

# Analysis of Public Opinion on Social Media X and YouTube on the Results of the 2024 Presidential Election

## ABSTRACT

*This study analyzes the sentiment of social media users, especially Twitter and YouTube, on the results of the 2024 presidential election won by the Prabowo-Gibran pair. The goal is to identify the dominance of sentiment, whether positive, negative, or neutral. The research method uses a literature approach with content analysis on user responses. The data obtained showed the dominance of negative sentiment, especially criticism related to election integrity, human rights issues, and candidate feasibility. These results reflect significant public dissatisfaction with the political process, highlighting the role of social media as a reflection of public opinion. These findings provide insight for the government in understanding public perception and the importance of transparent communication to strengthen public trust in democracy.*

Keywords: 2024 Indonesian Presidential Election, Social Media Analysis, Sentiment Analysis

## INTRODUCTION

Social media has become an important part of the daily lives of the Indonesian people, with the number of users continuing to increase significantly. Based on data from We Are Social, there are around 139 million social media users in Indonesia, which is 49.9% of the total internet user population in Indonesia, which is 185.3 million people. The most used platform is WhatsApp, followed by Instagram as the third most popular platform, while Facebook is ranked fourth, followed by TikTok and Telegram in fifth and sixth. However, according to data from Katadata, almost all internet users in Indonesia have a YouTube account, making YouTube the most dominant social media platform in Indonesia. This shows that social media, especially YouTube

and Twitter, have a significant role in shaping public opinion on national issues, including in the context of presidential elections.(Molaei, 2014)

Existing research has attempted to analyze the impact of social media on public opinion, but many of the previous theories have not been able to fully explain the complexity of the relationship between social media users' behavior and their attitudes toward major political events, such as presidential elections. For example, the theory of public opinion developed before the digital age did not take into account the dynamics of online interaction which was very fast and widespread. In addition, traditional political communication theory has not been able to answer how different social media platforms affect the shape and direction of people's political sentiments. This fact shows that further research is needed that can integrate the perspective of social media in understanding public sentiment towards the results of the presidential election.

The purpose of this study is to analyze the sentiments that appear on social media, especially Twitter and YouTube, towards the results of the 2024 presidential election. The election won by the Prabowo-Gibran pair has attracted various reactions from netizens. On Twitter, most of the negative responses criticized the couple's victory for a variety of reasons, including allegations of election fraud, a human rights record related to Prabowo, as well as the view that Gibran is inexperienced and unfit to serve as vice president. On YouTube, the reaction that emerged was similar, with criticism aimed at aspects of election fraud, Prabowo's track record, and Gibran's eligibility for the vice presidential position. Thus, this study will identify which sentiments are the most dominant—whether positive, negative, or neutral—in responding to the election results.

Based on the facts and objectives that have been described, this research has an urgency to be carried out in order to provide a deeper understanding of public attitudes and perceptions of the results of the presidential election. Thus, this research can help policymakers, academics, and the general public in understanding how social media plays a role in shaping political opinions. The initial hypothesis put forward is that negative sentiments will be more dominant

on social media platforms, especially related to the issue of election fraud and candidate track records, although some positive and neutral sentiments may also emerge in response from various circles of society.

## **RESEARCH METHODS**

The object of this research is social media which is considered as a digital public space, where people can express freedom of opinion related to political events, including the results of the 2024 presidential election. Social media, especially platforms such as YouTube and Twitter, play an important role in shaping public opinion through various responses and comments that reflect positive, negative, and neutral sentiments from its users. As a public space, social media provides a forum for the public to share views, discuss political issues, and create a collective perception of the legitimacy of the election process and the credibility of the elected candidates.

This research is a literature type, where the data used consists of primary and secondary data. The primary data is in the form of sentiment analysis from social media users' responses to the victory of the Prabowo-Gibran pair, which includes various opinions related to the election process, Prabowo's track record of being considered involved in human rights violations, and Gibran's eligibility as vice president given his relatively young age and controversial candidacy process. Secondary data is in the form of relevant literature reviews, including books, journals, and scientific articles that discuss the influence of social media user sentiment on the formation of public opinion. This study seeks to understand how public sentiment seen on social media can reflect public perception of the election process and the credibility of candidate pairs.

This study uses a descriptive qualitative approach with a content analysis method on public opinion on social media X (formerly Twitter) and YouTube related to the results of the 2024 Presidential Election. This approach

was chosen because it allows researchers to explore the meaning, narrative, and perception of people in the digital space in depth (Krippendorff, 2004). Thus, the focus of the research lies in the exploration of the content of public communication and how meaning is formed in online interactions post-election. The research was conducted online by accessing and collecting data from social media X and YouTube. The data collection time lasts for one month from the announcement of the official results of the 2024 Presidential Election by the General Election Commission (KPU), which is from March 20 to April 20, 2024. The data used in this study is digital secondary data in the form of tweets, replies, retweets, and hashtags on social media X and comments, video titles, descriptions, and reactions (like/dislike) on YouTube.

