

Viewer's Perception of The Religious Dialogue "Boris Beragama Bikin Histeris" on Youtube Media Using SNA Analysis

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ABSTRACT

The reality of religious pluralism is a challenge faced by every religious follower. Religious dialogue is an effective mechanism in creating racial and religious unity. This research discusses religious dialogue in the #LogIndiCloseTheDoor content episode "*Boris Beragama Bikin Histeris*" on YouTube. This content received various responses from the audience because it featured presenters from different religious backgrounds, namely Habib Jafar, Onadio Leonardo and Boris Bokir who discussed religion lightly. This research uses William Gamson and Andre Modigliani's framing theory based on the Network Analysis (SNA) method. The research analyzed 10 actors with the largest communication network population. The results show that the actors have positive comments based on the three groups formed, namely, content, host and guest stars and religion. The first group, content has positive results based on content that focuses on religious tolerance. The second group, hosts and guest stars produce positive perceptions based on the personalities of the hosts and guest stars in the content and the third group, religion which has positive results based on religious content that the hosts and guest stars bring.

Keywords: content; perception; religious dialogue; Social Network Analysis.

INTRODUCTION

The reality of religious pluralism is a challenge faced by every religious follower. In a certain sense, religious pluralism always exists with society. In this case, in fact, every religion first emerged in a pluralistic environment from a religious perspective and formed itself as a response to this pluralism. Indonesia has several religions, namely Confucianism, Buddhism, Hinduism, Catholicism, Christianity and Islam. Everyone has their own god that must be believed

in. Despite this, the Indonesian people's tolerance for many things has decreased, including religious values. (Azzahrah and Dewi 2021) Religious tolerance is tolerance that concerns beliefs related to aqidah, namely an open-hearted attitude to give adherents of religions other than Islam the opportunity to worship according to the provisions of the religion they believe in. (Ghufron 2016) Religious tolerance can occur anywhere, one of which is in the media. Media is a form of support for audiences around the world to form their attitudes and opinions. (Adenekan 2023) In the media there is mass media, and one part of mass media is social media. Social media plays an important role in changing people's lifestyles including social networking sites. With it, audiences can easily connect with each other. (Willmot, Logan, and Crawford 2006)

The presence of social media has had an impact on the way of communicating in all fields, the presence of social media has had the impact of changing the way of communicating from conventional to modern and completely digital, but also causes communication to become more effective. (Sari et al. 2018) Media producing the most famous video hosting service in the social media domain namely YouTube provides an interaction space for people engaging video content around the world and acts as a distribution platform for content creators and generates various comments. (Balakrishnan and Griffiths 2017; Davidson et al. 2010)

Through YouTube, viewers can produce various perceptions through various comments. Perception is a process where stimuli received by an individual or organism are organized and interpreted so that they have meaning, and is an integrated activity within the individual. Religious content is content that talks about religion. Religious content that has attracted the attention of Youtube users is content from Ustad Abdul Somad's Youtube channel. Ustad Abdul Somad is active in conveying Islamic messages through lectures and Pastor Gilbert Lumoindung's Youtube channel conveys Gospel messages through sermons that focus on the Millennial generation. (Amara 2023; Setiawan 2021)

Both contents discuss religion from two different religions. One of the religious contents with different religious backgrounds is contentpresenter Daniel Mananta created a podcast program called "Daniel Tetangga Kamu" on the Daniel Mananta Network YouTube channel which invited Ustad Abdul Somad as a guest star and discussed religion. This content is an effective

mechanism in creating racial and religious unity. (Rahimin Affandi Abd. Rahim et al. 2011) Religious dialogue discusses aspects that are a problem. (Izzah 2013) Adherents will understand the diversity and differences that form an attitude of tolerance. (Halim 2015) Some of the content presented above is monologue and dialogue about religion. Ustad Abdul Somad's content focuses on the speech acts of his lectures and Pastor Gilbert Lumoindong focuses on the millennial generation who are monologues. Content that is a dialogue from two different religions refers to the content of Daniel Mananta's podcast which invited Ustad Abdul Somad.

