

## EXAMINING SOCIAL MEDIA PUBLIC SENTIMENT: YOUTUBE RESPONSE TO 2024 INDONESIAN PRESIDENTIAL DEBATE

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### ABSTRACT

*This research aims to analyze public sentiment on YouTube social media regarding the 2024 Indonesian presidential candidate debate. The method used is sentiment analysis using big data analysis with the help of Nvivo. The data used are public comments contained in the 2024 Indonesian presidential candidate debate video on YouTube. The research results show that the majority of public sentiment towards the 2024 Indonesian presidential candidate debate is positive. However, there are also several comments that are negative and neutral. The theme most discussed by the public in the 2024 Indonesian presidential candidate debate is "Prabowo". This shows the dominance of public attention towards Prabowo. Apart from that, other words that are quite dominant are "people" and "Anies", which reflects the competition between the Prabowo camp and the Anies camp in the 2024 presidential election. Apart from that, the results of the wordcloud analysis highlight crucial issues that are the main topic of discussion. post-debate society, such as corruption, political promises, and the law. This shows that public discourse after the presidential candidate debate was greatly influenced by issues that influence social and political life in Indonesia.*

*Keywords: Public Sentiment, Social Media, YouTube Platform, Presidential Election*

### INTRODUCTION

The development of the internet and social media has changed the mass media landscape significantly. In 2007, there was a striking shift in the role of mass media, especially in conveying information (Rahmanillah, 2018). The provision of primary information has shifted from mass media to social media, with platforms such as YouTube being one of the pioneers in this regard. Even though social media has its drawbacks, people still rely on it for access to the latest information. In fact, many communities have used this platform as a means to share knowledge and experience. For example, YouTube and Facebook have become popular sources for learning, providing wide access to a wide range of educational materials. Meanwhile, YouTube has also become a favorite destination for entertainment, because it allows users to adjust their preferences as they wish. This phenomenon is in line with the finding that the most widely used social media platforms in

Indonesia are YouTube (88%), Facebook (81%), Instagram (80%), Twitter (52%), and LinkedIn (33%), which reflects the pattern Internet use in Indonesia (Riyanto, 2019).

Social media, especially video platforms such as YouTube, play an important role in the growing digital era as a forum for people to voice their thoughts, assess events, and convey their feelings regarding political issues (Ainul Wildan et al., 2021; Ardha, 2014; Boestam et al., 2023; Firdaus & Prayitno, 2024). This not only happens widely, but also has an important role in Indonesian culture, especially ahead of the 2024 presidential election. The increasingly widespread use of social media as a means of communication and information exchange emphasizes the importance of analyzing public sentiment on these platforms.

In Indonesia, where public participation in online political discussions is increasing, understanding public sentiment on social media is very important to understand the developing political dynamics. In particular, the presidential election debate is considered one of the most anticipated events by many parties, because there the public can assess the credibility of each pair of presidential and vice presidential candidates through the answers they give (Pratami, 2020; Soelistyowati, 2019). This sentiment analysis not only reveals trends and patterns of public response to political issues, especially ahead of the 2024 Presidential General Election, but also provides deep insight into how public opinion is reflected and its impact on public perception of presidential candidates and the main issues they face. Therefore, a careful understanding of the dynamics of public opinion on social media is a crucial basis for political and communication strategies in the context of the 2024 Presidential Election in Indonesia.

The importance of YouTube as a major platform for disseminating political information places the analysis of public sentiment through this channel at a high level of relevance. With many political events, opinions and policies conveyed through video content, understanding public responses and opinions on YouTube is key to exploring the dynamics of opinion regarding political issues, including presidential candidate debates. Through analyzing public sentiment on this platform, we can identify tendencies, reaction patterns and people's thoughts on developing political issues (Hidayatullah & SN, 2014; Naraswati et al., 2021; Sunni & Widyanoro, 2012; Syarifuddinn, 2020). This not only provides insight into how political messages are absorbed and received by society, but also provides a deeper understanding of political dynamics in Indonesia. By utilizing sentiment analysis methods,

especially text classification methods, this research will classify comments on YouTube into certain sentiment categories, such as positive, negative, or neutral. It is hoped that a comprehensive literature review of sentiment analysis methods can guide the selection of data sources and the use of optimal classification methods in this research.

