Sentiment Analysis On The Conversation Pattern Of The @Quweenjojo Account's Apology Regarding Gofar Allegations Of Harassment On Twitter

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ABSTRACT

Social media has become a fundamental necessity for humans, facilitating social interaction and communication which are essential needs as social beings. In the era of social media, information about scandals or controversial actions can spread rapidly and widely. One notable case is Gofar Hilman, where public perception turned negative due to allegations of sexual harassment posted by the @Quweenjojo account. This research explores the sentiments and communication patterns arising from the public apology discussion by @Quweenjojo on Twitter regarding the allegations against Gofar Hilman. The tweets generated diverse responses from the audience, as the accusations of sexual harassment against Gofar Hilman by @Quweenjojo were deemed delusional and false. This study applies communication pattern theory and narrative analysis methods. The findings from the communication pattern theory analysis reveal a circular communication pattern formed during interactions, reflecting equal distribution in communication and decision-making processes. The research identifies predominantly negative sentiments resulting from this interaction. It suggests that public apologies on social media may not always yield positive outcomes for the apologizer and can instead worsen their reputation. The apology by @quweenjojo could be viewed as an attempt to restore Gofar Hilman's reputation.

Keyword: Communication Pattern, Narrative Analysis, Twitter, Sentiment.

INTRODUCTION

Media works to convey information. For audiences, this information can form, maintain or redefine an image (Pattipeilohy, 2015). Mass media is considered a tool that is quite effective and powerful in expressing and disseminating a person's popularity so that it can be accessed and consumed by the public. The strategic position of mass media makes it a means that allows fast and widespread access to reach audiences (Na'im, 2021). Mass media includes all forms of media, one of which is social media (Nur, 2021). Social media has become a primary human need, enabling social interaction and communication which are basic needs as social creatures. In rapid

development, social media has changed our real life into a virtual world, where everything can be accessed easily through the platform (Jannatania et al., 2022).

Social media allows wide and massive communication with text, photo and audio-visual features to support user convenience (Yoedtadi & Hapsari, 2020). One of the well-known social media platforms is Twitter. Twitter, is a social media platform that allows users to convey short messages in sentences of less than 140 characters, efficient for sharing information globally (Bara et al., 2022). Since it was first introduced, Twitter has become one of the ten most visited sites on the Internet, earning the nickname "short messages from cyberspace" (Pranata, 2023).

The existence of social media allows celebrities to expand their influence and increase their popularity among society (Choi & Berger, 2010). By distributing customized content on social media platforms, individuals have the ability to present themselves with a favorable image to an audience that can be reached instantly. (Kapidzic, 2018). When a public figure commits an act that violates ethical values, norms and morals, it will cause a negative reaction from society. These public figures will experience social sanctions, such as losing fans, influence and trust from the public which will have an impact on the image and reputation previously built (Anjarini, 2020). Negative publicity towards celebrities can be defined as media attention to negative things that have been done by the celebrity which can cause "disastrous" consequences (Prameswara & Sjabadhyni, 2018).

When the popularity of a celebrity/public figure reaches a very high level, the possibility of being caught up in a scandal also increases. Public figure/celebrity scandals can have a big impact on the audience's perspective on them, especially if the scandal involves unethical or unlawful conduct. What they will get is facing social sanctions and negative publicity from the media. Negative publicity against a celebrity does not only include media coverage of the negative actions he or she commits, but also involves reactions and responses from social media users and the public in general. In the era of social media, information about scandals or controversial actions can spread quickly and widely.

Gofar Hilman, one case of how the audience's perspective becomes bad because of negative publicity; due to accusations of sexual harassment made by him and spread by one of the Twitter accounts named @Quweenjojo. Launching on Kompas.com, in July 2021, through a series of chronological posts, the owner of the account @quweenjojo described the sexual harassment incident he experienced, and identified Gofar Hilman as the perpetrator (Kompas, 2022). The consequences experienced by Gofar Hilman involved the end of his business collaboration with Lawless Burgerbar, which was one of his business entities (Kristy, 2022). Until February 10 2022, Syerin provided an explanation and apologized to Gofar via a video recording uploaded to his personal Twitter account (Kumparan.com, 2023).

This incident reflects how controversial events on social media can have a profound impact on a person's image. Although efforts to right wrongs have been made through apologies, it is worth noting that public opinion is often difficult to fully restore. In this digital era, where information spreads quickly and widely, reputation management becomes increasingly crucial. This incident highlights that every action on social media can have long-term consequences, and understanding the dynamics of online communications is key to managing reputation effectively.