In this research, researchers focused on the content of two religions that are currently being widely discussed. One of them is Deddy Corbuzier's YouTube content #LogindiCloseTheDoor entitled "*Boris Beragama Bikin Histeris*". This research highlights the religious dialogue content program on Deddy Corbuzier's YouTube channel, podcast content called #LogIndiCloseTheDoor. #Login content is only broadcast in the month of Ramadan for 30 days. This content has the theme of religious tolerance and diversity. (M. Nurdin 2023) In this content, Deddy Corbuzier chose Onadio Leonardo and Habib Jafar to be the hosts because they have different religious backgrounds. the content discuss topic religion with method Which funny. This has given a variety of responses from people who watch YouTube content #LogIndiCloseTheDoor. (Andi Alfian 2023)

This research discusses one of the contents of #Login which has the most views and was trending on social media, namely the content entitled "Boris in a gamis makes him hysterical". This research wants to know how to identify the actors in the social network mechanism in religious dialogue on YouTube. The framing of the YouTube content "*Boris Beragama Bikin Histeris*" uses William Gamson's model to see how the #LogIndiCloseTheDoor content frames when Boris wears a robe from the Middle East, whether this content has an important meaning that influences the audience's perception. William A. Gamson and Andre Modigliani's frame is in the form of a story line connected to an issue and understands that the media has a perception in giving meaning and constructing an issue. (Tambunan and Nurfadilla 2021)

The framing devices used include visual images, that is, image elements used to express attention that represent reality and connect the ideology of the message to the audience and

depictions as connotative terms that describe facts and then produce a certain image in the eyes of the audience. William A. Gamson and Andre Modigliani's choice of framing is based on markings in an image that can direct the viewer's perception. The communication network used in this research. Networks are defined as "social structures created by communication among individuals and groups" (social structures created through communication between a number of individuals and groups). When people communicate with other people, relationships (links) are created which are lines of communication within the organization. Communication networks themselves can be interpreted as certain channels or paths used to exchange information between individuals and groups. A communication network is identical to the relationship between two or more actors. The study of communication networks places emphasis on the relationship between one actor and other actors in a particular social structure.

There is a star-shaped communication pattern in the interaction process of its members with each other. The meaning of this star shape is the pattern of all channels. Because the all-channel pattern does not center on just one leader, this pattern also provides satisfaction to its members, and is the fastest to complete a task if the task is related to a difficult problem. (Wirasahidan 2019)

The communication pattern used is a star communication pattern, where this pattern is almost similar to a circle communication pattern. What is meant by equality is that all members are the same and all have the same power to influence other members. (Mardhiyyah Soenar and Nurrahmawati 2021) In this research, the audience will communicate with each other. Based on the information obtained from all informants, the communication pattern formed as a result of interaction is a star communication pattern, meaning that all actors have an important role in each comment and each comment that is replied to is connected to each other and has significant interactions. The communication network is supported by interaction from replies, everyone will interact with each other through replying to comments. (Poethrycendrawan and Utami 2022)

This research is to see the responses and comments of the audience using the Social Network Analysis (SNA) method. SNA was first introduced in 1920 by Jacob Levy Moreno and originates from a branch of mathematics called graph theory. This disciplinary field has developed

several concepts and analytical methods that allow the study of the relationships between system components. In brief, *Social Network Analysis* is a technique for visualizing discourse, both political and socio-cultural discourse, into a network. (Illahi Ulfa and Pratama 2017)

This research uses the Social Network Analysis (SNA) method to form a network and analyze the social network mechanisms that occur in the religious dialogue content #LogIndiCloseTheDoor episode " *Boris Beragama Bikin Histeris* " on YouTube media. Through analysis of YouTube comments and related news, this research aims to identify the actors involved, the relationship between the actors and the issues discussed, the interactions between these actors, and their relationships with other issues. Thus, this research can provide a deeper understanding of the dynamics of communication and social networks that are formed in the religious dialogue content #LogIndiCloseTheDoor episode "Boris Bergamis makes Hysterics" on YouTube media to see objects/actors as agents who interpret a problem from #LogIndiCloseTheDoor content to understand interactions and dissemination of information through comments.