YouTube plays a very crucial role in Indonesia's social media landscape, holding the highest ranking with an astonishing 88% user percentage. The existence of this platform not only reflects its great popularity, but also highlights the criticality of YouTube as a key instrument for understanding public opinion and sentiment in Indonesia. With more than 2 billion users worldwide, YouTube's global presence has a significant impact in shaping public opinion and sentiment, including in Indonesia. YouTube is not just an entertainment channel, it is also the main stage where various political perspectives, opinions and policies are discussed and shared. The high percentage of users in Indonesia confirms that YouTube is not only a source of entertainment, but also an important platform for people to access political information and express their opinions.

With so many active users in Indonesia, public sentiment analysis on YouTube can provide a deep understanding of people's mindsets and views on various issues, especially political issues which play an important role (Kartikasari & Eri Dia, 2024; Khristianto, 2020; Patria, 2019). The Presidential Election in Indonesia has become very interesting to research, especially in candidate debates, because it received a large response from the public on the YouTube social media platform. The fierce competition between presidential candidates Anies Baswedan and Prabowo Subianto is deepening the public debate which is interesting to analyze in more depth.

Research on public sentiment during the presidential election debate in Indonesia has a very important role in the context of democracy. Through this research, we can understand more deeply voters' preferences and attitudes towards competing candidates, as well as map the issues that are most important to society. This allows candidates to design campaign strategies that are more effective and responsive to voters' needs and concerns. Additionally, understanding public sentiment also helps prevent conflict and tension during the campaign and post-election periods, as well as promote constructive dialogue between parties. Furthermore, the results of this research can help governments and policy makers to develop policies that are more oriented to the needs of society, thereby strengthening government legitimacy and increasing active democratic participation. Thus, research on public sentiment

during presidential election debates is not only important for the electoral process itself, but also for the health of democracy as a whole, strengthening the relationship between voters, candidates, and government, and promoting transparency and accountability in politics.

## **RESEARCH METHODS**

This research uses the sentiment analysis method by utilizing NVivo software to investigate public sentiment towards the presidential election debate in Indonesia in 2024. The focus of this research is on data taken from public responses to the Indonesian presidential candidate debate on YouTube social media. The data collection technique was carried out using purposive sampling, which used the most popular posts after the debate. A total of 2500 data were collected from comments from social media users on YouTube channels. After data collection, NVivo will be used to manage and analyze news texts, with predetermined analysis categories. The coding process will be carried out systematically, and sentiment analysis will pay attention to keywords and phrases that reflect positive, negative or neutral sentiment (AlYahmady & Al Abri, 2013). Data validity will be strengthened through independent analysis by two or more researchers, while reliability will be enhanced through consistency in the application of categories and coding. The results of this research will be presented clearly through graphs, tables and detailed narratives, making it easier for readers to understand and interpret.

## **RESULTS AND DISCUSSION**

In this digital era full of challenges, the role of a leader is very important. Especially in a political context, such as in a presidential election, the leader must be a skilled political communicator. They must have the ability to communicate effectively, combined with reliable diplomatic skills to handle complex situations. Apart from that, the ideal leader must also be able to show empathy for the needs and concerns of the community and have strong competence in analyzing messages critically.

The 2024 Presidential Election Debate in Indonesia is an example of how potential leaders are competing to show their ideas, trying to attract attention and support from the public. In this debate, prospective leaders must be able to defend their ideas in an effective way, as well as demonstrate their ability to communicate with the public. They must be able to answer questions asked clearly and logically, as well as demonstrate their ability to analyze relevant issues.

Potential leaders must be able to demonstrate their ability to communicate with the public, as well as have reliable diplomatic skills to handle complex situations. They must be able to answer questions asked clearly and logically, as well as demonstrate their ability to analyze relevant issues. Apart from that, prospective leaders must also be able to show empathy for the needs and concerns of society, and have strong competence in analyzing messages critically.

The 2024 Presidential Candidate Debate in Indonesia is a series of debates held by the General Election Commission (KPU) as part of the election process for the president and vice president of the Republic of Indonesia. This debate aims to bring together presidential and vice presidential candidates in an open and transparent debate, as well as providing an opportunity for the public to monitor and assess the candidates' abilities in communicating and arguing about relevant issues. The debate consists of five sessions, starting in December 2023 and running until February 2024. Each debate session has a different theme, ranging from law, human rights, government, eradicating corruption, and strengthening democracy, to themes that more specifically, such as education, health, information technology and culture. In each debate session, the presidential and vice presidential candidates will exchange arguments and answer questions asked by the moderator. This debate was also attended by the audience and viewers at home, and broadcast live on national television media.

