

Between Praise and Criticism: A Sentiment Analysis of Kang Dedi Mulyadi's Leadership On X (Twitter)

Achwan Noorlistyo Adi¹, Diwan Setiawan², Eny Ratnasari³

^{1,2}Faculty Communication and Design , University Informatics and Business Indonesian

³Faculty of Social and Political Sciences, University Tidar

ABSTRACT

Twitter, an archetypal example of an open and real-time social media platform, has emerged as a pivotal virtual interaction space, particularly in the context of shaping public opinion, particularly with regard to political figures. The objective of this study is to analyze the sentiments expressed by netizens regarding the leadership of Governor of West Java, Kang Dedi Mulyadi, through the implementation of sentiment analysis. The data was obtained by utilizing Tweet Harvest, which is based on Twitter API, to collect tweets containing relevant keywords during the period from March to May of 2025. Subsequently, the collected data underwent processing and classification into three sentiment categories: positive, negative, and neutral. This classification was achieved through the utilization of the Orange Data Mining application, in conjunction with the findings derived from Drone Emprit. The results of the sentiment analysis of tweets related to Dedi Mulyadi revealed that neutral sentiment constituted 78.7% of the total, positive sentiment 17.2%, and negative sentiment 4.1%. The sentiments expressed in the tweets pertained to Dedi Mulyadi's performance, daily life, and programs. Preliminary findings from the analysis indicate a positive-neutral sentiment trend on platform X. This phenomenon can be attributed to the predominance of reposter accounts in conversations related to Dedi Mulyadi on X. Nevertheless, these findings demonstrate that leadership in the digital era is not solely influenced by virtual narratives and real actions on the ground, but also by the translation and perception of these actions by the digital society. This research lends further credence to the notion that social media has emerged as a significant instrument for the monitoring of public opinion.

Keywords: Kang Dedi Mulyadi, Leadership, Sentiment Analysis, Twitter, West Java.

Corresponding author

Name: Achwan Noorlistyo Adi

Email: achwannoorlistyo@unibi.ac.id

INTRODUCTION

Advances in information and communication technology have significantly impacted many areas of life, including politics. Social media has become a digital public space where people can express their opinions on various political issues (Agustina et al., 2021; Andini et al., 2025). One political figure in the spotlight of netizens is West Java Governor Dedi Mulyadi, commonly known as Kang Dedi Mulyadi or KDM. KDM's populist

political style has attracted public attention. His social media presence, especially on the YouTube KDM Channel, was so large that it earned him the nickname "Content Governor" (Janati & Ramadhan, 2025). This approach aligns with global trends, where digital media has become the main tool for shaping political images and managing public perceptions (Fahrudin et al., 2025; Gainous & Wagner, 2013).

Platforms like social media X (Twitter) have become important tools for expressing public opinion, shaping perceptions, and influencing political discussions, including the phenomenon of KDM leadership and policies in West Java. This social media platform X (Twitter) has a wide, real-time network and allows users to easily, quickly, and broadly exchange messages, emotions, thoughts, and opinions (Novitasari et al., 2024; Stieglitz & Dang-Xuan, 2013). The platform also facilitates the creation of a communication network. This network on X (Twitter) is built through features like tweet, like, reply, or retweet, which enable interaction and relationships among users (Jovanica et al., 2022).

This research is motivated by the need to understand how the community perceives KDM's leadership, policies, and populist communication style. Notably, KDM has raised several "top issues" within the community, such as sending troubled students to military barracks, requiring vasectomies (male family planning) as a condition for receiving social assistance (bansos), banning schools from graduation and study tours, efforts to combat thuggery, and the nickname "Content Governor" (Emprit, 2025).

The controversies often created by KDM are not born of ignorance of the impact of his words or policies, but are deliberately engineered to maintain public awareness of KDM. Thus, KDM remains in the public spotlight while consolidating positive perceptions of himself among the public who sympathize with him and the issue that is being controversial. This looks like "shock advertising," which deliberately violates social norms to gain public attention. Because it violates social norms, it will generate both positive and negative reactions. (Ersada, 2025)

The top controversial issues show that the style of populism is not always positively received by the public, and that public perceptions vary depending on the policy context and communication style (Cristóbal Rovira Kaltwasser & Mudde, 2017; Fahrudin et al., 2025). This research aims to examine how KDM's leadership in West Java shapes public sentiment on social media platform X (Twitter). This aligns with research showing that sentiment analysis can provide deep insight into public opinion in a political context (Ceron et al., 2014).

Research conducted by Drone Emprit states that although many appreciate KDM's efforts to address various social problems, some of its policies have faced criticism for being coercive, insensitive, and image-focused, thereby dividing public opinion (Emprit, 2025). Analysis of KDM's populist approach, based on sentiment analysis of public comments on Tempodotco YouTube videos, shows three sentiment categories: 44.4% positive, 36.0% negative, and 19.6% neutral. Another finding from the study is the high frequency of "imaging," at 22%, which indicates criticism of performative politics (Fahrudin et al., 2025).

Besides the negative and positive sentiments from the public, most West Javanese people actually appreciate the work of the West Java Governor (OpinionPlus, 2025). A

survey conducted by *Tirto* in cooperation with Jakpat on June 16-17, 2025, found a positive narrative. Of the 1,250 West Java residents surveyed, 85.51 percent gave at least a good rating to Dedi Mulyadi's leadership as Governor of West Java. Specifically, 48.04 percent rated Dedi Mulyadi's leadership as very good. Meanwhile, another 37.47 percent rated it as good. Only 2 percent of respondents rated Dedi Mulyadi's leadership in the 'less good' or 'not good' category (Akbar, 2025).

Based on previous research results, this study needs to be conducted to further examine public sentiment towards KDM by analyzing the phenomenon that exists between praise and criticism using sentiment analysis, utilizing data from social media X (Twitter). The study will emphasize network structure analysis, content type analysis, and thematic analysis. This research is expected to contribute theoretically by enhancing the understanding of political communication and leadership styles at the provincial (regional) level, and practically by providing an overview of the dichotomy and dynamics of public opinion on social media X (Twitter) for regional leaders.

METHOD

This research employs a mixed-methods approach, combining big data analysis with social network analysis and qualitative interpretation to study public sentiment toward Dedi Mulyadi in the discourse on platform X (Twitter) (Demotte et al., 2023; Froehlich, 2022). Platform X was selected because political discourse occurs most on X (Sumartias et al., 2023, 2024, 2025), and it also enables users to share their opinions in *real time*.

Data collection was carried out using the keyword "Dedi Mulyadi." Data were obtained through the Twitter API-based Tweet Harvest to gather tweets containing the hashtag #kangedimulyadi from March to May 2025. All collected data was then processed and categorized into three sentiment groups: positive, negative, and neutral, using the Orange Data Mining application and combined with findings from Drone Emprit.

To further understand public sentiment toward Kang Dedi Mulyadi on Twitter, this research employed content analysis. The dataset was manually coded based on the sentiment type of X (Twitter) messages, including positive, negative, and neutral. The researcher also identified the type of account that tweeted. In addition, researchers identified the types of content shared, ranging from text-only to text accompanied by video or images. Finally, all authors also identified the theme or topic of the tweets related to Dedi Mulyadi.