RESEARCH METHODS

The Social Network Analysis (SNA) method with descriptive quantitative will be used in this research. Descriptive method to gain a comprehensive understanding of audience perceptions on YouTube regarding the content of the #LogIndiCloseTheDoor episode "Boris Bergamis Makes Him Hysterical". This research took comment data of 23 thousand YouTube comments using Python as of August 14 to September 11 with 10 thousand relevant data and comment reply communication network comments and used the Web Crawling data collection method using Python as a tool to collect data from YouTube server which includes user information and comments along with their attributes.

Python is a high-level programming language created by Guido Van Rossum and released in 1991. Python is also a very popular language recently. Apart from that, Python is also a multi-functional programming language, one of which is in the fields of Machine Learning and Deep Learning. (Alfarizi and Al-farish 2023) The context of this research; The downloaded data comes

from the YouTube server and includes user information and viewer perceptions along with their attributes. Gephi is open source software used to visualize and analyze networks. Gephi helps users identify patterns and trends, highlight unusual data, and depict stories from data in an intuitive way. (Khairani and Irwansyah 2018) The results of this visualization can help in understanding the dynamics of social networks involved in audience perception through comments on the YouTube platform, providing deeper insight into interactions between actors (users) and the role they play in disseminating and responding to information related to religious dialogue in #LoginDiCloseTheDoor content episode "*Boris Beragama Bikin Histeris*".

FINDINGSS AND DISCUSSION

Findings

This research produced ten actors in the #LogIndiCloseTheDoor content episode "*Boris Beragama Bikin Histeris*". Each actor who has the comments with the most likes and replies will become a network connection. This study focuses on comments on the content of the #LogIndiCloseTheDoor episode "*Boris Beragama Bikin Histeris*". The following are the results of data analysis using Python web crawling and Gephi software. Data obtained from comments was 23 thousand comments. Comments that are framed in this content are generated based on the visual image displayed. It is known that this research focuses on content displayed on YouTube media in the form of images and audio. Ten actors have been divided into several clusters, namely content, host and guest stars and religion. Where, the ten actors have different focuses and form a positive perception based on the focus cluster they see.

Clusters one, namely content, have a comment: "The long-awaited content, three of them in one content!" and "Finally, there are Bang Boris, Sis Onad, and Habib, three people who in my opinion have high tolerance and can discuss religion without having to offend each other." The comments focused overall on both the host and guest stars and on the theme that discussed religious tolerance and gave rise to the hashtag #YukBorisYuk.

Clusters two, namely the host and guest stars have comments "From here I know that Habib's morals are the reflection of a prophet, he never interrupts a conversation, and doesn't feel like he wants to win in a conversation, he just conveys it... And that's really cool... Allahuakbar", "There's Boris, Login Trending" and "You can see here Boris's qualities as a true entertainer, he's good at positioning himself, his comedy is quite smooth, he's good at processing words into something funny, his response to situations is also right... whoever becomes Boris's partner, I think won't find it difficult to interact" focusing on host Habib Jafar and guest star Boris. Where, the actors see the presence of the host and guest stars, they produce a perception about the hosts and guest stars that occur in the content.

Clusters three, namely religion is divided into two clusters of religious comments based on Islamic and non-Muslim religions. The comments in have the comment "Don't worry, remember what Ali Bin Abi Talib said. There's no need to explain yourself to anyone, because those who like you don't need that. And those who hate you will not believe it" was formed because the content of the content was about religion and tolerance, *"I myself have been Muslim since birth and was shaken due to lack of knowledge, but after often watching Habib Ja'far's content, I learned a lot and believe that my inherited religion is not wrong and have become more solid in my religion."* The Muslim religious comment group has a perception based on content about the Islamic proposition of the prophet and about the confession of a Muslim after watching the content.

Non-Muslim comments explain *"I am Catholic, after Eid I want to convert to Islam, please pray for me", "As a Catholic I really like this content, it really brings a color of tolerance between religious communities. "To you, bro Boris, you are very intelligent" and "Oh my goodness, I'm a non-Muslim. This is the first time I want to watch content about different beliefs for a long time like this. It's really exciting, there's a lot of knowledge to be gained. Actually, religion is all good and leads to the path of truth,"* comment group. Non-Muslim religions have perceptions based on their religion that focus on religious content and religious tolerance and create positive perceptions.