Presidential Candidate Debate in Indonesia allows the public to monitor and assess the candidates' ability to communicate and argue on relevant issues. This debate also helps the public to understand the vision and mission of the candidates in leading the country, as well as to choose the candidate who best suits the needs and expectations of the community. Candidates for president and vice president must be able to demonstrate their ability to communicate with the public, as well as have reliable diplomatic skills to handle complex situations. They must be able to answer questions asked clearly and logically, as well as demonstrate their ability to analyze relevant issues. Apart from that, presidential and vice presidential candidates must also be able to show empathy for the needs and concerns of society, and have strong competence in analyzing messages critically.

Public sentiment is an important aspect that can be revealed through various data analysis results. Methods such as Auto Code Sentiment Result, Cluster Analysis sentiment, and Word Cloud provide a deep understanding of the views, feelings, and perceptions that people have regarding a particular issue or topic. Using this data analysis, we can see general

patterns in people's opinions and responses, as well as identify trends and preferences that may influence future decisions or policies. analyzing public sentiment through methods such as Auto Code Sentiment Result, sentiment Cluster Analysis, and Word Cloud analysis offers valuable insights into the collective views, feelings, and perceptions of a society. By understanding community sentiment, researchers and decision makers can better respond to community needs and preferences, ultimately encouraging more inclusive and responsive governance and policymaking.

### **Cluster Analysis on Public Sentiment**

Cluster analysis, as a vital analytical method, plays a crucial role in unraveling the complexity of dominance that may occur in a controversy, such as a presidential candidate debate. In the context of public sentiment towards such debates, there are four main pillars to focus on: Neutral, Positive, Negative and Mixed. By applying cluster analysis techniques, we are able to organize public sentiment data into these classifications, allowing us to detect patterns and trends that emerge from people's attitudes towards the debate. This process not only opens a wide window to a deeper understanding of how society responds to various issues raised in the debate, but also offers valuable insights for observers and decision makers to understand the ongoing dynamics of public opinion.

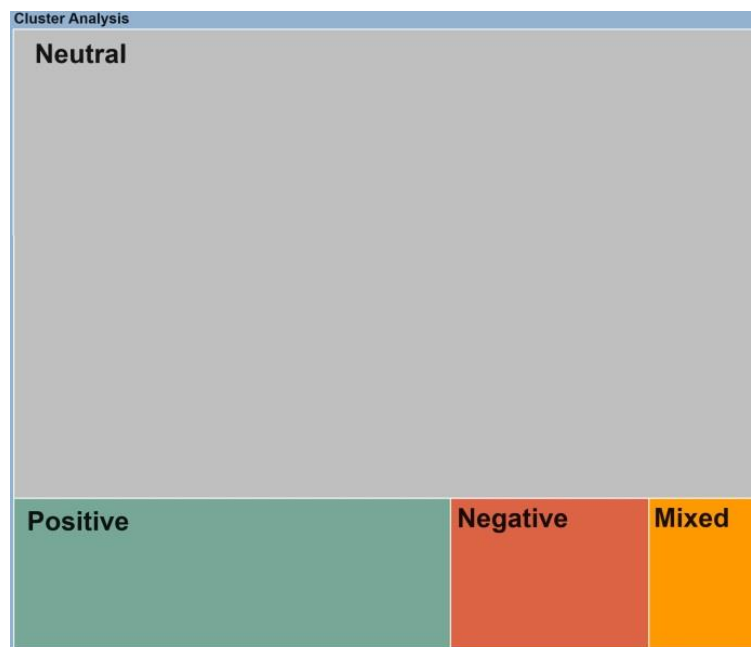


Figure 1. Cluster Analysis  
*Source: processed by Nvivo20*

Analysis of research results shows that sentiment trends in public responses to presidential candidate debates can be divided into four main categories. The majority of people's responses tended to be neutral, indicating that the majority of people did not show a strong positive or negative inclination towards the debate. However, it is important to note that there are also sections that reflect positive sentiment that dominates, although not as much as neutral sentiment. This shows that there is a large portion of society who responds to the presidential candidate debate with a positive attitude. On the other hand, negative sentiment reached half the level of positive sentiment, indicating that there was a significant portion of society who responded to the debate with a less optimistic or even critical attitude. The final part of the sentiment trend is a mix of negative and positive sentiment, which is referred to as mixed sentiment. Although the number is relatively small, namely around 5% of the total responses, this shows that there is a small portion of the public who respond to the debate with a mixture of positive and negative feelings.