Opinions formed not only in real life but also on social media form special feelings for internet users. The sentiment that emerges can be positive, neutral, or negative. The meaning of sentiment analysis according to Bing Liu is; Sentiment analysis, or opinion mining, is a field that studies a person's opinions, sentiments, judgments, attitudes, and emotions toward entities and attributes expressed in written text. These entities can be products, services, organizations, individuals, events, issues, or topics, and these areas cover a wide scope of issues (Liu, 2020). Based on this sentiment, a communication pattern will be formed that suits the type of sentiment.

In the context of the discussion pattern in the @Quweenjojo account's apology on Twitter. Study of sexual harassment accusations against Gofar Hilman, there was intensive communication on Twitter through various forms of interaction, such as replies, retweets and quotations in Apology tweet delivered by the @Quweenjojo account. This phenomenon creates an active and responsive discussion space from involved Twitter users.

Pattern refers to the structure, form, or design of communication that can be recognized through communication frequency. Communication patterns prioritize the structure of

information flow in sending and receiving messages (Sufian, 2019). In the context of this research, the focus of communication is towards communication patterns. Among other things, this includes communication patterns; Primary Communication Pattern, Secondary Communication Pattern, Linear Communication Pattern and the last one is Circular Communication Pattern (Abidin, 2017).

The meaning of each pattern is; Primary Pattern, The communication process involves conveying messages by the communicator to the communicant using symbols as a medium. There are two types of symbols: verbal (language) which is often used to express thoughts, and nonverbal (body gestures such as eyes, head, lips, hands, etc.). Secondary Pattern, The process of conveying a message by the communicator to the communicant using tools or means as the second medium after symbols, taking into account long distances or large audiences. Linear Pattern, delivery of messages in a straight line from communicator to communicant as the end point. Lastly, Circular Pattern, different from linear, this pattern involves feedback from communicator to communicator, showing a response to the message received (Rumengan et al., 2020).

Theory social action media studies, also used in this research as a supporting theory. As for the meaning of theory social action media studies are as follows; Media content is interpreted within a community, and members of that community are influenced more by their peers than by the media." (Littlejohn W et al., 2016). That the audience is an active audience where they can sort out the information they will receive or not receive and even though the media is biased or takes sides, individuals in the community will determine the true meaning of the message conveyed (Peterson, 2011).

The media used in researching conversation patterns in the @Quweenjojo account's apology tweet regarding Gofar Hilman's sexual harassment allegations was Twitter. Twitter is an online platform owned and operated by Twitter Inc. This platform provides a social network in the form of microblogs, allowing users to send and read messages known as "tweets". These tweets are text with a limit of up to 140 characters and are displayed on the user's profile page (Ara, 2015). Twitter was founded in San Francisco in 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams (Tamaraya, 2020).

The Twitter features include; Mention, where users can link to other Twitter accounts by adding the @ sign in front of their name, Reply is a tweet in reply to another tweet and always begins with mention, Retweet which can function as a noun, namely a tweet from another account that is forwarded to followers with the aim of spreading it to a wider network, Quote Retweet; retweet written in quotation form, giving users the opportunity to add comments or context to the retweet that they share and last Favorites which contains a list of tweets marked by users as their favorites (Rezeki et al., 2020).

This research wants to find out how communication patterns are formed in the @Quweenjojo account's apology tweet regarding accusations of sexual harassment directed at Gofar Hilman by using communication pattern theory in order to understand the interaction and dissemination of information through tweets. Also, this research aims to find out how tunes the sentiment generated by the @Quweenjojo account's apology tweet thread on Twitter regarding Gofar Hilman's accusations of sexual harassment using the narrative analysis method.

This research framework includes two main elements: Communication Patterns and Narrative Analysis. Communication Patterns are used as the main theoretical foundation in this research for the reason of understanding the interaction patterns and intensity of interactions that occur in the @Quweenjojo account's apology tweet thread on Twitter regarding Gofar Hilman's sexual harassment allegations. Narrative Analysis is used as an analytical methodology to understand the narrative in the conversation pattern of the @Quweenjojo account's apology tweet regarding allegations of sexual harassment against Gofar Hilman

RESEARCH METHODS

This research uses the Narrative Analysis method, A research method that is often used to tell cases related to individuals or groups through oral or written narratives, the main aim is to understand the experiences expressed through documentation or personal sources of information by collecting and analyzing life stories (Rosyidah et al., 2011). The narrative method is used to thoroughly understand the apology delivered by the @Quweenjojo account regarding allegations of sexual harassment against Gofar Hilman on Twitter.

