

Online Media Trends on Political Party Sentiment Ahead of the 2024 Election in Indonesia

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Abstract: *The purpose of this study is to find out the tendencies of Indonesian online media on political party sentiment before the 2024 election in Indonesia. Online media is a communication tool for political parties in providing narratives and brief descriptions of the maneuvers of the political parties themselves and the candidates they carry. This study uses a qualitative type, the method used is qualitative data analysis software (QDAS). 72 news documents from detik.com, tribunnews.com, pikiranrakyat.com, and kompas.com as the data sources for this research, news documents published from May to October 2022. Data analysis used the NVivo 12 plus device including sentiment analysis. The results of data analysis show that online media tends towards several political parties in Indonesia, including the tendency of political parties towards their presidential candidates, and five types of sentiment have their nominations. The results of this study state that a very positive type of sentiment is shown in Ganjar Pranowo. In addition, in the four online media, PDI P appears more frequently than the other 8 political parties. However, detik.com tends toward the KIB party, and thoughts of people.com tend toward the democratic party.*

Keywords: *Political Parties; Online Media; Campaigns; Sentiments; Tendencies.*

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Introduction

Elections are actions taken by the public, in this case to elect heads of state and heads of regions, along with members of the legislative and executive councils. Kabi & Lahkar (2014) state that elections are one of the most significant exercises, especially in the democratic process, where citizens exercise their rights and participate in choosing their representatives. It is this activity leading up to the election that is the homework for political parties: to provide various distributions of opinions through various online media platforms and social media. New media plays an active role in politics, with various media outlets serving as a link between citizens and politicians (John et al., 2021). Recent advances in information technology and computing devices have changed ideas, experiences, and feedback about products, services, and political issues via social media sites (Zainol et al., 2021). The integration of social media and online media in political communication has developed significantly over the last few years, and politicians aim to restrain and direct users to their preferred flow of information (Zebib, 2022).

Global trends have shown that the media is often directly involved in influencing society through its political communication role (Tyali, 2017), and freedom of speech, whether given to a few or many people, is considered an important benefit (Sorabji, 2020). Along with the development of internet-based information technology, the role of online media is increasingly important as a factor that can have a positive effect on increasing political participation among students as first-time voters in general

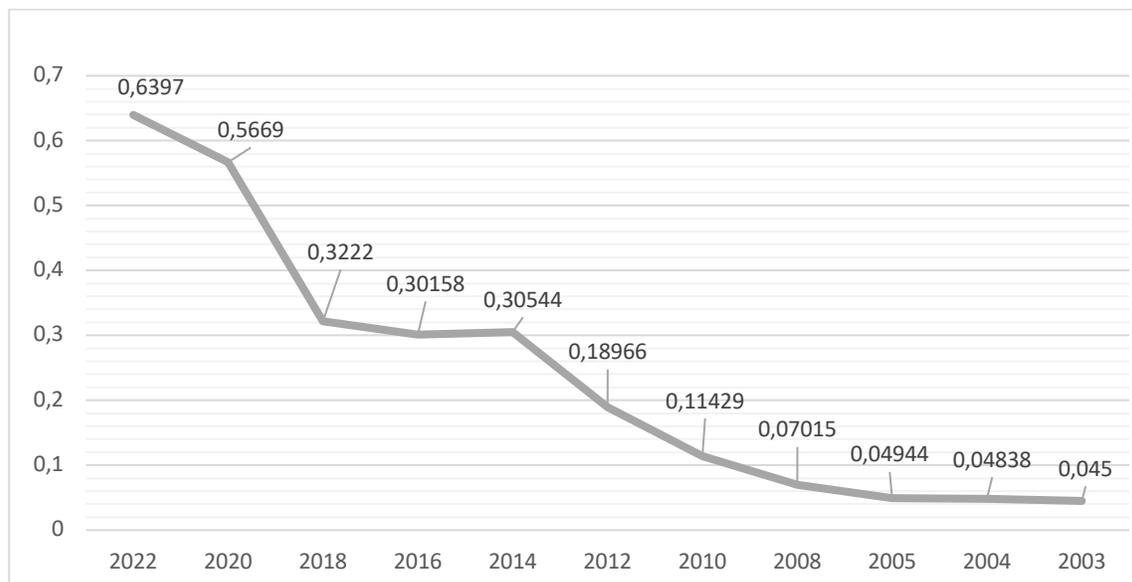
elections (Ike Atikah Ratnamulyani & Maksud, 2018). The internet has become a popular place recently, namely for communication and political campaigns, ensuring a new dimension in political campaigns (Saritaş & Aydin, 2015). Of course, this political party communication strategy is key to success in gathering votes (Alfiyani, 2018).

The media in democratic settings have a very important role, namely informing the public about the agendas and ideologies of various political parties. Political campaigns in various forms of media such as print, electronic, and the internet help shape public opinion (Kashyap & Jonjua, 2020). This approach makes it possible to outline the complex interconnections between new online services, mainstream media, official political party websites, public information, individual blogs, and social networking sites (Moe & Larsson, 2013). This media network has changed the way political parties and election campaigns operate, which means this technology encourages new ways to persuade voters and involve ordinary citizens (Greene & Lühiste, 2018). Because of the presence of online media and social media, political parties are present in all elections, and all constituencies can achieve higher returns (Vallés et al., 2021). Even though in today's era individuals also have their sources of information, they can play an important role in politics (Balynskaya, 2015).

Televised political debates are a platform for party leaders to outline their party's political program and to attack political opponents (Vergeer & Franses, 2016). Political debates and campaigns are messages conveyed from senders to

audiences; these messages can be delivered in various forms ranging from posters, banners, billboards, speeches, and advertising discussions to leaflets (Berliani Ardha, 2014). However, campaigns in the news media are often accused of reporting politics in a way that is too narrow and consensual, which excludes certain perspectives and issues and may reflect more on the public agenda (Cushion, 2018). Candidates from each of the emerging parties tend to send messages to mobilize their supporters to

campaign and make public announcements about their future victory and political change (López-García, 2016). But in a disturbing demonstration of the campaign's ability to manipulate knowledge, messages from parties are also shifting voter judgments about the economy and immigration in a direction that favors the party's platform (Munger et al., 2022). The following is the trend of the telecommunications infrastructure index value by year, along with how it looks.



