Communication Network Risks And Digital Footprints In Online Prostitution In Indonesia: Netnographic Study On Online Prostitution In Twitter Media

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Abstract

Technology media has raised method new radical support needed for individuals in making friends, business, politics, looking for entertainment, even in terms of prostitution. Millions of people now connect in a complex way through social media such as E-mail, Blogs, Twitter, Facebook, Instagram, YouTube, Line, Flickr, and so on. From time to time, more and more people access this application with a device cellular Which aims to spread the content message from One location to location another in a manner live (real-time). To understand the online prostitution community, researchers used the Netnography method. This approach is an attempt to get a contextual and holistic picture of the online prostitution community. In the world of prostitution, social media is seen by prostitutes as the worst media effective. Collection data is done with the method of the interview also uses download data network communication prostitution through the software NodeXL. Results study describe that Online prostitution activities are very beneficial for the people who participate in these activities. For commercial sex workers (PSK), online prostitution activities are prone to accidents and crime. Conversely, users of online sex are also vulnerable to profiling or extortion. Social exchange theory can explain the interaction between commercial sex workers (PSK) and their users. Based on communication network analysis, The number of people involved in online prostitution interactions during the study period was 1092 and divided into 49 clusters. The density or cohesiveness of the communication network in the world of online prostitution is very low. This shows that social media users are one with another. The most popular account in the world of online prostitution is @yukari_kazaima. To get the most responses or to maintain good relations with their customers, online prostitution media managers carry out promotions through Twitter advertisements.

Keywords: Online Prostitution, Media Social, Network Communication, Indonesia.

INTRODUCTION

Social media technology has given rise to radical new ways to support the needs of individuals in making friends, doing business, doing politics, looking for entertainment, and even prostitution. Millions of people are now complexly connected via social media such as E-mail, Blog, Twitter, Facebook, Instagram, YouTube, Line, Flickr, etc. Over time, more and more people access this application using a mobile device to spread message content from one location to another simultaneously directly (real-time) (Kotler

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et al., 2019)(Wibowo et al., 2021) . In prostitution, social media is seen by prostitution perpetrators as the most essential media effective in disseminating messages (Juditha et al., 2022). With social media, perpetrators of prostitution can see their profile self, Photo, and tariffs and make an appointment to meet in person. However, the use of social media in prostitution is not a thing. It is easy to remember that its use is full of risks from fraud and monitoring law enforcement (Novrianti & Jamba, 2020).

The method of offering prostitution directly or face-to-face prostitution is no longer considered attractive in terms of cost operations and social pressure from the surrounding community. Certain groups of people visiting Places of prostitution have a significant risk of being known by the general public, especially if that person is an official or public figure. For certain groups, using social media as a medium for prostitution is more effective than coming to localization because it can reduce the risk of monitoring by the wider community. Cyberspace in social media provides a pseudo-meeting place that expands the social world making it easier for users. Sex workers carry out their activities without fear of being monitored by law enforcement officials. The people involved in sex work have developed specific strategies on social media by creating certain accounts. Social media is an effective alternative media for prostitution because of the increasing number of users every year. The presence of social media applications such as Facebook, Instagram, Twitter, YouTube, and others has succeeded in creating communication in two directions, which support interaction between audiences. With this technology, anyone, anywhere, at any time, can compete globally as long as it is connected to the internet (Kotler et al., 2015). The phenomenon of technology use moment has brought the public to the era of Network Society. A Network Society is a public formed by a social network structure activated by microelectronics, which is based on information processed digitally and technology communication (Castells, 2016) (Li et al., 2021).

The matter here is Which base argument important that media social become means effective, efficient and low budget in activity para perpetrator sex for the tap do his activities. Besides That, using social media reduces the risk of monitoring by law enforcement officers. When two or more people communicate by considering profit and loss, it is more transactional. For this reason, this research will refer to social exchange theory which assumes that "every individual voluntarily enters and stays in a social relationship as long as the relationship is satisfactory in terms of rewards and costs (Wang et al., 2022) . In communication science studies, using social media as a medium for prostitution is more profitable because it is more private, saves time, and can reduce anxiety because not many people see it. Risks still exist, such as transactions needing to meet expectations or the involvement of law enforcement officials. Every communication participant, including social media users, will remain in a relationship as long as the relationship is seen as profitable (Lin, 2017). If social media users feel they have been harmed due to their use of social media, the relationship will be abandoned.