Postpositivism paradigm with a qualitative approach. The postpositivist paradigm believes that causes have a significant role in determining the results or effects of a phenomenon (Creswell & Creswell, 2018). The postpositivism approach aims to get objective answers by trying to recognize and work with these biases in the theories and knowledge that theorists develop (Shah, 2021).

The data used is big data by analyzing the discussion apology delivered by the @Quweenjojo account regarding allegations of sexual harassment against Gofar Hilman on Twitter social media. The data collection method used in this research is Web Crawling by using Tweet Harvest as a tool to collect data from the Twitter server which includes user information and tweets and their attributes. Tweet harvest is a script developed to perform data retrieval or web crawling from the social media platform Twitter (Satria, 2023). Web Crawling is the process of collecting or downloading data from a database (Eka Sembodo et al., 2016).

RESULTS AND DISCUSSION

This research uses conversation data that occurred on Twitter social media regarding a series of tweets made by the @Quweenjojo account. The tweet contains an apology for the alleged act of sexual harassment committed by Gofar Hilman, but this information is not true. This causes information to be lost from this case. Despite the withdrawal of accusations and attempts at apologies, the negative impression that has formed in the minds of the public is difficult to eradicate. It is important to remember that social media is not only a platform for sharing information, but also an arena where people's opinions and perceptions are formed.

Data was collected using techniques Web Crawling and also use Tweet Harvest as a data retrieval tool and the data taken is in the form of big data from Twitter where the data that has been successfully collected includes 1513 Twitter account/user data. The account data that has been successfully retrieved reflects various responses and interactions within the Twitter platform.

The main focus of this research is on communication patterns, and in this case, the research adopts communication pattern theory. This theory provides a basis for understanding the dynamics of interaction and message exchange in the context of an apology, especially how the @Quweenjojo account communicates with other Twitter users regarding the accusations directed at Gofar Hilman. And using theory social action media studies proposed by Gerard Schoening & James Anderson, where this theory is used as a supporting theory on the grounds that the interactions carried out by the audience in this thread are acts of social action in the media.

The account data that has been collected produces discussion data of 5164 data. In this context, the discussion data is broken down into three cluster The main thing is frequency mentioning / tagging, tweet sentiment, and percentage of twitter features. Frequency data mentioning collected as many as 3173, this illustrates the level of intensity of interaction between the @Quweenjojo account and its audience in conversations on Twitter. This number reflects how often Twitter users mention or tag other accounts in conversation threads, creating an active and dynamic communication dynamic. The high number of 3173 gives an idea of the large number of interactions that occurred, showing how strong the participation and involvement of Twitter users was in the conversation.

The focus of the analysis was also on the second conversation data, namely tweet sentiment, where the number of data collected reached 1366. At this stage, the research examined how Twitter users expressed their opinions, feelings or attitudes towards certain topics in conversations. The number 1366 reflects a large number of tweets related to aspects of sentiment, highlighting the significance and complexity of the emotional responses that may be involved in such conversations.

Furthermore, the third analysis includes conversation data via Twitter features, with details that the number reached 625, as seen in the image above. At this stage, research observes the use of features such as reply, retweet, quote, And favorite in the apology thread. The number 625 reflects how often Twitter users engage in using these features during conversations. By analyzing these three aspects, research can gain a more comprehensive understanding of the patterns and characteristics of conversations that occur on Twitter related to the topic of