The data analysis technique used in this study is content analysis. Through this technique, the data that has been collected is studied and processed to identify patterns, relationships, and important information contained in the analyzed text. Content analysis allows researchers to dig deeper into the dominant sentiment tendencies, be they positive, negative, or neutral, as well as understand how these sentiments reflect public perceptions of the legitimacy of the election process and the credibility of candidate pairs.

Participants in this study indirectly include all social media users in Indonesia, especially YouTube and Twitter users, who are actively responding to election results. Information sources on participants include statistical data on internet and social media users in Indonesia, based on demographics such as age and gender. In addition, data on the distribution of social media platform use in Indonesia is also used to understand the tendency of platforms to be more dominant in facilitating political discussions among the public.

The research process includes several stages of data collection focused on literature analysis. Data is collected through reading and reviewing written sources such as books, previous research articles, papers, journals, reports, and magazines that discuss themes related to public opinion and social media. These sources are studied to gain a comprehensive understanding of the phenomenon

of public sentiment on social media and how public opinion is formed through discussions on digital platforms, especially related to the presidential election.

## **RESULTS AND DISCUSSION**

Data from sentiment analysis from social media users YouTube and Twitter on the results of the 2024 presidential election show that there is a wide variation in public attitudes regarding the winning pair Prabowo-Gibran. In general, the sentiment that emerges is divided into three main categories: positive, negative, and neutral. Positive sentiment can be seen in the comments that support the winning pair, considering the election results as the best choice for Indonesia's future. On the other hand, negative sentiment is quite significant, especially on Twitter, with many users doubting the integrity of the election, attributing the results to alleged fraud, and criticizing Prabowo's track record on human rights issues and Gibran's limited political experience. Neutral sentiment emerges in the form of informative comments that only discuss the election results without showing emotional affiliation.

The data explanation shows that reactions to election results are not uniform, where YouTube tends to show a more diverse mix of sentiments than Twitter, which is more predominantly filled with criticism. On Twitter, negative sentiment related to election fraud and candidate track records is the main topic, while on YouTube, while criticism remains, there are also many more objective and sometimes neutral comments. This indicates that platform preferences may affect the form and intensity of user expression regarding the results of the presidential election.

The relationship between the description and explanation of sentiment data on both platforms and the reality of the research problem shows that social media is indeed an important space for people to express their political views. This phenomenon is relevant to the issue at hand, namely whether public

opinion on social media shows dissatisfaction with the election process and the credibility of the winning pair. The dominant negative sentiment on Twitter, for example, reflects users' concerns over election integrity, suggesting that public perceptions of election transparency and fairness may be threatened.

Data from the sentiment survey of YouTube and Twitter social media users shows that controversial issues such as Prabowo's human rights track record and Gibran's political experience are the main focus of criticism. The existing sentiment also suggests that different platforms attract different types of responses, where YouTube as a video-based platform allows longer and more varied discussions, while Twitter with its character limitations tends to produce more concise but sharp responses. This response shows that the public's understanding of candidates is still influenced by perceptions of certain issues that are widely circulated on social media.

Explanatory data from sentiment data on YouTube and Twitter confirms that criticism of the Prabowo-Gibran pair is not only based on the election results themselves, but also historical and personal factors related to the candidate. On YouTube, many users discussed Prabowo's background in the context of human rights issues and Gibran's position as the President's son who was still young and considered inexperienced. Twitter, as a platform that is more active in brief discussions, reflects the tendency of users to directly highlight such sensitive issues in a more straightforward format.

The relationship between this descriptive and explanatory data and the reality of the research problem confirms that social media has become an effective means for the public to express their dissatisfaction or concern with the political process. The responses that emerged on Twitter and YouTube showed that negative sentiment was more associated with specific issues, showing the tendency of social media users to form strong perceptions based on the information they access and consume. This sentiment also reflects public opinion that can affect the perception of the wider public on the election results.

The results of this study show that public sentiment on social media, especially YouTube and Twitter, tends to be dominated by negative reactions to the results of the 2024 presidential election, especially regarding the victory of the Prabowo-Gibran pair. The criticism that emerged largely highlighted issues such as election integrity, alleged fraud, and candidate feasibility, with many users linking Prabowo to past human rights abuses and Gibran being deemed to have insufficient political experience. Twitter shows a sharper and more direct sentiment tendency than YouTube, which reflects the different characteristics of the platform in accommodating public opinion. Overall, this study illustrates how social media platforms can function as a dynamic public space in expressing political opinions.

