Diversity in the film industry: A social network analysis of #cannes2022 on Twitter

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ABSTRACT

Background: The 2022 Cannes Film Festival was held from May 17 – 28, 2022, in Cannes, France. The 2022 Cannes Film Festival succeeded in attracting public attention, shown through tweets using #Cannes2022 uploaded in various languages, which show diversity. **Purpose:** This study aims to determine the distribution of the #Cannes2022 data at the actor level and the diversity of languages used in the #Cannes2022. **Methods:** The method of this research is a mixed method by combining quantitative and qualitative methods. Quantitative methods were used to obtain 2,500 tweets using the Netlytic application. Qualitative methods were used to analyze the language used in those tweets. **Results:** The results of this study indicate that @festival_cannes, @21metgala, @iuteamstarcandy, and @filmupdates are famous and important actors because they always provide updates related to Cannes 2022. Those actors initiate the #Cannes2022 communication network and become reference material. In the #Cannes2022 communication network, there are 24 languages used, including English, Thai, Japanese, French, and Spanish. English is dominant, with a percentage of 51.96%, followed by French, with a percentage of 31.48%. English and French are dominant because popular actors use them in disseminating information about Cannes 2022. Other languages are not dominant because actors with few followers only upload them. The language used in the #Cannes2022 communication network is already quite diverse but still dominated by English. **Implications:** Popular actors should use other languages to increase diversity at the Cannes Film Festival.

Keywords: Actor level; Cannes 2022; diversity; social network analysis; Twitter

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INTRODUCTION

The film is an audio-visual communication medium to convey a message to a group of people (Asri, 2020). The film combines three powerful elements, namely image, story, and sound, to give context and meaning to the story (Cloete, 2017). Those meanings in the film can influence the audience cognitively, affectively, and conatively (Diani et al., 2017).

The film is a type of art form closely related to technology (Waiping, 2021). Technology changed how movies get edited to how movies get watched (ComcastBusiness, 2018). Due to technological development, people not only watch movies through cinemas but can now subscribe to over-the-top media such as Netflix, Viu, and iQiyi.

The development of technology, especially the internet, makes it possible for filmmakers to acquire new knowledge on video pre-production and other technical skills for low-budget films with little or no extra payment (Chukwumba & Ojukwu, 2020). The development of internet technology makes the number of films produced every year continue to increase.

With such easy access, people can enjoy movies anywhere and anytime. The number of moviegoers in cinemas and OTT media—such as Netflix and Disney—continues to increase. Based on data from Statista.com in Figure 1 (2022), 55% of adults prefer to watch movies at home, and only 37% watch movies in theatres (Statista.com, 2022).

The film has several functions as part of mass communication, including entertainment and educational media (Karakartal, 2021). Not only as a means of entertainment and educational media, but films are also an effective cultural
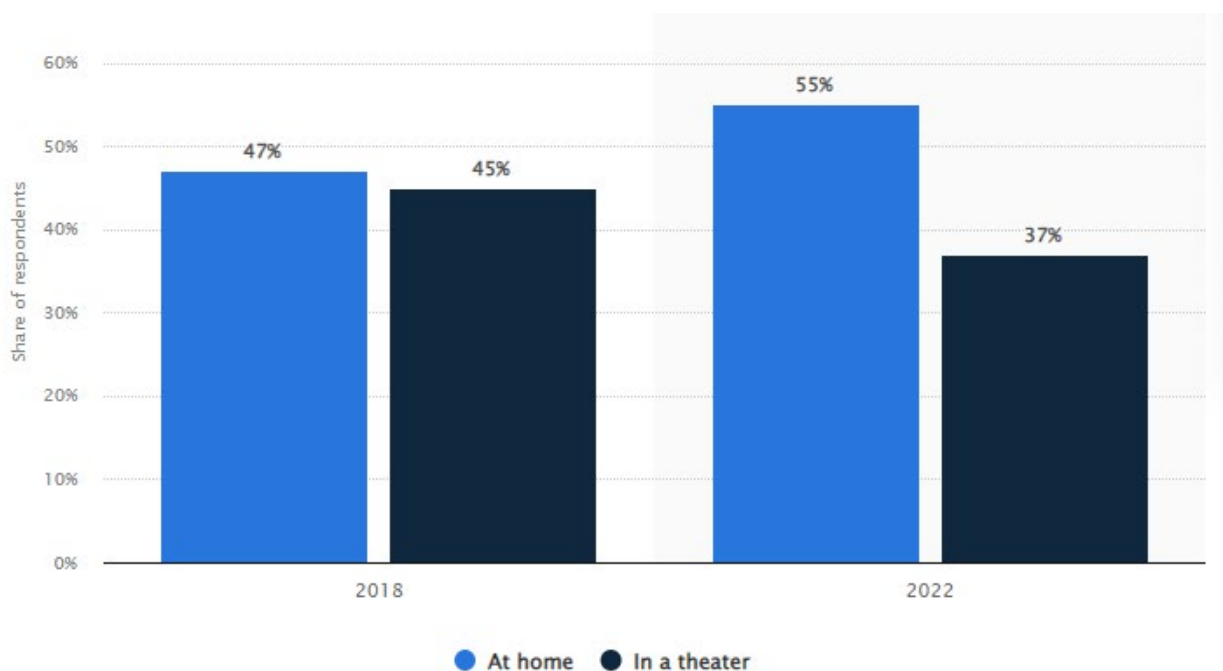
Source: Statista.com, 2022