All authors in this study individually coded and discussed the development of the initial coding scheme. Then all authors applied the coding scheme to all X (Twitter) messages that became data in this study. Percentage agreement was calculated to check inter-coder reliability using Holsti's reliability formula (Holsti, 1969). The average inter-coder agreement percentage was 88%.

FINDING AND DISCUSSION

RESEARCH RESULT

The results of this study are datasets obtained by digital text mining techniques on X (Twitter) using the Tweet Harvest application. The collected data is then visualized in Gephi to show the network of conversations related to Dedi Mulyadi.



Figure 1. Sociogram of Conversations Related to Dedi Mulyadi on X (Source: Processed Researcher Data, 2025)

Network Structure Analysis

Network structure analysis is a method for visualizing the interaction patterns of X (Twitter) users related to the keyword "Dedi Mulyadi". In this network analysis, there are two measurement indicators: network size, relationship type, relationship pattern, and network density for "Dedi Mulyadi".

Using the Yifan Hu layout, the "Dedi Mulyadi" network includes 764 actors and 1,117 relationships. The Yifan Hu layout was selected to make the network structure in the main network easier to understand (Figure 1). Several clusters form in the conversation network on X related to "Dedi Mulyadi." The clusters in Figure 1 display the similarity of messages among X users, grouped into the same structure. The reach and effectiveness of a message, as expressed by X users, can be observed through the network structure (Table 1).

Table 1. Network Structure of Conversations Related to Dedi Mulyadi in X

Indikator Analisis	Hasil Data
Ukuran Jaringan (Size)	764 (nodes) 1,117 (edges)
Tipe Relasi	Directed
Pola Relasi	Radial
Densitas	0.002
Klaster	8

Source: Processed Researcher Data, 2025

In Table 1, we can see the structure of the communication network on "Dedi Mulyadi". The network contains 764 nodes and 1,117 relationships. In this case, the relationship describes the line between two actors, while the actor is the position of users who interact with each other in the network (Novitasari et al., 2024). The type of relationship formed in the conversation is directed, or one-way, and the communication is unidirectional. In other words, the accounts involved in the conversation do more retweets or likes. The communication pattern that occurs is radial. Radial can be understood as an actor who serves as the center in the communication network (Rogers & Kincaid, 1981). In this research, the actors in the conversation are dominated by *repost accounts* that are at the center of their respective networks.

The network density in this conversation is 0.002. This indicates that the network density is very low because the value is close to 0. The density value ranges from 0 to 1—the higher the value, the higher the network density. High network density is characterized by two-way communication between actors (Eriyanto, 2021). In this network, communication is low because actors do not communicate in a two-way manner. The most influential positive tweets are those that receive the most favourites (Table 2). Based on the researcher's analysis, repost accounts are the most influential, including @randomable_, @somexthread, and @kegblgnunfaedh. The most favored tweets feature daily life, performance, fun facts, and appreciation for how Dedi Mulyadi works. However, among the top 10 most favorite tweets, there is a negative tweet against Dedi Mulyadi, which discusses that Dedi Mulyadi has insulted one of the religions in Indonesia.

Tabel 2. Most Favourite Tweets

Account User Name	Tweets	Total Favour ites	Account Types
@randomable_	JANGAN GANGGU KDM DI JAM INI!! Karena kang dedi mulyadi dijam-jam ini dia bakalan sombong ke orang https://t.co/0zBgeAtT32	20875	Repost Account (Viral Things)
@somexthread	Respect banget kang dedi mulyadi datang tidak sebagai gubernur atau pejabat melainkan ikut berbaur sebagai rakyat Netizen: energi positif bapak aing membawa kemenangan https://t.co/4Ln3MBpevx	11900	Repost Account (Viral Things)
@randomable_	Padahal dulu sering nonton sinetron baru sadar kang dedi mulyadi pernah jadi aktornya juga boleh juga aktingnya semoga yang viral akhir ini bukan akting yaa https://t.co/YFEyCuFZXX	3307	Repost Account (Viral Things)
@kegblgnunfaedh	KOK GA DIGAJI YAH Kang Dedi Mulyadi Channel https://t.co/EAcioEemHC	2613	Repost Account (Viral Things)
@somexthread	Ini beneran kang dedi mulyadi?? bisa-bisanya nyungsep ke sawah bareng pak kades mau ketawa takut dibawa ke barak https://t.co/y5wMVj0983	2598	Repost Account (Viral Things)
@Shimapapaaa	@Mdy_Asmara1701 Gue bukan pendukung dedi mulyadi pas pemilu aja gak gua pilih. Tapi untuk konteks ini dia bener loh. Coba tonton aja video lengkapnya deh biar ngerti. Konteksnya ini anak gak punya rumah untuk bayar kontrakan aja gak mampu tapi mau maksain perpisahan sama bikin buku kenangan	2494	Pendukung Anies Baswedan
@ukhty_onyia	Dedi mulyadi adalah pemimpin dg rekam jejak pernah menghina syariat islam pernah menjadikan sebuah kota dg banyak patung/berala Kalo seorang pemimpin sudah berani menghina islam Pemimpin sebagai apapun gak akan berarti dimata umat islam TENGGELAMKAN !!! https://t.co/TEdApWxxN3	2457	Pro Palestine Account

Account User Name	Tweets	Total Favour ites	Account Types
@Zeefire02	Udah sekolah tinggi - tinggi masih aja kelakuan kayak orang T0I0L kagak bersyukur lu Untung kakak lu sabar ngadepin lu mbakk ketemu Kang Dedi Mulyadi auto sikap tobat lu mbak Netizen : Makan tu gengsii https://t.co/J568BJgR9q	1370	Repost Account (Viral Things)
@somexthread	Video yang memperlihatkan cara kang dedi mulyadi membuat anak kecil untuk lebih mandiri dan bertanggung jawab bisa nih dilihatin ke anak yang lagi bandel https://t.co/jncUCbLtLj	1309	Repost Account (Viral Things)

Source: Processed Researcher Data, 2025

The most influential tweets in the context of retweets imply that X users agree with them. Based on the analysis results in Table 3, repost accounts remain the most influential, such as @randomable_ and @somexthread. There are also personal accounts with significant influence, namely @ukhty_onya and @Srik4ndiMuslim2. In terms of retweets, the most retweeted tweets are tweets with a negative tone towards Dedi Mulyadi. This tweet was written by @ukhty_onya, who discussed Dedi Mulyadi's track record of insulting one of Indonesia's religions. In addition, there is an account, @Srik4ndiMuslim2, that criticizes Dedi Mulyadi for seizing people's land and linking it to President Jokowi's administration.