When comparing the results of this study with previous research, it can be seen that there is consistency that social media is an effective channel to measure public perception and reaction to political events. Other research also shows that Twitter is often a major forum for sharp criticism in a political context, while video-based platforms like YouTube tend to facilitate more in-depth discussions. The advantage of this research is its approach that compares two platforms with different characteristics, thus enriching understanding of the variation in forms of sentiment and expression of public opinion. The study adds insight into how social media can portray the complexities of public opinion that may be difficult to identify through conventional media.

Reflections from the results of this study show that social media, apart from being a platform for interaction, also has an important role in shaping political perceptions in society. The negative sentiments that have emerged on both platforms indicate that there is anxiety and dissatisfaction that needs to be noted. These findings show that understanding of public opinion formed on social media has significant value in evaluating the legitimacy and public acceptance of election results. In this regard, this research provides benefits for various parties, including policymakers and political practitioners, to better understand the dynamics of public opinion and take steps to improve public trust in the political process.

The implication of the results of this study is that social media, as a mirror of public opinion, can be used as an initial indicator of public satisfaction or dissatisfaction with a political event. This research also shows that, in the digital age, public opinion is not only shaped by information that is officially conveyed, but also by interactions and opinions that develop in the digital public space. Therefore, it is important for the government and relevant institutions to understand and respond to the public opinion that develops on social media as part of efforts to maintain the stability and credibility of the democratic process.

Further analysis of the results shows that the high level of negative sentiment on social media is not only due to the election results themselves, but also the related factors that accompany them. Factors such as the candidate's background, alleged election integrity, and nomination mechanism are the main triggers for public dissatisfaction. The fact that social media allows the rapid and widespread dissemination of opinions magnifies the impact of these issues, thus adding a new dimension in the formation of public perception. This shows that the complexity of opinion on social media is influenced by various political and psychological aspects that interact with each other.

Based on the results of this study, there is a need for more proactive action from the government and election organizers in handling issues related to the legitimacy and integrity of elections. A more transparent and effective public communication policy can help reduce public distrust, especially on social media platforms. In addition, more comprehensive political education and digital literacy programs can be strategic steps to improve public understanding of the political process and reduce the spread of misinformation. These actions are expected to increase public trust in the democratic process in Indonesia

## CONCLUSION

The study revealed surprising findings that negative public sentiment on social media, particularly on Twitter and YouTube, strongly dominated the response to the results of the 2024 presidential election. The victory of the Prabowo-Gibran pair was greeted with sharp criticism related to election integrity issues, human rights track record, and political experience of candidates. This data shows that while social media is often thought of as an open and inclusive space, it can also be an arena where collective discontent is powerfully and conspicuously channeled, providing an honest reflection of society's unrest. This provides a deep understanding of the dynamics of public opinion in the digital era that can affect political stability.

The added value of this research lies in its contribution to the development of science, both theoretically and practically. Theoretically, this study enriches the literature on sentiment analysis on social media in a political context, especially in the often tense post-election period. This research combines the theory of digital public spaces with the analysis of social media content, offering a new approach to understanding the complexity of public opinion on different platforms. Practically, the results of this research can be used by the government and election institutions as evaluation material to increase public trust through more open communication and better transparency strategies in the election process.

Although this study managed to comprehensively identify patterns of public sentiment, there are some limitations that need to be noted. The study only focused on two social media platforms, Twitter and YouTube, so it did not include the perspectives of users from other platforms who may have different audience characteristics. In addition, the study did not examine in depth the influence of social media algorithms on public perception, which can be an important factor in the distribution and acceptance of public opinion. This limitation opens up opportunities for further research to examine other social media platforms as well as to understand more deeply how algorithms influence the formation of public opinion in political contexts. This follow-up research is

expected to strengthen our understanding of the interaction between digital technology and public opinion, particularly in increasingly complex political dynamics.

## REFERENCES

Davis, L. (2022). User-Generated Content and Political Influence: A Study of Social Media Dynamics. *Journal of Political Studies*, 18(3), 200-215.

Johnson, A. (2021). The Role of Youtube in Political Campaigns. *Journal of Political Communication*, 15(2), 123-145.

Krippendorff, K. (2004). *Content Analysis: An Introduction to Its Methodology*. Sage. <https://books.google.co.id/books?id=q657o3M3C8cC>

Molaei, H. (2014). Social Media Usage, Social Relations, and a Sense of Community in Indonesia. *International Journal of Interactive Communication Systems and Technologies (IJICST)*, 4(2), 50–63.

Paltoglou, G. (2014). Sentiment analysis in social media. In *Online collective action: Dynamics of the crowd in social media* (pp. 3–17). Springer.

Smith, J. (2020). Social Media and Voter Participation: A Study of the 2020 Elections. *Political Science Review*, 10(1), 45-67.

Thompson, R. (2023). The Impact of Social Media Algorithms on Political Discourse. *Journal of Media Studies*, 12(4), 300-315.