conversation patterns in the apology thread of the @Quweenjojo account on Twitter in the context of allegations of sexual harassment made by the @Quweenjojo account against Gofar Hilman.
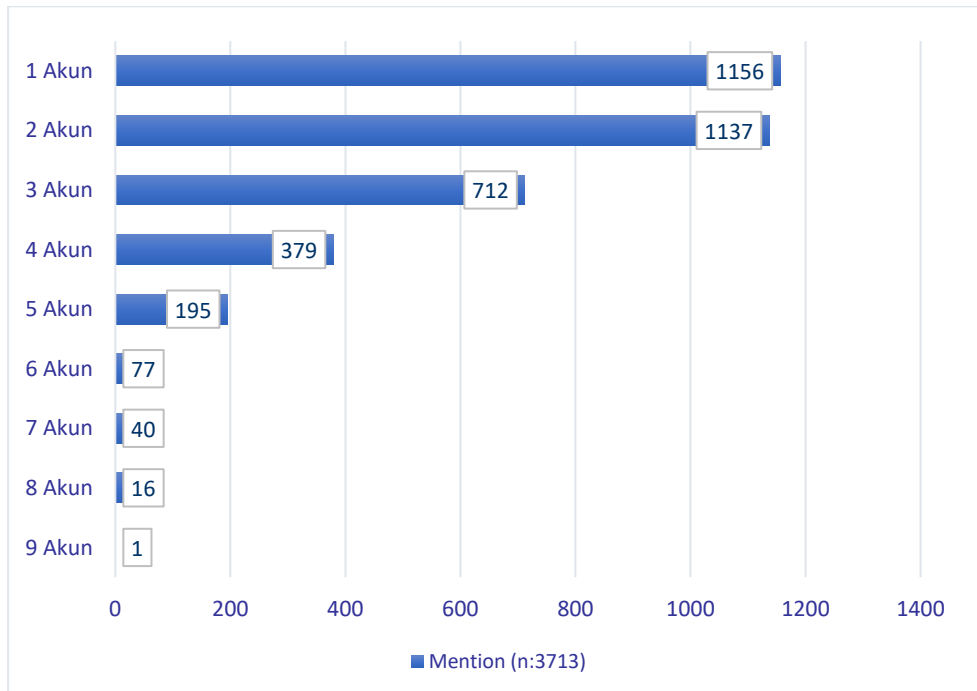
Gambar 1 Frekuensi Mentioning

Figure 1 presents the frequency of use mention/tag (mention) of certain accounts or elements in the apology thread. This image provides a very useful picture in analyzing the level of audience interaction and involvement regarding the issue of the @Quweenjojo account apology.

Based on Figure 1 frequency mentioning above, it can be seen that there are vertical and horizontal indicators and there can be significant variations in the frequency with which audiences mention accounts, which range from one to nine accounts. Vertical indicators are 1 account, 2 accounts, 3 accounts, 4 accounts , 5 accounts, 6 accounts, 7 accounts, 8 accounts, and the last one is 9 accounts; This explains that the conversation occurred which was uploaded by the audience account which the account carried out in the conversation mentioning other people, and in this case also provides an idea of the extent of the accounts' involvement in the conversation.

Horizontal Indicator is how many accounts mention based on existing vertical indicators. Horizontal Indicator reflects how often accounts mention based on vertical indicators. Likewise, on the vertical indicator for 1 account, it was found that mentioning occurred on 1 account 1156 times. Likewise, for 2 accounts there were 1147 mentionings, then for 3 accounts there were 712, followed by 4 accounts with 379, and so on with decreasing numbers: 5 accounts (195), 6 accounts (77), 7 accounts (40), 8 accounts (16), and 9 accounts (1).

These detailed figures illustrate the decline in the number of mentionings along with the increase in the number of accounts involved. This decline reflects that the audience is not mentioning too many accounts. If most mentions are concentrated on 1 or 2 accounts, this may indicate a special focus or interest in the conversation.

It is important to note the high frequency mentioning reflects the intensity of discussion and public attention to the issues raised. The more accounts that mention or respond, the wider the scope of the conversation within the Twitter network. In other words, the issue of @Quweenjojo's apology has indeed become a significant concern in the realm of social media.

Additionally, frequency mentioning can also provide an idea of the level of audience participation and engagement. An active audience will tend to do so mentioning against multiple accounts at once, showing that they are actively involved in discussions and trying to involve various parties. In contrast, a more passive audience might just do mention against a few accounts or even just one, indicating more limited engagement in the conversation. Frequency mentioning

is also closely related to the sentiment of the tweet. In this context, it can be observed how the audience responds to the issue. Whether mention Is it positive, negative or neutral? Deep high frequency mentioning may reflect a growing controversy or concern among the public.