Source: UN E-Government Survey 2022

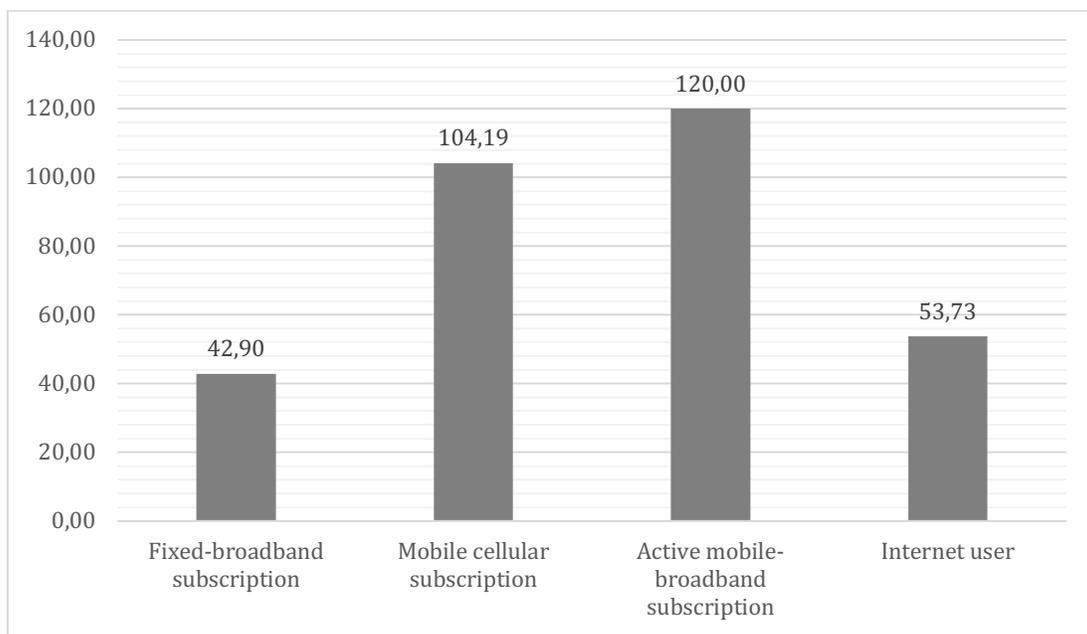
Figure 1. Telecommunication infrastructure index value trend by year

The visual line chart in Figure 1 shows the trend of the telecommunications infrastructure index value in Indonesia based on years from 2003 to 2022. The data in Figure 1 was obtained through an in-depth understanding of the website official website <https://publicadministration.un.org/egovkb/en-us/>. This trend is visualized to provide introductory information that in Indonesia, telecommunication

infrastructure has fluctuated from 2003 to 2022, and this trend has relevance to the topic of online media throughout Indonesia. It's not just fluctuations in the telecommunications sector. The attractiveness of several countries, both developed and developing countries, in revolutionizing governance through information technology has become strong enough to encourage and pursue smart city systems (Chang et al., 2021). Indeed, the spread of digital systems has facilitated

all aspects, including building construction and the implementation of green space practices in several parts of the world (Chan et al., 2022). However, the need to develop cities that meet the needs of children cannot be overlooked, given that the environment is an important aspect of sustainable city goals (Rakhimova et al., 2022). Of course, initially, this requires very serious innovation stimulation, which can be achieved through public procurement, which can lead to increased performance and contribute to improving organizational goals and policy-making (Lenderink et al., 2022). Then, in addition to the line graph in Figure 1, the researcher

also has a visual bar chart. The bar chart in Figure 2 explains that in 2022 there will be four trends based on the type of user, including fixed-broadband subscriptions, cellular mobile subscriptions, active mobile-broadband subscriptions, and based on the type of internet user in Indonesia. The four types are contained in Figure 2, which contains introductory information as well as research comparison material. Primary data sources contained in Figure 2 are obtained from the official website, <https://publicadministration.un.org/egovkb/en-us/>. Full details can be seen as follows:



Source: UN E-Government Survey 2022

Figure 2. Telecommunication infrastructure index trend

Visual bar chart Figure 2 shows four types of telecommunication use in 2022 based on findings from the official website, <https://publicadministration.un.org/egovkb/en-us/>. The four types included are related to this research, especially internet

usage and mobile cellular subscriptions. The use of the internet in several developed and developing countries is becoming increasingly widespread; this expansion certainly has positive and negative effects; if there is an indication that there is negative content in it, how will

it affect school youth in the future (Hassan & Raja Abdul Rashid, 2012)? The relationship between the internet and technology has changed the way humans interact with each other, both in economic interactions and social and political interactions (Kusuma, 2010). However, with excessive internet use, it is indicated that there will be a decrease in psychological well-being in individuals who are less dominant in social skills (Nugraini & Ramdhani, 2017). If you look at the bar tabulation diagram in Figure 2, it can be seen that internet usage in Indonesia in 2022 will reach 53,7300

users. Furthermore, the type of telecommunications used in mobile cellular subscriptions dominates the other three types, as evidenced by the 120,000 mobile cellular subscriptions in Indonesia. From the results of deepening the official website, www.similarweb.com/.

Researchers also visualize Indonesia's online media rankings. Four online media have the highest visitor rankings in 2022, including detik.com, kompas.com, tribune news.com, and pikiranrakyat.com, along with a table of online media rankings in Indonesia.