Table 3. Most Retweets Tweets

Account User Name	Tweets	Total Retweets	Account Types
@ukhty_onya	Dedi mulyadi adalah pemimpin dg rekam jejak pernah menghina syariat islam pernah menjadikan sebuah kota dg banyak patung/berala Kalo seorang pemimpin sudah berani menghina islam Pemimpin sebagai apapun gak akan berarti dimata umat islam TENGGE LAMKAN !!! https://t.co/TEdApWxxN3	987	Pro Palestine Account
@randomable_	JANGAN GANGGU KDM DI JAM INI!! Karena kang dedi mulyadi dijam-jam ini dia bakalan sombong ke orang https://t.co/0zBgeAtT32	957	Repost Account (Viral Things)

Account User Name	Tweets	Total Retweets	Account Types
@somexthread	Respect banget kang dedi mulyadi datang tidak sebagai gubernur atau pejabat melainkan ikut berbaur sebagai rakyat Netizen: energi positif bapak aing membawa kemenangan https://t.co/4Ln3MBpevx	667	Repost Account (Viral Things)
@Srik4ndiMuslim2	Dedi Mulyadi gubernur Jawa Barat yang menamakan dirinya KDM ini adalah jagoan Aguan. Aguan adalah pencuri dan perampas tanah2 rakyat atas izin pemerintah Jokowi. #PemakzulanGibranSah Hancurkan Dedi Mulyadi! #PemakzulanGibranSah https://t.co/KVG93V8Bf3	320	Pendukung Anies Baswedan
@randomable_	Padahal dulu sering nonton sinetron baru sadar kang dedi mulyadi pernah jadi aktornya juga boleh juga aktingnya semoga yang viral akhir ini bukan akting yaa https://t.co/YFEyCuFZXX	317	Repost Account (Viral Things)
@DediMulyadi71	berbuat kebaikan karena ingin imbalan itu namanya kuli berbuat kebaikan tanpa berharap imbalan itu namanya pengabdian. https://t.co/QYdPQua1sT	237	Dedi Mulyadi's account
@somexthread	Ini beneran kang dedi mulyadi?? bisa-bisanya nyungsep ke sawah bareng pak kades mau ketawa takut dibawa ke barak https://t.co/y5wMVj0983	202	Repost Account (Viral Things)
@kegblgnunfaedh	KOK GA DIGAJI YAH Kang Dedi Mulyadi Channel https://t.co/EAcioEemHC	159	Repost Account (Viral Things)
@somexthread	Video yang memperlihatkan cara kang dedi mulyadi membuat anak kecil untuk lebih mandiri dan bertanggung jawab bisa nih dilihatin ke anak yang lagi bandel https://t.co/jncUCbLtLj	144	Repost Account (Viral Things)
@Zeefire02	Udah sekolah tinggi - tinggi masih aja kelakuan kayak orang TOIOL kagak bersyukur lu Untung kakak lu sabar ngadepin lu mbakk ketemu Kang Dedi Mulyadi auto sikap tobat lu mbak Netizen : Makan tu gengsii https://t.co/J568BJgR9q	138	Repost Account (Viral Things)

Source: Processed Researcher Data, 2025

In the context of quoted tweets, it can be interpreted positively or negatively of the tweet's content. Quoted tweets can mean two things: first, other users agree with what the tweet maker said, so they add a tweet that reinforces it. The second is that the user disagrees with the tweet and debates the tweet. In the context of quoted tweets (Table 4), it can be seen that they are both positive and negative towards the tweet's content. Quoted tweets can mean two things: the first is that other users agree with what the tweet maker said, so they add a tweet that reinforces it. The second is that users disagree with the tweet and debate it. The most quoted tweets come from repost accounts, such as @randomable_, @somexthread, and @Zeefire02. Based on the analysis, it was found that X users quoted tweets about Dedi Mulyadi's daily life and performance.

Table 4. Most Quoted Tweets

Account User Name	Tweets	Total Retweets	Account Types
@randomable_	JANGAN GANGGU KDM DI JAM INI!! Karena kang dedi mulyadi dijam-jam ini dia bakalan sombong ke orang https://t.co/OzBgeAtT32	530	Repost Account (Viral Things)
@somexthread	Respect banget kang dedi mulyadi datang tidak sebagai gubernur atau pejabat melainkan ikut berbaur sebagai rakyat Netizen: energi positif bapak aing membawa kemenangan https://t.co/4Ln3MBpevx	503	Repost Account (Viral Things)
@randomable_	Padahal dulu sering nonton sinetron baru sadar kang dedi mulyadi pernah jadi aktornya juga boleh juga aktingnya semoga yang viral akhir ini bukan akting yaa https://t.co/YFEyCuFZXX	48	Repost Account (Viral Things)
@Zeefire02	Udah sekolah tinggi - tinggi masih aja kelakuan kayak orang TOIOL kagak bersyukur lu Untung kakak lu sabar ngadepin lu mbakk ketemu Kang Dedi Mulyadi auto sikap tobat lu mbak Netizen : Makan tu gengsii https://t.co/J568BJgR9q	25	Repost Account (Viral Things)
@ukhty_onya	Dedi mulyadi adalah pemimpin dg rekam jejak pernah menghina syariat islam pernah menjadikan sebuah kota dg banyak patung/berala Kalo seorang pemimpin sudah berani menghina islam Pemimpin sebagus apapun gak akan berarti dimata umat islam TENGGELAMKAN !!! https://t.co/TEdApWxxN3	21	Pro Palestine Account

Account User Name	Tweets	Total Retweets	Account Types
@kegblgnunfaedh	KOK GA DIGAJI YAH Kang Dedi Mulyadi Channel https://t.co/EAcioEemHC	21	Repost Account (Viral Things)
@DediMulyadi 71	berbuat kebaikan karena ingin imbalan itu namanya kuli berbuat kebaikan tanpa berharap imbalan itu namanya pengabdian. https://t.co/QYdPQua1sT	17	Dedi Mulyadi's account
@BayuAngora	Kang Dedi Mulyadi baru 100 hari kerja. Tapi hasilnya sudah setara 100 periode. https://t.co/OcbGab3ZtT	16	Pendukung g Dedi Mulyadi
@somexthread	Video yang memperlihatkan cara kang dedi mulyadi membuat anak kecil untuk lebih mandiri dan bertanggung jawab bisa nih diliatin ke anak yang lagi bandel https://t.co/jncUCbLtLj	15	Repost Account (Viral Things)
@somexthread	Dengan bangganya kang dedi mulyadi mengibarkan bendera persib https://t.co/s2hq064oy0	9	Repost Account (Viral Things)

Source: Processed Researcher Data, 2025

Reply tweets can also be interpreted in the same way as quoted tweets. It can mean two things: there are both positive and negative replies. Tweets that get the most replies are still dominated by repost accounts, such as @somexthread and @randomable (Table 5). There is also a supporter of Dedi Mulyadi, namely the @BayuAngora account, which receives many replies. In addition, there are tweets criticizing Dedi Mulyadi's track record from the @ukhty_onya account that also received many replies.