Tabel 1. 1 Feeling Tunes

No	Account	Tweet	Deskription	Sentiment
1	@Quweenjojo	I, Hafsyarina Sufa Rebowo or Syerin, would like to apologize to Gofar Hilman, Gofar Hilman's extended family, and the wider community for my upload on June 8 2021 on the Twitter account @quweenjojo, which accused Abdul Gofar Hilman of sexually harassing me.	Primary source	Primary source
2	@abuabdullah212_	@quweenjojo Women have the potential to become obstacles to the revolution and destroy men's careers	Inhibitor of revolution destroyer of men's careers. Aggressive, sexist.	Negative
3	@marceladalagi	@quweenjojo Certainly under pressure because he embarrassed himself and harmed many people. Even if I make a small mistake, I'm depressed, especially since he's causing a stir throughout Indonesia with his delusions.	Embarrassing himself and harming many people.	Negative
4	@Rizqal_A	@quweenjojo please forgive me if you've watched the dimension movie, don't compare it to the reality screened again, ma'am	After watching a film, don't confuse the dimensions with reality (Sarkas)	Negative
5	@heresandin	@quweenjojo kaya light copying scene:')(	Similar to a scene from a film	Neutral
6	@agvngvtama	@quweenjojo Well that's it. Is he lying or gofar? Nobody knows	Question the truth.	Neutral
7	@yogayogagag	@quweenjojo Lost in court?	Question the truth.	Neutral
8	@urStepbro7	@quweenjojo It's crazy that I can't see his father's expression. I hope this isn't because he was threatened. Hopefully not.	Expect something good	Positive
9	@notyourbadut	@quweenjojo syerin i know the truth. It doesn't matter. I hope that after this there will be no more business with him. I hope you and your family are always healthy and happy.	Provide support.	Positive
10	@SheraAlUzza	Yes, we never know what kind of mediation this is. What is certain is that this statement has made victims of harassment afraid to speak.	Giving the statement "This statement has made victims of harassment afraid to speak."	Positive

In the context of the sentiment of the tweet in the @Quweenjojo account's apology thread on Twitter regarding allegations of sexual harassment against Gofar Hilman, it can be seen that there were various reactions and feelings emerging from the audience. These sentiments reflect the complex dynamics in response to the account's apologetic claims. Several tweets expressed sentiments of empathy and support for @Quweenjojo, acknowledging her steps to apologize and withdraw sexual harassment allegations. On the other hand, there were also tweets that reflected sentiments of skepticism, where some audience members questioned the motivation behind the apology and asked critical questions regarding the clarity of the reasons given. There were also conflicting sentiments and discussions between audience members who had different views regarding the truth of the initial accusation and the substance of the apology.

In Table 1 above you can see that the data presented are tweets in the apology thread by the @Quweenjojo account. The @Quweenjojo account is the main source, the table provides an overview of each sentiment category, presenting 3 tweets per category. From the negative category, a tweet uploaded from an account called @abuabdullah212_ containing "@quweenjojo Women have the potential to be an obstacle to revolution and destroy men's careers", this tweet is classified as a negative sentiment on the grounds that the sentence shows aggression which may sound a bit sexist, namely "an obstacle to the revolution" and also a "destroyer of men's careers".

The @agvngvtama account is in the neutral sentiment category. For the reason that in his tweet upload which contained "@quweenjojo Well that's it. Is he lying or gofar? Nobody knows", is a question about the truth of what happened, and with this, the @agvngvtama account is classified as a neutral sentiment category. @notyourbadut an account that falls into the positive sentiment category, its tweet contains "@quweenjojo syerin i know the truth. It doesn't matter. I hope that after this there will be no more business with him. I hope you and your family are healthy and always given happiness." The reason why this tweet is included in the positive category is because the sentence expressed shows support, so it can be classified as a sentiment in the positive category. This diversity of sentiment provides a more complete picture of how audiences responded to and perceived this controversial issue, illustrating more than just the polarity between positive and negative, but also more complex nuances of feeling. More detailed and complete information can be found in the attached sheet to view the table in its entirety..
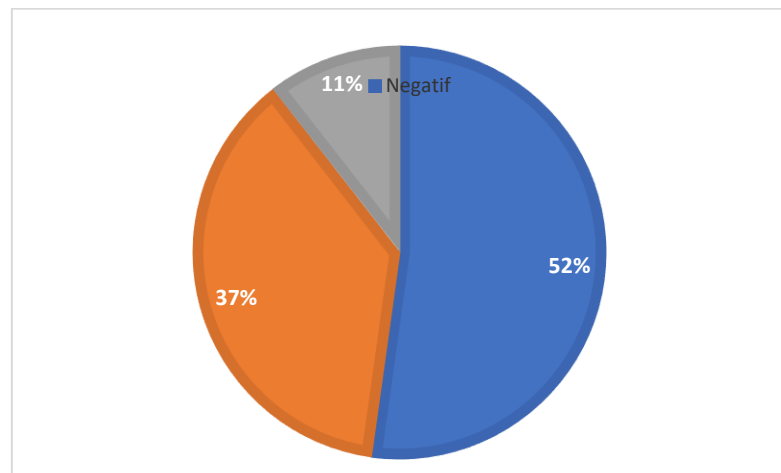
Picture 2 Discussion Sentiment

