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SOCIAL NETWORK ANALYSIS OF FAMILY DYNAMICS IN INSTAGRAM REELS COMMENTS ON 'HOME SWEET LOAN'

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Abstract

This study explores the dynamics of interaction and information distribution regarding public responses to the Moodkative Instagram Reels video discussing the film 'Home Sweet Loan' through social media network analysis in the video's comment column. The background of this study is based on the increasing discussion about the representation of family dynamics and birth order on social media, which indicates the important role of Instagram as a virtual public space for sharing views and experiences. The purpose of this study is to identify key actors, interaction patterns, and how information about family dynamics and birth order flows among Instagram users. The research method uses Social Media Network Analysis (SMNA) with a population of comments on the Instagram Reels video "Home Sweet Loan". Data collection was carried out by crawling data on comments using the Chrome extension "IG Comment Exporter," followed by analysis using Gephi 0.10.1 software. The results of the study show a communication network consisting of 987 nodes and 209 edges with a diameter value of 3, density 0, reciprocity 0, and centralization 0.00001, describing a decentralized network with minimal and one-way interactions. Key actors such as @septarina.gt, @nina_bollo, and @similarity_28 have significant influence in this network, with interaction patterns dominated by responses to their comments. These findings underscore the important role of social media in disseminating information and shaping public opinion on complex social issues such as family dynamics and birth order.

Keywords: ***Social Media Network Analysis, Instagram, Family Dynamics, Birth Order***

INTRODUCTION

The film ‘Home Sweet Loan’ has sparked a significant social phenomenon, attracting widespread public attention and generating a wave of online discussions, especially on social media platforms such as Instagram. This phenomenon underscores the important role of films in sparking public conversations in the media and the media’s ability to create discussion spaces. The Internet, with its easy access and wide reach, has changed the way people interact and share views, allowing discussions on a variety of topics, including films, to expand beyond geographical and temporal boundaries. New media such as Instagram, with its visual and interactive features, provides a dynamic platform for self-expression and exchange of opinions, where users can easily comment, share videos, and participate in ongoing discussions. These developments point to the need to understand the dynamics of communication in the context of new media, in particular how user interactions shape complex network structures and influence discussion flows.

New media according to Rössler (2001) in McQuail(2010), has attracted significant attention, accompanied by hopes for its potential for transformative development. McLuhan inNugroho(2020) emphasizes that new media involves electronic communication media based on hardware and software technology. One example is Mobile Mediated Communication (MMC), which enables asynchronous interaction and overcomes space and time constraints, thereby increasing communication accessibility (Ling, 2012; Licoppe, 2004). This development not only changes the way individuals communicate, but also affects the structure and dynamics of social interaction. Katz and Aakhus (2002) in DiDomenico et al.(2020)introduces the concept of “perpetual contact” facilitated by mobile devices that highlights the intensification and sustainability of social connections in the digital age.

In addition to technological developments, the social impact of communication on social media is also a major concern. Social media not only provides a platform for sharing information, but also forms a new public space where social identities are negotiated, public opinions are formed, and cultural norms are reproduced or challenged. Pearce

and Littlejohn(1997)emphasizes the importance of understanding how communication interactions shape our social reality. In the context of MMC, the ease of access provided by mobile devices and the internet allows users, especially the younger generation, to engage in discussions and self-expression constantly and anywhere.(Turkle, 1995). MMC facilitates more active participation in public spaces and allows individuals to connect with various communities that share similar interests.(DiDomenico, Raclaw, & Robles, 2020). Therefore, it is important to analyze how social media influences social and cultural dynamics, as well as how the structure of social networks influences online interactions and the formation of shared meaning.

Family dynamics and birth order play a significant role in the formation of individual identities, and social media has become a new arena for exploring and negotiating these identities. Kraut et al.(2002)examined how internet use can affect family relationships, and their findings suggest that online media can either reinforce or challenge existing family communication patterns. In the context of the film 'Home Sweet Loan,' online discussions on Instagram reflect how users explore and share their experiences related to family roles and expectations. Research by Manago et al.(2012)highlights how adolescents use social media to gain support and validation for their identities. Therefore, it is important to analyze how social media influences the construction and negotiation of family identities, particularly in relation to birth order, and how these dynamics can be understood through the lens of social network analysis.