Figure 1 Percentage of adults who would rather watch movies in a theatre or at home in the United States in 2018 and 2022

product to describe social life (Alfiyatun, 2019). With various background stories, films can be enjoyed even though they have cultural and linguistic differences. Isomaa (2016) states that film is a transnational medium transcending national border because it is produced, distributed, and enjoyed by the public with various cultural backgrounds (Isomaa, 2016).

Due to its various backgrounds, the film can be a medium to implement and encourage diversity. Diversity can be shown through the storyline, the selection of film players, to the setting of the story. According to UNESCO (2016), diversity in the film industry consists of three basic components: diversity of sources, diversity of and in feature films, and diversity of audience exposure to feature films (UNESCO, 2016). 'Bottom-up' filmmakers have a greater potential to engage and provide access for marginalized communities in the film industry (Malik et al., 2017). By raising stories of marginalized communities, films can create a more inclusive space that can accept all parties.

Until now, diversity in the film industry has not touched on several aspects, especially the representation of minorities. Based on data from The Huffington Post, in 2017, out of 362 films, only 14 had at least one black lead role (Burns, 2020). In addition, out of 100 films, only 11 featured women of color in the main or supporting roles (Sun, 2022). The film industry should support diversity because, according to Burns (2020), diversity brings creativity, new perspectives, and empathy.

The diversity that can be raised in the film industry is the linguistic diversity reflected in the variety of languages used by communities of people living in certain areas, at certain times, acting in certain social relations (Banjica, 2016). Linguistic diversity is a tool used to increase understanding and tolerance of diversity. In his speech, Parasite's director, Bong Joon Ho, stated that once we overcome the one-inch tall barrier of subtitles, we will be introduced to many more notable films.

One way to campaign for language diversity is through annual film festivals. Film festivals provide a space for filmmakers and film lovers to enjoy the various forms of diversity in the world, including the diversity of languages. Festivals are responsible for showcasing various voices and ensuring racial inclusion is the standard (Alfaro et al., 2021).

The Cannes Film Festival is one of the film festivals that provides space for diversity (Figure 2). The Cannes Film Festival is an international festival held every year since 1946. The Cannes Film Festival held the "Diversity in

Source: Seeklogo, 2022
Figure 2 Cannes Film Festival Logo

Cannes Short Film & Web-series Showcase" to encourage creators from unique backgrounds to promote diverse works (thought, race, gender, age, religion, physical ability, and sexual orientation) (filmfreeway.com, 2021). The Cannes Film Festival is one of the biggest events attracting producers, filmmakers, directors, and journalists (www.screenaustralia.gov.au, 2021).

For the past 70 years, the Cannes Film Festival has been recognized as one of the largest media events in the world. Based on data from Cotedazurfrance.fn (2021), the Cannes Film Festival 2021 was attended by 230 thousand of viewers and four thousand journalists despite the Covid-19 pandemic. This number continues to increase, considering that more and more filmmakers from various countries are invited to the 2022 Cannes Film Festival.

The filmmakers and the winners of The Cannes Film Festival often become widespread news. Not only was the enthusiasm shown by their presence, but the public also showed their excitement through Twitter using #Cannes2022 on various social media platforms such as Twitter.