Table 1. The rank of Indonesian online media

No	Visits	Global Rank		Country Rank (ID)		Industry rank	
		Domain	Rank	Domain	Rank	Domain	Rank
1	166.2 M	Detik.Com	289	Detik.Com	10	Detik.Com	42
2	158.5 M	Kompas.Com	298	Kompas.Com	12	Kompas.Com	43
3	127.4 M	Tribunnews.Com	362	Tribunnews.Com	13	Tribunnews.Com	58
4	116.7 M	Pikiran Rakyat.Com	393	Pikiran Rakyat.Com	15	Pikiran Rakyat.Com	64

Source: www.similarweb.com

Visual ranking of Indonesian online media In Table 1, it can be seen that four online media have four ranking categories, including the most visitors category; the second category is the global ranking; the third category is ranked in Indonesia; and the fourth category is a ranking based on the online media industry. The four online media visualized in Table 1 show that detik.com dominates in Rank 1 of the four ranking categories. Detik.com will have 166.2 million visitors in 2022, more than the other three online media combined. In the global category, detik.com is ranked

289th; in the Indonesian country category, detik.com is ranked 10th; and in the online media industry category, detik.com is ranked 42nd. Furthermore, online media Kompas.com has ranked second from media Other Indonesian online sites, he explained, had 158.5 million visitors in 2022; the global Kompas.com category was ranked 298; the Indonesian country category of Kompas.com was ranked 12th; and in the online media industry category, Kompas.com was ranked 43rd. The third-highest number of visitors is at tribunnews.com, namely 127.4 million

visitors. In the global category, tribunews.com is ranked 362nd; in the online media category in Indonesia, tribunews.com is ranked 13th. Furthermore, in the online media industry category, tribunews.com is ranked 58th. Finally, the online media pikiranrakyat.com have 116.7 million visitors, ranking them fourth among other Indonesian online media. Meanwhile, in the global category, pikiranrakyat.com are ranked 393, in the online media category in Indonesia, pikiranrakyat.com are ranked 15, and in the online media industry category, pikiranrakyat.com are ranked 64.

This research will present how online media trends affect party sentiment and politics before the 2024 election. To answer this question, this study adopted a qualitative data software analysis (QDAS) approach, the aim of which was to examine the 72 news documents (Jackson & Eisenhart, 2014). Furthermore, the results of this research data visualization analysis use the NVivo 12 Plus sentiment analysis method (Edwards-Jones, 2014). The sentiment analysis in question is called opinion mining, which is a process carried out to extract an opinion or opinion from a particular document (Kaur & Mangat, 2017). Sentiment analysis will classify the polarity of the sentiments of the text in news documents to find out whether the opinions narrated in these documents are negative, positive, or neutral (Hidayat, 2015).

Political Parties and Political

Behavior Rural political behavior is identified as having greater anti-intellectuality. But on the other hand, anti-intellectualism is significantly not related

to rural patterns alone, theoretically; even though it is located in a rural area, it cannot capture the psychological character of the countryside (Lunz Trujillo, 2022). Political bias and sensitivity bias in perceptions of corruption are often frightening, and this tendency is more often answered with political arrogance (Agerberg, 2022). The size of the deviation pattern in the game of money politics in political parties is still relevant (Grünhage & Reuter, 2022). As well as the discourse orientation of political parties still balances (Ollerenshaw, 2022). The work (Enders et al., 2022) mentions that conspiracy theory beliefs are associated with dangerous orientations and behaviors, including the fact that the strength and direction of the relationship between political orientation and conspiracies depend on certain conspiracy beliefs. Political actions and electoral behavior indicate that an issue is important (Kane & Anson, 2022). Not just about behavior, gender differences in parties are also a big problem, which a measure of gender with sex differences is used to assess (Lönnqvist & Ilmarinen, 2021). The work (Gengler et al., 2021) mentions that identity politics regarding ethnicity is widely theorized to polarize many political attitudes and behaviors. Meanwhile, the work (Ksiazkiewicz & Friesen, 2021) mentions that religious orientation plays an important role in the personality of each political attitude and that religiosity contributes more to the genetic influence on political attitudes than personality. Finally, according to the work (Walter & Redlawsk, 2021), moral principles largely depend on partisan identification, meaning that when voters have an identity with the same party, including a politician, voters will respond

according to their capacity and history in the office.

The discipline of political geography was initially very vague and opaque for both practitioners and observers because the potential benefits of an approach were muted and its achievements strengthened (O'Loughlin, 2018). Thus, it is common for political discourse to be incorporated into political practice (Drozdewski & Matusz, 2021). In addition, a relational approach must consider how engagement between several formal and informal stakeholder engagement channels shapes one another and how power relations in that space impact perceptions of public participation (Yong & Gillespie, 2022). Indeed, a relational approach will gain strength in political geography, but on the other hand, in certain studies, a relational approach can be built with a strong narrative (Zhu & Grydehøj, 2023).

Campaigns and Online Media

Election campaigns in the era of social media and online media quickly change the character and image of parties and their candidates (Lehrner, 2021). Lack of transparency and comprehensive understanding of politically based online advertising and issues in election campaigns (Kirk & Teeling, 2022). The main reasons for paying high attention to young people are their high influence in the family, the importance of door-to-door political campaigning, and their active participation during the voting process. Protests, strikes, and demonstrations have potential and a role. In the future, this will affect the development of the party (Hussain et al., 2018). Broadcast general election debates should take place during

the upcoming campaign, and Allen (2015) makes several careful recommendations to broadcasters. The media serve as the most important source of information about current political or social events. With this power of the media, political organizations are eager to participate in public discourse. Apart from political parties, interest groups also appear to be increasingly relying on media exposure to strengthen their positions in political decision-making processes, inform their members, or even prosecute new members (Oehmer, 2017).