An Instagram Reels video titled “One Cinema Cries! How Touching is Home Sweet Loan” sparked significant discussion, especially regarding the representation of family dynamics and the character of the youngest child in the film. The comments section of the video became an interactive space where users shared opinions, personal experiences, and information related to the themes raised in the film. Research shows that social media provides a platform that allows users to express themselves freely and participate in public discussions.(boyd, 2007). These comments often reflect a variety of perspectives and emotional responses to the issues discussed.(Lee & Yoon, 2020). Therefore, the comments section on Instagram can be understood as a form of digital public space where various views and information are exchanged, and where the dynamics of user interactions shape online discourse.

The Instagram Reels video 'Satu Bioskop nangis! Se-menyerut itu film Home Sweet Loan' triggered a significant response, generating 3,265 comments that formed a social network around discussions about family dynamics and birth order representation. Social media networks are basically composed of three main elements: actors (connected individuals or entities), relationships (interactions or connections between actors), and relationship types (the nature or characteristics of those interactions). Social media network analysis (SNA) is a method used to map and analyze network structures in social media interactions according to Wellman et al.(2001). In this context, SNA allows us to understand how Instagram users connect through comments, identify interaction patterns, and analyze how information or influence flows in the network. Visually, the network can be represented as a graph, where actors are represented as nodes and relationships between actors as links (edges), forming a complex interconnected network in Eriyanto(2021).

Research using social network analysis (SNA) provides a valuable framework for understanding interactions and relationships in social media. For example, research by Wahyu, Berto, and Murwani(2023)published in the journal Avantgarde, analyzed the social networks formed in YouTube comments on the promotional video for the tourism "Wonderful Indonesia 2022 Jiwa Jagad Jawi." This study used social media network analysis to analyze the structure of networks, groups, and actors in the comments. The research findings show that the network structure in the promotional video was formed because of the topic of religion, not the topic of tourist destinations, although the word 'Java' was often mentioned. This highlights how certain contexts and themes can influence the formation of networks in online discussions. In this study, the application of metrics such as Degree Centrality and Betweenness Centrality can provide insight into the role of actors in the network, which is relevant to the analysis of the role of users in the Instagram Reels discussion. In addition, research by Sulistiyarini, Rosalina, and Maspuroh(2024)published in the Wahana Pendidikan Scientific Journal, analyzes the variation and function of language in the comment column of the Instagram account @Riaricis1795. This study uses a qualitative approach and descriptive method to describe language variation (in terms of speakers, usage, formality, and means) and language functions (instrumental, regulatory, representational, interactional, personal, heuristic, and imaginative) in comments. The research findings indicate that there is quite a variety of language variations and various language functions in Instagram comments. Although this study does not explicitly use SNA, the analysis of language variation and function in comments provides important context about the types of interactions that occur in social media, which can complement the understanding of the network structure analyzed using SNA in this study.

Although previous research has provided valuable insights into the dynamics of online interactions(Revelation, Berto, & Murwani, 2023)and language variations in social media comments(Sulistiyarini, Rosalina, & Maspuroh, 2024), this study offers a different and significant focus. This article aims to identify key actors in the social network in the comments section of Instagram Reels videos about family dynamics and birth order, analyze patterns of

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interaction and communication among users, and examine how information related to this theme is distributed and received by the Instagram community. By using social network analysis tools such as Gephi, the Chrome extension "IG Comment Exporter" and the website "Generate Word Cloud", this study aims to provide important insights into the role of social media in spreading and shaping discussions about complex social issues such as family dynamics. In addition, the findings of this study are expected to provide valuable input for content creators, social media managers, and communication researchers in understanding the dynamics of online interactions related to family themes.