The social media platform that is the object of this research is Twitter because the number of active users in 2022 will be 191 million. Twitter is the social media platform most widely used as a medium for online prostitution. Various keywords that can be used to trace digital traces of online prostitution include #bispak, #openbo, #bispak, #availsurabaya. Online social networks are an ideal platform for online prostitution because they provide the opportunity to maintain social relationships at relatively low costs compared to face-to-face prostitution. However, many people do not realize that digital traces left on social media are very vulnerable to being used for blackmail. Prostitution activities through online media are hazardous and can damage a person's reputation. All digital traces of prostitution will be left on social media, which is vulnerable to being used as a tool for profiling social media users. Online media prostitution does make it easier for someone to engage in prostitution, but it is also hazardous. Based on this, researchers want to understand the actions of someone who wants to carry out prostitution activities through online media even though it carries high risks. As an analytical tool, this research will refer to the theory of social exchange and communication networks. Social exchange theory is expected to provide a positive answer to the reality of relationships built on social media.

In face-to-face communication, this theory can explain the reality well of "why people want to stay in a relationship and why do some people leave a relationship? (Chia et al., 2021). The researcher assumes that social exchange theory can also empirically prove the relationships that occur on social media, especially those related to online prostitution communication networks on social media.

The development of digital technology has changed people's behavior from face-to-face to internet-mediated communication, allowing everyone not to be in the same room (Kaplan & Mazurek, 2018) (Yang et al., 2016). Internet and computer-mediated discussions have enabled the evolution of communication theories, which are still based on interpersonal communication relationships. Social media encourages contributions and feedback from everyone interested in something specific. Contribution And bait come back. This has an obscure line separator between media and audience. If in the conventional media era, the dividing line between the audience and the media is so clear, now in the social media era, in fact, At the same time, confident individuals, groups, or organizations can be both media and audiences (Merriam Webster Dictionary, 2018). It used to be an individual interested in international politics and wanted his writing to be read by a broad audience through social media, and the individual could quickly publish. In addition, the individual contributes while providing feedback on specific content. The essence of social media is broadcasting (broadcast), namely, sending or distributing certain content to the audience (Brooker et al., 2016; Gandomi & Haider, 2015;) (Sloan & Quan-Haase, 2017). Mayfield mentions the situation as a conversation in a two-way direction. In the digital era, where communication is more real-time and reaches the wider community, the concept and theory of communication, including social exchange, will also change (Mayfield, 2008).

Apart from providing a breakthrough in testing the evolution of communication theory, the presence of social media also provides hope for breakthroughs in social media research. Social media research helps understand audience engagement with social media messages. Promotional activities or campaigns are considered adequate if audience involvement (engagement) in the product or service is promoted (Liang & Zhu, 2017) (Yang et al., 2016). So far, social media research activities have been carried out using survey methods. In the digital era, survey research is no longer compatible with the speed, diversity, and large amounts of data on social media.

For this reason, it is necessary to make a breakthrough in considerable data-based social media research. Considerable data-based social media research is essential, considering that all Indonesian people already use social media as a necessity. Social media data can be in the form of user profiles, posts, tweets, comments, likes, and social networks, which are large in number, diverse, and real-time and are known as "big data." Every day, social media users create 2.5 trillion bytes of data. Big Data refers to datasets whose size is beyond the capabilities of database software tools to capture, store, process, and analyze (Hansen, Shneiderman, & Smith, 2011). It is such an extensive collection of data that it would be a shame if it were seen as a collection of data and not used for people's lives in various fields.

This research aims to understand several things: 1) How the social exchange theory developing in face-to-face communication can be used as a reference in internet-based communication. 2) This research wants to find and understand why users use Twitter media as a means of prostitution. 3) Want to fully describe the communication network pattern based on big data on Twitter social media, starting from user volume, reach, top tweets, sentiment, clusters, and so on.

THEORETICAL FRAMEWORK

Social exchange theory is built on several basic assumptions about human nature and the nature of relationships. Some of these assumptions should be self-explanatory. This theory is based on the metaphor of economic exchange; many assumptions depart from the idea that humans see life as a market. In addition, Thibault and Kelley base their theory on two conceptualizations, one focusing on the nature of individuals and one describing the

relationship between two people (Chia et al., 2021). They look at reducing drives, an internal motivator for understanding individuals, and principles of play for understanding human relationships. Therefore, the basic assumptions made by social exchange theory regarding human nature are as follows: a) Humans seek rewards and avoid punishment, b) Humans are rational beings, and c) Standards by which humans ask for sacrifice and are given vary over time. Time and from one person to another. The assumptions made by Social Exchange Theory regarding the nature of a relationship are as follows: a) relationships are interdependent, b) relationship life is a process (Chia et al., 2021; Stephen W. Littlejohn et al., 2012)

