

Netizen Responses and Interaction Patterns to Motivational Videos on Youtube

Winda Elistiani^{a,1,*}, Iskandar^{b,2}, Wahyuddin^{c,3}

^{abc} State Islamic Institute of Parepare, 91131 Indonesia

¹ windaelistiani@iainpare.ac.id; ² iskandar@iainpare.ac.id; wahyuddin@iainpare.ac.id

* Correspondence of the author

ARTICLE INFO

Article History:

Accepted: Dec 2025

Revised: Jan 2026

Approved: Feb 2026

Kata Kunci:

Respon Nitizen

Youtube

Sentimen Analisis

Video Motivasi

Social Network Analysis

ABSTRACT

Abstrak: Perkembangan media sosial telah menjadikan kolom komentar YouTube sebagai ruang penting untuk mengukur respons publik terhadap konten pendidikan dan motivasi. Video Sherly Annavita berjudul "Stop Buang Waktu" menunjukkan tingkat keterlibatan penonton yang tidak hanya reaktif, tetapi juga reflektif dan emosional. Studi ini bertujuan untuk menganalisis pola interaksi sentimen, toksisitas, dan orientasi makna yang terbentuk dalam diskursus digital melalui respons-respons tersebut. Studi ini bertujuan untuk menganalisis reaksi netizen terhadap konten motivasi di YouTube secara mendalam. Tujuan selanjutnya adalah mengeksplorasi bagaimana netizen menafsirkan pesan manajemen waktu melalui ekspresi linguistik, emosi, dan interaksi di bagian komentar. Selain itu, penelitian ini berusaha mengidentifikasi pola bagaimana netizen menerima pesan motivasi dalam konteks komunikasi digital. Metode penelitian yang digunakan adalah kualitatif, dengan desain deskriptif-interpretatif. Analisis dilakukan pada 254 komentar, menggunakan Social Network Analysis untuk memetakan hubungan dan analisis teks digital, termasuk word cloud dan emoji, analisis sentimen, analisis toksisitas, dan analisis kesamaan semantik, melalui Commanalytic.org. Pendekatan kualitatif ini memungkinkan peneliti untuk mengkontekstualisasikan makna, emosi, dan orientasi resepsi netizen. Hasil menunjukkan bahwa respons netizen didominasi oleh sentimen positif dengan tingkat toksisitas yang sangat rendah. Polanya interaksi menunjukkan keterlibatan netizen yang relatif konsisten, dengan beberapa individu yang lebih aktif berperan sebagai pemacu diskusi. Analisis topik mengungkapkan bahwa pembicaraan netizen berpusat pada apresiasi terhadap pembicara dan refleksi pribadi tentang manajemen waktu. Temuan ini signifikan karena menunjukkan kemampuan konten motivasi untuk menghasilkan resonansi emosional yang kuat di ruang digital. Ketidakhadiran konflik dan ucapan negatif menunjukkan pembentukan ruang komunikasi yang sehat dan konstruktif. Temuan ini dapat dijadikan acuan bagi pembuat konten dan praktisi komunikasi dalam merancang pesan yang resonan dengan netizen. Dari perspektif akademis, penelitian ini memperkaya bidang studi komunikasi digital kualitatif dengan mengintegrasikan analisis jaringan, sentimen, toksisitas, dan topik dalam kerangka interpretatif yang terpadu.

Abstract: The development of social media has made YouTube comment sections an important space for gauging public response to educational and motivational content. Sherly Annavita's video titled "Stop Buang Waktu" shows a level of audience engagement that is not only reactive but also reflective and emotional. This study aims to analyze the patterns of interaction, sentiment, toxicity, and meaning orientation formed in digital discourse through these responses. This study aims to deeply analyze netizens' reactions to motivational content on YouTube. The next objective is to explore how netizens interpret time management messages through linguistic expressions, emotions, and interactions in the comment section. Additionally, this research seeks to identify patterns in how netizens receive motivational messages in the context of digital

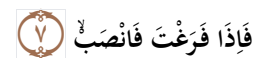
Keywords:
Netizen's Responses
Youtube
Sentiment Analysis
Motivational Video

communication. The research method used is qualitative, with a descriptive-interpretative design. Analysis was conducted on 254 comments, using Social Network Analysis to map relationships and digital text analysis, including word clouds and emojis, sentiment analysis, toxicity analysis, and semantic similarity analysis, through Commanalytic.org. This qualitative approach allows researchers to contextualize the meaning, emotions, and reception orientation of netizens. The results show that netizens' responses are dominated by positive sentiment with very low levels of toxicity. The interaction patterns show relatively consistent netizen engagement, with some more active individuals acting as discussion triggers. Topic analysis reveals that netizen conversations center on appreciation for the speaker and personal reflection on time management. These findings are significant because they demonstrate the ability of motivational content to generate strong emotional resonance in the digital space. The absence of conflict and negative speech indicates the formation of a healthy and constructive communication space. These findings can serve as a reference for content creators and communication practitioners in designing messages that resonate with the audience. From an academic perspective, this research enriches the field of qualitative digital communication studies by integrating network, sentiment, toxicity, and topic analysis within a unified interpretive framework.

I. Introduction

The development of social media, particularly YouTube, has changed the way people consume information and communicate publicly in Indonesia (Jujur, 2025). This platform is not only a space for sharing entertainment and educational content, but also a discussion forum that influences how people interpret social, religious, and personal issues (Chillyness & Zuhriyah, 2025; Darmadi et al., 2025). One public figure who actively utilizes this digital space is Sherly Annavita, a young communicator known for her motivational narratives (Setiyawati, 2023). Her video titled "Stop Buang Waktu" sparked widespread discussion by addressing issues of discipline, focus, and time management for the younger generation. This phenomenon demonstrates how motivational messages can evolve into more complex public conversations, especially when receiving thousands of comments from netizens with diverse perspectives (Atika, 2025; Wicaksono et al., 2024). These dynamic highlights the importance of analyzing the structure of interactions and communication patterns that emerge through comment sections.

From an Islamic perspective, time management is understood not only as an effort to improve worldly efficiency, but also as a form of spiritual responsibility with religious significance. This principle is reflected in Allah SWT's words in Q.S. Al-Insyirah, verse 7:



Meaning : So when you have finished (one task), work diligently on another.(Q.S. Al-Insyirah (94): 7)

Some interpreters interpret this to mean that when you (Muhammad) have finished preaching, then worship Allah; when you have finished your worldly affairs, then attend to the affairs of the hereafter. Others say that when you have finished praying, then pray.

This verse emphasizes the importance of being productive and sustainable in utilizing time, where one is not encouraged to sit idle or waste time after completing an activity. Instead, Islam encourages individuals to continue their efforts and fill their time with valuable and beneficial activities. This normative message is in line with the motivational narrative conveyed by Sherly Annavita in the video "Stop Buang Waktu" (Stop Wasting Time) which emphasizes the importance of discipline, self-awareness, and personal responsibility in managing time effectively. In the context of this study, these values are reflected in the responses of netizens, which show self-reflection and encouragement to increase productivity through more focused time management.