METHODOLOGY

This study uses social network analysis (SNA) methodology to investigate the patterns of interaction and information dissemination in the comments column of the Instagram Reels video titled "Satu Bioskop nangis! Se-menyerut itu film Home Sweet Loan". Basically, social media network analysis is the application of social network analysis methods in the context of conversations on social media. A network is built by two main components: actors (also known as nodes) and relationships (also known as edges)(Jovanica, Rahmintaningrum, Nuradni, & Salsabila, 2022). In network analysis, actors are visualized as circles, while relationships are represented as lines. Therefore, if actor A is connected to actor B, then a line will connect the two, and this principle applies to all forms of networks, including social media networks. Relationships (edges) refer to various forms of interaction, such as retweets, mentions, and the like. It is important to note that the number of relationships (edges) is not determined by the number of followers a user has, but rather by the conversational interactions that occur.(Eriyanto, 2021).

The analysis tools used in this study include Gephi, the Chrome extension “IG Comment Exporter,” and the website “Generate Word Cloud.” All three tools provide a variety of features for visualizing and analyzing social network data. Gephi is an open-source software that functions to import, visualize, spatially layout, filter, manipulate, and export various types of network graphs and network analysis results. Gephi utilizes a 3D rendering engine to display large networks in real-time, thereby accelerating the exploration process and enabling the handling of complex data sets and producing informative visualizations.(Hussain, Muhammad, & Yakubu, 2018).

The Chrome extension “IG Comment Exporter” is a tool designed to facilitate the collection of comment data from Instagram posts. This tool allows researchers to extract large amounts of comments from a given post, including information such as comment text, username, and posting time. This extension automatically simplifies the data collection process, which is usually time-consuming if done manually, and provides the data in a format that is easy to process for further analysis. The website “Generate Word Cloud” is an online platform used to create a visual representation of text in the form of a word cloud. In a word cloud, the size of each word reflects the frequency of its occurrence in the text, so the most frequently occurring words are displayed in a larger size. This tool helps researchers to quickly identify dominant keywords and themes in textual data, such as Instagram comments. The research instruments in this study consist of software and analysis tools specifically designed for the collection, cleaning, analysis, and visualization of social network data. The Chrome extension “IG Comment Exporter” was used to collect and extract comment data, Gephi was used as an open-source software for social network visualization and analysis, and the website “Generate Word Cloud” was used to visualize prominent keywords and themes in the comment data.

The data analysis process was carried out in several stages. First, the data was collected using the Chrome extension "IG Comment Exporter". Next, the data was processed using Gephi and the website "Generate Word Cloud". The data imported into Gephi was used to visualize the social network, where each Instagram user who left a comment was considered a node, and the interactions between them, such as replies or likes, were represented as links (edges). To identify the main actors and interaction patterns in the network, several social network metrics were calculated, including degree centrality, betweenness centrality, and eigenvector centrality. Degree centrality measures the number of direct connections an actor has, which reflects the level of user involvement in the discussion. Betweenness centrality measures the frequency with which an actor is on the shortest path between two other actors, which indicates the actor's important role in connecting different parts of the network. Eigenvector centrality measures the influence of an actor in the network based on direct connections and the quality of those connections. Additionally, algorithms such as modularity are applied to identify communities or groups within the network that have a higher frequency of interactions with each other.(Nurnafia, 2021).

FINDINGS AND DISCUSSION

This study analyzes data collected from Instagram Reels videos, starting from the upload date until November 2024. Through the data crawling process using the Chrome extension "IG Comment Exporter," 2,086 datasets were collected, including comments and replies that interacted with each other. The visualization of the communication network formed from this data is shown in Figure 1, which illustrates the distribution of comments on the Instagram

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Reels video 'Satu Bioskop nangis! Se-menyerutuh itu film Home Sweet Loan' using the Gephi application and the Fruchterman Reingold layout.

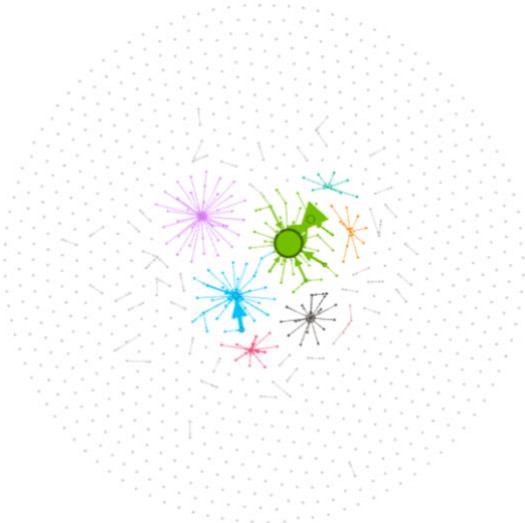

Figure 1. Visualization of Communication Network
Source: Gephi 0.10 (2025)