The notion that humans seek rewards and avoid punishment fits the context of reduced drives. This approach assumes that an internal drive mechanism motivates people's behavior. When people experience these urges, they are motivated to reduce them, which is enjoyable. The second assumption is related to humans as rational beings. This theory is based on the premise that within the limits of the information available, humans will calculate the sacrifices and rewards of a particular situation, which will guide their behavior. Choose the option that requires the most minor sacrifice. Assumptions regarding standards by which people save and are given vary over time and from one person to another. This shows that this theory must consider the existence of diversity. No one standard can be applied to all people to determine what sacrifices and rewards are given (Kromidha et al., 2023)

Social Exchange Theory is more complicated than the simple formulation of value it proposes. When people calculate the value of their relationship and decide whether to stay in the relationship, several other considerations emerge. One of the most exciting parts of Thibaut and Kelley's theory is their account of how people transmit their relationships regarding whether they stay in or leave them. Thibaut and Kelley claim that this evaluation is based on two types of comparisons (comparison level-CL), which are standards that represent how people feel about what they should receive in terms of rewards and sacrifices from a relationship. The degree of comparison varies between individuals because it is subjective. Because individuals have very different experiences in the same type of relationship, they develop varying levels of comparison. Thibault and Kelley argue that our satisfaction with a relationship is diminished by comparing the rewards and sacrifices involved in a relationship with our CL. If our relationship matches or exceeds our CL, this theory will predict that we will be satisfied. However, people sometimes leave satisfying relationships and stay in unsatisfactory ones. Thibault and Kelley explain this inconsistency with their second comparison standard, namely the comparison rates for alternatives (comparison rates for alternative-CL.alt). This refers to the lowest level of reward from a relationship that can be received by a person while respecting the rewards that exist from alternative relationships or alone. In other words, CL.alt measures how people perceive a relationship compared to realistic alternatives to that relationship (Cloarec et al., 2022).

In addition to using social exchange theory, this study will also use communication network theory on social media. The use of social media has created a flow of information from one social media user to another user. Genre current information Which forms comment, like, comment to comment, share has form Structure network social Which characteristic virtual. Network social is A Structure social formed through communication between individuals and groups. If someone is talking to someone else, a network will formed. This is A network communication in the network social smallest (Beer, 2008)

Social media is a virtual social group. Individual users bond in A form network. To see effectiveness, A message must be seen through interaction between media members speaking or inviting a message sent via social media. Social media can be effective if done as a whole. Member media social participates actively in inviting a message Which There is. Participation between members on social media forms comment, comment to comment, like to comment, and share, forming a social network structure. According to Weick and Taylor, a network theory shows that communication patterns will evolve. One way to look at the composition of social media networks is to examine the patterns of interaction to see

an overview of who is communicating with whom. Because no one is communicating with the same member media, we will see group connection communication With each other connected to form a whole in that network media (Sebei et al., 2018).

A network is a social arrangement created by communication between group members. When humans communicate with each other, a chain is created. The chain is a line of communication within a group or organization formed formally and informally. Formal networks are formed on a formal basis but occur due to interactions between individuals in life daily. The individual's ability to conduct informal communication networks is growing with the creation of social media communication technologies such as Facebook, Wiki, email, Instagram, and Twitter, for example. Networks continue to form through communication that is sustainable and more complex (Rahmani et al., 2014).