Table 5. Most Reply Tweets

Account User Name	Tweets	Total Retweets	Account Types
@somexthread	Respect banget kang dedi mulyadi datang tidak sebagai gubernur atau pejabat melainkan ikut berbaur sebagai rakyat Netizen: energi positif bapak aing membawa kemenangan https://t.co/4Ln3MBpevx	638	Repost Account (Viral Things)
@randomable_	JANGAN GANGGU KDM DI JAM INI!! Karena kang dedi mulyadi dijam-jam ini dia bakalan sombong ke orang https://t.co/OzBgeAtT32	594	Repost Account (Viral Things)

Account User Name	Tweets	Total Retweets	Account Types
@ukhty_onya	Dedi mulyadi adalah pemimpin dg rekam jejak pernah menghina syariat islam pernah menjadikan sebuah kota dg banyak patung/berala Kalo seorang pemimpin sudah berani menghina islam Pemimpin sebagus apapun gak akan berarti dimata umat islam TENGSELAMKAN !!! https://t.co/TEdApWxxN3	123	Pro Palestine Account
@BayuAngora	Kang Dedi Mulyadi baru 100 hari kerja. Tapi hasilnya sudah setara 100 periode. https://t.co/OcbGab3ZtT	119	Pendukung Dedi Mulyadi
@randomable_	Padahal dulu sering nonton sinetron baru sadar kang dedi mulyadi pernah jadi aktornya juga boleh juga aktingnya semoga yang viral akhir ini bukan akting yaa https://t.co/YFEyCuFZXX	109	Repost Account (Viral Things)
@SukaKopi58	KDM = Kang Dedi Mulyadi KDM = Kang Dedi jadi-jadi Padahal bapak itu cuma geal geol di atas mobil tp banyak bocah yang nangis di bawah https://t.co/ktXyy30A4y	106	Repost Account (Viral Things)
@Zeefire02	Udah sekolah tinggi - tinggi masih aja kelakuan kayak orang T0I0L gak bersyukur lu Untung kakak lu sabar ngadepin lu mbakk ketemu Kang Dedi Mulyadi auto sikap tobat lu mbak Netizen : Makan tu gengsii https://t.co/J568BJgR9q	75	Repost Account (Viral Things)
@MPN_Indonesia	Kang Dedi Mulyadi tegur pria lansia berseragam polisi di Ciamis yang bantu atur lalu lintas tanpa status resmi soroti pentingnya legalitas simbol negara. #dedimulyadi #kakek #jabar https://t.co/7KIClpZcqP	68	Online Media
@kegblgnunfaedh	KOK GA DIGAJI YAH Kang Dedi Mulyadi Channel https://t.co/EAcioEemHC	64	Repost Account (Viral Things)

Account User Name	Tweets	Total Retweets	Account Types
@Srik4ndiMusl im2	Dedi Mulyadi gubernur Jawa Barat yang menamakan dirinya KDM ini adalah jagoan Aguan. Aguan adalah pencuri dan perampas tanah2 rakyat atas izin pemerintah Jokowi. #PemakzulanGibranSah Hancurkan Dedi Mulyadi! #PemakzulanGibranSah https://t.co/KVG93V8Bf3	60	Pendukung g Anies Baswedan

Source: Processed Researcher Data, 2025

Content Type Analysis

Based on the analysis, it was found that the content type in tweets related to Dedi Mulyadi was dominated by video tweets (47.5%). This is followed by tweets alone (28.7%). Finally, tweets accompanied by images (23.8%). The discussions in X raised several themes that shaped Dedi Mulyadi's performance, policies, and daily life. Conversations that occurred about Dedi Mulyadi in X contained an average of 184 characters. In addition, tweets are accompanied by images or videos. The average uploaded video is 30 to 60 seconds long. The average image accompanying the tweet is 1 image and is categorized as image with added text (Figure 2).

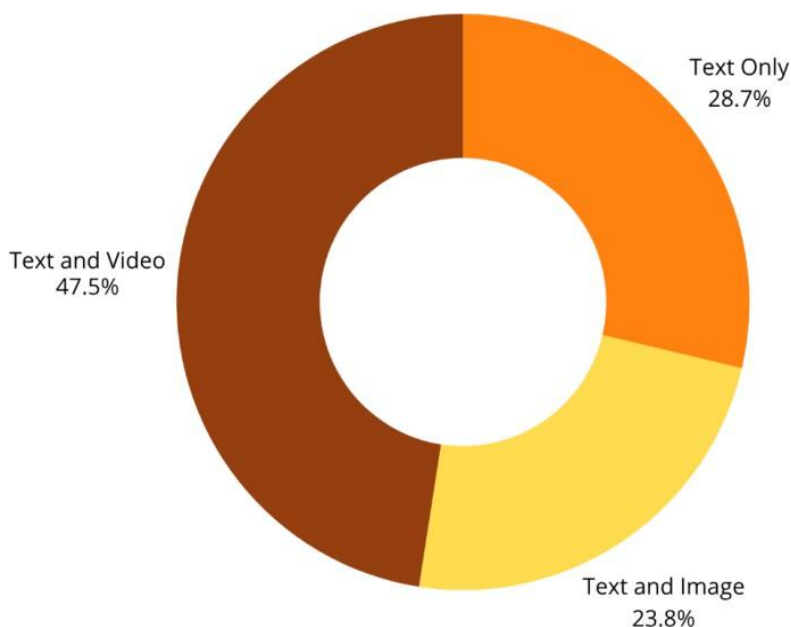


Figure 2. Content Type
(Source: Processed Researcher Data, 2025)



(a)



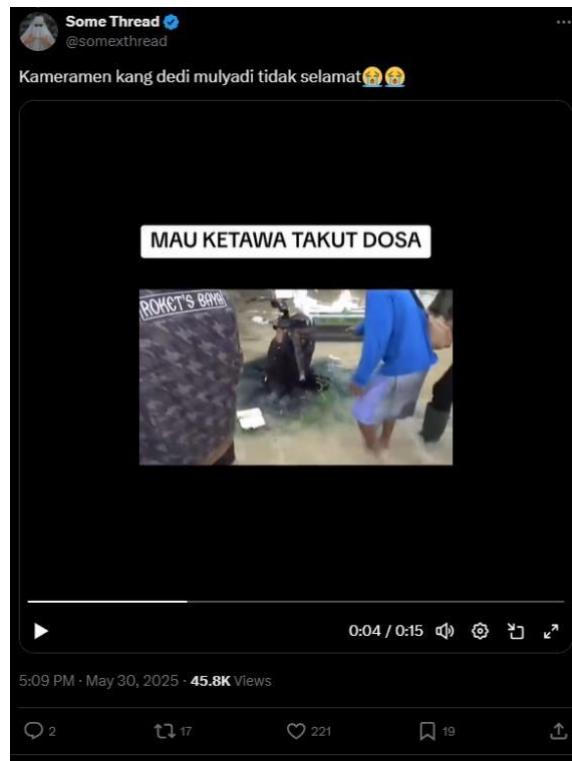
(b)

Figure 3. Example of an image with added text (a, b) included in a tweet
(Source: Processed Researcher Data, 2025)

The inclusion of tweets with photos and videos suggests a shift in behavior among X users who initially preferred text-based social media platforms. Previous research has found that tweets accompanied by pictures or videos can increase engagement. In addition, although X is not a video-based platform, Indonesians' digital behavior has changed, with a preference for short video content.



(a)



(b)

Figure 4. Examples of videos included in tweets (a, b)
(Source: Researcher's Data Processing, 2025)

Thematic Analysis

The results of thematic analysis regarding tweets related to Dedi Mulyadi are dominated by tweets related to Dedi Mulyadi's performance. Then followed by Dedi Mulyadi's daily life, entertaining tweets from netizens related to Dedi Mulyadi's program, netizens who do not know what KDM stands for, and lastly, Dedi Mulyadi's program.

In addition to several topics that often appear (Figure 5), several other topics appear related to Dedi Mulyadi, including complaints from residents regarding the zoning of new student admissions, appreciation from Dedi Mulyadi's supporters regarding his attitude as a populist and simple leader, to viral content of teenagers from Brebes who cycled to Bandung to meet Dedi Mulyadi.