Figure 1 presents a visualization of the communication network depicting the distribution of comments on the Instagram Reels video using the Gephi application with the Fruchterman Reingold layout. This visualization highlights the comment activity on the Instagram Reels video 'Satu Bioskop nangis! Se-menyerutuh itu film Home Sweet Loan' which reveals various perspectives on family dynamics and birth order. The pattern of distribution and activity of this digital communication can be observed through the network structure illustrated in the following table:

Table 1 Communication Network Data Table

Analysis	**Data**
Size (Size)	Nodes: 987 Edges: 209
Diameter	3
Density	0
Reciprocity	0
Centralization	0.00001
Modularity	0.655

Source: Gephi 0.10 (2025)

Table 1 shows the characteristics of the communication network formed, with a total of 987 actors (nodes) and 209 relationships (edges). In the context of network analysis, nodes represent the position of actors in the network, while edges describe the relationships or interactions between these actors. This means that there were 987 accounts interacting in the discussion about family dynamics and birth order in the comments column, with a total of 209 interactions recorded. The diameter of the network structure, which indicates the longest distance between two actors in the network (Wasserman & Faust, 1999 in Eriyanto, 2021), has a value of 3 in this comment network. This relatively small diameter indicates that the actors in the network are relatively easy to reach each other.

Network structure can also be analyzed through density and reciprocity metrics. A density value of 0 indicates that the intensity of communication between network members is very low. In a network with low density, interaction between members tends to be minimal. Conversely, the closer the density value is to 1, the higher the level of interaction between members. Therefore, a density value of 0 in this network indicates that almost no actors are directly connected to other actors. This suggests that although there are many actors participating in discussions about family dynamics and birth order, the interaction between them is limited or less intensive. In other words, comments tend to be individual or isolated, without any ongoing or in-depth conversations.

The reciprocity network structure describes the two-way relationship that occurs between members or actors (nodes) in the network (Himelboim, 2017 in Eriyanto, 2021). A reciprocity value of 0 in this network indicates that communication tends to be one-way, without significant reciprocal interaction between actors. This indicates that comments or replies from one actor are often not responded to by other actors. In other words, many comments are in the form of opinions or single statements, without triggering ongoing or interactive dialogue between users. This

finding may indicate that the discussion of family dynamics and birth order in the context of this video is more dominated by the expression of personal opinions than by an exchange of opinions or in-depth discussions.

The final network structures analyzed are centralization and modularity. Centralization refers to the degree to which a network is concentrated on a particular actor (node). A network is considered centralized if there is a single dominant actor at the center, with most of the actors (nodes) in the network connected to that actor. A network centralization value of 0.00001 indicates that information in this network flows more freely among many participants, without being centered on a single dominant actor. This decentralized network structure indicates that no single account has complete control or dominance over the flow of information. Instead, actors have relatively equal opportunity to express their opinions. This finding may suggest that the issues discussed in this video attract a diverse range of users, each of whom provides their views without a central figure dominating the conversation about family dynamics and birth order.

Modularity, which measures the degree of community or group formation within a network.(Eriyanto, 2021), has a value of 0.655. This fairly high modularity value indicates a tendency for group or cluster formation in the network. This shows that the network is divided into several communities or subgroups, where actors tend to have stronger connections within their groups than between groups. In other words, there are several discussion groups that emerge in the context of discussing family dynamics and birth order. These groups are likely to consist of users with similar views or interests on certain aspects of the topic, thus forming small communities that interact more intensively among themselves.

Influential Actor

The actors involved in the communication network in the comments column of the Instagram Reels video 'Satu Bioskop nangis! Se-menyerutkan itu film Home Sweet Loan' can be identified through centrality measurements. Determination of key or influential actors in this network is carried out using four main indicators: (1) Degree Centrality, (2) Closeness Centrality, (3) Betweenness Centrality, and (4) Eigenvector Centrality.