Table 2 Percentage of Discussion Sentiment

No	Sentiment	Quweenjojo (n:1366)
1	Negative	52,1 % (n:713)
2	Neutral	37,3 % (n:510)
3	Positive	10,4 % (n:143)

A discussion of conversation sentiment based on processed data shows a complex picture regarding the audience's response and views towards the @Quweenjojo account's apology in the context of allegations of sexual harassment against Gofar Hilman. Using the data that has been obtained, sentiment processing and calculations are carried out based on conversations uploaded by audiences who interact on the @Quweenjojo account's apology thread regarding the accusations of sexual harassment that he leveled at Gofar Hilman. Below is a picture and table of conversation sentiment. The picture and table of conversation sentiment above are continuous with the data in the picture using the data in the table to describe the percentage portion of sentiment. Based on Figure 2 conversation sentiment and Table 2 the percentage of conversation sentiment presented, it can be seen that the majority sentiment towards the @Quweenjojo account is negative, reaching 52.1% of the total data. This number of 713 conversations shows that most of the audience responded to the apology with critical or skeptical views. Neutral sentiment reached 37.3% or 510 conversations, indicating that some audiences chose not to give a firm assessment of the apology. Meanwhile, positive sentiment reached 10.4%, with 143 conversations, indicating that there was a small portion of the audience who provided support or accepted the apology. The sentiments in the conversation in the @Quweenjojo account's apology thread yielded a deep understanding of how the audience responded to this situation.

Based on the explanation above, the sentiment results obtained by the @Quweenjojo account are negative sentiment. Predominant negative sentiment may reflect dissatisfaction or distrust towards the @Quweenjojo account, although it should be noted that interpretation of sentiment can be subjective. This indicates that the act of apologizing on social media does not necessarily produce positive results for the person apologizing, and instead produces negative results for the perpetrator.

The apology made by the @Quweenjojo account can be considered as an effort to repair Gofar Hilman's reputation which has been tarnished due to allegations of sexual harassment. Recognition that the accusations are delusional may be interpreted as an attempt to repair one's reputation, especially if the previous accusations were deemed to be unfounded. In sentiment analysis, it can be seen that the audience is not only a passive recipient, but is actively involved in forming a collective view of this case. Respond in the form of a reply (reply), redistribution (retweet), and quoting (quote) is an indicator that social action through social media has a significant role in disseminating information and forming opinions. The results of sentiment analysis had a significant impact on the @Quweenjojo and Gofar Hilman accounts. The combination of these two parts provides a comprehensive picture of how actions on social media can shape public opinion.

Tabel 1 Percentage of Twitter Features

Number	Twitter Features (n:625)	Percentage
1	Favorit (n:359)	57,4%
2	Reply (n:236)	37,7 %
3	Retweet (n:18)	2,88 %
4	Quote (n:12)	1,92 %

Based on data from Table 3, the percentage of Twitter features presented above, the favorite feature reached the highest percentage, namely 57.4%, indicating that most of the audience responded more passively to the apology thread. Although this feature does not engage in active dialogue, a high score can be interpreted as support or sympathy for the content of the apology. Reply feature (reply) reached a percentage of 37.7%, indicating that the audience was actively involved in direct dialogue with the @Quweenjojo account regarding the apology. This feature provides space for the audience to communicate directly with the @Quweenjojo account owner. This engagement can provide space for a deeper exchange of opinions and clarification between key accounts and their audiences. This feature is the main means for exchanging views, clarification and discussion in the apology thread.

Feature percentage retweet relatively low, namely 2.88%, although this feature is low, this value cannot be ignored. Retweet remains an indicator of the extent to which apologetic content is distributed more widely on the Twitter platform. In this context, retweet It may reflect support and desire, but it could also be the opposite, although with the same goal, namely to participate in disseminating information that is considered relevant. The percentage of quotation features which reached 1.92% shows that some audiences responded more deeply to the apology content.

