

ABSTRAK

Penelitian ini mengeksplorasi dinamika *electronic Word-of-Mouth* (eWOM) dalam pemasaran film animasi Jumbo di platform X yang memicu fenomena dukungan massa populer “Buzzer Jumbo”. Tujuan penelitian ini adalah untuk memetakan struktur jaringan komunikasi yang terbentuk serta menganalisis peran strategis *opinion leader* dalam mengamplifikasi narasi promosi film tersebut. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan metode *Social Network Analysis* (SNA) untuk membedah metrik sentralitas serta tipologi jaringan melalui perangkat lunak Gephi. Hasil penelitian menunjukkan bahwa jaringan komunikasi film Jumbo membentuk tipologi *Community Clusters*, di mana audiens terbagi ke dalam banyak komunitas namun tetap saling terhubung dalam satu kesatuan arus informasi. Temuan menarik dalam penelitian ini mengungkap bahwa kepemimpinan opini didominasi secara sentral oleh pihak internal, khususnya sutradara dan akun resmi film, yang bertindak sebagai jembatan informasi utama. Keberhasilan eWOM ini dipicu oleh anomali strategi promosi berupa interaksi personal dan narasi di balik layar yang autentik dari pihak kreator. Hal ini membuktikan bahwa fenomena “Buzzer Jumbo” tidak muncul secara instan, melainkan hasil sinergi antara struktur jaringan yang solid dengan upaya amplifikasi strategis kreator dalam membangun validasi sosial. Harapan penelitian ini adalah memberikan kontribusi bagi pengembangan strategi pemasaran digital di industri kreatif melalui pemanfaatan kepemimpinan opini yang organik dan taktis.

Kata Kunci: *Social Network Analysis, electronic Word-of-Mouth, Film Jumbo, Opinion Leader*

ABSTRACT

This study explores the dynamics of electronic Word-of-Mouth (eWOM) in the marketing of the animated film Jumbo on the X platform, which triggered a unique phenomenon of mass support known as “Buzzer Jumbo”. The purpose of this research is to map the formed communication network structure and analyze the strategic role of opinion leaders in amplifying the film's promotional narrative. The research method employed is a quantitative approach using Social Network Analysis (SNA) to examine centrality metrics and network typology through Gephi software. The research results indicate that the communication network of the film Jumbo forms a Community Clusters typology, where the audience is divided into numerous communities that remain interconnected within a unified flow of information. A key finding of this study reveals that opinion leadership is centrally dominated by internal parties, specifically the director and the film's official accounts, acting as the primary information bridges. The success of this eWOM was driven by an anomaly in promotional strategy involving personal interaction and authentic behind-the-scenes narratives from the creators. This proves that the “Buzzer Jumbo” phenomenon did not emerge instantaneously but resulted from the synergy between a solid network structure and the creators' strategic amplification efforts in building social validation. The research expects to contribute to the development of digital marketing strategies in the creative industry through the utilization of organic and tactical opinion leadership.

Keywords: *Social Network Analysis, electronic Word-of-Mouth, Jumbo Film, Opinion Leader*