Degree Centrality is related to the popularity of a social media account. An actor (social media account) with a high degree of centrality can be interpreted as a popular account. In the context of social media, this relationship is manifested in various forms of interaction, including replies.(Eriyanto, 2021). Nodes with high Degree Centrality are considered significant because they have many connections, which have great potential to influence the flow of information in the network. Specifically, In-Degree Centrality reflects the popularity or acceptance of an account in the network, while Out-Degree Centrality shows the activity or influence of an account in the conversation.(Freeman, 1978). In this context, actors with high out-degree centrality values are Instagram users who actively interact by providing comments on various comments from other users.

Id	Degree	In-Degree	Out-Degree
septarina.gt	37	35	2
nina_bollo	27	26	1
similarity_28	24	23	1
theona_alfarisi	19	14	5
dewo_pramana86	10	9	1

Figure 2. Table*Degree Centrality in the Comment Network 'One Cinema Crying! That's How Touching the Movie Home Sweet Loan'*
Source: Gephi 0.10 (2025)

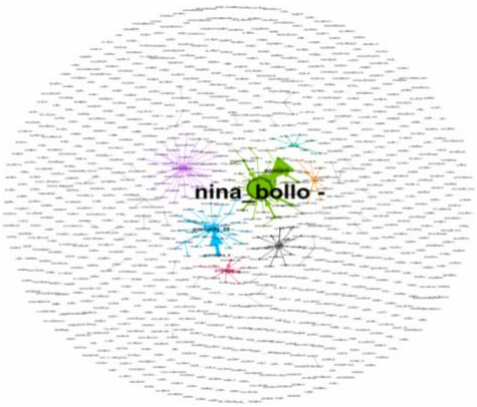

Figure 3. Visualization*Degree Centrality in the Comment Network 'One Cinema Crying! That's How Touching the Movie Home Sweet Loan'*
Source: Gephi 0.10 (2025)

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Degree centrality analysis provides insight into the popularity and level of interaction of accounts in a communication network. Accounts with high degree centrality show significant levels of engagement in the conversation. The @septarina.gt account has the highest degree centrality, at 37. This is driven primarily by its high in-degree value (35), indicating that the account receives many replies and mentions from other users. In other words, @septarina.gt is the center of attention in the discussion, with its comments attracting many responses. Although its out-degree is relatively low (2), indicating less activity in replying to or mentioning other accounts, its popularity as a recipient of interaction is very prominent. The @nina_bollo account also shows high levels of engagement, with a degree centrality of 27. Similar to @septarina.gt, this account is dominated by in-degree (26), indicating that its comments attract many responses from other users. Thus, @nina_bollo acts as a focal point in the conversation. The @similarity_28 account has a Degree Centrality of 24, with a similar pattern of in-degree dominance (23). This shows that this account also receives a lot of interaction from other users, although slightly lower than @septarina.gt and @nina_bollo.

In contrast, the @theona_alfarisi account has a Degree Centrality of 19, but interestingly, has a relatively high number of out-degrees (5) compared to the previous accounts. This indicates that @theona_alfarisi is more active in starting conversations, replying to other comments, or mentioning other users. Although receiving fewer responses than accounts with high in-degrees, @theona_alfarisi acts as a discussion driver. The @dewo_pramana86 account has a Degree Centrality of 10, with an in-degree of 9. This account also receives interactions from other users, although in smaller numbers compared to accounts with higher Degree Centralities. Overall, the Degree Centrality analysis highlights the existence of accounts that act as the center of attention in discussions (with high in-degrees) and accounts that are more active in starting conversations (with high out-degrees), which together shape the dynamics of interaction in the network.