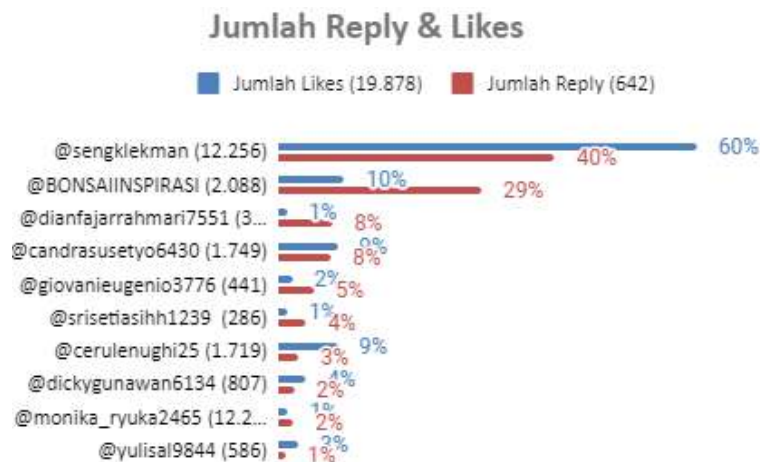


Figure 1. Number of Networks

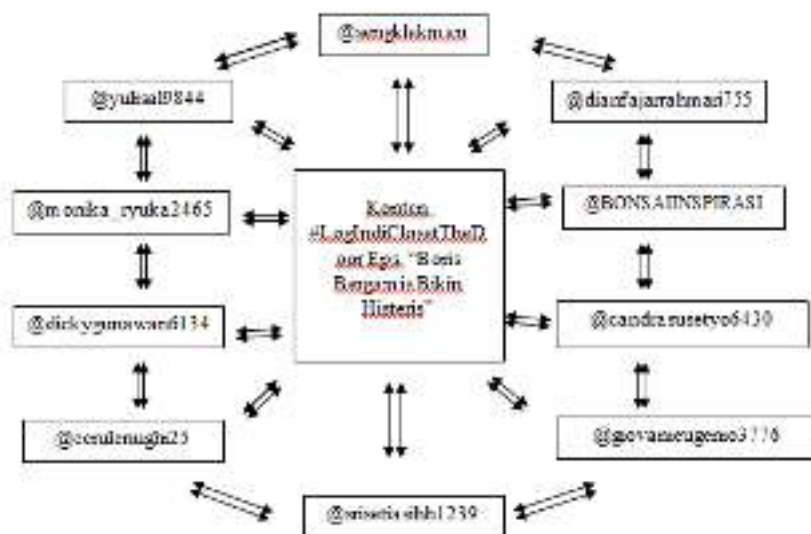


Figure 2. Actor Communication Network

A star-patterned communication network occurs because each actor has related relationships with all other actors and an important role in every comment and every comment that is replied to is connected to each other and has significant interactions. In the picture shown, it is

explained that there are ten actors who form a star-patterned communication network, which actors include @sengklekman, @dianfajarrahmari75, @BONSAIINSPIRASI, @candrasusetyo6430, @giovanieugenio3776, @srisetiasihh1239, @cerulenughi25, @dickygunawan6134, @monika_ryuka2465 and @yulisal9844. The ten actors have a star network relationship because of the interaction of one actor with another actor and the actors in this content are not centered on one actor, but all actors have a communication network via reply to comments, from one actor to another actor.

Ten actors have different numbers of networks based on cluster focus. The first cluster, the content has a focus on the number of replies being greater than the number of likes they get based on the perception they explain in the comments column, an overall comment on the content from both the host and guest stars and about the theme which discusses religious tolerance and gives rise to the hashtag #YukBorisYuk .

The second cluster, hosts and guest stars focus on the number of replies being greater than the number of likes they get based on the perceptions they explain in the comment column regarding the religious content that hosts and guest stars present. The actors see the presence of the host and guest stars, they produce a perception about the hosts and guest stars that occur in the content.