The features above provide space for them to provide responses or provide additional perspectives regarding the issues discussed. By considering the detailed percentage features above, the analysis of conversation patterns can become more comprehensive, providing a more complete picture of how audiences interact and respond to apologies on the Twitter platform in the context of this case.

The significant presence of these features creates an interactive ecosystem where the audience not only passively receives information, but is also actively involved in discussing, spreading, and responding to the @Quweenjojo account's apology tweet. The high proportion of these features reflects the complexity and intensity of the conversation the issue generated on the social media platform Twitter.

This research focuses on analyzing interpersonal communication patterns as manifested in the apology tweets sent by the @Quweenjojo account on Twitter, related to accusations of sexual harassment directed at Gofar Hilman. The main focus of the research is on the dynamics of interaction between the @Quweenjojo account and its audience in the apology thread. Interpersonal communication patterns can be identified from the way the audience responds, interacts and responds to the apology delivered by the @Quweenjojo account. Analysis involves a deep understanding of interaction patterns, such as whether there is support, questions, criticism, or emotional reactions on the part of the audience.

In the perspective of communication pattern theory, it is explained that there are four communication patterns, namely primary patterns, secondary patterns, linear patterns and circular patterns (Rumengan et al., 2020). In the context of this research, based on the data that has been analyzed, it can be seen that the pattern formed in the research is only one pattern, where the pattern in question is a circular pattern.

This circular pattern reflects equal distribution in communication and decision making. Each individual is involved in sending and receiving messages with the principle of equality, and each person has the same authority. In this context, the audience and individuals involved are those who take part or interact in the @Quweenjojo account's apology thread. This can be interpreted that in the dynamics of communication, each party has equal roles and rights, without any dominance or inequality in the message exchange process. This pattern of equality creates an environment where each individual can contribute and participate with equal authority.

Audiences who take part in this apology thread interact with each other, whether directly interacting with the main account, namely @Quweenjojo or interacting with other accounts, they have the same authority, on the grounds that the mutual conversation between the audience in this thread confirms that every individual has the right and equal roles in participating in these interactions.

In the context of discussing the circular communication pattern formed in the apology thread of the @Quweenjojo account on Twitter, it can be seen that the dialogue and exchange of ideas between the audience creates an atmosphere full of various sentiments. Through this equality pattern, the interactions that occur are not only limited to support or criticism of @Quweenjojo, but also reflect various sentiments that arise among the audience. Sentiments in these threads can include empathy toward the apology's claims, skepticism toward the reasoning behind the dismissal of accusations, or even conflict between different views and opinions of the audience. This diversity of sentiment creates complex dynamics in interpersonal communication patterns, enriching understanding of audience responses to the issue of sexual harassment involving Gofar Hilman and @Quweenjojo.

The sentiment in the @Quweenjojo account's apology tweet regarding allegations of sexual harassment against Gofar Hilman can be linked to the theory social action media studies proposed by Gerard Schoening and James Anderson (Schoening & Anderson, 1995). In context social action media studies, tunes sentiment analysis shows how social media acts as a platform where individuals and groups participate in creating, conveying, and consuming messages. Frequency tagging, tweet sentiments, and Twitter features become forms of social action that are reflected in the way social media users interact.

The importance of sentiment tunes in analysis can also be linked to the idea of the role of social media in shaping public opinion and having an impact on people's views of an event or individual. Within the framework social action media studies, social media is not only a communication tool, but also a space where social action occurs, including audience response and participation in a controversial issue.

CONCLUSION

Based on the results of the analysis, this research has several conclusions such as; The communication pattern formed based on communication pattern theory is a circular pattern. The patterns formed in the interactions that occur reflect equal distribution in communication and decision making, each individual is involved in sending and receiving messages, and each person has the same authority. In this context, the audience and individuals involved are those who take part or interact in the @Quweenjojo account's apology thread.

Audiences who take part in this apology thread interact with each other, whether directly interacting with the main account, namely @Quweenjojo or interacting with other accounts, they have the same authority, on the grounds that the mutual conversation between the audience in this thread confirms that every individual has the right and equal roles in participating in those interactions.

This research produces negative sentiment tunes. This indicates that the act of apologizing on social media does not necessarily produce positive results for the person apologizing, and instead produces negative results for the perpetrator. The apology made by the @Quweenjojo account can be considered as an effort to improve Gofar Hilman's reputation.

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