More broadly, netizen comments on YouTube have a significant impact on the formation of public opinion and the construction of social meaning (Aprilia & Rizka, 2025; Maryam & Ramli, 2024). Discussions are not always linear, but are formed through communication networks involving key figures, related topics, and shared feelings (Abbyyu et al., 2025; Amalia et al., 2025; Khairina, 2025). This phenomenon has been observed in YouTube content discussing political, religious, and national issues, where netizens express their personal views and build conversation networks that influence the direction of discourse (Rahman & Nasvian, 2025). Therefore, it is important for academics to understand the patterns and structures of netizen comments, especially regarding motivational messages such as those raised by Sherly Annavita, to see how these messages are reproduced, reinforced, or debated by digital audiences through network interactions.

Recent studies on public interaction on social media have consistently focused on communication network patterns, key actors, public sentiment, and reactions to specific issues in political, social, or religious contexts (Abbyyu et al., 2025; Amalia et al., 2025; Salsabilla et al., 2024). Methodologically, almost all studies use a descriptive quantitative approach combined with text or content analysis, as well as utilizing social network analysis (SNA) through tools such as Netlytic, Gephi, NVivo, Voyant, and Communalistic, to map the structure of digital conversations (Abbyyu et al., 2025; Salika & Mahadian, 2025). Findings from various studies show that comment networks on Instagram, Twitter, and YouTube generally exhibit low density, high modularity, and dominance by a few central actors, as reflected in the values of *degree centrality*, *betweenness*, and *closeness* (Fadhilillah & Nasvia, 2023; Rheswary et al., 2024).

Research by Ming Ho et al. and Joviansyah et al. emphasizes the importance of identifying dominant actors and sentiment patterns (positive or negative) in understanding the direction of public discourse (Ho et al., 2024; Joviansyah et al., 2023). Meanwhile, research by KompasTV, Tempo.co, and Yogatama shows that political issues trigger high levels of engagement among netizens, who interact in a fragmented but active manner (Azmi et al., 2021; Salsabilla et al., 2024; Yogatama, 2024). Studies on comments on Gus Miftah and 'Kroni Prabowo' videos also broaden the scope of analysis by exploring comment toxicity, showing that public reactions can be understood not only through sentiment and networks, but also through the intensity of emotional content in conversations (Pane et al., 2025; Rohimi, 2021a). Overall, recent publications show that Social Network Analysis (SNA) has become the primary method for understanding the ecology of digital communication (Abbyyu et al., 2025; Salika & Mahadian, 2025). This approach focuses on how network structure, sentiment, toxicity, and connected actors influence public opinion on various contemporary issues.

From a methodological perspective, most YouTube research still uses quantitative analysis, while data-based network analysis, such as Social Network Analysis (SNA), remains very limited (Andrew et al., 2024; Riwanto et al., 2025). Few studies have used modern tools like Communalistic to map connections, centrality, or interaction patterns among users in YouTube comments (Rahman & Nasvian, 2025). Previous research rarely combines sentiment analysis with network structure, meaning that emotional distribution within conversation networks has not been clearly mapped. Therefore, there is a methodological gap regarding the absence of a quantitative network-based approach to understanding the dynamics of public comments.

Unlike previous studies that processed sentiment analysis and Social Network Analysis (SNA) separately using traditional tools such as Netlytic, Gephi, Voyant, and NVivo, this study integrates both methods simultaneously in a single analytical model. This study is also one of the first to use Communalistic as a big data analysis tool to extract data, map network structures, and analyze sentiment in an integrated manner in the context of YouTube comments. In addition, this study focuses on the motivational narrative of productivity, "Stop Buang Waktu," offering a new perspective as this topic has not been mapped using SNA or sentiment analysis before. Previous studies have mostly highlighted political issues, religious sermons, or public controversies. Therefore, this research makes a new contribution by integrating methods, using modern tools, and mapping emotions, key actors, and clusters in motivational discourse, an area that has not been explored in previous digital communication studies.

The purpose of this study is to comprehensively map the patterns of interaction and network structure, as well as the distribution of emotions, in public comments on the productivity motivation narrative "Stop Buang Waktu" on Sherly Annavita's YouTube channel. This will be achieved by integrating sentiment analysis and Social Network Analysis (SNA) into a single analytical framework. Previous studies have failed to capture the overall dynamics of public comments because they separated sentiment and network analysis, used limited traditional tools, and focused on political and controversial issues rather than motivational content. By using Communalistic, a modern and integrated big data analysis tool, this study aims to provide a more accurate and comprehensive picture of how key actors, conversation clusters, and public emotions are formed and influence each other in the motivational discourse ecosystem in the digital space.

II. Method

This type of research is Social Network Analysis (SNA), which has an exploratory design oriented towards mapping digital communication networks (Sinaga, 2025). This qualitative approach focuses on interpreting patterns of interaction and connections between users in YouTube comment sections (Koswara, 2025). SNA is not only used as a technique to measure networks, it is also used as an analytical approach to understand relationships, actor positions, and conversation patterns (Efendi et al., 2023; Fikri et al., 2024) that emerge in Sherly Annavita's discourse on productivity motivation. With this exploratory and qualitative design, this study aims to explore the dynamics of interaction in depth rather than simply measuring relationship statistics.

The qualitative approach in the context of Social Network Analysis (SNA) allows for a more in-depth interpretive analysis of network configurations and the meaning behind user interactions (Hamonangan, 2022; Riyanto & Farida, 2022). With this method, network structures such as centrality, modularity, density, and inter-cluster relationships are tested and understood as social indicators (M. & Ramdani, 2022; Sari & Utami, 2021; Utami et al., 2021) that show how the community responds to the "Stop Buang Waktu" narrative. Thus, combining SNA with qualitative interpretation allows for a more comprehensive understanding of the positions of key actors, dominant issues, and emotional interactions (Dwi & Ariyanti, 2022; Mailoa & Fairiani, 2025) in the context of digital communication.

The unit of analysis in this study is the comments written by YouTube users on the video "Stop Buang Waktu" on Sherly Annavita's channel. As of February 12, 2023, this 10-minute 36-second video has received 349,000 views, 13,000 likes, and 254 comments, indicating a high level of public engagement with the issues of productivity and time management discussed. The video can be accessed via the link: <https://youtube.com/watch?v=rvj7Hv9fnd8&si=9omtRDjZcedmoa6Q>. Each comment is treated as a unit of analysis that describes the individual responses, emotions, and engagement of netizens with the motivational content.

In addition to individual comments, this study also analyzes the relationships and connections between users. SNA views interactions such as comment replies, mentions, and semantic proximity as network formers that shape the structure of public communication (Fadhilah, 2025). Each node (user) and edge (relationship between users or topics) is therefore considered a crucial element in understanding the formation and dissemination of opinions, emotions, and discourse (Nurdzati & Irawan, 2023) regarding productivity in the YouTube digital space.