The third, religion which is divided into two groups, namely in the perception of Islam and non-Muslims. Perceptions in Islam have a different focus on the number of replies based on two perceptions, namely the first perception is less than the number of likes obtained from the perception of comments about Islamic propositions regarding the prophet. The second perception is that the number of replies is greater than the number of likes that the actor gets based on the perception explained about the recognition of a Muslim after watching the content. Perception among non-Muslims is that the number of replies is greater than the number of likes they get based on the religious content that the hosts and guest stars present. Where, these actors are non-Muslim actors who explain various positive perceptions based on this content.

It can be seen that some of the audience's perceptions of comments from this content give rise to the fact that the audience is formed using visual images, that is, how the audience sees

content in the form of images and audio and creates a network based on perceptions that produce positive results based on cluster focus, namely content, that produces positive perceptions. overall content due to religious tolerance. Hosts and guest stars generate positive perceptions based on the nature of the host and guest stars in the content. Religion produces positive perceptions about the meaning of content seen from two sides, namely Islam and non-Muslims regarding the content produced. The content is presented in a light and acceptable manner in society.

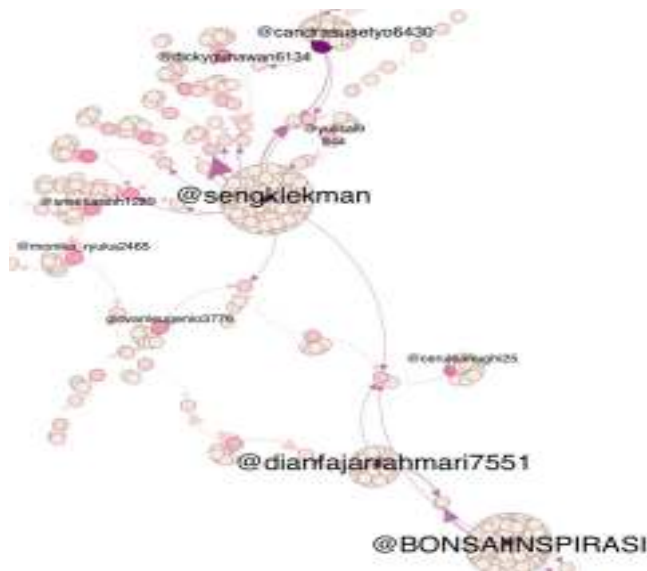


Figure 3. Gephi visualization

Ten actors generated from Gephi software, the content of the #LogIndiCloseTheDoor episode "Boris Bergamis Makes Him Hysterical" have mutual relationships. Where, each actor has comments, reply comments and likes which produce a network. It can be concluded that actors @sengklekman and @yulisal9844 are connected and have a network based on content-focused perceptions. Actors @dianfajarrahmari7551 and @cerulenughi25 are connected to each other and have a network, and actor @candrasusetyo6430 has a fairly distant network but is connected to each other through actor @sengklekman. The three actors have a relationship based on perception

that focuses on the host and guest stars. Actors @dickygunawan6134 and @srisetiasihh1239 have a fairly distant relationship but are connected to each other through actors @sengklekman and @candrasusetyo6430. Both actors have the same perception, namely focusing on religion based on Islam. Actor @BONSAIINSPIRASI has its own network but is connected to @giovanieugenio3776 and @monika_ryuka2465 through actors @sengklekman and @srisetiasihh1239. These three actors have the same perception, namely focusing on religion based on non-Muslim religions.

Ten actors are drawn into a visualization based on actors who have a network with a star pattern because each actor will communicate with each other via the comment column and the actors in this content have the same power to influence other members and actively involved in interactions.

Discussion

The theory used in this research is framing theory. The framing used in this research is William A. Gamson and Andre Modigliani's frame in the form of a story line connected to an issue and understanding that the media has a perception in giving meaning and constructing an issue. (Tambunan and Nurfadilla 2021)

The William A. Gamson Framing Model used focuses on visual images. Visual images are image element used to express attention that represents reality and connects the message to the audience and depiction is a connotative term that describes facts and then produces a certain image in the eyes of the audience. William A. Gamson and Andre Modigliani's choice of framing is based on markings in an image that can direct the viewer's perception.

The comments formed on this content are generated based on the visual image displayed. It is known that this research focuses on content displayed on YouTube media in the form of images and audio. From the various comments, all comments have different perceptions and almost all have positive elements.