Dedi Mulyadi has also become the talk of the net after intersecting with soccer several times. For example, when Persib won the championship and when there were residents who carried the Persikas Subang banner out of place. There is also discussion about Dedi Mulyadi's branding, which is considered fierce and feared by children because of the Bawa ke Barak program. The most distant is the assumption among residents about the rise in Dedi Mulyadi's name and its association with the 2029 presidential election.

Researchers also found several criticisms of Dedi Mulyadi's performance and policies. Some netizens argue that Dedi Mulyadi's policies are not on target and do not address the problems in West Java. In addition, the rampant complaints about Dedi Mulyadi on social media make him a content governor. The criticism directed at Dedi Mulyadi is wrapped in satire, sarcasm, and humor so that if not examined further, these tweets can be considered mere jokes. Through jokes, netizens criticize Dedi Mulyadi's policies related to students, ranging from the Bawa ke Barak program and schoolchildren having to walk to the school-hour adjustment program and the implementation of a curfew for students.

Based on the analysis of this theme, it is also found that some netizens do not know that the abbreviation KDM stands for Kang Dedi Mulyadi. Before Dedi Mulyadi branded himself with the abbreviation KDM, in the X universe, the acronym KDM was more popular with Korean Fans of both K-pop and K-drama because it was the name of a menfess account. This KDM abbreviation also confuses Korean fans.

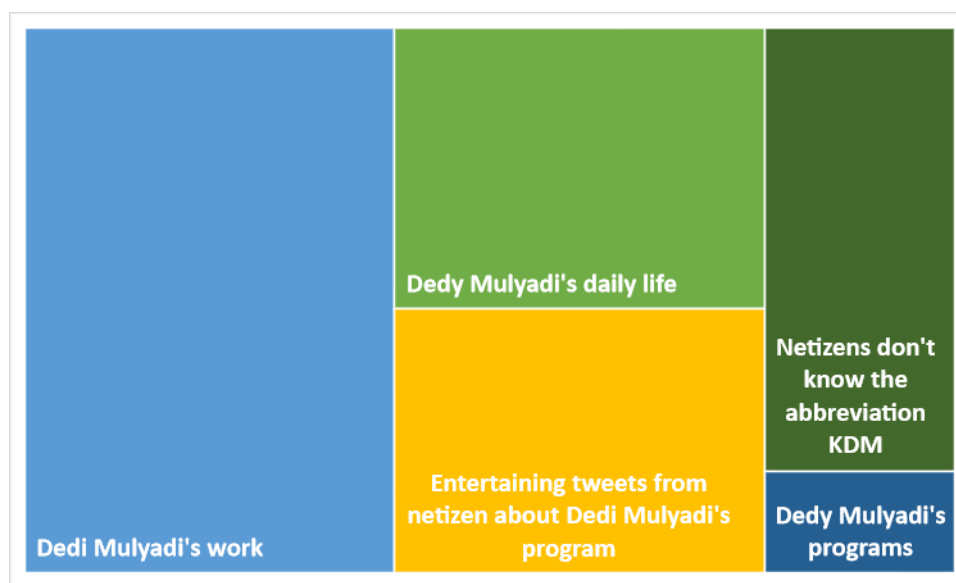


Figure 5. Thematic Analysis in Tweets related to Dedi Mulyadi
(Source: Processed Researcher Data, 2025)

Sentiment Analysis

The researcher then conducted a sentiment analysis of tweets related to Dedi Mulyadi. Researchers conducted a more detailed examination of the sentiment of tweets about Dedi Mulyadi, which were dominated by neutral comments. The number of neutral comments is 4 times more than positive comments. Based on the analysis results shown in Figure 6, the details are as follows: neutral (78.7%), positive (17.2%), and negative (4.1%) categories.

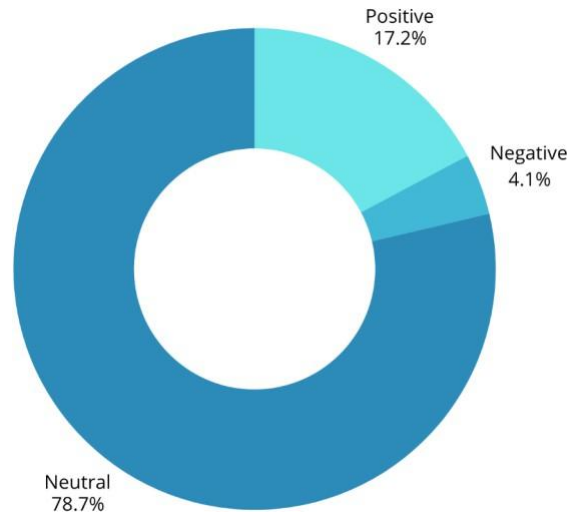


Figure 6. Sentiment Analysis Related to Tweets about Dedi Mulyadi
 (Source: Processed Researcher Data, 2025)

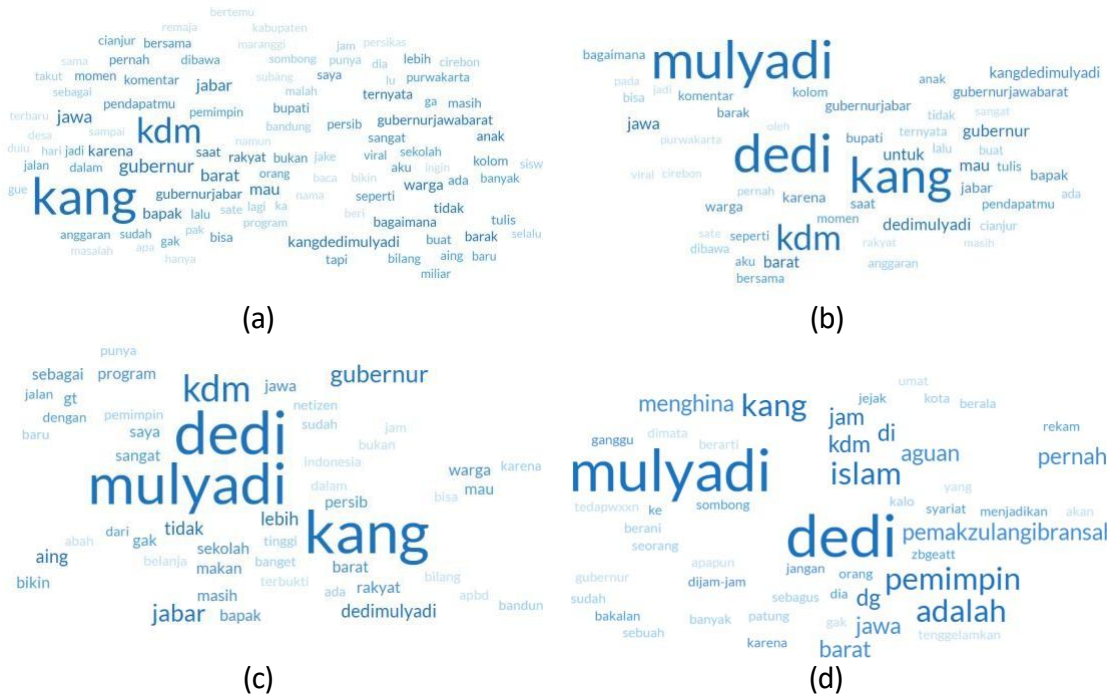


Figure 7. Wordcloud of tweets about Dedi Mulyadi as a whole (a), neutral sentiment (b), positive sentiment (c), and negative sentiment (d)
 (Source: Source processed by researchers, 2025)