Theoretical Basis

Sentiment analysis is part of the science branch of data mining; usually, sentiment analysis is used to analyze textual data in the form of narrative documents that contain neutral, positive, and negative sentiment polarity information (Pandemic et al., 2021). Positive, neutral, and negative polarity can be done manually. However, over time, traditional methods have been replaced by text mining. Text mining is used to automatically classify document narratives. Narrative documents stored in the form of text mining have potential commercial value, and opinion mining is the computerized study of the opinions of several people, which include sentiments and the emotions of entities and attributes expressed in the form of narrative documents (Hidayat, 2015). According to Nurhuda et al. (2016), there are several techniques for classifying documents, including Naïve Bayes classifier, Decision Trees, and Support Vector Machines. To answer this research question, researchers used the sentiment polarity method on the

NVivo 12 Plus analysis device. The flow and classification can be seen in Figure 4.

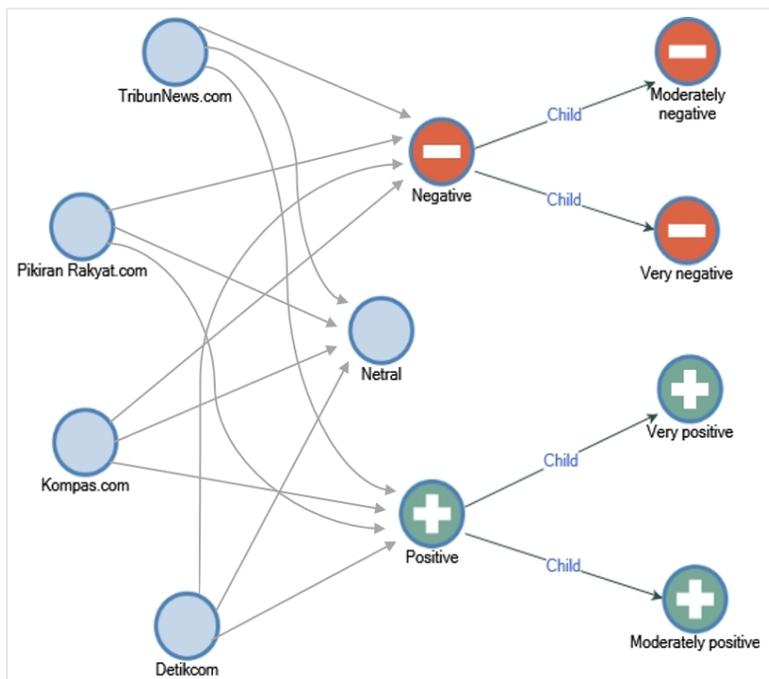
Method

This research has examined several news documents containing narratives about political party campaigns through online media. This study uses a qualitative method with a literature study of online media news documents (Aspers & Corte, 2019). Meanwhile, the qualitative method has the aim of developing a conceptual text on the problem (Vinet & Zhedanov, 2011). The researcher also used a qualitative data analysis software (QDAS) approach, the aim of which was to examine more deeply the 72 news documents included in the study (Jackson & Eisenhart, 2014).

The research data analysis instrument used the NVivo 12 Plus analysis tool. The NVivo 12 Plus features include tools such as auto-coding features, sentiment analysis, cluster projections, word densities, coding matrices, and others. Furthermore, what is used to project research data is the sentiment analysis method in NVivo 12 Plus (Edwards-Jones, 2014). The sentiment analysis in question is called opinion mining, which is a process carried out to extract an opinion or opinion from a particular document (Kaur & Mangat, 2017). Sentiment analysis will classify the polarity of the text in news documents to find out whether the opinions narrated in the document are negative, positive, or even neutral (Hidayat, 2015). Jackson &

Eisenhart (2014) state that this software pattern is to increase the transparency of the research process itself. From the in-depth results of several secondary data sources for Indonesian online media, the researchers found that detik.com, kompas.com, tribunnews.com, and pikiranrakyat.com had data sources that could meet the needs of this research.

This research has limited informants, as in Table 1, if you look at only four online media. According to the official website source, www.similarweb.com/, the four online media listed in Table 1 rank at the top of the 43 thousand online media portals in Indonesia. In addition, according to the Indonesian Minister of Communication and Informatics, out of 43 thousand existing online media portals, only 100 have passed the verification by the Indonesian Press Council. So in this study, there were only four selected online media. After deepening and filtering the news content, the four online media outlets have authentic, sharp data sources that follow the needs of this research. In addition, it also has the most visitor categories, the highest category in global rankings, the highest ranking category in Indonesian online media, and ranking categories based on the online media industry. This study filters data on each news document that is collected online through the NCapture NVivo 12 Plus tool. Below is a sentiment image from the NVivo 12 Plus device analysis.



Source: Processed by Researchers

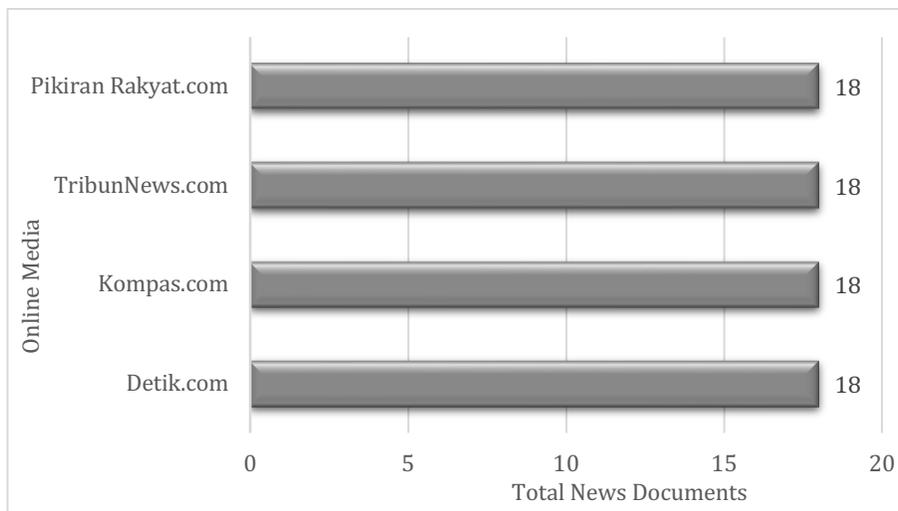
Figure 4. The flow of Sentiment Polarity

Sentiment analysis for the NVivo 12 Plus device in Figure 2 can be described as having three variables: negative, neutral, and positive. The two variables contained in Figure 2 have indicators to distinguish between very positive categories and moderately positive categories, as well as negative variables, which have two indicators to distinguish between very negative categories and moderately negative categories.