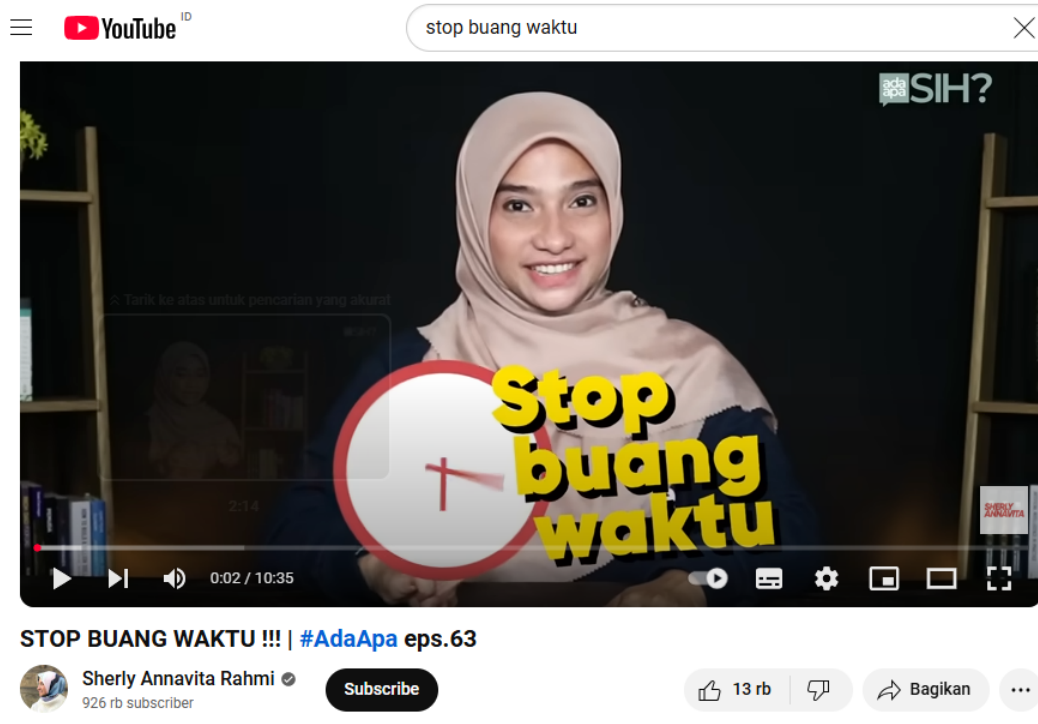


Fig. 1. Source Data Video Thumbnail @ Sherly Annavita Rahmi

A. Data Collection Procedure

Data collection was conducted by gathering comments using the CommuAnalytic.org platform as a computational digital network analysis tool (Bakry & Ardianto, 2025). The primary data source was netizen comments on the video "Stop Buang Waktu" on Sherly Annavita's channel. The data collection process involved copying the YouTube video link and entering it into the "YouTube Video Comments" module in CommuAnalytic. Researchers created a dataset name, pasted the video link, selected the video using the search feature, added it to the collection, and started the data collection process where the system automatically extracted all comments, metadata, and interaction structures (Alperstein et al., 2023).

This stage ensures that the collected data is accurate, complete, and suitable for network and sentiment analysis. CommuAnalytic's automation process allows researchers to obtain a comprehensive dataset that includes user attributes, relationships between comments, timestamps, and text content (Gruzd et al., 2022). This data can then be used to analyze patterns of public response to productivity issues, the meaning of time management, and how the "Stop Buang Waktu" discourse is perceived and reproduced by digital communities.

B. Data Analysis

The data was analyzed using three main modules in CommuAnalytic, namely Data Overview, Topic Analyser, and Sentiment Analyser (Sugiestian et al., 2025). The Data Overview module provides an overview of the entire dataset, including the number of comments, interaction patterns, active actors, and a summary of the network structure. The Topic Analyser module uses VoyageAI API-based text embedding to identify hidden topics in comments, which are then visualized in interactive 3D semantic similarity. This topic analysis reveals the core issues discussed by netizens (CommuAnalytic, 2025), such as the desire to be more productive, criticism of wasting time, and personal reflections on life goals.

Sentiment analysis identifies the emotional tone of each comment as positive, negative, or neutral based on text content and relevant metadata. These findings provide insight into how the public responds emotionally to Sherly Annavita's motivational messages, including the emergence of feelings of support, appreciation, criticism, or emotional exhaustion in digital discourse. The

A word cloud analysis of 254 comments on the "Stop Buang Waktu" video shows that audience discussions centered on two main themes: appreciation for Sherly Annavita and internalization of the message about the importance of time management. Words such as "kak," "Sherly," "thank you," and "success" indicate a strong emotional bond between the audience and the speaker, reflecting the parasocial relationship patterns commonly found in educational-inspirational content on YouTube. Conversely, the prevalence of words such as "time," "stop," "waste," "target," and "focus" shows that the core message about time management has been effectively absorbed, triggering personal reflection, especially among young viewers. This shows that the content is not only consumed as information but also as a self-development narrative relevant to the needs of the productive generation.

In addition, the findings show that audience comments were almost entirely positive. This can be seen from the absence of negative connotations in the word cloud and the presence of religious terms such as "Allah," "blessing," and "hopefully," which reflect the spiritual and social characteristics typical of Indonesian culture. This pattern reinforces the idea that motivational content that combines rational messages, such as time management, with moral and spiritual values, is more likely to resonate with digital audiences. From an academic perspective, this study makes a valuable contribution by identifying a dual pattern of audience response: interpersonal appreciation of public figures and substantial reflection on educational messages. Together, these responses form constructive engagement behavior and demonstrate how influencer communication can play a transformative role in shaping the audience's self-narrative in the social media space.

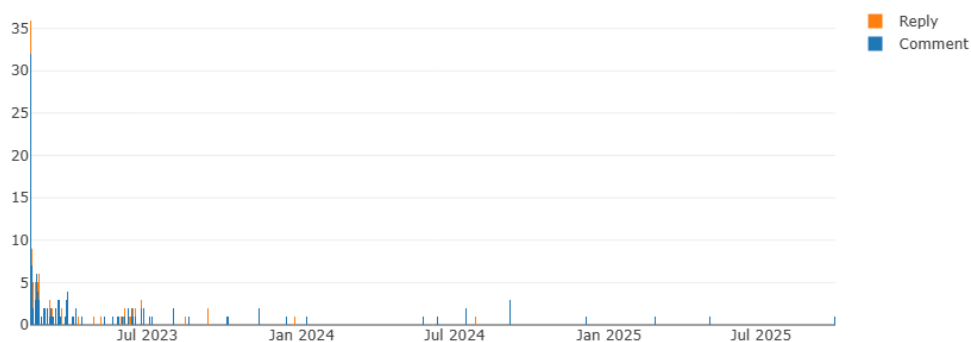


Fig. 4. Graph of the Number of Comments and Comment Replies Per Day | Source: Data Analysis Results From Communalytic.org

The graph showing the distribution of comments and replies per day indicates that audience interaction with the "Stop Buang Waktu" video was highly concentrated in the initial phase after publication. During the first week of release, there was a significant increase in activity, particularly in the number of initial comments, with the highest activity level reaching around 30–35 comments per day. After this period, the graph shows a sharp and steady decline toward a pattern of infrequent and uneven interaction until the end of 2025. This pattern is consistent with the dynamics of content consumption on the YouTube platform, where the highest levels of engagement generally occur immediately after a video is released, driven by initial distribution algorithms, momentum around the topic, and viewer loyalty. The dominance of comments over replies throughout the curve indicates that audience engagement is driven by individual responses to the video rather than conversations between viewers.

