

## Digital Sentiments on Gibran's Politics: Public Participation and Perception in Social Media Discourse

Isnan Nursalim\*, Nofriadi Kurnia Putra, Hana Hanifah

\*1,2,3 Department of Politics and Government, University of Gadjah Mada  
\*isnannursalim@mail.ugm.ac.id

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### Abstract

This study aims to read and analyze public sentiment toward the political narrative constructed by Gibran Rakabuming through his monologue video "Giliran Kita" (Our Turn), delivered by Vice President Gibran Rakabuming Raka and uploaded to his personal YouTube channel, which has attracted significant public attention in a short period of time. In this video, Gibran seeks to encourage the younger generation to take on a role and dare to make breakthroughs amid the current global challenges. However, various reactions reflecting the dynamics of public opinion and perceptions toward the political narrative have emerged widely across social media platforms, particularly on X. This study employs a mixed-methods approach, combining quantitative and qualitative methods. Quantitative methods were used to collect and analyze digital data through web scraping of posts containing the keyword "Gibran" during the period from April 19 to 26, 2025. Based on the findings of this study, the political narrative constructed by Gibran shows positive resonance among users of the X platform, particularly in shaping his image as a representative of the younger generation. The dominance of positive and neutral sentiments indicates that Gibran's political strategy appears to be quite successful, at least on the X platform. These findings reveal that public perception in the digital space is never static, is layered, and is not always objective. Social media is no longer merely a tool for conveying messages but has become a space for political discourse competition and the formation of power legitimacy. Public perceptions of figures like Gibran are shaped through a complex process influenced by the content of messages, the evolving nature of issues, the communication strategies employed, and the roles of active actors in disseminating political narratives in the digital world.

**Keywords:** Public Sentiment, Political Narrative, Gibran Rakabuming, Social Media, Digital Space

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### INTRODUCTION

In an increasingly connected digital age, social media has become a new public space where political discourse is formed, debated, and disseminated. The development of digital technology has not only changed the way people communicate, but also shaped more open and interactive patterns of social and political participation (Arianto & Handayani, 2023; Lase et al., 2025). Conversely, society also plays a role in shaping and utilizing technology according to its needs, values, and social interests. The presence of digital technology offers various conveniences for the public, including as a means to participate in political life. Suharyanto (2016) identifies at least three forms of participation enabled by digital technology: political participation, social participation, and policy participation. In this context, platforms such as YouTube and X (formerly known as Twitter) have changed the way political figures interact with the public, enabling two-way and real-time communication.

One political figure who has been in the spotlight in the latest digital landscape is Gibran Rakabuming Raka, Vice President of the Republic of Indonesia. Two major issues that have emerged in Gibran's political narrative in the digital space are: (1) a monologue video titled "The Young Generation, Demographic Bonus, and the Future of Indonesia," and (2) the discourse on impeachment proposed by a number of retired TNI officers. These two issues have sparked diverse responses from the public, particularly on social media, which has become a platform for discussion, support, and criticism of Gibran's political stance. In the context of political communication, the success of a political figure in attracting public attention and shaping perceptions is largely determined by their ability to frame narratives and strategically utilize digital media. Social media, in this case, is not merely a promotional space but also a battlefield of discourse where political legitimacy is constructed, criticized, and defended.

Furthermore, it is important to understand the dynamics behind the narrative constructed by Gibran, especially in the context of increasingly complex and participatory digital political communication. Discourse on young leadership and demographic bonuses, for example, is not merely rhetoric, but part of a discursive strategy to shape public perception and solidify his political position. Therefore, analyzing public sentiment on social media is crucial to understanding how the public responds to the symbols, language, and political representations constructed in the digital space. Amidst the rapid flow of digital communication, the political narratives constructed by figures such as Gibran Rakabuming are not only consumed by the public but also serve as a battleground for opinions and perceptions. However, the extent to which these narratives are accepted, rejected, or critically interpreted by the public has not been comprehensively studied through sentiment analysis and digital discourse approaches. Yet, public responses on social media can serve as an important mirror for understanding the dynamics of political legitimacy, public engagement, and power relations in digital-era political communication.