The use of Twitter makes it easier for netizens to express their opinion about the implementation of the 2022 Cannes Film Festival. Tweets using #Cannes2022 are dominated by English tweets and uploaded in Indonesian, Thai, Japanese, and other languages that show linguistic diversity. That diversity shows that the Cannes Film Festival could attract people from various backgrounds.

Audiences can use hashtags on social media to express their opinions freely (Tjahyana, 2019), and hashtags are also used to find out about popular and discussed events (Rakhman et al., 2021). #Cannes2022 may contain support, suggestions, or opinions about implementing the 2022 Cannes Film Festival written by actors (accounts) with varied backgrounds. Tweets uploaded are then distributed through retweets, given comments, and shared so that it is widely spread in the communication network on Twitter.

The spread of #Cannes2022 can be analyzed using Social Network Analysis (SNA). SNA is used to see data distribution at the actor level to know the important actors on the #Cannes2022 communication network. The SNA method is discussed with Computer-Mediated Communication (CMC) Theory to know the interaction of each actor.

SNA is a method to visualize activity and connection strength between users on social networks, as well as a step to identify interactions in knowledge sharing (Rafita, 2014). SNA can determine the most influential actor, the closeness between actors, and how wide the communication network is formed using #Cannes2022 based on degree centrality, closeness centrality, and betweenness centrality, respectively, eigenvector centrality.

Degree centrality is used to find accounts or actors that have the most influence on disseminating information on Twitter by looking at the number of direct relationships

an actor has with other actors (Bakry & Kusmayadi, 2021). Degree centrality is divided into indegree and outdegree. Eriyanto (2019) explains that in-degree is the number of conversations that lead to actors, while outdegree is the number of conversations carried out by actors with other actors (Eriyanto, 2019). Closeness centrality is used to determine the closeness that occurs between actors in the #Cannes2022 communication network. Betweenness centrality shows the position of an actor as an intermediary (betweenness) of the relationship between one actor and another in a network (D. F. Putri et al., 2018). Betweenness centrality can be used to know the most active actors in spreading news or information related to #Cannes2022. Eigenvector centrality is used to determine the important actors in a communication network.

For discussing #Cannes2022, the researchers used Computer-mediated Communication theory. According to (Pratiwi, 2014), CMC theory discusses the communication of two or more people through computers or new communication technologies. Communication can occur directly (synchronous) or indirectly (asynchronous). Husnita (2019) explains that CMC includes social networking, video sharing, and friendship search systems. Netizens communicate and share information regarding the implementation of the Cannes Film Festival using internet-based media so that researchers use CMC Theory as a research analysis knife in researching #Cannes2022

communication network research. Netizens use #Cannes2022 to give their opinions and discuss the implementation of the 2022 Cannes Film Festival. Netizens come from various backgrounds and use different languages, showing the linguistic diversity that can be created through the discussion during Cannes Film Festival 2022.

Subsequent SNA research was conducted by Rakhman et al (2021) entitled "The #IndonesiaTerserah Digital Opinion Movement on Twitter Social Media during the Covid-19 Pandemic". The result of this research is that #IndonesiaTerserah can create mobility of citizens' opinions in a communication network with the help of mass media accounts. The #IndonesiaTerserah tweet was dominated by disappointment in the government (32%), the public (21%), and both (11%). This study used SNA and text analysis to determine the alignment of tweets. Like this research, the researchers used SNA and analyzed the number of tweets based on the language used to determine linguistic diversity in #Cannes2022.

The next research was conducted by Tjahyana (2019) entitled "#TrueBeauty Digital Opinion Movement on Twitter for Actors of a Webtoon Comic Adaptation Film." The results of this study indicate that actors who spread #TrueBeauty are scattered into several clusters with their characteristics. This study used SNA and text analysis to find out netizens' opinions regarding the film adaptation of the webtoon #TrueBeauty. The researcher also uses SNA

and conducts text analysis to determine the actors and the language used in #Cannes2022. The analysis results will show the diversity of languages in the communication network using #Cannes2022.

Subsequent research was conducted by Utami et al. (2021) with the title "Network Analysis and Actors #CancelOmnibusLaw on Twitter Social Media Using Social Network Analysis (SNA)." The research shows that @ frarakyatid and @walhinasional are the most influential actors based on degree centrality analysis, closeness centrality, betweenness centrality, and eigenvector centrality in the #BatalkanOmnibusLaw data distribution.