METHOD
This study uses ethnographic research. Netnography is a specialized or specialized form of ethnographic research adapted to reveal the unique habits of various types of computer-mediated social interaction. Netnography is a qualitative research methodology that adapts ethnographic research techniques to study cultures and communities that occur in computer-mediated communication and then develops into research techniques for social media (Kozinets et al., 2014). The ethnographic procedure is carried out in several steps: a) research planning begins by first disclosing the problem and explaining the objectives of this research(Kozinets et al., 2018). After that, determine the discussion of issues that are focused and relevant to prostitution, b) determine the boundaries of the research to be carried out, for example, determining what media will be researched, how long the duration of the research will be researched, and so on. In addition, determining the research object or online community to be studied should have these elements, namely: (1) Research questions that are focused and relevant to segments, topics, or groups, (2) Have high traffic or engagement, (3) Have more discrete messages, (4) Have more detailed and diverse data, (5) There are Lots of interaction between members. B. Entrée is the researcher's action to "enter" the sex community #availjakarta #availsurabaya #availmedan #availmakasar #availbandung #availjogja. For this reason, researchers also observe the forms of interaction that occur in the community. c) Data was collected using an observation-participation approach and online interviews. To get data on the #availsurabaya prostitution Twitter group, researchers used the NodeXL software. In addition, researchers also conducted interviews with other members via DM on Twitter. d) Interpretation is the stage in which to interpret data that is both quantitative and qualitative data. e) Ethical standards are an aspect that is difficult to separate from research results. Research ethics cannot be separated and is an integral part of the object under study. For this reason, (1) the researcher fully discloses his presence and purpose when present in the #availsurabaya community on Twitter. 2) Researchers ensure confidentiality and anonymity to Twitter users about who is being talked about and with whom they talk; (3) Researchers seek and include feedback from research objects or members of the Twitter prostitution community. f) Representation of research as an effort to gain more specific insights, help fix some issues usually debated within the Twitter prostitution community members, and help build an exchange of information between researchers and research objects. Qualitative data are used to analyze data about reasons and strategies for sex offenders to use social media as media prostitution. Quantitative data is used to analyze communication networks between sex offenders in social media methods for measuring communication networks between sex offenders on social media by using NodeXL software. Smith, et al. (2015) have created stages of social media analysis with NodeXL software to measure social media effectiveness. Model analysis social media uses three levels of analysis, which cover: 1). Media Analysis, 2). Conversation Analysis, 3). Network Analysis (Hansen, Shneiderman, Smith, et al., 2011).

RESULTS AND DISCUSSION

An essential feature of ethnographic research is immersion, in which the researcher immerses himself in the studied informants. Immersion is needed so that researchers can experience it directly. They can develop habits from the point of view being studied. It is just that immersion in ethnography is more of a deep involvement. Engagement in this study was carried out simply (such as observing and downloading conversational data related to online prostitution on Twitter. In addition, researchers also conducted interviews with Twitter media users. Researchers conducted chats on Twitter and in-depth interviews with the primary informants for specific data. The main informant in the study is a manager of commercial sex workers (PSK) who is active in online prostitution on Twitter information. The interview was conducted to explore how to manage the use of social media as a medium for prostitution. Several things are done by Twitter media managers for prostitution online, including a) making profile pictures of commercial sex workers (CSWs), b) information on the willingness of PSKs who are ready to provide sex services, and c) information related to rate and rules (RR) or rules that must be obeyed by social media users who want to access on Twitter. The profile picture displayed on Twitter may not always be genuine. Photos used as Twitter profile pictures can be people who match reality, but there are also profile pictures that do not match reality. For this reason, PSK vendors need business so they do not get caught up in prostitution scams. For parties, both commercial sex workers (PSK) and their users can be trapped in fictitious prostitution transactions.

To overcome prostitution fraud, Twitter's social media manager performs various filters by creating a rate and rule (abbreviated as RR). Everyone using commercial sex workers (PSK) must read the RR before ordering on Twitter media. The Rate and Rules (RR) contain several things: types and fees for sex services per hour, how to have sex, fees for overtime, and restrictions. All participants in online media must comply with these rates and rules. Users only sometimes comply with these tariffs and rules. According to the informant (prostitution media manager), not all participants comply with these rates and rules. Managers have their own strategy for filtering customers to avoid non-compliance by PSK users. Social media managers only respond to severe prospects rather than idle customers. The manager will follow up with serious prospective customers with a response via Twitter direct message (DM). Before DMing customers, prostitution online media managers will conduct profiling or find out their customers through social and digital media footprints on Facebook, IG, Twitter, or Google. Prospective customer profiling is essential to know the customer's identity with certainty. If there are doubts about potential customers (e.g., law enforcers), the media manager does not continue further communication. The next step, when the customer is considered safe, the prostitution media manager will ask for a down payment by transferring to a specific account. When a money transfer occurs to the manager, customer identity data enters the manager. This customer data is the key or evidence by the manager if the customer does not comply with the specified rate and rule (RR).

The manager can spread his identity through social media if the customer does not comply with the rate and rule (RR). PSK customers are afraid of this if their identities are published on social media. In fact, in the end, the digital footprint on Twitter prostitution media became a tool for extortion by online media managers, as stated by informant 2, a prostitute user who stated that the use of social media is very vulnerable to fraud and extortion. Fraud often occurs through online prostitution; for example, a sex worker who is ordered does not match reality, meaning that it is different from the profile picture. If the customer refuses to pay, the manager will spread the customer's identity on other social media. This is where the transaction collapses; the Twitter media manager is mighty because he controls customer identity data. Digital footprints left on online prostitution media are digital footprints that can damage a person's reputation if disseminated. This makes prostitute users helpless because online prostitution media managers control them.