The graph shows that, although interaction activity declines sharply after the initial phase, the video continues to receive sporadic comments more than two years after publication. This indicates that the video remains thematically relevant, especially given that the topic of time management is universal and not tied to a specific time context. The small but consistent number of comment replies indicates that a small portion of the audience engaged in micro-interactions or user-to-user interactions, even though these interactions did not develop into widespread conversations. Overall, this temporal pattern reflects the characteristics of educational and inspirational content with long-term engagement, where the usefulness of the message is more important for sustained interaction

than factors that make content go viral. These findings contribute to our understanding of the dynamics of long-term engagement with motivational content on YouTube, reinforcing the evidence that substantial relevance can sustain a flow of comments over a long period.



Figure 5. Emoji Cloud | Source: Data Analysis Results From Commanalytic.org

The collection of emojis in the comment section shows that viewers' emotional response to this video is very positive. The dominance of emojis such as hearts, thumbs up, big smiles, happy smiles, and faces with hearts indicates that viewers feel motivated and supported, and appreciate the message being conveyed. The presence of emojis such as praying hands, appreciative faces, and amazed faces confirms that viewers not only like the content but also feel uplifted spiritually and emotionally. These emojis show that the "Stop Buang Waktu" message affects viewers' feelings, fostering optimism and connection with the motivational narrative.

Alongside the dominant positive sentiment, reflective emojis such as sad, crying, and gloomy also appear, indicating that some viewers were moved or reminded of personal experiences related to time management and productivity. The presence of these emojis shows that the video has emotional power and has encouraged viewers to reevaluate their habits and life decisions. Overall, the emoji composition shows that the public response to this video is positive, warm, and empathetic. The combination of appreciation and reflection shows that motivational content successfully conveys relevant messages, evoking emotional awareness in viewers from various backgrounds.

B. Sentiment, Toxicity, and Topic in the Video

Table 2. Results of Sentiment Analysis of Video

<i>Data Source</i>	<i>Number Of Posts</i>	<i>Negative Sentiment [-1..-0.05]</i>	<i>Neutral Sentiment (-0.05..0.05)</i>	<i>Positive Sentiment [0.05..1]</i>
Vader (English/EN)	6	0 (0.00%)	1 (16.67%)	5 (83.33%)
TextBlob (English/EN)	6	0 (0.00%)	3 (50.00%)	3 (50.00%)
TextBlob (French/FR)	1	0 (0.00%)	1 (100.00%)	0 (0.00%)

^b Source. Data Processed Results From Commanalytic.org

The first finding indicates that most comments posted by netizens on the video “Stop Buang Waktu” were positive in nature, as evidenced by sentiment analysis conducted using the VADER and TextBlob tools. VADER classified 83.33% of the comments as positive, while TextBlob identified 50% of the comments as positive. The absence of negative comments across all analytical tools suggests that the motivational message delivered by Sherly Annavita was neither rejected nor criticized by the audience. This finding implies that the core message of the video, which encourages viewers to manage their time wisely, was received in a constructive and positive manner.

Furthermore, the proportion of neutral comments varied between the analytical tools. VADER classified 16.67% of the comments as neutral, whereas TextBlob categorized 50% as neutral. This discrepancy reflects differences in the sensitivity of the algorithms in interpreting linguistic ambiguity and sentiment polarity. Despite this variation, both tools consistently indicated the

absence of negative sentiment, suggesting that the overall audience response was predominantly supportive, appreciative, and generally positive. Therefore, the overall sentiment distribution confirms that the video was effective in fostering positive reception and encouraging personal reflection among viewers.

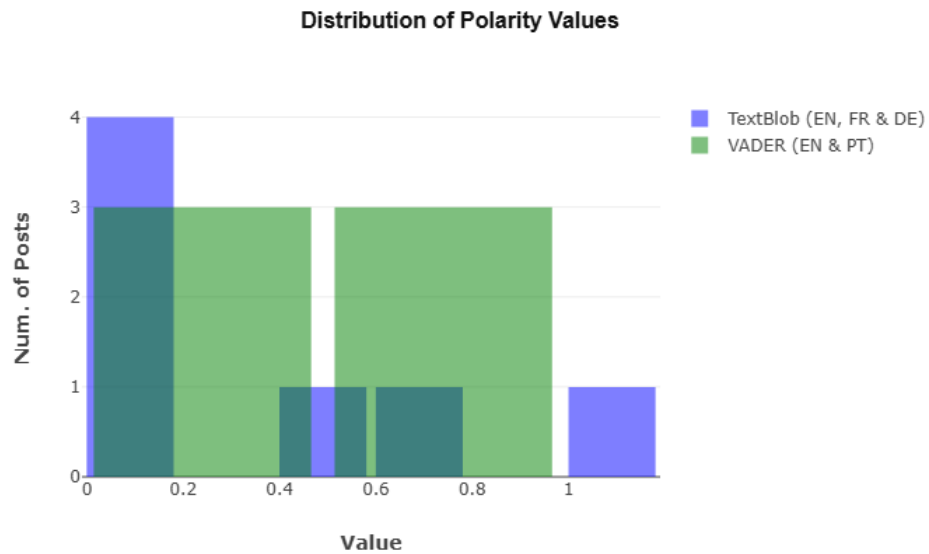


Fig. 5. Polarity Distribution Chart | Source: Data Analysis Results From Commanalytic.org

The polarity distribution graph shows that both TextBlob and VADER algorithms consistently categorize netizen comments as positive. TextBlob displays a wider range of polarity, ranging from low values close to 0 to values close to 1. This indicates that the expressions in the comments vary from mild appreciation to very strong praise. On the other hand, VADER shows a more concentrated distribution in the medium to high range (around 0.2–0.8), reflecting that this algorithm captures stable and relatively homogeneous positive sentiment. The dominance of positive polarity values in both tools confirms that the public response to the "Stop Buang Waktu" video is supportive and appreciative, without negative emotional reactions.

The adjustment of the polarity distribution from both linguistic models also reinforces the reliability of the findings that Sherly Annavita's motivational message is consistently perceived in the same way by all analysis methods. The absence of negative polarity values indicates that public discussions in the comments section do not involve significant criticism, controversy, or rejection. Instead, the detected variation in polarity intensity reflects the depth of support, ranging from informative and neutral-positive comments to more expressive appreciation. Therefore, this polarity distribution confirms that the video content has a constructive influence on the audience and creates a strong emotional connection with viewers.

Table 3. Confusion Matrix (Excluding Duplicate Posts)

<i>Data Source</i>	<i>VADER-NEGATIVE</i> [-1..-0.05]	<i>VADER-NEUTRAL</i> (- 0.05..0.05)	<i>VADER-POSITIVE</i> [0.05..1]
TextBlob-Negative [-1..-0.05]	0	0	0
TextBlob-Neutral (-0.05..0.05)	0	2	1
TextBlob-Positive [0.05..1]	0	0	3

^c Source: Data Processed Results From Commanalytic.org

The confusion matrix shows a high level of agreement between the two sentiment analysis methods, particularly in identifying positive comments. TextBlob classified three comments as positive, and all these comments were also identified as positive by VADER. There were no cases where TextBlob identified a comment as positive, but VADER identified it as negative, indicating

a high level of consistency in detecting positive emotional valence. This supports the idea that the tone of comments in public discussions about videos is generally positive and consistent across various linguistic analysis models.

Meanwhile, comments categorized as neutral by TextBlob were also categorized as neutral by VADER. The absence of negative categories in both tools reinforces the reliability of the findings that there were no cynical, offensive, or disparaging comments related to the video message. This confusion matrix shows cross-validation between the two algorithms, confirming that the sentiment analysis results are not biased towards either tool. Thus, this data confirms the consistency and stability of netizens' positive perceptions of Sherly Annavita's content.