The first actor, namely @sengklekman, commented "*The content you've been waiting for, three of them in one content!*" was formed because the actor focused on the actors in the content, namely Habib Jafar, Onad and Boris. Actor @yulisal9844, commented "*Finally there are Bang Boris, Sis Onad, and Habib, 3 people who in my opinion have high tolerance and can discuss religion without having to offend each other. I have to invite you again, Bro Boris. #YukBorisYuk*" was formed because the actors focused on the content, namely Habib Jafar, Onad and Boris and the theme raised was tolerance. Actors @sengklekman and @yulisal9844 provided an overall comment on the content from both the host and guest stars and on the theme which discusses religious tolerance and gave rise to the hashtag #YukBorisYuk. Actor @dianfajarrahmari7551 commented "*From here I know that Habib's morals are the reflection of a prophet, he never interrupts a conversation, and it doesn't feel like he wants to win when speaking, he just conveys it... And that's really cool... Allahuakbar*" was formed because the actor focused on the content actor, namely Habib Jafar and Habib Jafar's manner of speaking. Actor @candrasusetyo6430 has the comment "*There is Boris, Login Trending*" which was formed because the actor focused on the perpetrator in the content, namely, Boris Bokir. Actor @cerulenughi25 commented "*You can see Boris's qualities as a true entertainer, he is good at placing himself, his comedy is quite smooth, he is good at processing words into something funny, his response to situations is also appropriate... whoever becomes Boris's partner doesn't think it will be difficult interact*" is formed because the actor focuses on the actor in the content, namely, Boris.

Actor @dianfajarrahmari7551, @candrasusetyo6430 and @cerulenughi25 have comments on host Habib Jafar and guest star Boris. Where, the actors see the presence of the host and guest stars, they produce a perception about the hosts and guest stars that occur in the content. Actor @dickygunawan6134, commented "*Don't worry, remember what Ali Bin Abi Talib said. There's no need to explain yourself to anyone, because those who like you don't need that. And those who hate you will not believe it*" was formed because the content of the content was about religion and tolerance. Actor @srisetiasihh1239 commented "*I myself have been Muslim since birth and was shaken due to lack of knowledge, but after often watching Habib Ja'far's content, I learned a lot*

and believed that my inherited religion was not wrong and became more solid in my religion" was formed because of the content actor namely Habib Jafar and Habib Jafar's way of speaking.

Actors @dickygunawan6134 and @srisetiasihh1239 have comments on the religious content that the hosts and guest stars present. Where, these actors are Muslim actors who explain their various positive perceptions about the content which includes comments about Islamic propositions about the prophet and about the confessions of a Muslim after watching the content. Actor @BONSAIINSPIRASI has a comment *"I am Catholic, after Eid I want to convert to Islam, please pray"* which was formed because the actor saw content that contained elements of religion and tolerance. Actor @giovanieugenio3776 commented, *"As a Catholic, I really like this content, it really brings a color of tolerance between religious communities. Bro Boris, you're so smart,"* was formed because the actor focused on content that talked about religion. Actor @monika_ryuka2465 commented *"Oh my goodness, I'm a non-Muslim. This is the first time I want to watch content about different beliefs for a long time like this. It's really exciting, there's a lot of knowledge to be gained. The truth is that religion is all good and leads to the path of truth."* This was formed because the actor focused on to content actors who talk about religion in an exciting and light manner. Actors @BONSAIINSPIRASI, @giovanieugenio3776 and @monika_ryuka2465 are based on the religious content that the hosts and guest stars present. Where, these actors are non-Muslim actors who explain various positive perceptions based on this content. The ten actors are divided into several clusters, namely content, content actors and religion. Where, the ten actors have different focuses and form a positive perception based on the focus cluster they see.