According to informant 2, online prostitution media is prone to extortion. The customer's digital footprint on Twitter can be used to extort customers. For example, suppose a PSK customer, for some reason, has canceled a PSK order slot. In that case, the

customer must still pay in full or even more because he is subject to a cancellation penalty, as shown in the WhatsApp chat evidence below.
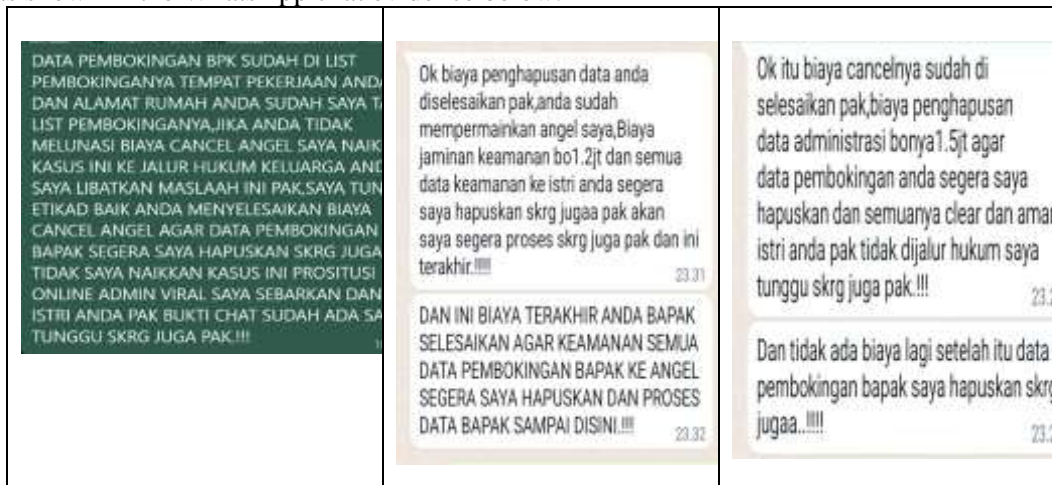
Under stressful conditions, Twitter online prostitution users will fulfill all requests made by social media managers. When a customer fulfills one request, another request will appear. Ultimately, the costs incurred were much more expensive than the average costs. Indeed, social media is effective for conveying messages to audiences, but it is also hazardous for its customers. Indeed, only for a while do social media managers act arbitrarily towards customers. Some are more professional; as long as customers comply with the rates and rules, the best service will be provided to customers. The encounter between commercial sex workers (PSK) and their users is highly fulfilled at high altitudes.

For this reason, clarification is needed by gathering some information before making a decision. According to informant 2, customers must look for references by asking other people, especially close friends, to avoid fraud and extortion. Social media does make it easier for someone to find a partner, but there is a very high risk of fraud and extortion. Twitter social media is a "blind area" where people who meet on social media do not know each other. Everyone who shares messages on social media is only based on a belief and encouragement of a need alone.

In social exchange theory, a relationship will end if one communication participant feels disadvantaged. Users of online prostitution media Twitter will remain in the community as long as the community is profitable. The benefits obtained by online prostitution participants are not material, but convenience, data confidentiality, and costs are negative consequences in a relationship. The cost of using online prostitution media can cause time, conflict, anxiety, and decreased self-esteem. Everyone who enters the online prostitution community always considers the comparison of the benefits and risks. People involved in online prostitution always try to minimize the risks and optimize the results. Everyone who enters the online prostitution community knows the risks of digital footprints being left behind. For this reason, the people involved try not to leave digital footprints by using non-genuine profiles, fake names and addresses, and avoiding banking transactions.