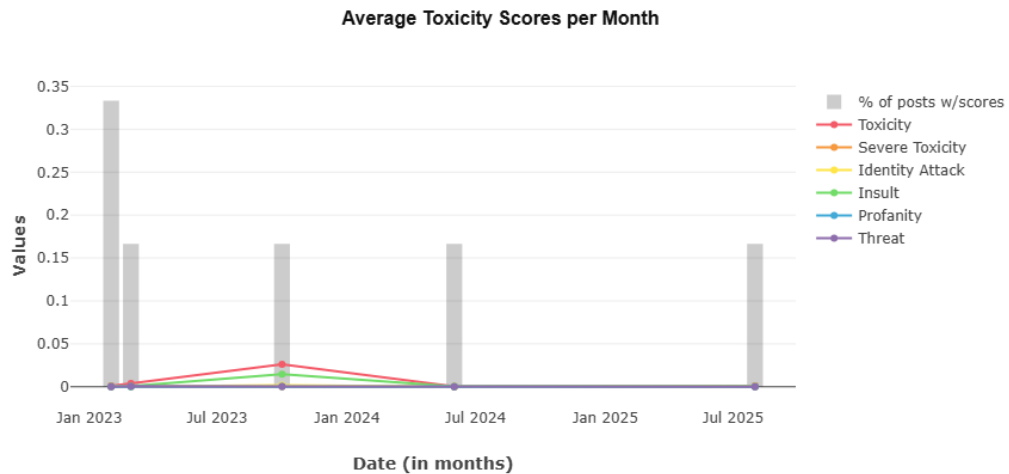


Fig. 6. Average Toxicity Scores Per Month Graph Source: Data Analysis Results From Commanalytic.org

The monthly toxicity development graph shows minimal fluctuations, with all indicators remaining stable and close to zero throughout the observation period from 2023 to 2025. Although some indicators, such as toxicity and incidents, experienced a slight increase around mid-2023, these values remained very small and showed no signs of increase. This low temporal variation indicates that the dynamics of public discussion in the video are stable and unaffected by changes in social context, viral issues, or special events that typically amplify conversations in digital spaces.

Given the consistent toxicity values from year to year, it can be concluded that audience interaction with the "Stop Buang Waktu" video is sustainable and healthy. There is no upward trend in toxicity that could indicate conflict or a change in public attitude towards Sherly Annavita. This pattern shows that motivational and non-polemical content creates a stable and harmonious space for conversation, far from hate speech. These findings reinforce the idea that the quality of the narrative and the framing of the message play an important role in reducing the likelihood of toxicity in public interactions on digital platforms such as YouTube.

Table 4. Result of Sentimen Analysis of Video

<i>Toxicity Category</i>	<i>Average for dataset</i>	<i>Highest value</i>	<i>#Posts with score >=0.7</i>
Toxicity	0.00561	0.02624	0
Severe Toxicity	0.00000	0.00000	0
Identity Attack	0.00041	0.00162	0
Insult	0.00283	0.01480	0
Profanity	0.00009	0.00035	0
Threat	0.00023	0.00079	0

^d Source: Data Processed Results From Commanalytic.org

The toxicity level analysis shows that the average value for all categories of verbal violence, including toxicity, severe toxicity, identity attacks, insults, profanity, and threats, is very low,

ranging from 0.00009 to 0.00561. Even the highest value was only 0.02624, which is still far below the methodological risk threshold (≥ 0.7). The absence of comments exceeding this critical threshold indicates that discussions about the "Stop Buang Waktu" video tend to be constructive and safe, and do not reflect the dynamics of verbal conflict or personal attacks commonly found in social or motivational YouTube content. These findings suggest that Sherly Annavita's audience demonstrates good digital literacy, characterized by a tendency to interact without using harmful language.

Furthermore, the low level of toxicity across the dataset indicates that the motivational message in the video was received in a supportive atmosphere. There was no evidence of heated debate, provocation, or verbal abuse. This reinforces the argument that the motivational theme of "Stop Buang Waktu" is considered universal and relevant, thereby minimizing the potential for polarization. These findings show that comment sections serve as a medium for public participation and reflect how positive narratives can contribute to a healthy and inclusive digital communication ecosystem.

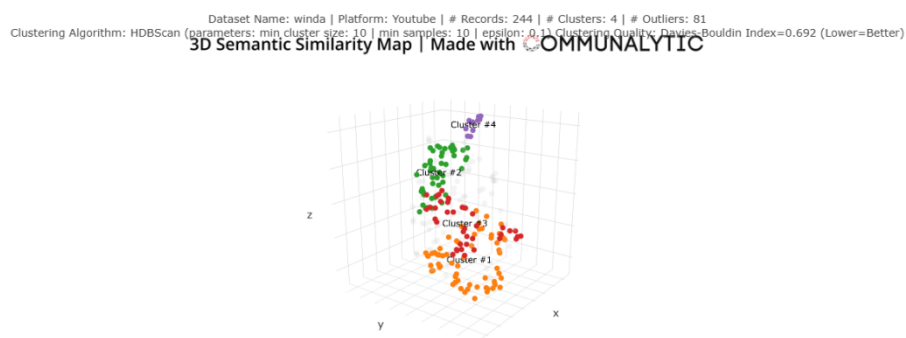


Fig. 7.3D Semantic Similarity Map | Source: Data Analysis Results From CommunalYTIC.org

The 3D semantic similarity of 244 comments on the YouTube video "Stop Buang Waktu" from the Ada Apasih program identified four main clusters representing audience perception patterns and meaning orientation. The first cluster (orange) is the most dense and dominant, indicating the main themes related to personal motivation, self-confidence, and the desire to manage time more productively. The second cluster (green) focuses on reflective interpretations, such as self-evaluation and awareness of personal growth, as well as emotional responses that indicate internalization of the video's message. The third cluster (red) consists of discursive or interpersonal conversations, including responses between commenters, brief personal experiences, and elaborations on daily challenges. Meanwhile, the fourth cluster (purple) contains appreciative and morally supportive comments, indicating a positive consensus about the quality of the speaker's message. The HDBSCAN model also detected 81 scattered outliers, which were generally brief comments, linguistic noise, or indirectly related topics. This indicates moderate heterogeneity in the audience's discursive participation.

Overall, the spatial configuration of these clusters shows a semantically close discourse structure, indicating that the video's core message about time management successfully triggered relatively consistent and connected audience responses. The Davies-Bouldin Index value of 0.692 indicates good clustering quality for unstructured online comment data. Additionally, the significant number of interactions 13,000 likes, 349,000 views, and 254 comments as of December 2025 demonstrates the speaker's rhetorical effectiveness in encouraging audience interaction and reflection. These findings confirm that motivational content delivered through conversational formats, such as those used by "Ada Apasih?", is well received and produces a cohesive network of meaning. This can be a strong indicator of the success of digital communication strategies in delivering transformational messages.