Id	Closeness Centrality
dewo_pramana86	1.0
eosdsill	1.0
muhammad_ihsannuddin21	1.0
rillogumay	1.0

Figure 4. Table*Closeness Centrality in the Comment Network 'One Cinema Crying! That's How Touching the Movie Home Sweet Loan'*
Source: Gephi 0.10 (2025)

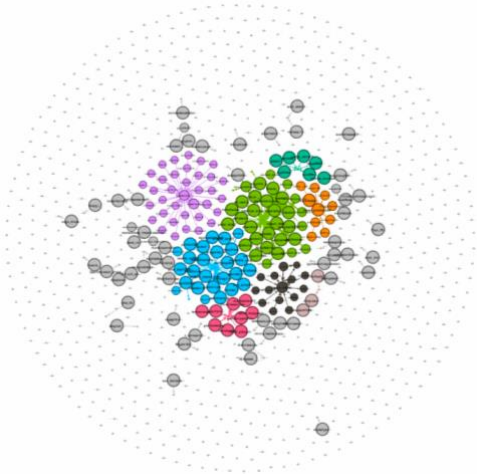

Figure 5. Visualization*Closeness Centrality in the Comment Network 'One Cinema Crying! That's How Touching the Movie Home Sweet Loan'*
Source: Gephi 0.10 (2025)

*Closeness Centrality*measures the proximity of an actor in a network to all other actors. Actors with high value can reach other actors with minimal steps, thus allowing efficient information dissemination.(Eriyanto, 2021). In this context, showing the top four social media accounts based on the Closeness Centrality value in the network, namely @dewo_pramana86, @eosdsill, @muhammad_ihsannuddin21, and @rillogumay. All of these accounts have a Closeness Centrality value of 1.0 which indicates that these accounts theoretically have the shortest distance to all other actors in the network, so they are able to reach the entire network with minimal steps. A value of 1.0 implies that these accounts are in a very central position in terms of proximity to all other nodes and are potentially very efficient in spreading information or influencing opinions throughout the network due to their easy communication

access to each member. However, the same value of 1.0 for several accounts also needs to be interpreted with caution, it could indicate a highly connected network or the existence of isolated groups in which these accounts are central.

Therefore, it can be concluded that these four actors have the potential to play an important role in disseminating information and influencing opinions across the 'Home Sweet Loan' movie comment network due to their central position which allows quick access to all users.

Id	Betweenness Centrality
septarina.gt	0.000104
theona_alfarisi	0.000065
nvberliana	0.000035
imaniyah93	0.000013

Figure 6. Table*Betweenness Centrality in the Comment Network 'One Cinema Crying! That's How Touching the Movie Home Sweet Loan'*
Source: Gephi 0.10 (2025)

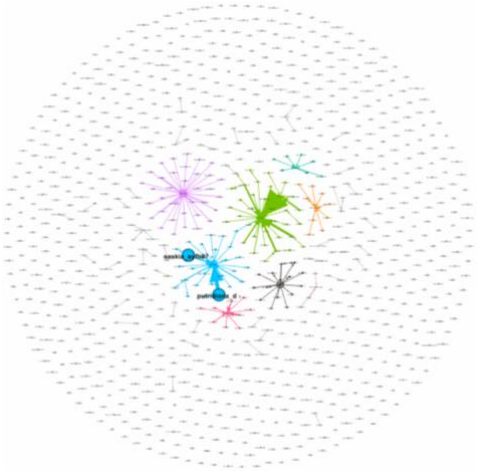

Figure 7. Visualization*Betweenness Centrality in the Comment Network 'One Cinema Crying! That's How Touching the Movie Home Sweet Loan'*
Source: Gephi 0.10 (2025)

*Betweenness Centrality*measures the role of actors in connecting other actors in the network. Based on the overall results of 2,086 actors, all of them obtained varying Betweenness Centrality values. In a network, if all actors obtain different Betweenness Centrality values, this indicates that some actors have a more significant role in connecting parts of the network than others. Actors with higher Betweenness Centrality values act as crucial 'bridges' or 'middlemen' in facilitating the flow of information between different groups or individuals in the Moodkative Reels video comment network. They are strategic points through which communication can pass, and their presence can affect how quickly and effectively ideas or information spread in discussions about the film. Conversely, actors with low Betweenness Centrality values indicate that they play less of a bridging role and tend to interact in more limited groups.

In the context of the Reels Moodkative video comment column, this variation in Betweenness Centrality values indicates that some accounts have greater potential to connect various opinions or perspectives that emerge in discussions about the youngest child phenomenon and the film Home Sweet Loan, thus influencing the overall dynamics of the conversation.