a. Twitter User Communication Network

In addition to observing online prostitution media, researchers also dissect the contents of Twitter media as online prostitution media. In this analysis, researchers emphasize the volume of Twitter users in the past week, top influencers, top tweets, and communication networks between Twitter media users. Online prostitution communication networks are formed on Twitter because of actions and reactions. Interaction on Twitter media is formed because of messages in the form of second tweets, which are responded to in the form of comments, comments to comment, and shares that occur among members of the

prostitution community on Twitter. In addition to forming a communication network, Twitter messages have formed clusters or groups and formed influential people or people who are often asked for more information among other Twitter users. The communication network formed in #availsurabaya on Twitter can be seen in the following image. Communication network pattern data was downloaded in Twitter conversations used for prostitution media from 14/08/2023 at 00.00.00 WIB to 21/08/2023 at 00.00.00 WIB. They download data via NodeXL software with keywords: #availjakarta #availsurabaya #availmedan #availmakasar #availbandung #availjogja. This research is focused on #availsurabaya based on consideration of proximity to the researcher. Based on Twitter social media analysis in the #availsurabaya online prostitution community, 1092 people actively communicate via: "replies-to," "mentions," "retweets," "quote," "mention," "mention in-reply-to." From those 1092 people, 4139 communication networks were created between one member and another. The density of 1092 actors (nodes) on Twitter #availsurabaya is 0.0001603. The highest density value is 1, indicating that all social media users are related. If the density number shows the number 0.000163, it indicates that there is no connection between social media users and one another. This also shows that prostitution users on social media do not know each other. With the help of NodeXL software, the structure of the communication network that is formed as a whole between members of the community that is intertwined can be described as follows:

Picture 1: Structure Network Communication User prostitution On Online Media Twitter

Whether or not a conversation is busy on the online prostitution media, Twitter depends on the issues that arise. Displaying profile pictures and promotions about new things is the main attraction for other Twitter users. During the research period, it shows that interaction on Twitter is still stable in discussions of online prostitution. The communication network that occurs on Twitter is in the form of "Tweet" by 89 %, " Mentions" by 8%, "Quoete" by 2%, and other forms 1% (Replies to, MentionsInReplies, MentionsInQuete). Activity in the prostitution online media Twitter is mainly in the form of Tweets. Conceptually, tweets are posts posted by someone on Twitter where one tweet is a maximum of 280 characters. Content of Tweets with more information is uploaded through certain services and promos.
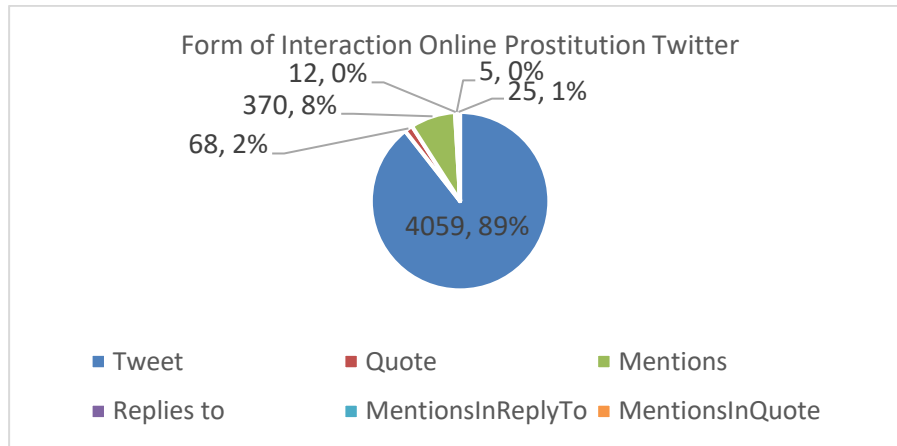
Figure 2: Form of user response in online prostitution on Twitter

The discussion of prostitution content on Twitter is lively, stable, and consistent daily. No period is more prominent than any other. This shows that prostitution media managers conduct advertisements regularly on Twitter and are also well managed by managers. The purpose of advertising on Twitter is to maintain the rhythm of interaction between users and to reach a wider audience. Twitter media is not just a means to mediate the process of prostitution transactions but also a medium that is like an environment in face-to-face communication. Each user interacts continuously and feels comfortable to arouse audience interest occasionally, as shown in the following figure.
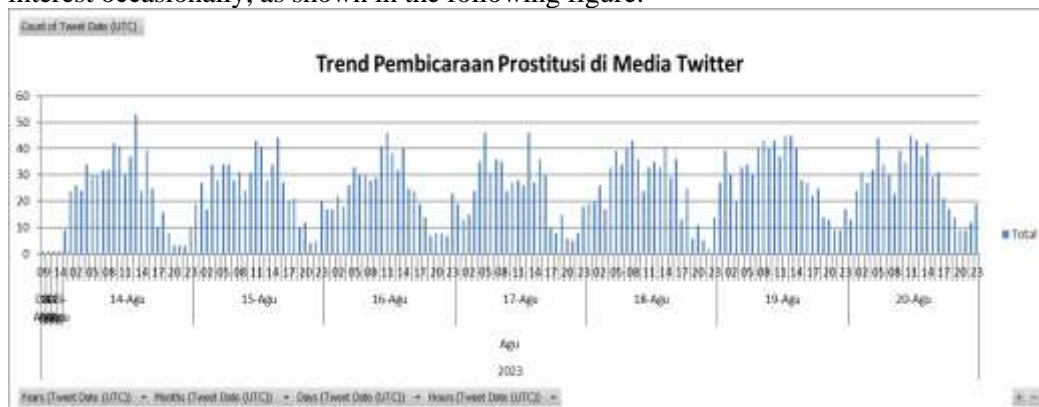