Discussion

The research results show that netizens' reactions to the "Stop Wasting Time" video are generally positive, appreciative, and reflective. Word clouds, comment patterns, and interactions with the top 10 actors reveal a strong parasocial relationship between the audience and Sherly Annavita, marked by the dominance of the words "kak" (older sister), "Sherly," "thank you," and "success." The high focus on the words "time," "stop," "target," and "focus" also shows that the video's core message about time management is well understood and triggers personal reflection, especially among young viewers. The temporal graph of comments also shows that the highest level of interaction occurred in the early phase after publication and continued sporadically for more than two years, indicating the video's long-lasting thematic relevance (long-tail engagement).

Sentiment analysis using VADER and TextBlob shows that public discourse is completely dominated by positive sentiment, with no negative comments. VADER recorded 83.33% positive comments, while TextBlob recorded 50% positive comments and 50% neutral comments, both indicating no negative responses. The polarity graphs for both methods show a consistent pattern where positive values dominate the entire data range, from mild appreciation to strong expressions of support. Cross-validation through a confusion matrix shows a full level of agreement between the two models, reinforcing the stability and reliability of the findings that the audience received the motivational message constructively and with appreciation.

Meanwhile, toxicity analysis shows that all categories of verbal abuse, including general toxicity, attacks on identity, insults, threats, and profanity, received very low scores (between 0.00009 and 0.00561), which are well below the risk threshold. The stable monthly toxicity graph, which is close to zero, shows that the discussion space remained healthy throughout 2023-2025, with no signs of conflict, hate speech, or provocation. Topic analysis using a 3D semantic similarity map revealed four main clusters reflecting the audience's meaning orientation: self-motivation, personal reflection, interpersonal conversation, and moral support. There was a strong positive consensus across all clusters. These findings confirm that the video successfully conveyed a transformational message and created a safe, supportive, and self-development-oriented digital communication ecosystem.

The empirical findings of this study show that netizens' responses to the "Stop Wasting Time" video reflect engagement patterns predicted by Hartmut Rosa's Resonance Theory (Rosa, 2016). The dominance of positive sentiment and emotional expression through emojis, coupled with low toxicity levels, indicates that the message was not only cognitively accepted but also emotionally resonated with netizens. Word clouds, semantic clusters, and reflective comments show that netizens experience a relational connection with the message, marked by the internalization of time management values, self-reflection, and moral and spiritual resonance. Although the intensity has decreased, the long-term interaction pattern reinforces Rosa's argument that resonance is not synonymous with momentary virality. Instead, resonance is reflected in meaningful connections that allow the message to remain relevant amid the audience's accelerated social and life experiences.

From the perspective of Stuart Hall's Reception Theory (Hall, 1973), these findings show that audiences are not passive but actively decode video messages within the framework of their social and cultural experiences. The dominance of hegemonic reception, evident in the absence of conflicting comments and the consistency of positive sentiments, indicates that the meaning encoded by the message creators aligns with the audience's horizon of meaning. However, the existence of reflective clusters, inter-individual comments, and variations in polarization intensity indicate a process of negative reception, where netizens associate the message with their personal experiences. Thus, the dialogue between the findings and theory confirms that emotional resonance (Rosa) and active decoding processes (Hall) do not stand alone but complement each other in explaining how motivational messages in digital media can generate cohesive, constructive, and conflict-free collective acceptance in the online public sphere.

The findings of this study are in line with the findings of various previous studies that confirm the effectiveness of Social Network Analysis (SNA) and sentiment analysis in interpreting public responses on social media. For example, studies entitled " (Ho et al., 2024; Joviansyah et al., 2023) " both identify dominant actors and intermediaries in comment networks. Similarly, this study identified two central actors with the highest number of comments on the "Stop Wasting Time" video. However, unlike studies in conflict-ridden political contexts, which show the emergence of negative sentiment, the findings of this study show a relatively harmonious, semi-decentralized network with minimal opposition. This supports the argument that "(Rohimi, 2021b; Yogatama, 2024)(Rohimi, 2021b; Yogatama, 2024), that non-polemical content, such as educational, motivational, or religious content, tends to generate lower interaction density but more positive sentiment. Discourse clusters are formed based on support and reflection, not ideological debate.

Furthermore, the sentiment and toxicity analysis in this study is based on the work " (Pane et al., 2025; Salsabilla et al., 2024), which shows that the absence of toxicity and the dominance of positive sentiment are stable phenomena in the long term. Although the study "(Pane et al., 2025) shows that emotional surges and political toxicity tend to subside after the initial phase, this study reveals a more consistent pattern in which public discourse remains within a safe and constructive spectrum from the beginning to the subsequent period. From a topical perspective, the alignment between the dominant themes of time management, self-reflection, and self-appreciation, with the findings of " (Azmi et al., 2021)(Azmi et al., 2021) on the role of message framing, shows that when media narratives align with the psychosocial needs of the audience, the resulting responses are emotionally positive and semantically cohesive. Therefore, this study contributes to the literature by emphasizing that the power of digital communication is not solely determined by network intensity or virality, but by the message's ability to create lasting meaning in the online public sphere.

Theoretically, this study reinforces both Hartmut Rosa's Resonance Theory and Stuart Hall's Reception Theory. This study shows that audience interaction with digital content can be seen as more than just a cognitive process or consumption of information. Such interaction can also be viewed as an emotional and reflective relationship, as evidenced by positive sentiments, low toxicity levels, and consistent self-reflective topics in comment networks. Netizen resonance occurs when messages resonate with netizens' subjective experiences, while dominant-hegemonic reception patterns show alignment between the meaning encoded by the message creator and the meaning decoded by netizens. However, this study has limitations because it focuses on only one video and one public figure, so the generalization of the findings remains contextual. Furthermore, algorithm-based sentiment analysis may fail to capture irony, cultural ambiguity, and local linguistic nuances. Further research combining Social Network Analysis (SNA), sentiment analysis, and in-depth qualitative approaches such as audience interviews is recommended to conduct comparative studies between figures, themes (e.g., motivation vs. politics), and social media platforms. This will provide a more comprehensive understanding of how resonance, reception, and public emotional dynamics are formed in the contemporary digital communication ecosystem.

IV. Conclusion

This study uses Social Network Analysis, sentiment analysis, toxicity analysis, and discourse topic analysis to examine how public responses to motivational content on YouTube can be understood, using Sherly Annavita's video "Stop Wasting Time" as a case study. The results show that netizen responses are characterized by positive sentiment, minimal toxicity, and a discourse structure centered on two main themes: interpersonal appreciation of the speaker and substantial reflection on time management. The social network pattern of comments shows relatively even audience engagement, with several central actors acting as triggers for interaction without showing conflict, fragmentation, or discourse polarization. Semantic similarity mapping confirmed that netizens interpreted the message consistently, demonstrating its success in building emotional resonance and internalization of meaning. These findings provide theoretical support for Hartmut Rosa's Resonance Theory, which states that media messages can facilitate meaningful relational connections when they resonate with the subjective experiences of the audience. These findings are

also in line with Stuart Hall's Reception Theory, which states that time management messages tend to trigger hegemonic reception patterns. This research is important because it shows that non-polemical digital communication can create a healthy, reflective, and sustainable space for interaction on social media. However, this study has limitations because it focuses on only one video and one public figure, meaning that these findings can only be generalized in this context. In addition, algorithm-based sentiment analysis has limitations in capturing linguistic nuances, irony, and cultural context in depth. Therefore, future research combining quantitative SNA approaches with in-depth interviews or qualitative analysis is recommended to conduct comparative studies between themes, figures, and social media platforms, as well as to enrich the understanding of the dynamics of netizen reception and resonance in digital communication spaces.