In this context, studies on public perception have undergone extensive development. Various studies have been conducted to understand how the public responds to or interprets certain social phenomena (Efriza, 2019; Hermansyah, 2017; Nabilah et al., 2022). The focus of these studies has generally been on interactions in conventional social spaces, such as mass media, face-to-face surveys, or public discussions within communities. However, studies that specifically highlight public perception in digital spaces remain relatively limited. Yet, with the widespread use of social media and digital platforms as mediums for communication and opinion expression, the digital space has become an important arena in shaping and reflecting public perceptions on various issues. Therefore, it is important to develop research approaches that can capture the dynamics of public perception in the digital landscape, so that the resulting analysis is more contextual and relevant to contemporary developments.

This study aims to understand how the public responds to the political narrative constructed by Gibran Rakabuming in the digital space, particularly through social media. These responses reflect the dynamics of public sentiment, which can be positive, negative, or neutral, and reveal the forms of digital participation that emerge in reaction to the narrative. Specifically, this study seeks to describe the patterns and trends of public sentiment in responding to two main issues involving Gibran: a monologue video themed around the youth generation and demographic bonus, and the impeachment issue proposed by several military figures. Additionally, this study will examine how the public constructs, interprets, and even negotiates the meaning of the political narratives conveyed by Gibran through symbols, language, and digital communication strategies.

## RESEARCH METHODS

This study uses a mixed methods approach, which combines quantitative and qualitative methods to understand public responses to Gibran Rakabuming's political narratives on social media. The use of mixed methods has advantages because it combines quantitative and qualitative data in depth (Basiroen et al., 2025; Rachmad et al., 2024). In this study, we will first examine how the public reacted to Gibran's monologue video on the X platform. The video was uploaded to Gibran's personal YouTube channel on April 19, 2025. This video sparked widespread discussion and public reaction across various digital platforms, including the X platform (formerly known as Twitter).

The data in this study was collected from user posts on Platform X that mentioned the keyword "Gibran" between April 19 and 26, 2025. The data collection process was conducted using web scraping methods or through the use of official APIs, enabling the collection of large-scale and structured data. The collected data was subsequently processed using Google Colab, a cloud-based computing service that provides an interactive programming environment without the need for local installation. Google Colab was chosen for its ability to handle large datasets with GPU and TPU support to accelerate the processing workflow.

Before entering the analysis stage, raw data obtained from Platform X is first cleaned and prepared. This process involves several stages such as tokenization (breaking sentences into words), removing common words or stopwords, text normalization (e.g., standardizing capital letters to lowercase letters), and removing irrelevant elements such as emojis, excessive punctuation, and links. The purpose of this process is to ensure that the data being analyzed is clean and consistent, thereby making the analysis results more accurate and representative.

The next step is sentiment analysis, which is an effort to identify the emotional tone in each tweet and categorize it as positive, negative, or neutral. This analysis is conducted using a combination of lexicon-based methods and machine learning technology, specifically utilizing a transformer model

that has been customized to read text in Indonesian. This model is equipped with a literary dictionary to better understand the basic forms of Indonesian words.

The indicators used to classify sentiment include emotionally charged word choices, expressions of judgment about figures or events, and sentence structures that imply support, rejection, or indifference. The model identifies words such as “replace,” “support,” “demographic bonus,” or “proud” to determine the polarity of an opinion. In addition, the model also considers the context that emerges through word combinations, emphasis, or the use of negation, which can influence the direction of sentiment.

The accuracy of this model was then tested using logistic regression, with results showing an accuracy rate of 72.36%. Although this figure indicates reliable performance for exploratory analysis, the model still has a number of limitations. Some of the identified weaknesses include the model's difficulty in recognizing irony or sarcasm that often appears in netizen comments, as well as limitations in understanding ambiguous or implicit contexts. Additionally, the model is highly dependent on the scope of the dictionary or corpus used in the training process; if a word or style of language is not well represented, there is a high likelihood of classification errors. Thus, the potential for errors in analysis or a decrease in accuracy remains one of the key limitations of this research.