It can be seen that some of the audience's perceptions of comments from this content give rise to the fact that the audience is formed by using visual images, that is, how the audience sees content in the form of images and audio and gives rise to several positive perceptions because the content presented is taken lightly and can be accepted in society. This research uses a star communication pattern where this pattern is almost similar to a circle communication pattern. What is meant by equality is that all members are the same and all have the same power to influence other members. (Mardhiyyah Soenar and Nurrahmawati 2021) In this research, the audience will

communicate with each other. Based on the information obtained from all informants, the communication pattern formed as a result of interaction is a star communication pattern, because it is supported by interaction from replies, everyone will interact with each other through reply comments. (Poethrycendrawan and Utami 2022)

There is a star-shaped communication pattern in the interaction process of its members with each other. The meaning of this star shape is the pattern of all channels. Because the all-channel pattern does not center on just one leader, this pattern also provides satisfaction to its members, and is the fastest to complete a task if the task is related to a difficult problem. (Wirasahidan 2019)

The first actor, namely @sengklekman, has 40% of the number of replies and 60% of the number of likes with a network of 12,256. The @sengklekman account has the most comment replies and all replies focus on the perpetrators, namely Boris and Onad. Actor @yulisa19844, has 9% of the number of comment replies and 3% of the number of likes with 1,749 total communication networks, all comment replies are focused on content actors such as Boris.

Actors @sengklekman and @yulisa19844 focus on the number of replies being greater than the number of likes they get based on the perception they explain in the comments column, an overall comment on the content from both the host and guest stars and on themes that discuss religious tolerance and give rise to hashtags #Come on BorisCome on.

Actor @dianfajarrahmari7551 has 5% of the number of comment replies and 2% of the number of likes with 306 communication networks, all replies focus on the content actor, namely Habib Jafar's attitude. Actor @candrasusetyo6430 has 9% comment replies and 8% likes with 1749 networks, all of which focus on content actors like Boris. Actor @cerulenughi25 has 9% of comment replies and 3% of likes with 1,719 networks, all comment replies focus on content actors like Boris.

Actors @dianfajarrahmari7551, @candrasusetyo6430 and @cerulenughi25 have a focus on the number of replies being greater than the number of likes they get based on the perceptions they explain in the comment column regarding the religious content that hosts and guest stars present. The actors see the presence of the host and guest stars, they produce a perception about the hosts and guest stars that occur in the content.

Actor @dickygunawan6134, has 1% of the number of comment replies and 3% of the number of likes with 807 total communication networks, all comment replies focus on content actors like Boris. Actor @srisetiasihh1239 has 4% of the number of comment replies and 1% of the number of likes with 286 number of communication networks, all replies that focus on the perpetrator of the content.

Actors @dickygunawan6134 and @srisetiasihh1239 have different focus on the number of replies and likes. Where, the actor @dickygunawan6134 has a focus on the number of replies being less than the number of likes the actor gets. The actor has a perception of comments about Islamic postulates regarding the prophet. The actor @srisetiasihh1239 has more replies than the number of likes the actor gets based on the perception explained about the recognition of a Muslim after watching this content.

Actor @BONSAIINSPIRASI has 29% of the number of replies and 10% of the number of likes with 2088 number of networks, all replies that focus on that content. Actor @giovanieugenio3776 has 5% of the number of comment replies and 2% of the number of likes with 441 total communication networks and all comment replies that focus on that content. Actor @monika_ryuka2465 has 2% of the number of comment replies and 1% of the number of likes with 297 total communication networks and all replies that focus on that content.

Actors @BONSAIINSPIRASI, @giovanieugenio3776 and @monika_ryuka2465 focus on the number of replies being greater than the number of likes they get based on the religious content that the hosts and guest stars present. Where, these actors are non-Muslim actors who explain various positive perceptions based on this content.

CONCLUSION

This research was analyzed using the framing analysis method of William A. Gamson and Andre Modigliani's model through Visual Images theory to produce three groups, namely content, host and guest stars and religion. The framing results of the three clusters have a positive

perception based on the cluster focus on each actor. The first cluster, namely content, has 2 actors who have positive results regarding the content based on the content that discusses religious tolerance. The second cluster, hosts and guest stars which have 3 actors which produces positive perceptions about the host and guest stars based on the personalities of the hosts and guest stars in the content. The third cluster, religion, has 5 actors who produce positive perceptions about the content that discusses religious dialogue and raises perceptions from Islamic and non-Muslim religions. The SNA analysis found a star-shaped communication network pattern among YouTube commenters and demonstrated active participation and significant interactions among individuals as well as other individuals. The research results conclude that each actor has an interconnected network.

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