Tweets that fall into the neutral sentiment category related to Dedi Mulyadi are dominated by tweets that inform about Dedi Mulyadi's performance and programs. These tweets come from online media accounts, repost accounts, and supporting accounts. Neutral tweets about performance are expressed in the following tweet: "100 Days of Kang Dedi Mulyadi's Leadership: Foundation for Special West Java. In the first 100 days, Kang Dedy Mulyadi emphasized the direction of West Java's development: Improve basic services such as health and education. After Kang Dedi Mulyadi (KDM) banned students from bringing motorized vehicles to school, the streets around SMKN 1 Sukabumi are now filled with students walking together. This ban aims to reduce the number of student accidents and reduce congestion at the same time. West Java Governor Dedi Mulyadi, alias Kang Dedi Mulyadi (KDM), still refuses to disburse the budget to finance Transjabodetabek subsidies. Dedi said that the matter of Transjabodetabek subsidy assistance needs to see its urgency first."

Next is a neutral tweet about policy, expressed in the following tweet, "Kang Dedi Mulyadi, former Regent of Purwakarta for the period 2008 - 2018, Member of Commission VI of the House of Representatives and now Governor of West Java 2025 - 2030 is known for his populist blusukan and unique policies from sending naughty children to military barracks to preserving Sundanese culture;" "Kang Dedi Mulyadi (KDM) again highlighted the budget management in Tasikmalaya Regency. On one occasion, KDM stated that the largest budget is for roads, yet the roads are in poor condition! This statement criticizes the mismatch between the size of the allocated budget and the conditions;" and "The Bekasi Regency Government has temporarily suspended permits for housing construction. Bekasi Deputy Regent Asep Surya Atmaja said this was done based on the instructions of West Java Governor Dedi Mulyadi, who is familiarly called Kang Dedi Mulyadi (KDM)."

Like neutral sentiment, positive sentiment is also dominated by tweets about Dedi Mulyadi's performance, programs, and daily life. These positive-sentiment tweets come from repost accounts and Dedi Mulyadi's supporting accounts.

Here is a tweet expressing positive sentiment about Dedi Mulyadi's program: "This student praises the program of West Java governor Kang Dedi Mulyadi (KDM) about walking to school using fluent Japanese and English!" Followed by tweets that appreciated Dedi Mulyadi's performance, such as "West Java residents are busy calling Kang Dedi Mulyadi on social media to vent about damaged roads, destroyed bridges. This phenomenon never existed in the Ridwan Kamil era! In the past, citizens were silent even though corruption loopholes were gaping. Now Kang Dedi is closer, but infrastructure homework is still piling up;" "Respect really, Kang Dedi Mulyadi came not as a governor or official but mingled as a netizen: your positive energy brought victory;" "So Very Wise West Java Governor Kang Dedi Mulyadi (KDM) in APBD Management. He Prioritizes Debt Obligation Expenditure over Grant Expenditure..."

Dedi Mulyadi's supporters always include hashtags in tweets with positive sentiment. These hashtags include #kdm, #dedimulyadi, #gubernurjabar, #gubernurjawabarat, #kangdedimulyadi, and #bapaaing. These hashtags appeared to support Dedi Mulyadi's branding, which he used as the abbreviation KDM (Kang Dedi

Mulyadi). Dedi Mulyadi's supporters also like to refer to Dedi Mulyadi as Mr. Aing, which means my father.

Here are some tweets from Dedi Mulyadi's supporters: "Kang Dedi Mulyadi (KDM) Wherever Anytime and Any Condition Situation Always Cares and Empathizes with People Who Really Need and Always Right on Target!" "Bapa Aing is busy breaking through traffic jams, Kang Dedi Mulyadi, be healthy and keep up the spirit to lead West Java;" "Bapa Aing is so loh ... Mass organizations are afraid ... The slow/corrupt apparatus is also scared and works harder ... Blusukan has many results ... The results of the ngonten dishodaqohkan against the APBD remain valid. @DediMulyadi71 Mantap pokokna mah ... Long live KDM Kang Dedi Mulyadi Long live KDM Village Head Margaluyu..."

Although the number of negative sentiments is small, the narratives that spread focus on Dedi Mulyadi's personality, ranging from his daily life and track record to his association with other politicians who are receiving negative sentiment. There are also negative sentiments regarding policies enacted by Dedi Mulyadi. Tweets with these negative sentiments came from individual accounts and online media accounts.

Negative tweets related to Dedi Mulyadi's daily life include "DO NOT DISTURB KDM AT THIS HOUR!!! Because Kang Dedi Mulyadi is arrogant at this hour, he will be arrogant to people." Although the context of this tweet is sarcastic or joking, this tweet is detrimental to building Dedi Mulyadi's image. As a governor, the word "arrogant" in this tweet can damage Dedi Mulyadi's image, who is branding himself by going directly to the community to absorb citizens' aspirations.

There are also netizens discussing Dedi Mulyadi's past track record, which is considered insulting to one religion. The following is a tweet: "Dedi Mulyadi is a leader with a track record of having insulted Islamic law, having made a city with many statues/idols. If a leader has dared to insult Islam, any good leader will not be meaningful in the eyes of Muslims. !!!!!"

Some netizens link Dedi Mulyadi to officials from the previous government. The following is a tweet: "Dedi Mulyadi, the governor of West Java who calls himself KDM, is Aguan's champion. Aguan is a thief and grabber of people's land with the Jokowi government's permission. #PemakzulanGibranSah Destroy Dedi Mulyadi! #PemakzulanGibranSah"

Next, some netizens criticize Dedi Mulyadi's policies, who think that his blusukan does not solve problems in West Java. Here is the tweet: "Yang'all need to stop glorifying Kang Dedi Mulyadi, especially about barracks blusukan, etc. Honestly, his policy is too narcissistic and does not solve problems in West Java." Criticism of the policy does not only come from individual accounts, but there are also online media accounts, as in the following tweet: "School at 6 am is not a solution, Kang Dedi Mulyadi, it is difficult!"

DISCUSSION

The sentiment analysis of tweets related to Dedi Mulyadi shows that neutral sentiment dominates (78.7%). The next is positive sentiment (17.2%), followed by negative sentiment (4.1%). Tweets that fall into the neutral sentiment category related to Dedi

Mulyadi are dominated by tweets that inform about Dedi Mulyadi's performance and programs. These tweets come from online media accounts, repost accounts, and supporting accounts. The findings of this study support previous research indicating that the public is satisfied with West Java Governor Dedi Mulyadi's performance during his 100-day leadership period (Mulya, 2025).

The dominance of neutral sentiment (78.7%) towards Dedi Mulyadi is inseparable from the factual narratives disseminated in the discussion. The neutral sentiment in the discussion that occurred in X related to Dedi Mulyadi was associated with the sharing of factual information about Dedi Mulyadi, such as Dedi Mulyadi's performance in going directly to the community or blusukan, which then results in neutral engagement. On the one hand, the acquisition of this neutral sentiment is positive because it shows that public opinion regarding Dedi Mulyadi is balanced (Antypas et al., 2023; Kusen & Strembeck, 2018). However, the acquisition of neutral sentiment can also be interpreted as indicating that the discussion is not lively and is only pragmatic (Macagno, 2022).