The research conducted by researchers is different from previous research where researchers focused on the distribution of data #Cannes2022, a hashtag in the world of film. Based on the background above, the researcher conducted a study entitled "Diversity in the film industry: a social network analysis of #cannes2022 on Twitter". This study aimed to determine the distribution and diversity of languages of #Cannes2022 during the closing day of the 2022 Cannes Film Festival. In addition, the researchers also looked at the diversity of languages through the languages uploaded on Twitter.

RESEARCH METHOD

This research uses mixed methods by combining quantitative and qualitative methods. According to Creswell, more than research is needed if it relies on one paradigm (quantitative or qualitative), so it is necessary to use a mixed method (Samsu, 2017). According to Creswell, mixed methods research combines quantitative and qualitative approaches in one study (Hafsa, 2019). Yin states that good mixed methods research is if the researcher can combine all the research stages, namely phrasing of research questions, sampling, data collection, analysis, and, finally, interpretation (Hafsa, 2019).

This research uses quantitative methods to find out popular actors in the #Cannes2022 communication network with SNA using Netlytic and Gephi software. Netlytic and Gephi software is used to obtain actor data and visualize the shape of the network formed in the #Cannes2022 communication network. Tweet crawling was carried out on May 28, 2022, which is the closing of the 2022 Cannes Film Festival. That day, #Cannes2022 was widely used to convey opinions about the 2022 Cannes Film Festival, so it became a trending topic on Twitter. The population of tweets was all of the tweets using #Cannes2022 on May 28, 2022, which was uploaded on Twitter. At the same time, the sample was 2,500 tweets obtained from Netlytic.

Researchers also use the Gephi application to see the visualizations of the network. These visualizations show the wide distribution of #Cannes2022 data. Apart from that, the use of Gephi software also shows the value of degree centrality, closeness centrality, betweenness centrality, and eigenvector centrality, which can

be analyzed to determine the popularity of actors in the #Cannes2022 communication network. The actors involved in the #Cannes2022 communication network determine how far and fast information about the 2022 Cannes Film Festival spreads on Twitter.

After knowing the popular actors, the researcher will conduct a tweet analysis to find out the language used by the actors in enlivening #Cannes2022. Researchers use the help of Google Translate and the Translate Tweet feature on Twitter to find out the language used in the tweet. Moleong explains that the research uses a qualitative approach because the researcher tries to build a detailed view through words and pictures holistically and complexly (Saputra, 2021). Researchers will count the number of languages used in 2,500 tweets to determine the diversity of languages uploaded in the #Cannes2022 communication network. After obtaining the language data used, the researcher calculated the percentage of the language used in the #Cannes2022 communication network.

RESULTS AND DISCUSSION

The 75th Cannes Film Festival was finally held again from May 17 to May 28, 2022, in Cannes, France. At the festival, several films can be premiered and enjoyed by the judges, who are divided into some sections. The selected films come from various countries with various story backgrounds. The films shown are delivered in English and various other languages that show linguistic diversity.

On the closing day of the 2022 Cannes Film Festival, the film "Triangle of Sadness" by Ruben Ostlund won the Palme d'Or or the highest award for best film. The film received a standing ovation during its 2022 Cannes Film Festival screening. Ostlund brings the audience to a new world through a satirical film that tells the survival of billionaires stranded on the smallest island. "Triangle of Sadness," starring famous artists, is increasingly attractive to moviegoers.

The 2022 Cannes Film Festival made history by selecting Song Kang Ho as the recipient of the Best Actor award. Song Kang Ho made history as the first Korean actor to win the Best Actor award for his role in the film "Broker" by Hirokazu Koreeda, a Japanese director. "Broker" also can premiere at the 2022 Cannes Film Festival. The film received a standing ovation for 12 minutes from moviegoers because of its slick storyline and cinematography. Cannes Film Festival Executive Director Thierry Frémaux is said to be the first to stand up and applaud his film "Broker" (cnnindonesia.com, 2022).

The Best Actress category was won by Zar Amir Ebrahimi, an actress from Iran, for her performance in the film "Holy Spider." She became the first Iranian to win the best actress award at the Cannes Film Festival (CNN, 2022). "Holy Spider," tells the true story of a serial killer in Iran. The film raises issues of patriarchy which is expected to give messages of courage to women and men worldwide.