Figure 3: Trend of Online Prostitution Talk on Twitter

A critical part in analyzing communication media networks is detecting clusters in a communication network. Clusters are a group of online prostitution media users who are closely connected and tend to communicate with each other more than users outside the cluster. The benefit of cluster analysis in communication networks is to help determine whether the clusters found are clusters formed in the same community or overlapping one another. In addition, cluster analysis is also helpful in understanding the motives that make up a cluster. This research shows that online prostitution communication networks on Twitter media have formed 49 clusters, and the largest cluster is the #availjogja cluster with 891 members. Meanwhile, other smaller clusters include #availsurabaya, #availjakarta, and #availbandung, as seen in the picture below.

Figure 4: Clusters in online prostitution on Twitter

The picture above shows that online prostitution has spread in various regions in Indonesia. This also shows that online prostitution occurs evenly throughout Indonesia, especially in big cities. The communication network between users of online prostitution media only occurs between community members, and there is no interaction between other communities. For example, online prostitution media users on Twitter #availsurabaya only interact in the community. The pattern of communication occurs because online prostitution social media users are only interested in the basis of regional proximity. Users of online prostitution media in the Surabaya area (#availsurabaya) only establish communication in their community and do not in other communities. Clusters are formed because users of online prostitution media unite. After all, the exact needs and location bind them.

Research analysis is also focused on message talk in online prostitution media. Understanding messages is very useful for understanding what users often discuss. In addition, message research is also helpful in finding out the messages that are most talked about and getting the most responses from users (top tweets). Based on the research findings, the messages discussed on social media are more related to offers of prostitution, tariffs, rules (rules), and service promos. If a prostitution service carries out a promo, it shows that the competition between sex workers is very competitive. Prostitution managers (pimps) compete to provide promos through price discounts or additional services to attract customer attention.

Meanwhile, the top tweet or message that received the most responses from other users came from the account @Eca454363594988, originating from the #availjogya community with the message "Promo for anyone who comes directly to the location. If you do not like direct messages (DM), you can use WhatsApp". This post received the highest response because it provided a promo for those who came to the location. The word "promo" concerns other online prostitution media users.
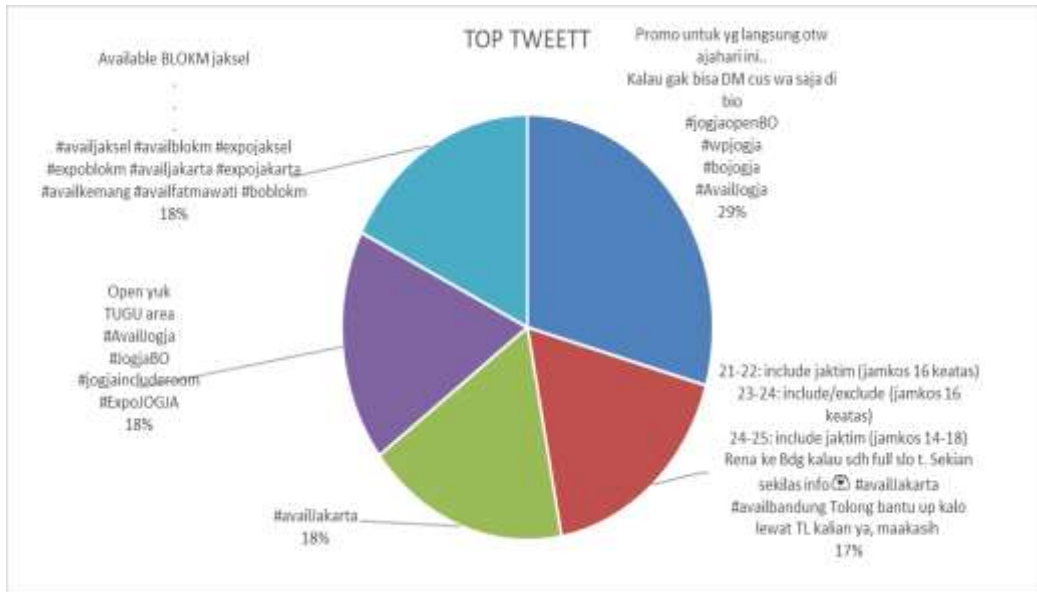
Figure 5: On Enter word Tweet in Media Online Prostitution