After the classification process was complete, the results of the sentiment analysis were visualized using bar charts to show the distribution of opinions, as well as word clouds to illustrate the words that appeared most frequently in the digital discourse related to “Gibran.” To complete the mapping of opinions, Gephi software was also used to perform social network analysis. With Gephi, interactions between accounts involved in the conversation are analyzed to identify relationship patterns, key account positions, and how discourse about Gibran spreads and resonates within the digital network. As a complement to quantitative analysis, a qualitative approach is used to delve deeper into the texts representing each sentiment category. This analysis aims to uncover narratives, dominant discourse, and forms of support, criticism, or resistance emerging from the public toward Gibran’s figure and the political narratives he constructs. Through this combination of quantitative and qualitative approaches, this study seeks to answer how digital society responds to political power messages and how such expressions reflect societal political behavior within an increasingly interconnected political communication landscape.



Figure 1. Proposed work methodology

In this study, the researchers acknowledged the limitations of the data generated. The data crawling process using the keyword “gibran,” which the researchers collected through platform X, yielded 4,124 posts. This data was then used for further analysis. The researchers acknowledge that the limited amount of data may affect the representation and generalization of the analysis results, given that the data set is relatively small compared to the broader and more diverse data available through the X platform. Additionally, limitations in data collection may also impact the diversity of identified sentiments, particularly if the collected data does not fully encompass the range of perspectives among X platform users regarding the topic. Therefore, the results of this study should be viewed with consideration of the limitations in the quantity and representation of the available data, and further research is recommended with a broader data scope and more comprehensive data collection methods.

RESULTS AND DISCUSSION

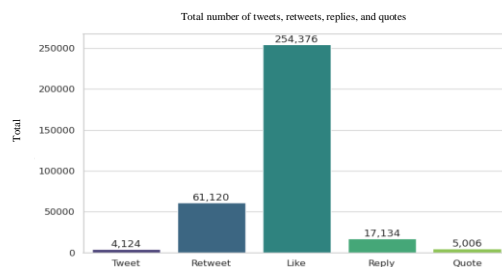


Figure 2. Number of Posts and Interactions by Netizens

Based on the findings of this study, there were 4,124 tweets generated between April 19, 2025, and April 25, 2025. As shown in the graph presented, it displays the total social media interactions related to Gibran's political narrative on the X platform. The dominance of interactions is clearly evident in the total number of likes, which reached 254,376. The high number of likes in tweets related to "Gibran" indicates the level of acceptance or approval expressed by netizens through this platform. Additionally, the number of retweets is also quite high, reaching 61,120 interactions. This makes the conversation widely spread among users. Meanwhile, the number of replies reaches 17,134 and quotes reach 5,006. This indicates a fairly high level of discussion regarding Gibran's political narrative on the X platform.

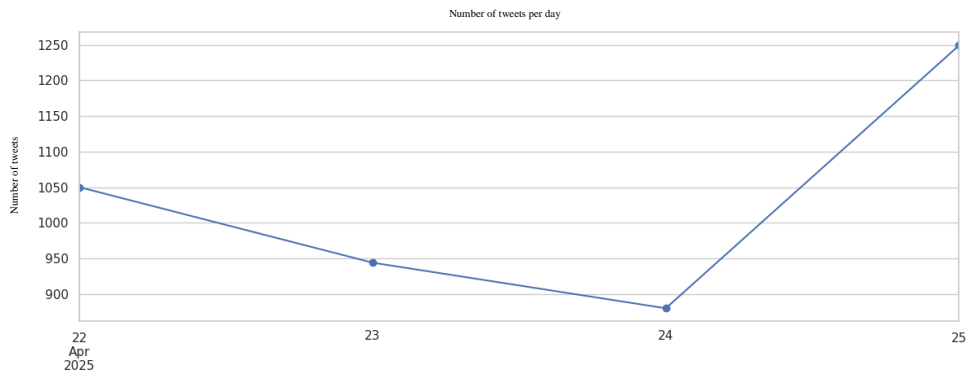


Figure 3. Time and Number of Posts

Furthermore, based on online conversations centered on the keyword "Gibran" on the X platform, the distribution of tweets can be seen in the period from April 22, 2025, to April 25, 2025. On April 22, 2025, the volume of tweets was recorded at around 1,050, marking a relatively high starting point. However, this trend then experienced a consecutive decline over the next two days. On April 23, 2025, the volume of tweets decreased to around 945, and then reached its lowest point on April 24, 2025, with around 880 tweets. This consistent decline can be interpreted as a period during which the intensity of discussions or events related to Gibran on social media tended to subside. Conversely, on April 25, 2025, there was a substantial surge in tweet volume, peaking at around 1,250 tweets. This sharp increase indicates the presence of a significant external stimulus, such as an important event, public statement, or viral issue, which collectively drove a drastic increase in online discussions about Gibran.