In the 2022 Cannes Film Festival, various awards were given to filmmakers from various countries with different cultural backgrounds. This shows that The Cannes Film Festival provides equal opportunities for all filmmakers in the world to continue producing quality films. In addition, The Cannes Film Festival also shows that language diversity is not a barrier to enjoying films because it allows films with various languages to be enjoyed together in its screenings.

The Cannes Film Festival is widely considered the most prestigious film festival in the world, mainly because of its exclusivity and long history of premiering some of the greatest films of all time (Wilkinson, 2019). The filmmakers try to get involved in The Cannes Film Festival because it can be a promotional event, thus providing an advantage for the film.

Despite the differences in language, dozens of films from America, France, Korea, Palestine, and various other countries can be shown in front of a wider audience. Although it does not guarantee commercial success, the opportunity to appear at the Cannes Film Festival gives filmmakers the confidence to continue their work, which is not only about profit.

The documentaries that do not get space in commercial cinemas can get more attention from the public. According to Marfo (Fitzgerald & Lowe, 2020), the documentary film plays a role in seeing the world, educating, and increasing empathy. It needs to be given space so that the wider community can witness it.

As one of the most prestigious film festivals in the world, the Cannes Film Festival has attracted worldwide attention expressed through social media, Twitter. Twitter users could tag Cannes's official account @festival_cannes or famous actors involved in the 2022 Cannes Film Festival by including #Cannes2022 (Tjahyana, 2019). According to Tjahyana (2019), Twitter is the right medium to convey opinions to those who want to be directly addressed without any intermediaries.

On May 28, 2022, the Cannes Film Festival officially closed and ended with the announcement of "Triangle of Sadness" as the recipient of the Palme D'Or, Zar Amir Ebrahimi, who won The Best Actress category, and Song Kang Ho who became the first Korean actor to receive the Best Actor award for his role in the film "Broker."

"Broker" is a Korean film directed by Japanese director Hirokazu Koreeda which will be released in cinemas in June 2022. This film stars famous actors and actresses such as Song Kang Ho and Lee Ji Eun or IU, a famous South Korean singer. The actors and directors of the film Broker were present on the last day of the 2022 Cannes Film Festival.

"Broker" star's presence managed to attract netizens' opinions uploaded through their Twitter accounts. Based on data taken from Netlytic on May 28, 2022, 1,801 actors (nodes) or Twitter accounts participated in enlivening #Cannes2022 and created 2,427 networks or conversations. The actors are

connected through communication technology that allows them to comment and interact even though they do not know each other in real life. Their communication is synchronous and asynchronous for communicating directly or delayed.

Of the 1,801 actors who enliven the conversation in the #Cannes2022 communication network, there are five influential actors based on their degree centrality value. The degree of centrality shows how many important actors contacted and was contacted to discuss the 2022 Cannes Film Festival through #Cannes2022. The five actors are shown in Table 1 and Figure 3.

Table 1 Degree Centrality of #Cannes2022 Communication Networks

Actors	Degree	In degree	Out degree
Festival_cannes	517	517	0
21metgala	103	103	0
Iuteamstarcandy	79	79	0
Filmupdates	69	69	0
Mubi	58	58	0

Source: Netlytic, 2022

Source: Gephi, 2022

Figure 3 Visualization of the #Cannes2022 Communication Network

@festival_cannes, @21metgala, @iuteamstarcandy, @filmupdates, and @mubi are popular actors in the #Cannes2022 communication network because they actively provide updates regarding the 2022 Cannes Film Festival. Those accounts have hundreds of thousands of followers, so their tweets can reach many netizens. @festival_cannes, as the official Cannes Film Festival account, became the first popular actor with indegree and outdegree values of 517 and 0. A high in-degree value means that the actor is popular because he is often accessed and contacted by Twitter users in communication networks (Rakhman et al., 2021). @festival_cannes' indegree is 517 means the account was contacted and formed 517 conversations with other actors.

While @festival_cannes' outdegree value is 0, it means that @festival_cannes did not contact and did not reply to other actors in the communication network. This score indicates that @festival_cannes only provides information without wanting to get involved in discussions that may occur among netizens. @festival_cannes, let netizens have their say in the comments section of their tweet. The difference in indegree and outdegree values which is quite far shows that the communication created between @festival_cannes and other actors is one-way, and @festival_cannes is used as a reference source for the 2022 Cannes Film Festival.