The polarity of Political Party Sentiments in Indonesian Online Media

The language of this study has several variations of visual data

presentation, including tabulation graphs and visual bar charts. Including the results of manual coding in NVivo 12 plus sentiment analysis by researchers, the coding results visualized in the discussion can be in the form of tables, visual bar charts, and word clouds. In addition to document ranking, this study uses tabulation diagrams for online media news documents. The news documents obtained have gone through an in-depth study; this is done so that the news documents have high value and have the relationships needed by the author. More details can be seen as follows:

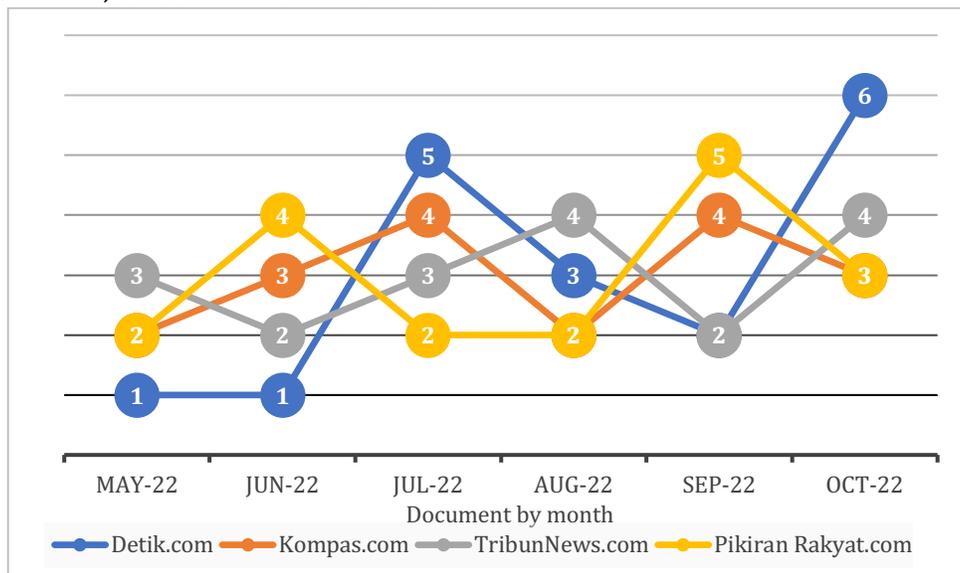


Source: Processed by the author

Figure 5. Total online media news documents

In the tabulation diagram in Figure 5, four online media sources have a total number of news documents. The news documents contained in Figure 5 certainly have data that are relevant to the research topic. This new document will help the polarity of sentiment in NVivo 12 Plus be able to answer the results of research topics. Therefore, researchers mine news

documents with the same amount, but this research is more competent, actual, and reliable. It can be seen that the tabulation diagram in Figure 5 has 18 relevant, actual, and reliable news documents. Apart from news documents, there is also a chart of documents based on the month of publication, with details as follows:

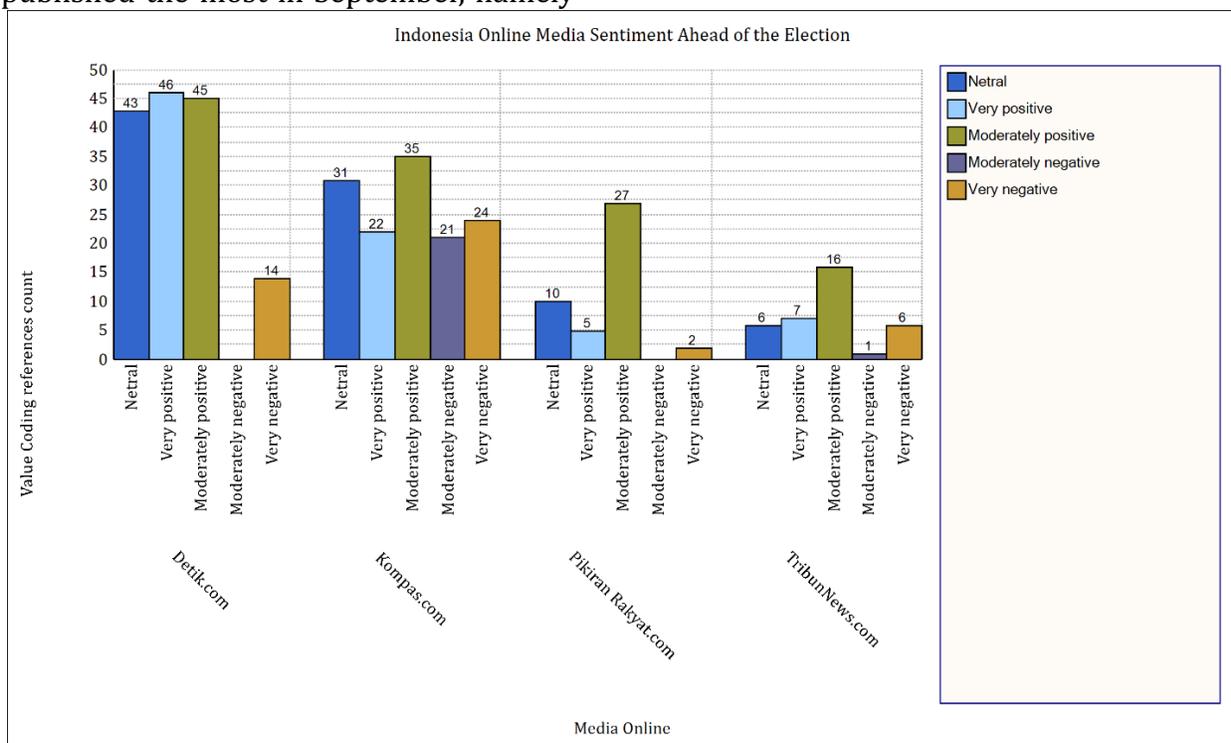


Source: Processed by the author

Figure 6. News documents by month

Graph of news documents by month of publication In figure 6, it can be seen that there were six publications, including those in May, June, July, August, September, and October. Researchers have limited time to view news documents in one full year or two full years in a row. The campaign issues of political parties in Indonesia are unstoppable; therefore, researchers are taking quick steps to provide new findings ahead of the 2024 election. Of the six news document publications that dominate publication in October, the online media detik.com published the most, namely 6 news documents; then, pikiranrakyat.com published the most in September, namely

5 news documents; then, the online media kompas.com published the most in July and September, namely 4 news documents; and finally, the online media tribunnews.com published the most in August and October, namely 4 documents. In addition to the ranking of Indonesian online media, the four online media visualized in the bar chart of Figure 7 are the main secondary data sources that were processed by the researcher through NVivo 12 plus manual coding. PDF documents from online media that are coded manually are then adjusted for NVivo 12 plus sentiment analysis, along with an explanation.



Source: Processed by the author using NVivo 12 plus

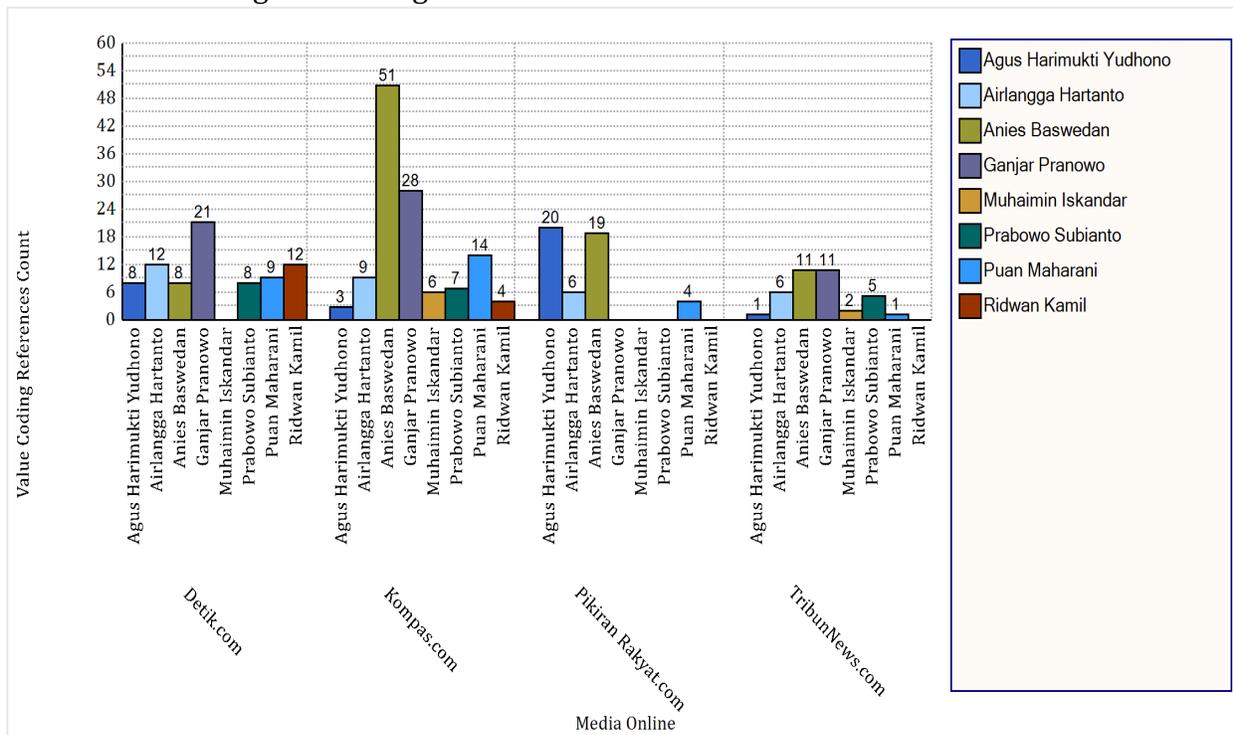
Figure 7. The sentiment of online media

Visual online media tabulation diagram Based on the seven points of polarity in the graph, it can be seen that four Indonesian online media have different sentiment patterns. There are

five types of sentiment in the four online media contained in figure 7, namely, neutral, very positive, moderately positive, very negative, and moderately negative. Of the 18 news documents from the online

media site detik.com analyzed through the NVivo 12 plus polarity sentiment analysis, it can be explained that detik.com provides a lot of relatively positive information, meaning that the information contained does not contain many negative or satanic elements. This proves that detik.com has a very positive coding value of 46. This high value has dominated the other 4 types of sentiment, including the 3 online media contained in Figure 7, although it also has a very negative coding value of 14. Furthermore, online media Kompas.com has the highest coding value for moderately positive sentiment, which is 35, as well as online media thoughts, people, people.com, and tribunews.com, which have the highest coding values for

moderately positive sentiment, namely 27 and 16. The visual tabulation diagram in Figure 7 does indeed appear to have a smaller number of coding values. This is because the narration of the news document contained is identical to the maneuvers of political parties, so it was only found that way. Then, apart from sentiment in online media. Furthermore, there is a visual tabulation of the names of the presidential candidates in 2024; these names are contained in news documents that have been taken by the researchers, meaning that the names of these potential candidates are often discussed in Indonesian online media. The details can be seen as follows:



Source: Processed by the author using NVivo 12 plus

Figure 8. Online media tendencies

A visual diagram of the tabulation of online media trends for the 2024 presidential candidates. In figure 8, it can be seen that there are several names of the

2024 presidential candidates included in the news documents for the last six months. As for the names, they are as follows: Agus Harimukti Yudhoyono,

Airlangga Hartanto, Anies Baswedan, Ganjar Pranowo, Muhaimin Iskandar, Prabowo Subianto, Puan Maharani, and Ridwan Kamil. The eight names of the presidential candidates in figure 8 that dominate or are more frequently discussed in the news document content are Anies Baswedan, with a coding value of 51 on the online media kompas.com. In the online media kompas.com and detik.com, it can be seen that the name of the candidate Ganjar Pranowo also dominates the two other online media, including the names of five other presidential candidate candidates, namely by having 28 coding values on kompas.com and 21 coding values on detik.com. then in the online media thoughts of people.com, the name Agus Harimukti Yudhoyono dominates the other five candidate candidates, with 20 coding values; furthermore, it can be seen that Anies Baswedan has almost the same value; the difference in one coding value is

indeed that the contents of the news document obtained indicate that Anies Baswedan and Agus Harimukti Yudhoyono are indicated to work together to develop Indonesia. Different from the other three online media, it can be seen in Figure 8 that the names of the 2024 presidential candidates, Ganjar Pranowo and Anies Baswedan, have the same coding value. Based on the contained news documents, the two candidate names do have enormous potential and opportunities to be nominated for president of Indonesia in the 2024 election. In addition to visual tabulation diagrams of online media tendencies among presidential candidates, this study presents word clouds and sentiment tabulation tables. The sentiment tabulation tables 2 and 3 contain words that are often discussed in 72 news documents contained in four Indonesian online media; the following is an explanation.

Table 2. Tendencies of political parties

Political Party and Presidential Candidate	Agus Harimukti Yudhoyono	Airlangga Hartanto	Anies Baswedan	Ganjar Pranowo	Muhaimin Iskandar	Prabowo Subianto	Puan Maharani	Ridwan Kamil
KIB Golkar-PAN-PPP)	0	32	3	3	0	0	3	7
Demokrasi Indonesia Perjuangan Party (PDI-P)	2	4	3	50	0	2	27	2
Demokrat Party Gelombang Rakyat Indonesia (GELORA) Party	31	0	21	1	0	1	1	0
Gerindra Party	0	0	2	3	6	18	0	0
PKB Party	0	0	0	1	8	5	0	0
Keadilan Sejahtera Party (PKS)	6	0	8	0	0	0	0	0
Nasional Demokrat Party (NasDem)	4	1	37	3	0	0	5	0
Solidaritas Indonesia Party (PSI)	0	0	1	9	0	0	0	1

Source: Processed by the author using NVivo 12 plus

Table 3. Tendencies of online media

Media Online and Political Party	KIB (Party Golkar-PAN-PPP)	PDI-P Party	Demokrat Party	GELORA Party	Gerindra Party	PKB Party	PKS Party	Nasional Demokrat Party (NasDem)	Solidaritas Indonesia Party (PSI)
TribunNews.com	6	10	1	3	6	2	0	2	0
Pikiran Rakyat.com	6	4	21	0	1	1	4	3	0
Kompas.com	10	33	6	0	8	6	5	39	12
Detik.com	34	26	12	0	8	0	1	12	4

Source: Processed by the author using NVivo 12 plus

From the visual tendencies of political parties with presidential candidates in the 2024 election, as seen in 72 news documents, it can be seen in Table 4 that nine political parties have come out to provide narratives and contribute their thoughts to four online media. The nine parties are the United Indonesia Coalition, including: KIB (Golkar-PAN-PPP), Demokrasi Indonesia Perjuangan Party (PDI-P), Demokrat Party, Gelombang Rakyat Indonesia (GELORA) Party, Gerindra Party, PKB Party, Keadilan Sejahtera (PKS) Party, NASDEM (Nasional Demokrat Party), and PSI (Solidaritas Indonesia Party).

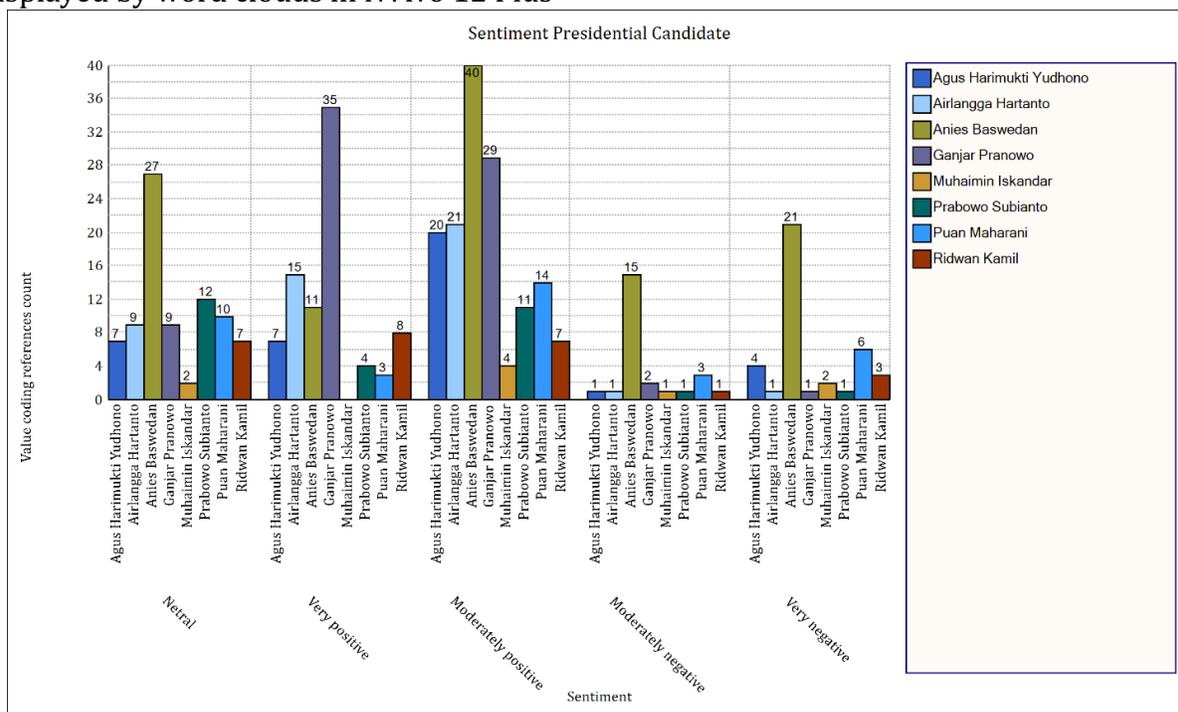
The upcoming election is certainly a big agenda item for online media to provide opinion tweets, especially to political parties that have been seeking public attention from the start because online media plays a key role in channeling various information about political parties