This is quite understandable given the public discourse on social media, as there have been several important issues surrounding Gibran during this period. The first issue relates to a monologue video that became a hot topic of discussion after receiving a large number of dislikes from YouTube users. During the same timeframe, Gibran's name also came under scrutiny when retired military personnel proposed impeaching him as Vice President for various reasons. As a result, there has been a noticeable increase in the volume of discussions at certain times, which is largely driven by specific issues that are currently gaining traction.

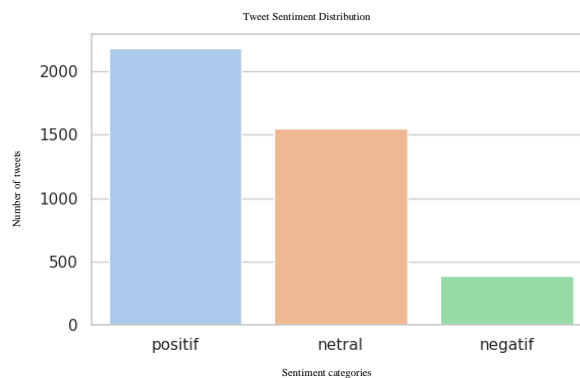
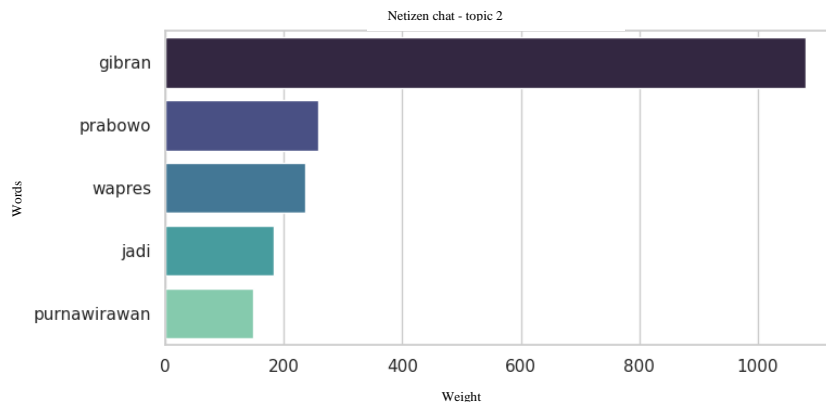


Figure 4. Sentiment Distribution



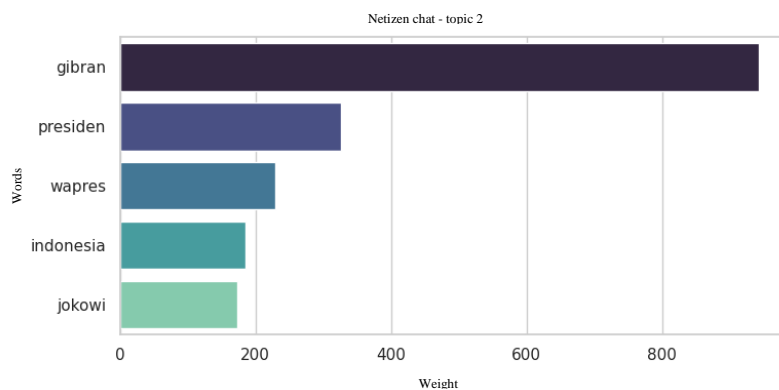


(demographic bonus) is the focus of this conversation. Meanwhile, the appearance of the words “people” and “children” in the word classification indicates a connection between Gibran as a young figure and the issues being discussed. This finding provides a strong basis for understanding the form of sentiment that emerges in the discussion, as outlined earlier.