@21metgala, @iuteamstarcandy, @filmupdates, and @mubi also have different

indegree and outdegree values which are quite far, where the outdegree value is 0. The value indicates that the five accounts can reach many actors but do not actively respond, so the conversation is only one-way. This conversation is marked by many retweets or shares but is not matched by comments or replies. The ability of these actors to reach out to other actors makes them a reference for information about the Cannes Film Festival. Because it is carried out in one-way communication, the use of #Cannes2022 is only limited to expressing opinions and not as a medium for discussion on Twitter.

The five popular actors use English as the main language when uploading tweets. @festival_cannes also uses French as their second language because The Cannes Film Festival is a film festival that has been held in France for a long time. @iuteamstarcandy is a fan account of IU, a movie player, "Broker," who is also a famous singer in South Korea. Despite supporting South Korean artists, @iuteamstarcandy uses English as the primary language in its tweets. This shows that popular actors use English in order to reach a wider range of actors because English is a global language that is understood by many people. By using English, many actors can understand the contents of tweets so that they react in the form of retweets, shares, or replies because they agree with the tweets uploaded by these actors.

Closeness centrality shows actors who have closeness with other actors in a communication network (Eriyanto, 2019). In addition, closeness centrality also shows actors who act as intermediaries, mediators, or facilitators (Rakhman et al., 2021). The highest value in closeness centrality is 1.0.

In the #Cannes2022 communication network, there are 1,455 actors who have a closeness centrality value of 1.0. This value indicates that the actors involved in the #Cannes2022 communication networks are interconnected and become intermediaries to share information regarding the implementation of the 2022 Cannes Film Festival.

The existence of intermediary actors helps @festival_cannes as a popular actor to disseminate updated information about Cannes 2022 so that information dissemination takes place more efficiently, faster, and easier (Rakhman et al., 2021). The closeness that exists between the actors makes information dissemination take place quickly so that the 2022 Cannes Film Festival event can be known by many parties. Some actors who have a closeness centrality value of 1.0 are shown in Table 2.

Table 2 Closeness Centrality of #Cannes2022 Communication Network

No	Actor	Closeness Centrality
1	iuaenasfam	1.0
2	be_the_music111	1.0
3	nae_uaena	1.0
4	fulmoon_delluna	1.0
5	bernax16	1.0

Source: Netlytic, 2022

Table 3 Betweenness Centrality of #Cannes2022 Communication Network

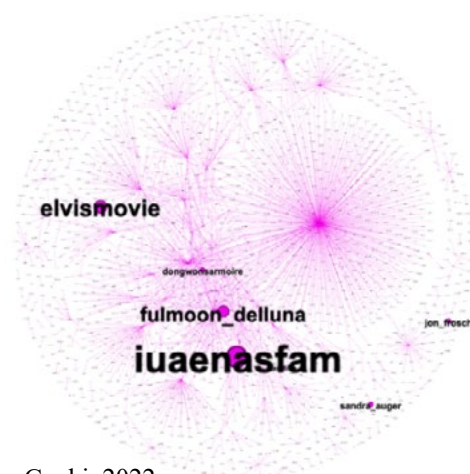| No	Actor	Closeness Centrality
1	iuaenasfam	0.000004
2	elvismovie	0.000002
3	fulmoon_delluna	0.000004
4	dongwonsarmoire	0.000001
5	jon_frosch	0.000001

Source: Netlytic, 2022

Betweenness centrality shows an actor who acts as an intermediary (Eriyanto, 2019). Eriyanto explains that actors with a high betweenness centrality become a liaison between two or more different actors so that these actors can control and manipulate information (Latupeirissa et al., 2019). The existence of actors with high betweenness centrality is very important in communication networks because it will be one of the determinants of how other actors receive information. Actors with the highest betweenness centrality in the #Cannes2022 communication network are shown in Table 3 and Figure 4.

Figure 4 shows that @iuaenasfam, @elvismovie, @fulmoon_delluna, @ dongwonsarmoire, and @jon_frosch form clusters with several other actors. Each cluster discusses different topics but is still related to the 2022 Cannes Film Festival. @iuaenasfam is IU's fan account that uploaded tweets about IU, who managed to appear at the Cannes Film Festival for the first time, @elvismovie tweeted about Elvis's film premiere, @fulmoon_delluna retweeted some popular actor tweets related to IU, @dongwonsarmoire retweeted a tweet

about one of "Broker" film players, Dong Won Gang and @jon_frosch giving an opinion about the 2022 Cannes Film Festival which is then often retweeted by other accounts.

