

ABSTRACT

Health communication based on herbal plants such as ginger needs to be promoted to create a healthy lifestyle in the community, especially in virtual communication spaces such as social media. Support for the utilization of herbal plants has been carried out at the national level by the Regulation of the Minister of Health of the Republic of Indonesia No. 6 of 2006 concerning the Indonesian Herbal Medicine Formulary. This study aims to analyze social networks (degree centrality, betweenness centrality, closeness centrality, and eigenvector centrality) and determine health communication messages in the context of social support (emotional support, informational support, appraisal support, and esteem support) on the social network of the Alodokter Youtube video comment column entitled "Various Benefits of Ginger for Stomach Acid". This research uses descriptive qualitative methods with the help of Gephi software version 0.10.1 and Atlas Ti software version 24. The results of this study indicate that there are central actors such as @namadepan4954, @Alodokter_id, @Pecahan-Beling-Team, @abby131, and @deliindahpermataa. These central actors also provide social support to other actors on the Alodokter Youtube video comment network, especially those suffering from stomach acid, both social support in the form of emotional support, informational support, appraisal support, and esteem support.

Keywords: *Ginger; health communication, herbs, social network analysis, social support*