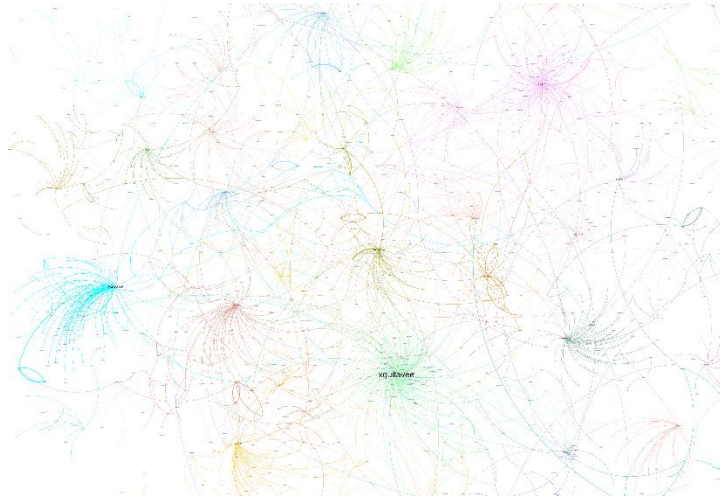
**Figure 9.** Keywords in the Impeachment Conversation Theme

In netizen conversations on Topic 2, we identified quite strong discussions related to the issue of “impeachment.” In this topic, the word ‘Gibran’ was still the most frequently mentioned word. However, what was interesting was the appearance of words such as “Prabowo,” “vice president,” “become,” and “retired.” The simultaneous presence of the words “Prabowo” and “vice president” indicates that this discussion is closely related to Gibran's position as Prabowo's vice president. The term “retired military officer” specifically refers to retired TNI officers who are advocating for the impeachment of Gibran. Overall, this conversation is highly relevant to the impeachment issue currently being widely discussed in digital public spaces, particularly on the X (Twitter) platform. This issue has emerged and developed alongside the surfacing of Gibran's monologue video, which has become the focus of public attention.



**Figure 10.** Keywords in the Theme of Political Conversation Dynasty

Based on our findings, the third conversation classification relates to the topic of “dynastic politics.” In conversations that fall into this category, the word “Gibran” is still the most frequently used word. In addition, there are other significant words such as “President,” “Vice President,” “Indonesia,” and “Jokowi.” The direct appearance of the name “Jokowi” together with the words ‘president’ and “vice president” (which refer to Gibran) is a strong indication that this conversation centers on the issue of political dynasties. This discussion explicitly links Gibran's position as vice president to his father's status as president, highlighting its impact on Indonesia's political system. This issue is also tied to the controversy that arose when Gibran ran as a vice presidential candidate through a process deemed problematic by some members of the public.



**Figure 11.** Social Network Analysis

Based on the results of Social Network Analysis (SNA), it appears that conversations on this platform are dominated by a number of specific accounts. Some of the prominent accounts in this network include those with the usernames *xquitavee*, *\_PASMANTAP*, and *diansandi*. Upon further investigation, these accounts demonstrate strong affiliations or significant connections to Gibran and Jokowi, both through the content they post and the interactions they build. The dominance of these accounts indicates the influence of certain actors in shaping public opinion in the digital space, particularly in narratives related to Gibran's legitimacy and political position. This finding also shows how the dynamics of conversations are not only centralized but also have a fairly wide reach and distribution.

Based on the data findings outlined above, it is evident that social media (platform X) has become a strategic arena for the public to respond to the political narrative constructed by Gibran Rakabuming. The issue of Gibran's monologue video "Giliran Kita" has become the main focus and has elicited a variety of reactions from the public. Public perception of the political narratives constructed by Gibran reveals an interesting dynamic. Despite the video receiving numerous "dislikes" on YouTube, analysis on Platform X indicates that the majority of netizens' responses fall into the categories of positive and neutral sentiment. This highlights the differing characteristics of users across different platforms. X, as a fast-paced and widespread conversation platform, is more open to diverse opinions, while YouTube, as a visual-based and video-consuming platform, is more susceptible to collective emotional reactions such as dislike bombing.

The dominance of positive and neutral sentiments in these findings indicates that public perceptions in digital media, particularly on the X platform, have formed an important arena in the construction of political image (Bungin, 2018; Mukti et al., 2025). Digital media has become an interactive two-way communication channel where the public actively responds, evaluates, and even helps shape the political narratives constructed by figures like Gibran Rakabuming. These predominantly positive and neutral perceptions may indicate the success of the digital communication strategies employed, while also reflecting public acceptance of the political symbols and messages conveyed. Thus, social media not only serves as a tool for disseminating information but also as a battlefield and arena for validating political narratives in the era of digital democracy (Poerana et al., 2025).