Of the five actors with the highest betweenness centrality, three of them frequently retweeted tweets about IU and Dong Won Gang. This shows that the presence of South Korean actors has significantly impacted the holding of the 2022 Cannes Film Festival. The actor's presence attracted the attention of his fans to continue to enliven #Cannes2022.

@iuaenasfam, @fulmoon_delluna, and @dongwonsarmoire did not upload their own tweets, which showed that they were just a liaison between popular actors and other actors. Those actors retweet tweets from popular actors to spread their tweets to their followers and create their own clusters. Despite supporting South Korean artists, the four actors retweeted English-language tweets to make it easier for other actors to understand and strengthen their position as liaison actors.

Source: Gephi, 2022

Figure 4 Visualization of Betweenness Centrality of #Cannes2022 Communication Network

Table 4 Eigenvector Centrality of #Cannes2022 Communication Network

No	Actor	Closeness Centrality
1	festival_cannes	1.0
2	21metgala	0.199523
3	iuteamstarcandy	0.153118
4	filmupdates	0.133413
5	letterboxd	0.126826

Source: Netlytic, 2022

Eigenvector centrality describes important actors in a communication network which is characterized by their relationships with other actors. If the actor has the highest value of 1, it means that the actor is the pioneer of a communication network. The actor with the highest eigenvector centrality in the #Cannes2022 communication network is shown in Table 4 and Figure 5.

Based on data obtained from Netlytic, the actor with the highest eigenvector centrality is @festival_cannes which is the official Cannes Film Festival account. As an official account, @festival_cannes always provides the latest news on the Cannes festival. @festival_cannes, @21metgala, @iuteamstarcandy, and @filmupdates became popular actors and important actors of the #Cannes2022 communication network, which means that these accounts are the main accounts that move as well as become reference material for the #Cannes2022 conversation. @letterboxd is the account of the world film community. @letterboxd tweeted about "Triangle of Sadness," which won the Palme D'Or award, so it received

many responses from other actors. "Triangle of Sadness" received many responses because it won the highest award at the 2022 Cannes Film Festival, namely the Palme d'Or or best film.

The five important actors in the #Cannes2022 communication network use English as their main language in their tweets. The usage of English makes other actors use these accounts as reference material so that they are often retweeted because they understand the message conveyed by these actors.

The use of language in the #Cannes2022 communication network needs to be more diverse and still rely on English as a global language. Actors use English-language accounts as reference material, and accounts with other languages are not used as references due to limited understanding. The #Cannes2022 communication network on May 28, 2022, shows the dominance of English in the dissemination of information because it occupies an important position in the conversation.

Source: Gephi, 2022
Figure 5 Visualization of the Eigenvector centrality of the #Cannes2022 Communication Network

Table 5 Grouping the Number and Percentage of Languages in the #Cannes2022 Communication Network

Language	Number of Tweets	Percentage of Language Usage
English	1299	51,96%
French	787	31,48%
Japanese	165	6,6%
Spanish	85	3,4%
Thailand	42	1,68%
Romani	18	0,72%
Indonesian	16	0,64%
Portuguese	13	0,52%
Chinese	12	0,48%
Korean	12	0,48%
Persian	11	0,44%
Estonian	7	0,28%
Turkish	6	0,24%
Italian	6	0,24%
Dutch	4	0,16%
Poland	3	0,12%
Katalan	3	0,12%
Undefinition	3	0,12%
Danish	2	0,08%
Arabic	2	0,08%
Lingala	2	0,08%
Norwegian	1	0,04%
Luksemburg	1	0,04%

Source: Processed by Researcher, 2022

The 2022 Cannes Film Festival provides a space for all parties to show themselves through films. The winners of the 2022 Cannes Film Festival come from various countries showing films with various background stories. However, the diversity of languages at the 2022 Film Festival 2022 is still dominated by English. During the implementation process, the parties involved still prioritize English as the language of instruction.