References

- [1] Abbyyu, M. F., Mandjusri, A., Muharul, R., & Tambunan. (2025). Analisis SNA dalam Interaksi Netizen pada Iklan “ Oke Gas Prabowo Gibran Paling Pas .” *MUKASI: Jurnal Ilmu Komunikas*, 4(2), 186–199. <https://doi.org/10.54259/mukasi.v4i2.4152>
- [2] Alperstein, N., Ferrá, P. P., Ganjoo, R., Bhaktaram, A., Burleson, J., Barnett, D. J., Jamison, A. M., Kluegel, E., Mohanty, S., & Orton, P. Z. (2023). Social network analysis of COVID - 19 vaccine YouTube videos in Odisha , India: mapping the channel network and analyzing comment sentiment. *BMC Proceedings*, 17(7), 1–14. <https://doi.org/10.1186/s12919-023-00260-3>
- [3] Amalia, W., Ayuningtyas, F., & Muqsith, M. A. (2025). Jaringan Komunikasi pada Platform Youtube (Studi pada Respons Kedatangan Pengungsi Rohingya di Indonesia). *SCRIPTURA : Jurnal Ilmu Komunikasi*, 15(1), 1–13. <https://doi.org/https://doi.org/10.9744/scriptura.15.1.1-13>
- [4] Andrew, C., Budiyantra, A., & Lewenusa, I. (2024). Analisis Sentimen Komentar Pengguna Youtube Untuk Ponsel Di Indoensia Berbasis Web. *Scienca : Jurnal Ilmiah Sain Dan Teknologi*, 3(2), 175–188.
- [5] Aprilia, R., & Rizka, N. (2025). Analisis Sentimen Komentar YouTube terhadap Tragedi Demo 25 Agustus Menggunakan Pendekatan Lexicon-Based. *Jamastika : Jurnal Mahasiswa Teknik Informatika*, 4(2), 217–224.
- [6] Atika, D. (2025). Peran Youtube Dalam Menyampaikan Pesan Motivasi Kepada Viewers (Studi Kasus pada Channel Merry Riana sebagai Motivator Wanita Nomor Satu di Indonesia). *Jurnal Ilmu Komunikasi*, 12(3), 1–8.
- [7] Azmi, N. A., Fathani, A. T., Sadayi, D. P., Fitriani, I., & Adiyaksa, M. R. (2021). Social Media Network Analysis (SNA): Identifikasi Komunikasi dan Penyebaran Informasi Melalui Media Sosial Twitter. *Jurnal Media Informatika Budidarma*, 5(4), 1422. <https://doi.org/10.30865/mib.v5i4.3257>
- [8] Bakry, G. N., & Ardianto, F. (2025). Applying Discourse Network Analysis in Journalism Studies : Exploring Digital Transformation Response. *Komunikator*, 17(1), 17–32. <https://doi.org/https://doi.org/10.18196/jkm.v17i1.25256>
- [9] Chillyness, A. B., & Zuhriyah, L. F. (2025). Virtual Da’wah Through Youtube Channel (Communication Strategy Of Koh Dennis Lim ’ s Content In Building Public Trust). *Jurnal Peurawi: Media Kajian Komunikasi Islam*, 8(1), 1–20.
- [10] Communalytic. (2025). *Topic Analysis How to Use Communalytic Topic Analyzer*.
- [11] Darmadi, Sonni, A. F., Ismail, A., & Wahyuddin. (2025). Analisis Netnografi atas Diskursus Publik Terkait Skandal Mahkamah Konstitusi dalam Video ‘ Bocor Alus Politik ’ di YouTube. *Sospol: Jurnal Sosial Politik*, 11(1), 100–119. <https://doi.org/10.22219/jurnalsospol.v11i1.37515>
- [12] Dwi, Y., & Ariyanti, P. (2022). Analisis Centrality Aktor pada Penyebaran Informasi Kuliner di Media Sosial dengan menggunakan Social Network Analysis. *Journal of Systems, Information Technology, and Electronics Engineering*, 2(1), 23–31.
- [13] Efendi, A. L., Fadilla, A., Khoirunnisa, A. C., Bakry, G. N., & Aristi, N. (2023). Analisis Jaringan Komunikasi # Pilpres2024 Pada Platform Twitter. *Wacana : Jurnal Imiah Ilmu Komunikasi*, 22(2), 219–232. <https://doi.org/10.32509/wacana.v22i2.2976>
- [14] Fadhilah, F. F. (2025). Analisis keberhasilan strategi komunikasi publik pemerintah dalam menghambat penyebaran covid-19 melalui platform media sosial analysis of the effectiveness of government public communication strategies in curbing the spread of covid-19 through social med. *Triwikrama: Jurnal Ilmu Sosial*, 10(1), 1–12. <https://doi.org/https://doi.org/10.9963/z31wy337>
- [15] Fadhilillah, M. S., & Nasvia, M. F. (2023). Social Network Analysis #UsutTuntas Pada Media Sosial Twitter (Data Twitter 11 November 2022). *Ekspresi Dan Persepsi : Jurnal Ilmu Komunikasi*, 6(1), 124–137. <https://doi.org/http://dx.doi.org/10.33822/jep.v6i1.5427> SOCIAL