To gain a deeper understanding of positive and negative sentiment, further information can be found in Figure 2, which depicts the results of automatic sentiment analysis (autocode) from the collected data. The figure will provide more specific insight into the types of comments or responses that are classified as positive or negative, as well as patterns or trends that may emerge in the analysis. Thus, Figure 2 is a very valuable source in understanding the dynamics of public sentiment towards the 2024 Indonesian presidential candidate debate.

### **Autocode Sentiment Result**

At this stage, we can see a clearer picture of public feedback data regarding the presidential candidate debates, where we can identify the general direction of comments that tend to be negative or positive. This analysis of public feedback provides valuable insight into how the public responded to the issues and arguments discussed in the debates, and helps to understand their perceptions and preferences for the presidential candidates. By paying attention to these general patterns in public comments, we can evaluate the effectiveness of presidential candidates' communications and performances, and understand how they may influence public opinion and overall political dynamics.

Autocode Sentiment Results 04-02-2024 19.05

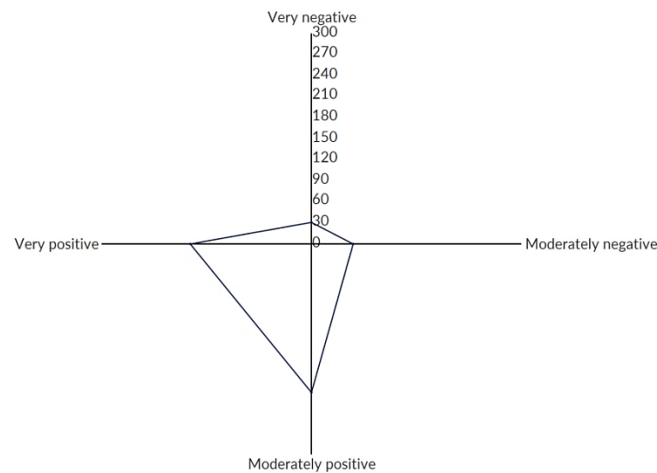


Figure 2. Autocode Sentiment Results

Source: processed by Nvivo20

Based on data analysis using Nvivo, Figure 1 shows that public sentiment tends to be positive towards the debate between presidential candidate pairs in Indonesia. The majority of comments rated positive consisted of more than 250 comments, with the majority categorized as moderately positive and around 160 comments falling into the Very Positive category. In contrast, there were fewer comments rated as negative, with around 50 comments categorized as moderately negative and only around 30 comments in the Very Negative category. This trend shows that the debate sparked a positive response from society. One factor that might cause this is the quality of the debates and arguments presented by the two pairs of candidates. Most likely, the public is satisfied with the substance and presentation given by the candidates.

The dominance of positive sentiment indicates that the debate between presidential candidates succeeded in achieving the goal of building support and trust from the public (Hagemann & Abramova, 2023; Weismueller et al., 2022). This can also be interpreted as an indication that society has a tendency to respond positively to constructive and informative political dialogue. However, it should be noted that there are also a number of comments that are considered negative. Even though the number is relatively small compared to positive comments, this still shows that not all elements of society responded well to the debate.

This analysis illustrates that the 2024 Presidential Candidate debate in Indonesia is not only a routine political event, but has also succeeded in creating a positive response from the public. The quality of the debate and arguments presented by the two candidate pairs is



believed to be the main factor influencing this positive response. Debate that is carried out honestly and transparently, and is supported by solid and logical arguments, may make people feel confident and confident in the debate process (Wintersieck, 2017).

Apart from that, this analysis also highlights the potential for debates between presidential candidate pairs in Indonesia to increase public awareness and participation in the presidential election process. By having a debate that is able to create a positive response, the public may be more active and involved in the election process, and better understand the relevant issues and vision and mission of the candidates. Therefore, debates not only function as a forum for exchanging views between presidential candidates, but are also an effective means of strengthening the democratic process and involving the public in political decision making.

### Word Cloud Analysis

Wordcloud is a visualization tool that displays the frequency of the words that appear most frequently in the data that has been analyzed. In this research, 2500 data samples have been analyzed to highlight the issues most frequently or dominantly discussed by the public on social media related to the presidential candidate debates in Indonesia. By using wordcloud, you can clearly see the key words that reflect the public discussion and the main focus in the context of the debate.



Figure 3. Wordcloud public feedback on the presidential election debate, 2024

*Source: processed by Nvivo20*

From the results of wordcloud analysis, it was found that the word that appeared most often was "Prabowo". This shows the dominance of public attention towards Prabowo. Apart from that, other words that are quite dominant are "people" and "Anies", which reflects the competition between the Prabowo camp and the Anies camp in the 2024 presidential election.