The tweets with positive sentiments (17.2%) are dominated by tweets related to Dedi Mulyadi's performance, programs, and daily life. These positive-sentiment tweets come from repost accounts and Dedi Mulyadi's supporting accounts. In other words, these tweets explicitly show public support for Dedi Mulyadi.

Finally, although the number of negative sentiments is minimal, the negative narratives spread are related to Dedi Mulyadi's personality. Starting from his daily life, track record, policies to being linked to other politicians who are receiving negative sentiments. The proportion of negative sentiment is very low (4%) compared to neutral and positive sentiment.

Based on the analysis, the sentiment on platform X shows a positive-neutral trend. This also indicates that critical engagement from netizens on X is still lacking. At the same time, the behavioral tendency of X users in Indonesia is more vital than on other social media platforms (Sumartias et al., 2023).

Next are the results of thematic analysis regarding tweets related to Dedi Mulyadi, dominated by tweets related to Dedi Mulyadi's performance. Then followed by Dedi Mulyadi's daily life, entertaining tweets from netizens related to Dedi Mulyadi's program, netizens who do not know what KDM stands for, and lastly, Dedi Mulyadi's program.

Other topics that emerged included residents' complaints about the zoning of new student admissions, appreciation from Dedi Mulyadi's supporters for his populist, simple leadership, and viral content about teenagers from Brebes who cycled to Bandung to meet Dedi Mulyadi.

Researchers also identified several criticisms of Dedi Mulyadi's performance and policies. Some netizens argue that Dedi Mulyadi's policies are not on target and do not solve problems in West Java. In addition, the rampant complaints about Dedi Mulyadi on social media make him a content governor.

The criticism directed at Dedi Mulyadi is wrapped in satire, sarcasm, and humor so that if not examined further, these tweets can be considered mere jokes. This is in accordance with the findings of previous research which found that Indonesia is a high

context country, in other words, criticism is conveyed in a very polite and subtle way (Hermans & Shanahan, 2015; Jauhari et al., 2020; Rose et al., 2015; Sumartias et al., 2025).

Based on the analysis of this theme, it is also found that some netizens do not know that the abbreviation KDM stands for Kang Dedi Mulyadi. There is also discussion of Dedi Mulyadi's branding, which is considered so fierce that children are afraid of it because of the Bawa ke Barak program. As a politician, Dedi Mulyadi needs to maintain public trust and credibility (Dean et al., 2015; Mensah, 2016; Pich & Dean, 2015). Therefore, Dedi Mulyadi needs to be more consistent in building his personal branding identity to align with his values, thereby strengthening his self-image (Dean et al., 2015; Kaloka et al., 2025; Pich et al., 2019).

Using soccer as a communication tool offers several advantages for politicians. This is because soccer is a strong symbol of nationalism and unity. Celebrating Bandung's proud soccer club, Persib, can strengthen collective identity and pride (Masduki, 2017; Watson, 2018). "Persatuan Sepak Sepak Indonesia Bandung" (Indonesian Football Association of Bandung), or known as Persib, is one of the most popular football clubs in Indonesia. In 2016, it ranked fourth on Indonesia's football club popularity index. Thus, it can be said to have a strong fan base in Indonesia (Statista Research Department, 2016). Proven on its official Instagram, Persib has 8.7M followers (Persib, 2025).

Dedi Mulyadi has also become the talk of netizens because he has intersected with football several times, such as when Persib won the championship. In the context of Dedi Mulyadi and Persib's victory, he also receives other benefits, namely media and public attention. Persib's victory, celebrated with a convoy, is newsworthy and makes it interesting to cover. By supporting this event, politicians' visibility and influence will increase (Berrocal Gonzalo et al., 2021).

Regarding content type analysis, it was found that tweets related to Dedi Mulyadi were dominated by tweets with videos (47.5%), tweets alone (28.7%), and tweets with images (23.8%). The conversations that took place about Dedi Mulyadi in X contained an average of 184 characters. In addition, the tweets were accompanied by images or videos. The average uploaded video is 30 to 60 seconds long.

The emphasis of messages on X is similar to that of image- and video-based platforms, which emphasize visual content. This emphasis then affects netizens' behavior on X. Content that uses videos has higher engagement than other tweets related to Dedi Mulyadi. This result is consistent with previous findings that video content tends to have a higher retweet rate than text-only tweets (Yoon et al., 2019). In addition, video content will drive greater user engagement, including likes, comments, and shares. This is because videos can convey more information and evoke stronger emotional responses than text (Byun et al., 2023; Li et al., 2025; Weismueller et al., 2023).

X's tweet format, which instead utilizes the video and photo attachment feature, enables higher engagement with Dedi Mulyadi. For example, a photo of Dedi Mulyadi participating in the Persib champion convoy and taking off his shirt received more than 2.7 million views, more than 1,100 retweets, more than 11,000 Likes, and 702 bookmarks.

Repost accounts, or so-called reposters, also dominate discussions about Dedi Mulyadi on X. These accounts focus on reposting viral content and sharing material that has gained substantial attention and engagement online (Frigerio & TENCHINI, 2023; Niitsuma et al., 2025). Such reposter accounts play an important role in shaping discourse, as their tweets tend to receive higher levels of engagement and act as key nodes in spreading information (Chen et al., 2019; Tran, 2022). However, they also pose a potential threat because they can disseminate misinformation if the content is not verified for accuracy (Webb et al., 2016).

These reposter accounts boost engagement by including videos or photos in each tweet. They adapt communication strategies from video-based platforms like TikTok and image-based platforms like Instagram to text-based platforms like X. Repost accounts consistently upload tweets with attached videos or photos to ensure higher engagement. This aligns with previous research, which shows that including videos and photos increases tweet engagement compared to text-only tweets (Chen et al., 2019; Tran, 2022).

CONCLUSION

This research shows that leadership in the digital age is shaped not only by virtual narratives and on-the-ground actions but also by how those actions are translated and perceived by digital society. It confirms the importance of social media as a public opinion monitoring tool and an adaptable political communication strategy. However, this study has limitations due to the primary data source, platform X. Discourse on platform X remains biased because it cannot represent all Indonesian people. Only 25.2 million Indonesians, or just 11% of active internet users across Indonesia (We Are Social & Meltwater, 2025), use platform X. Future research should explore the dynamics on platform X with other keywords related to Dedi Mulyadi at specific times. Additionally, it could compare discourse on platform X with that on other platforms like Instagram or TikTok.

