan dominasi sentimen negatif yang sangat kuat, tercermin dari tingginya kemunculan leksikon seperti “iri”, “dokter”, “hina”, “dengki”, dan “sakit” dibandingkan ekspresi dukungan atau netralitas. Temuan ini mengonfirmasi bahwa jaringan komunikasi yang terbentuk bersifat terfragmentasi, terpusat pada segelintir aktor kunci, serta menjadi wahana reproduksi krisis reputasi digital yang menghukum.

Kata Kunci : analisis jaringan, sosial media, sentimen negatif

NEGATIVE COMMUNICATION NETWORK OF NETIZENS ON TIKTOK SOCIAL MEDIA ACCOUNT @drrezagladys IN THE CASE OF ALLEGED ILLEGAL COSMETICS

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ABSTRACT

This study analyzes the negative communication network of netizens on TikTok social media related to the alleged illegal cosmetics case involving the account @drrezagladys. Departing from the viral phenomenon that triggered a wave of comments criticizing the figure of doctors as health workers, this study aims to: (1) examine the frequency of communication network connectivity in TikTok content about Dr. Reza Gladys, (2) identify forms of expectancy violations *in* netizens' negative communication, and (3) measure the magnitude of negative and positive sentiments that emerged in these digital conversations. The approach used is *Social Media Network Analysis* (SMNA) with the stages of conversation identification, data extraction (crawling) of comments and replies on 20 relevant video links, and dictionary-based network structure and sentiment analysis. The results show that the communication network has a density close to zero and an average degree of around 0.218, so that the majority of accounts act as single commentators without two-way conversations, but a high average weighted degree and a modularity value of 0.671 indicate the existence of hubs that absorb and transmit large volumes of negative comments in cohesive clusters. From the perspective of *Expectancy Violation Theory*, the alleged involvement of illegal cosmetics and the perceived defensive clarification triggered a negative violation valence, driving a shift from substantive criticism to attacks on personal and professional integrity. Word cloud and word frequency analysis revealed a very strong dominance of negative sentiment, reflected in the high occurrence of lexicons such as "envy," "doctor," "insult," "envy," and "sick" compared to expressions of support or neutrality. These findings confirm that the communication network formed is fragmented, centered on a handful of key actors, and serves as a vehicle for the reproduction of a punishing digital reputation crisis.

Keywords: network analysis, social media, negative sentiment