Id	Eigenvector Centrality
theona_alfarisi	1.0
septarina.gt	0.634279
nina_bollo	0.540575
imaniyah93	0.480599

Figure 8. Table*Eigenvector Centrality in Comment Networks 'One Cinema Crying! That's How Touching Home Sweet Loan Is'*
Source: Gephi 0.10 (2025)

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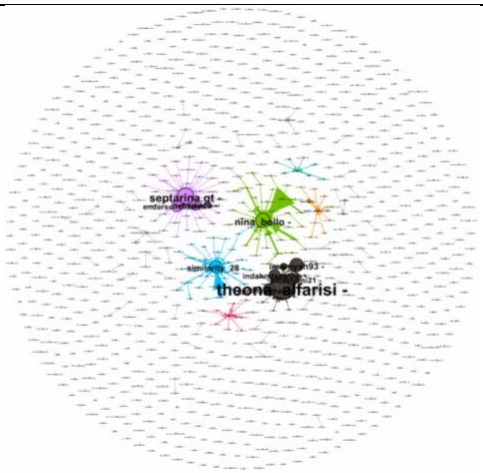

Figure 7. Visualization*Eigenvector Centrality in Comment Networks 'One Cinema Crying! That's How Touching Home Sweet Loan Is'*
Source: Gephi 0.10 (2025)

*Eigenvector Centrality*measuring the influence of actors in a network by considering the quality and quantity of their connections. The @theona_alfarisi account has the highest Eigenvector Centrality value of 1.0, indicating that this account is connected to other actors in the network who also have great influence. A value of 1.0 indicates that the influence of @theona_alfarisi is very significant because her network is closely connected to other centers of influence in the discussion of the film 'Home Sweet Loan'. The @septarina.gt account has a value of 0.634279, placing it as the second most influential account, which still shows strong connections with other influential actors in the network. Although not as strong as @theona_alfarisi, @septarina.gt's influence is still significant due to its engagement with key users in the discussion. The @nina_bollo account has a value of 0.540575 indicating that this account is also connected to influential actors in the network, but its level of influence is slightly below @septarina.gt. Nevertheless, its engagement with important users still contributes significantly to the dynamics of the conversation. The @imaniyah93 account has a value of 0.480599, which is below 50%, indicating that the influence of this account in the network is more moderate than the previous three accounts. Although connected to several influential actors, its overall level of influence is not as high as the accounts in the top ranking.

Based on the Eigenvector Centrality metric, it can be concluded that @theona_alfarisi holds the most influential position in this comment interaction network, followed by @septarina.gt, @nina_bollo, and @imaniyah93. This influence is not solely based on the quantity of connections, but mainly on the quality of connections, namely being connected to other actors who also have significant influence in the network. Thus, accounts with high Eigenvector values have great potential to shape opinions and the direction of conversations.

CONCLUSION

Discussions on the representation of family dynamics and birth order have become a major concern on social media, especially on the Instagram platform. The Reels video titled "Satu Bioskop nangis! Se-menyerutuh itu film Home Sweet Loan" uploaded by the Instagram account Moodkative managed to attract 3,265 users to provide comments and discussions. The comments column on the video functions as a virtual public space where users can express their views and information related to family dynamics and birth order, thus forming a dynamic communication network.

This study applies the social network analysis (SNA) method to analyze the interaction patterns in the video comment column. The results of the analysis show that this network consists of 987 nodes (actors) and 209 edges (relationships) with a diameter value of 3, density 0, reciprocity 0, and centralization 0.00001. These data indicate that interactions between users tend to be low and one-way, without a dominant communication center. Several accounts, such as @septarina.gt, stand out as the main actors with high degree centrality and eigenvector centrality values, indicating popularity and potential influence in the network. Meanwhile, the @nina_bollo account has the highest closeness centrality value, indicating its strategic position in reaching other actors in the network efficiently.

The urgency of this issue is reflected in the discussion patterns that are formed, where the communication network in the comments section of the video "Satu Bioskop nangis! Se-menyerutkan itu film Home Sweet Loan" encourages Instagram users to express their opinions about family dynamics and birth order and to disseminate related information more widely. This finding confirms the importance of social media, especially Instagram, in influencing public opinion and disseminating information about complex social issues such as family dynamics and birth order.

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