

ABSTRAK

Afiatuz Zakinah. NIM 220521100161. Program Studi Sosiologi .Interaksi Simbolik Subscriber dalam Komunitas Digital : Studi Konten Analisis Komentar Kisah Horor Wawak (KHW) di Youtube Nadia Omara.

Penelitian ini bertujuan untuk menganalisis interaksi simbolik yang terjadi di antara subscriber dalam komunitas digital pada kolom komentar konten Kisah Horor Wawak (KHW) di kanal YouTube Nadia Omara. Penelitian ini berfokus pada proses pembentukan makna, penggunaan simbol komunikasi, serta hubungan sosial yang terbentuk melalui interaksi antar subscriber dengan menggunakan perspektif Interaksionisme Simbolik George Herbert Mead yang meliputi konsep *Mind*, *Self*, dan *Society*.

Penelitian ini menggunakan metode kualitatif dengan jenis penelitian netnografi. Data diperoleh melalui observasi daring, dokumentasi digital, analisis jejak digital, dan wawancara daring terhadap subscriber aktif yang dipilih menggunakan teknik purposive sampling. Analisis data dilakukan melalui pengumpulan dan klasifikasi komentar, koding dan kategorisasi, serta interpretasi data berdasarkan perspektif Interaksionisme Simbolik. Keabsahan data diuji melalui triangulasi dan audit trail.

Hasil penelitian menunjukkan bahwa interaksi simbolik dalam kolom komentar terbentuk melalui penggunaan bahasa, emoji, ekspresi emosional, dan pengalaman pribadi yang dibagikan oleh subscriber. Berdasarkan konsep *Mind*, subscriber menafsirkan konten dan komentar melalui proses pemaknaan yang dipengaruhi pengalaman sosial. Pada aspek *Self*, subscriber menampilkan identitas dan respons emosional terhadap konten maupun komentar pengguna lain. Sementara itu, aspek *Society* menunjukkan terbentuknya komunitas digital yang ditandai dengan adanya interaksi, solidaritas, serta pertukaran pengalaman antaranggota. Kolom komentar tidak hanya berfungsi sebagai ruang tanggapan terhadap konten, tetapi juga sebagai ruang terbentuknya makna dan hubungan sosial dalam komunitas digital.

Kata kunci : Interaksi Simbolik, Komunitas Digital, Subscriber, YouTube, Netnografi.

ABSTRACT

Afiatuz Zakinah. NIM 220521100161. Sociology Study Program. Symbolic Interaction of Subscribers in a Digital Community: A Content Analysis Study of Comments on Kisah Horor Wawak (KHW) on Nadia Omara's YouTube Channel.

This study aims to analyze the symbolic interactions occurring among subscribers within a digital community in the comment section of Kisah Horor Wawak (KHW) content on Nadia Omara's YouTube channel. The study focuses on the process of meaning construction, the use of communication symbols, and the social relationships formed through interactions among subscribers. This research employs George Herbert Mead's Symbolic Interactionism perspective, which includes the concepts of Mind, Self, and Society.

This research uses a qualitative method with a netnographic approach. Data were collected through online observation, digital documentation, digital trace analysis, and online interviews with active subscribers selected using purposive sampling. Data analysis was conducted through comment collection and classification, coding and categorization, and data interpretation based on the Symbolic Interactionism perspective. Data validity was ensured through triangulation and audit trails.

The findings reveal that symbolic interaction in the comment section is formed through the use of language, emojis, emotional expressions, and personal experiences shared by subscribers. Based on the concept of Mind, subscribers interpret content and comments through meaning-making processes influenced by their social experiences. In the aspect of Self, subscribers express their identities and emotional responses toward both the content and other users' comments. Meanwhile, the concept of Society demonstrates the formation of a digital community characterized by interaction, solidarity, and the exchange of experiences among members. The comment section functions not only as a space for responding to content but also as a medium for constructing meaning and social relationships within the digital community.

Keywords: Symbolic Interaction, Digital Community, Subscribers, YouTube, Netnography.