to the public (Kane, 2020). Because most of the public discourse starts on the media platform, it is interesting to note that once an issue is put on the agenda, only a handful of parties have the opportunity to exploit the ownership of the issues created by them in response to the media agenda (Maier et al., 2019). This also has something to do with the considerable power of political mobilization, which causes candidates to manoeuvre independently, and apart from the mobilization of their party, the amount of identity politics and money politics is also seen as a factor that allows for this large mobilization to occur (Jamaluddin, 2016). In addition to visual tabulation diagrams of online media tendencies among presidential candidates, this study presents word clouds and sentiment tabulation tables. The sentiment tabulation tables 4 and 5 contain words that are often discussed in 72 news

communication carried out by political parties and 2024 presidential candidates contains education and literacy in society. In addition, there is the word government; the word government is defined as an effort to provide quality and quality for the 2024 election. Finally, there is the word electability, which can be interpreted as the tendency of the 2024 presidential candidates to have a history of leadership.

The negative sentiment tabulation in table 5 has words that focus on excessive communication, cheating, pressure, and agreement. Negative sentiment nodes displayed by word clouds in NVivo 12 Plus

have been clarified with related news documents. The result is that these words have a bad tendency because the presidential election is still a long way off, but this news has been happening in the online media both passively and actively. As a result, the community consumes and processes issues for discussion, including through online news media. Then, the researcher also presents findings based on 72 news documents that have been manually coded on the NVivo 12 plus sentiment node. Full details can be seen as follows:



Source: Processed by the author using NVivo 12 plus
Figure 10. Candidate sentiment in online media

A visual sentiment tabulation diagram in Figure 10 shows that through online media and news documents, the presidential candidates in the 2024 election brought up eight names, including Ganjar Pranowo, Anies Baswedan, Airlangga Hartanto, Ridwan Kamil,

Prabowo Subianto, and Agus Harimukti Yudhoyono. Through four Indonesian online media, the eight names published in news documents have certain strategies, both in terms of political communication approaches and through other elements. This is also influenced by the significant

role of the internet in mobilizing grassroots and civil society networks to create participatory democracy (Savyasaachi & Kumar, 2017). The online social sphere is considered the main resource for overcoming unequal communication settings (Bacallao-Pino, 2015). Remembering that politics is an art of how candidates for leaders from political parties can influence the wider community. However, what is experienced in the current era is that social media platforms and online media are often misused, including media freedom, which results in disinformation and then bullying online (Rodríguez-Castro et al., 2020). Apart from political parties, there are also interest groups that are increasingly dependent on the popularity of social media and online media; of course, this has the aim of strengthening their position when making a decision (Oehmer, 2017). This is also influenced by the magnitude of the power of political mobilization, which causes candidates to carry out maneuvers outside the provisions of the political party (Jamaluddin, 2016). A visual bar tabulation in Figure 10 explains that there are five types of sentiment contained in the eight presidential candidates in the 2024 election. The first type of sentiment is neutral, and the neutral sentiment type of 2024 presidential candidate Anies Baswedan dominates the other seven candidates with 27 coding values. The second type of sentiment in figure 10 is a very positive sentiment; in this type, the 2024 presidential candidate Ganjar Pranowo dominates all other types of sentiment and dominates the other seven presidential candidates. This can be explained by the fact that the high value is due to the news or narrative contained in

72 documents. The narrative charge is very positive for Ganjar Pranowo. Furthermore, in the moderately positive type, Anies Baswedan dominates. Two types of sentiment are very negative, and negative is being dominated by Anies Baswedan.

It can be seen from the results of the data analysis above that it is interpreted that, in this modern era, citizens use media platforms more than regulators or politicians; citizens are directly involved in commenting on political products; in fact, political parties and politicians enter the media platform only as a standard tool in their communication strategy or campaign strategy (Lubinga & Baloyi, 2019). Indeed, directly posting visual content by political parties and politicians can increase voters' attention; as a result, responsive citizens are significantly more likely to be liked, shared, and commented on (Koc-Michalska et al., 2021). Apart from that, the television media also plays an important role in the success of the upcoming elections (Lestari & Ratnasari, 2020). However, it is unfortunate that too much political marketing, voter mobilization, and public debate have caused misunderstandings between many politicians and political parties; these misunderstandings are due to online media and social media being able to win their elections (Rahim, 2019). In addition, interactions built on media platforms are characterized and tend to be disapproving, use more negative language, and be offensive (Fenoll & Cano-Orón, 2017). Then, some political parties also have yet to develop the basics of citizen involvement with their interactions on media platforms (Garrido, 2020). Interaksi antara partai politik dan pengguna yang

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