Communication network analysis is also able to analyze top influencers or Twitter media users who have the potential to influence other users. Contextually, top influencers are called degrees that show the popularity of social media users. Twitter social media users who hold a high degree of status indicate that Twitter media users have many relationships with other users. Degree levels can be built with trust and provide the best service. The degree of centrality is related to the popularity of Twitter social media users as a medium for prostitution. In this study, highly-status Twitter media users are @yukari_kazaima, @carissa04, and @alvonso. The degree of centrality is obtained from the number of replies, mentions, retweets, and so on from other users. For example, the @yukari_kazaima account is the account that gets the most responses from other users. The account @yukari_kazaima uses the name Yukari Kazaima Chan, but this name is an alternate name and not a real name. The @yukari_kazaima account gets many responses from other users because this account is not a robot (bot) and tends to respond quickly via direct messages (DM) compared to other accounts. In addition, the @yukari_kazaima account is very active in updating posts, namely 3125 posts. This is done to establish good interactions with other users. Interactions carried out continuously by users will create an intimate and comfortable relationship to increase a loyal customer status. Algorithmically, with the help of NodeXL software, top influencers can be described as follows:
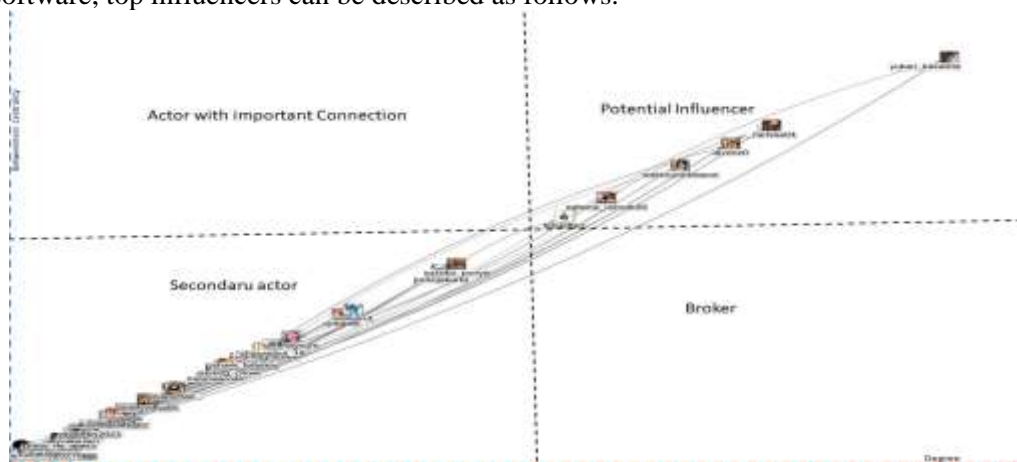
Picture 6: Position Top Influencers on Twitter Prostitution Media

Conclusion

Results study describe that Online prostitution activities are very beneficial for the people who participate in these activities. For commercial sex workers (PSK), online prostitution is prone to accidents and crime. Conversely, online sex users are also vulnerable to profiling or blackmail based on digital footprints left on Twitter media. Anyone can use digital prostitution trails to carry out extortion that can damage a person's reputation. Social exchange theory can explain the interaction between sex workers and their users. Commercial sex workers (PSK) want to keep interacting on Twitter because it is more profitable than doing offline prostitution. Meanwhile, PSK users still use online prostitution media because of speed and privacy considerations. At the risk of leaving a digital footprint on social media, each participant tries to use a pseudonym and does not involve transaction banking.

Using the identity self in social media accounts of online prostitution tends to be avoided by social media users. Based on communication network analysis, The number of people involved in online prostitution interactions during the study period was 1092 and divided into 49 clusters spread throughout Indonesia. The density or cohesiveness of the communication network in the world of online prostitution is very low. This shows that social media users are one with another. No, know One The same other. The most famous account in the world of online prostitution is @yukari_kazaima. This account gets the most responses in the form of likes and the most comments compared to other users. To get the most responses or maintain good relations with customers, online prostitution media managers carry out promotions through Twitter advertisements.

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