However, what is interesting is the existence of the word "Ganjar" which is not widely discussed by public as a presidential candidate, while the word "Gibran" appears even though only as a vice presidential candidate. This illustrates that public discourse in the presidential election does not only focus on central figures, but also includes other elements that may have an impact on ongoing political dynamics.

Several issues that emerged in the wordcloud analysis, such as "corruption", "political promises", and "law", were in the main spotlight, reflecting the public's great concern and attention to several crucial issues in the Indonesian political context. First of all, the word "corruption" highlights public concern about the high level of corruption in various aspects of life, including within the government and bureaucracy. This shows that society is aware of the importance of dealing with corruption as an important step in improving justice and social welfare.

Second, the presence of the word "political promise" in the wordcloud analysis reflects a sharp spotlight on a critical aspect of political dynamics, namely the consistency and honesty of presidential candidates in carrying out their campaign promises. In this framework, the word not only reflects criticism from society regarding the timeliness and substance of these promises, but also signals a deep expectation of the need for leaders who can be relied on and truly honor their commitments to the people. By highlighting the issue of political promises, society expresses their desire to have leaders who are not only able to make attractive promises, but are also morally and ethically responsible in fulfilling these promises with concrete actions that have a positive impact on the welfare of society as a whole.

Lastly, the presence of the word "law" in the wordcloud analysis reflects public awareness of the importance of legal issues in the political realm, which includes fair law enforcement and protection of individual rights. This illustrates that society has serious attention to the basic principles of justice and independence in the legal system. In a political context, the presence of this word reflects the need for a strong and just legal system as the main foundation for a democratic and civilized country.

More deeply, society not only demands that the law be enforced fairly without discrimination, but also emphasizes the need to protect individual rights from potential abuse of power or violations of the law by the authorities. By highlighting legal issues, people convey their aspirations to live in an environment that is based on clear rules and applies

equally to all citizens, without exception. This reflects society's drive to have transparent and accountable government, where public power is exercised with respect for the principles of justice, human rights, and the rule of law. Therefore, the existence of the word "law" in the context of this analysis is not only a reflection of public awareness of legal issues, but is also a strong call to build a solid foundation for a country based on true justice and democracy.

The public discourse that developed after the presidential candidate debate became a strong reflection of the ongoing social and political dynamics in Indonesia. The existence of crucial issues that emerge in public conversation, such as corruption, political promises and the law, indicates that society has a deep understanding of the complexity of the challenges faced in the development of this country.

More than just being passive spectators, the Indonesian people show a strong awareness of their active role in the political process. By raising issues that affect their daily lives, they express a desire to actively participate in shaping their country's future. This reflects the political maturity of Indonesian society and their commitment to inclusive and sustainable democratic values. In addition, the attention shown to issues such as justice, transparency and societal well-being confirms that society not only wants competent leaders, but also moral and responsible ones. They demand that the government act in accordance with the public interest and ensure that justice, honesty and welfare are the main basis for every decision and policy taken. Therefore, public discourse after the presidential candidate debate is not just a reflection of the ongoing political debate, but is also a strong indicator of the enthusiasm and increasingly mature political awareness of Indonesian society. This is a valuable moment to strengthen public participation, improve the political system, and encourage positive changes for shared prosperity.

## **CONCLUSION**

The predominance of public sentiment after the presidential candidate debate tended to be positive, with the majority of comments rated as moderately positive or Very Positive. However, there are also negative sentiments reflected in public comments, although in smaller numbers. This analysis illustrates that the presidential candidate debate was able to trigger a positive response from the public, which was most likely due to the quality of the debate and the focus conveyed by both pairs of candidates.

The results of wordcloud analysis, it was found that the word that appeared most often was "Prabowo". This shows the dominance of public attention towards Prabowo. Apart from that, other words that are quite dominant are "people" and "Anies", which reflects the competition between the Prabowo camp and the Anies camp in the 2024 presidential election. Apart from that, the results of the wordcloud analysis highlight crucial issues that have become the main topic of discussion in post- debates, such as corruption, political promises, and the law. This shows that public discourse after the presidential candidate debate was greatly influenced by issues that influence social and political life in Indonesia. Thus, this research provides an in-depth understanding of the views, feelings and perceptions that the public has regarding the presidential election debate. Sentiment analysis and wordcloud help identify trends and preferences that may influence future decisions or policies , and provide valuable insights for analysts and decision makers in understanding the dynamics of public opinion.

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