Meanwhile, negative sentiment also emerged in this analysis, although it was relatively small compared to positive and neutral sentiment. Despite its small number, the criticism was quite sharp. This criticism was mostly related to issues of political dynasties and impeachment discourse. Users associate Gibran with his father, President Jokowi, and his position as Prabowo's representative. Criticism primarily centers on the political ethics Gibran has demonstrated in ascending to his current political position, which some netizens deem problematic. Keywords such as "impeachment," "criticism," "son," and "wrong" are among those that emerge in this sentiment.

However, what is interesting in the study of public perception in the digital space is the formation of conversation networks that help shape public opinion. These findings show that a number of accounts play a dominant role in producing and distributing information that shapes Gibran's political narrative. Several accounts, such as *PASMANTAP* and *xquitavee*, consistently appear as centers of

interaction, demonstrating their active role in directing the flow of conversation. This underscores that in the digital space, the formation of public opinion does not solely originate from the general public but also involves specific actors who hold strategic positions and exert significant influence. Thus, this research demonstrates that public perception of political figures like Gibran is not singular. Such perceptions are shaped by various factors, including the evolving context of issues, the characteristics of social media platforms, and the political communication strategies employed.

## CONCLUSIONS AND RECOMMENDATIONS

### CONCLUSIONS

This study shows that social media, particularly the X platform, has become a strategic space in shaping public perception of political figure Gibran Rakabuming. Through the political narrative packaged in the monologue video “Giliran Kita,” Gibran successfully sparked widespread discussion in the digital space. Although the video received many negative reactions on YouTube, the analysis on the X platform showed a dominance of positive and neutral sentiments, indicating the success of Gibran's digital political communication strategy in building his image as a representative of the younger generation. The differing characteristics of social media platforms also influence how the public responds to political messages. Platform X, which is more open to opinions and quick interactions, tends to present a more diverse dynamic of perceptions, while YouTube shows vulnerability to collective emotional responses such as dislike bombing. This phenomenon underscores the importance of understanding the context and nature of each platform to interpret public responses more comprehensively.

Although negative sentiment is relatively small in quantity, the criticism that has emerged is quite substantial, particularly regarding issues of political dynasties and political ethics in Gibran's nomination as vice president. Keywords such as “impeachment,” “child,” and “criticism” are the main indicators of public resistance to the power structure associated with Gibran and his family. Equally important, this study also reveals that public opinion is not formed naturally, but is influenced by certain actors who actively shape the flow of conversation. Accounts such as \_PASMANTAP and xquitavee play a dominant role in distributing information and reinforcing certain political narratives. This underscores that public perception in the digital space is dynamic, complex, and not always neutral. Thus, social media does not merely function as a communication tool but also as a battlefield for political narratives and a arena for discourse production that contributes to the legitimization of power. Public perception of figures like Gibran is not singular but shaped by the interaction between content, issue context, communication strategies, and the actors involved in the distribution of political narratives in the digital age.

### RECOMMENDATIONS

Based on the findings of this study, we offer three main recommendations covering substantial issues, potential for future research development, and improvements to research methodology. First, it is important to encourage the improvement of political digital literacy among the public so that they are better able to navigate the flow of information and distinguish between educational and manipulative political narratives. In this context, social media is not merely a space for communication but also a battleground for discourse. Therefore, in addition to strengthening the public's critical thinking skills, regulations governing the ethics of digital political communication must also be strengthened, including restrictions on the use of organized accounts or political “buzzers” that can undermine the quality of public discourse.

Second, this study shows that there are pretty big differences in how people react on social media platforms like X and YouTube. This means that future studies should be done across platforms to get a more complete and diverse picture of how people see things. Additionally, the approach used should not rely solely on quantitative analysis such as sentiment and social networks, but should be enriched with qualitative approaches such as discourse analysis to better understand the social, cultural, and political contexts of each public opinion.

Third, from a methodological perspective, the use of sentiment analysis models in this study still has limitations. Although the accuracy rate reaches 72.36%, this model is not yet fully capable of capturing irony, sarcasm, or implicit contexts in netizen language. Therefore, future development of analytical models should focus on more contextual data training, taking into account the unique characteristics of informal Indonesian language, and leveraging more advanced Natural Language Processing (NLP) technology. This step is crucial to enable more precise and meaningful analysis of

public opinion in the digital space.

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