Humans are social creatures who are accustomed to living in groups. Every group needs language as a means for group members to socialize with each other. Language is formed with the uniqueness of each group in accordance with the culture of the group. Language is an important aspect used in communicating and developing culture from generation to generation (Haryanti, 2019). Language is one of the most direct and sensitive aspects of diversity, and language is also the most direct and sensitive aspect of social change (Blommaert, 2013).

The era of globalization causes communication and information technology to develop rapidly. Currently, humans can not only interact and communicate directly (face-to-face communication) but can also digitally through internet media, one of which is Twitter.

Twitter is widely used to find and disseminate information, including information about the 2022 Cannes Film Festival through #Cannes2022. Information that is disseminated through Twitter can spread quickly and reach a wider audience throughout the world. This then caused the information that was spread on #Cannes2022 to appear in multiple languages. Language diversity is the result of social interactions or diverse groups where the speakers are heterogeneous (Prayudi & Nasution, 2020).

Even though the use of English still dominates the 2022 Cannes Film Festival, many netizens upload their tweets using their mother tongue. Based on the researcher's analysis of 2.500 tweets on Twitter uploaded on May 28, 2022, the researcher found that there were 22 languages used in the #Cannnes2022 network.

Some of these languages with the numbers and percentages in Table 5.

Based on the data in the Table 5, it can be seen that English and French are the most widely spoken languages on the #Cannes2022 network, with percentages of 51.96% and 31.48%, respectively. This is based on the fact that English is an international language. More than 360 million people in the world use English as their first language, and as a second language used by more than 430 million people in the world, English speakers are also the most in the world. English is the official language of 53 countries in the world and is the most widely used second language in the world (Ilyosovna, 2020).

French is the second most spoken language on the #Cannes2022 network. This is because the 2022 Cannes Film Festival (Festival de Cannes 2022) event is a film festival held in Cannes, France. The Cannes Film Festival is categorized as one of the most prestigious film festivals in the world due to its exclusivity and long history of showing great films of all time (Wilkinson, 2019). The Cannes Film Festival involves filmmakers from around the world. French is also the second most studied language in the world after English, so French is also used worldwide after English.

The number of tweets that use #Cannes2022 in their uploads shows that the film industry has high popularity in the world community. Despite still being dominated by English, the various languages used in making the post with #Canness2022 also shows that the #Cannes2022 network is diverse in terms of language. The diversity of languages that cover the same topic shows that the #Cannes2022 network can gather people's opinions from different languages into one topic. The measurement of language on the internet can be a paradigm for various problems in content.

CONCLUSION

In the #Cannes2022 communication network, @festival_cannes, @21metgala, @ iuteamstarcandy, @filmupdates, and @mubi are popular actors because they actively provide updates regarding the 2022 Cannes Film Festival. The five popular actors use English as the main language when uploading tweets. In the #Cannes2022 communication network, there are 1,455 actors who have a closeness centrality value of 1.0. This value indicates that the actors involved in the #Cannes2022 communication networks are interconnected and become intermediaries to share information regarding the implementation of the 2022 Cannes Film Festival.

The existence of actors with quite a lot of closeness centrality shows that information related to #Cannes2022 spreads quickly. @ iuaenasfam, @elvismovie, @fulmoon_delluna, @dongwonsarmoire and @jon_frosch form clusters with several other actors. Each cluster discusses a different topic but is still related to the 2022 Cannes Film Festival. Of the five actors with the highest betweenness centrality,

three of them frequently retweeted tweets about IU and Dong Won Gang. This shows that the presence of Korean actors attracted the attention of fans, who finally enlivened the #Cannes2022 communication network. The actor with the highest eigenvector centrality is @festival_cannes, the official Cannes Film Festival account. As an official account, @festival_cannes always provides the latest news on the Cannes festival. @festival_cannes uploads tweets in English and French so that other actors can easily understand them. There were 22 languages used in the #Cannnes2022 network.

English and French are the most widely spoken languages on the #Cannes2022 network, with percentages of 51.96% and 31.48%, respectively. The dominance of English and French in the #Cannes2022 communication network shows that the diversity of languages at the 2022 Cannes Film Festival has not yet happened. Researchers suggest in this study that @official_cannes should be able to use other languages. The usage of other languages will increase the diversity and inclusion brought by @official_cannes as the official account of the Cannes Film Festival. Other actors can upload tweets using their own language to promote their language. Their tweets can still be understood despite the language barrier because there is already a 'translate tweet' feature from Twitter.

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