- [16] Fikri, B. Ol., Lestari, D. S. D., Warimin, F. A., Bakry, G. N., & Prastowo, F. A. A. (2024). Analisis Jaringan dan Aktor #TeddyOut di Media Sosial Twitter Menggunakan Social Network Analysis (SNA). *Jurnal Ilmiah Wahana Pendidikan*, 10(17), 215–232. <https://doi.org/https://doi.org/10.5281/zenodo.13854920>
- [17] Gruzd, A., Mai, P., & Vahedi, Z. (2022). Studying Anti-Social Behaviour on Reddit with Communalitic. *The SAGE Handbook of Social Media Research Methods*, 503–520. <https://doi.org/10.4135/9781529782943.n36>
- [18] Hall, S. (1973). Encoding-Decoding (1980). *Crime and Media: A Reader*, 7(7), 44–55. <https://doi.org/10.4324/9780367809195-6>
- [19] Hamonangan, A. M. S. (2022). Social Network Analysis (SNA) Tentang Protes Digital di Twitter : Studi Pada Tagar. *Sosioglobal: Jurnal Pemikiran Dan Penelitian Sosiologi*, 7(1), 1–94. <https://doi.org/https://doi.org/10.29303/jcommsci.v4i3.111>
- [20] Ho, M., Berto, A. R., & Muwarni, E. (2024). *Perang Narasi di Instagram : Analisis Sentimen dan Pola Komunikasi Netizen Terkait Hasil Pilpres 2024. August.* <https://doi.org/10.29313/jrjmd.v4i1.3948>
- [21] Joviansyah, M. H., Alyssa, L. N., Rahadatul'aaisyi, I. S., Bakry, G. N., & Aristi, N. (2023). Analisis Sentimen Dan Jaringan Komentar Video Youtube Najwa Shihab “Piala Dunia U-20 Gagal Digelar Di Indonesia. Mari Lihat Dari Dua Perspektif.” *Jurnal Komunikasi Dan Media*, 4(1), hal. 1-14. <https://doi.org/10.24167/jkm.v4i1.10351>
- [22] Jujur, J. R. (2025). *Pengaruh Terpaan Konten Youtube dan Keterlibatan Influencer terhadap Loyalitas Penonton (Studi Pada Penonton YouTube Channel Ria SW).*
- [23] Khairina, U. (2025). Perempuan Dan Media: Representasi Pewarta pada Rubrik Jurnalisme Warga HAarian Serambi Indonesia. *Jurnal Peurawi: Media Kajian Komunikasi Islam Received.*, 8(1), 47–64. <https://doi.org/http://dx.doi.org/10.22373/jp.v8i1.30027>
- [24] Koswara, I. (2025). Diskursus Digital dan Suara Publik : Komentar YouTube dalam Kasus #IndonesiaGelap. *Global Komunika*, 8(2), 11–24.
- [25] M., S. F., & Ramdani, D. (2022). Penerapan Social Network Analysis pada Jaringan GSM Untuk Analisa Jaringan Kriminal. *Jurnal Teknologi Informasi*, 4(1), 35–37.
- [26] Mailoa, E., & Fairiani, A. A. (2025). Analisis Centrality dan Sentiment Percakapan Twitter (X) Terkait Gibran Menggunakan SNA DAN Vader. *JUPI :Jurnal Ilmiah Penelitian Dan Pembelajaran Informatika*, 10(2), 911–922. <https://doi.org/https://doi.org/10.29100/jupi.v10i2.6099>
- [27] Maryam, & Ramli, M. R. (2024). Penggunaa Media Sosial Instagram @Mardanielisera Dalam Meningkatkan Elektabilitas di Pemilihan Legislatif Tahun2024. *Jurnal Peurawi:Media Kajian Komunikasi Islam*, 3(1), 1–22.
- [28] Nurdzati, F., & Irawan, H. (2023). Analisis Kolaborasi Youtube Influencer Menggunakan Social Network Analysis (Case Study Pada Youtuber Jerome Polin). *JIBR: Journal of Indonesia Business Research*, 1(1), 108–112. <https://doi.org/http://doi.org/10.25124/logic.v1i1.6498>
- [29] Pane, R. C., Hasrullah, & Farid, M. (2025). Analisis Reaksi Publik Komentar Pada Video ' Kroni Prabowo ' di YouTube Tempo . co. *Jurnal Communicology: Jurnal Ilmu Komunikasi*, 13(1), 80–81.
- [30] Rahman, H., & Nasvian, M. F. (2025). Freedom Of Speech and Institutional Crisis : Content Analysis Of Youtube Comment Columns In The Sukatani. *Lektur : Jurnal Ilmu Komunikasi*, 8(3), 12–20. <https://doi.org/10.21831/lektur.v8i3.24767>
- [31] Rheswary, A., Muqsit, M. A., & Tayibnapis, R. G. (2024). Analisis Struktur Jaringan Komunikasi Boikot Pizza Hut di Twitter Menggunakan Pendekatan Social Network Analysis (SNA). *Syntax Literate: Jurnal Ilmiah Indonesia*, 10(10). <https://doi.org/https://doi.org/10.36418/syntax-literate.v9i10.50114>
- [32] Riwanto, M. H., Ardhiyansyah, P., Adiansyah, R. A., Alfiansyah, A., Waek, G., & Fahlapi, R. (2025). Analisis Sentimen Komentar Youtube Terkait Penerapan Makan Bergizi Gratis Menggunakan Model Algoritma SVM. *Kohesi: Jurnal Multidisiplin Saintek*, 6(12), 1–14. <https://doi.org/https://doi.org/10.3785/kohesi.v6i12.10912>
- [33] Riyanto, S. J., & Farida, N. (2022). Social Network Analysis Komunikasi Kesehatan Pengguna Twitter Dengan Tagar # vaksinuntukkita Di Era Covid-19. *Aguna : Jurnal Ilmu Komunikasi*, 3(1), 47–55.
- [34] Rohimi, P. (2021a). SNA Dengan Netlytic Pada Kolom Komentar Video Youtube Gus Miftah Ceramah Di Gereja [IAIN Kudus]. In *Ficosis* (Vol. 1, Issue 1). <https://doi.org/10.21154/dialogia.v15i2.1192.4>
- [35] Rohimi, P. (2021b). SNA Dengan Netlytic Pada Kolom Komentar Video Youtube Gus Miftah Ceramah Di Gereja. *FICOSIS*, 1(1), hal. 363-365. <https://doi.org/10.21154/dialogia.v15i2.1192.4>
- [36] Rosa, H. (2016). *Hartmut Rosa Resonanz Eine Soziologie der Weltbeziehung.* Suhrkamp.

- [37] Salika, S., & Mahadian, A. B. (2025). Analysis Of Actors' Network And Racial Sentiment In Youtube Commentary (Iindonesia U23 VS Guinea U23 Match). *Eduvest – Journal of Universal Studies*, 5(5), 5717–5726.
- [38] Salsabilla, S. A., Bakry, G. N., & Prastowo, F. A. A. (2024). Analisis Sentimen dan Jaringan Komentar Video YouTube KompasTV Debat Pertama Cawapres pada Pilpres 2024. *Bulletin of Community Engagement*, 4(3), 953–958.
- [39] Sari, Y., & Utami, N. W. (2021). Komunikasi Pemasaran Digital sebagai Tantangan Teknologi. *Jurnal Mahasiswa Komunikasi Cantrik*, 1(1), 1–14. <https://doi.org/10.20885/cantrik.vol1.iss1.art1>
- [40] Setiyawati, A. (2023). *Analisis Wacana Kritis Komunikasi Persuasif dalam Channel Youtube Sherly Annavita Rahmi*.
- [41] Sinaga, E. S. (2025). *Analisis Jaringan Komunikasi #IndonesiaGelap Di Media Sosial X*. Universitas Pembangunan Nasional Veteran Jawa Timur.
- [42] Sugiestian, N., Amin, S. J., & Qadaruddin, M. (2025). Humorous Da'wah and Netizen Discourse on TikTok : A Digital Reception Analysis of Ustadzah @ Amazmii ' s Videos. *Jurnal Kuriositas : Median Komunikasi Sosial Dan Keagamaan*, 18(2), 83–104. <https://doi.org/10.35905/kur.v18i2.14>
- [43] Utami, S. R., Safitri, R. N., & Kuncoroyakti, Y. A. (2021). Analisis Jaringan dan Aktor # BatalkanOmnibusLaw di Media Sosial Twitter Menggunakan Social Network Analysis (SNA) topik populer yang berupa tagar pada Twitter adalah # BatalkanOmnibusLaw . # BatalkanOmnibusLaw yang ramai menjadi pembicaraan warganet se. *Journal Of Media and Communication Science*, 4(3), 135–148.
- [44] Wicaksono, B., Rahmayanti, V., & Nastiti, S. (2024). Analisis Sentimen dalam Opini Publik di Chanel Youtube Indonesia Lawyers Club Tentang Isu Populer dengan Menggunakan Metode LSTM dan Bi-LSTM. *Jurnal Algoritma*, 22(2), 241–251. <https://doi.org/10.33364/algoritma/v.21-2.1696>
- [45] Yogatama, B. (2024). *Analisis Jaringan Sosial Pada Kolom Komentar Video Youtube 13 Tahun Mata Najwa: Bergerak Bergerak Berdampak*.