REFERENCES

- Agustina, D. A., Subanti, S., & Zukhronah, E. (2021). Implementasi Text Mining Pada Analisis Sentimen Pengguna Twitter Terhadap Marketplace di Indonesia Menggunakan Algoritma Support Vector Machine. *Indonesian Journal of Applied Statistics*, 3(2), 109. <https://doi.org/10.13057/ijas.v3i2.44337>
- Akbar, A. (2025, June 18). Warga Jabar Puas dengan Demul, Kinerja Birokrasi Masih Jadi PR. *Www.Tirto.Id*. <https://tirto.id/warga-jabar-puas-dengan-demul-kinerja-birokrasi-masih-jadi-pr-hdaf>
- Andini, S., Kurniawan, R., & Anwar, S. (2025). ANALISIS SENTIMEN PENGGUNA X MENGENAI OPINI MASYARAKAT TENTANG DINASTI POLITIK MENGGUNAKAN ALGORITMA NAÏVE BAYES. *Jurnal Informatika Dan Teknik Elektro Terapan*, 13(2). <https://doi.org/10.23960/jitet.v13i2.6299>
- Antypas, D., Preece, A., & Camacho-Collados, J. (2023). Negativity spreads faster: A large-scale multilingual Twitter analysis on the role of sentiment in political

- communication. *Online Social Networks and Media*, 33, 100242. <https://doi.org/10.1016/j.osnem.2023.100242>
- Berrocal Gonzalo, S., Zamora Medina, R., & REBOLLEDO DE LA CALLE, M. (2021). Politainment, social audiences, and political engagement: Analysing Twitter conversations in Spain. *Catalan Journal of Communication and Cultural Studies*, 13(1), 23–42. Scopus. https://doi.org/10.1386/cjcs_00037_1
- Byun, U., Jang, M., & Baek, H. (2023). The effect of YouTube comment interaction on video engagement: Focusing on interactivity centralization and creators' interactivity. *Online Information Review*, 47(6), 1083–1097. Scopus. <https://doi.org/10.1108/OIR-04-2022-0217>
- Ceron, A., Curini, L., Iacus, S. M., & Porro, G. (2014). Every tweet counts? How sentiment analysis of social media can improve our knowledge of citizens' political preferences with an application to Italy and France. *New Media & Society*, 16(2), 340–358. <https://doi.org/10.1177/1461444813480466>
- Chen, X., Li, X., Yao, D., & Zhou, Z. (2019). Seeking the support of the silent majority: Are lurking users valuable to UGC platforms? *Journal of the Academy of Marketing Science*, 47(6), 986–1004. Scopus. <https://doi.org/10.1007/s11747-018-00624-8>
- Cristóbal Rovira Kaltwasser & Mudde, C. (2017). *Populism: A Very Short Introduction*. Oxford University Press. <https://doi.org/10.1093/actrade/9780190234874.001.0001>
- Dean, D., Croft, R., & Pich, C. (2015). Toward a Conceptual Framework of Emotional Relationship Marketing: An Examination of Two UK Political Parties. *Journal of Political Marketing*, 14(1–2), 19–34. <https://doi.org/10.1080/15377857.2014.990849>
- Demotte, P., Wijegunaratna, K., Meedeniya, D., & Perera, I. (2023). Enhanced sentiment extraction architecture for social media content analysis using capsule networks. *Multimedia Tools and Applications*, 82(6), 8665–8690. Scopus. <https://doi.org/10.1007/s11042-021-11471-1>
- Emprit, D. (2025). *Sentimen Publik Terhadap Dedi Mulyadi*. Drone Emprit.
- Eriyanto, E. (2021). *Analisis Jaringan Media Sosial: Dasar-dasar dan Aplikasi Metode Jaringan Sosial untuk Membedah Percakapan di Media Sosial*. Kencana.
- Ersada, M. H. (2025, May 31). Konflik, Kontroversi dan Konten: Kiat Sukses Menjadi Populer Ala Kang Dedi Mulyadi. www.nasional.kompas.com. <https://nasional.kompas.com/read/2025/05/31/16153561/konflik-kontroversi-dan-konten-kiat-sukses-menjadi-populer-ala-kang-dedi>
- Fahrudin, A., Lisnarini, N., & Dewi, G. K. (2025). POPULISME KEBIJAKAN GUBERNUR JAWA BARAT DEDI MULYADI (STUDI ANALISIS SENTIMEN). *Massive: Jurnal Ilmu Komunikasi*, 5(1), 17–31. <https://doi.org/10.35842/massive.v5i1.175>
- Frigerio, A., & Tenchini, M. P. (2023). Sharing. *Ratio*, 36(2), 147–158. <https://doi.org/10.1111/rati.12375>

- Froehlich, D. E. (2022). Mixed methods and social network analysis. In *International Encyclopedia of Education: Fourth Edition* (pp. 685–692). Scopus. <https://doi.org/10.1016/B978-0-12-818630-5.11059-0>
- Gainous, J., & Wagner, K. M. (2013). *Tweeting to Power: The Social Media Revolution in American Politics*. Oxford University Press. <https://doi.org/10.1093/acprof:oso/9780199965076.001.0001>
- Hermans, C. M., & Shanahan, K. J. (2015). The Reification of Levitt: Advertising Preferences for Mexican and American Online Consumers. In H. E. Spotts (Ed.), *Proceedings of the 2002 Academy of Marketing Science (AMS) Annual Conference* (pp. 147–147). Springer International Publishing. https://doi.org/10.1007/978-3-319-11882-6_50
- Holsti, O. R. (1969). Content analysis for the social sciences and humanities. *Reading, MA: Addison-Wesley (Content Analysis)*.
- Janati, F., & Ramadhan, A. (2025, May 3). Dedi Mulyadi Hobi Unggah Konten, Pengamat: Risikonya Enggak Semua Konten Disukai. *Kompas.com*. <https://nasional.kompas.com/read/2025/05/03/13082891/dedi-mulyadi-hobi-unggah-konten-pengamat-risikonya-enggak-semua-konten>
- Jauhari, E., Djatmika, D., & Santosa, R. (2020). Criticism in the Javanese Arek Cultural Community: Its expression context and strategy use. *Pragmatics and Society, 11*(4), 524–544. <https://doi.org/10.1075/ps.16032.jau>
- Jovanica, C., Rahmintaningrum, D. D., Nuradni, H. A., & Salsabila, A. (2022). ANALISIS PENGARUH AKTOR PADA TAGAR #ROKETCHINA DI MEDIA SOSIAL TWITTER MENGGUNAKAN SOCIAL NETWORK ANALYSIS (SNA). *Jurnal Ilmiah Komunikasi Makna, 10*(1), 43. <https://doi.org/10.30659/jikm.v10i1.15644>
- Kaloka, R. A., Larasati, E., Sardini, N. H., & Wijayanto, W. (2025). Value representation in political branding, why political party needed it? *Edelweiss Applied Science and Technology, 9*(4), 1229–1239. <https://doi.org/10.55214/25768484.v9i4.6228>
- Kusˇen, E., & Strembeck, M. (2018). Politics, sentiments, and misinformation: An analysis of the Twitter discussion on the 2016 Austrian Presidential Elections. *Online Social Networks and Media, 5*, 37–50. <https://doi.org/10.1016/j.osnem.2017.12.002>
- Li, D., Li, W., Lu, B., Li, H., Ma, S., Krishnan, G., & Wang, J. (2025). *Delving Deep into Engagement Prediction of Short Videos. 15112 LNCS*, 289–306. Scopus. https://doi.org/10.1007/978-3-031-72949-2_17
- Macagno, F. (2022). Argumentation profiles and the manipulation of common ground. The arguments of populist leaders on Twitter. *Journal of Pragmatics, 191*, 67–82. <https://doi.org/10.1016/j.pragma.2022.01.022>
- Masduki. (2017). Political economy of sport broadcasting: Assessing Indonesian PSB policy in sport broadcasting. *International Communication Gazette, 79*(2), 162–174. <https://doi.org/10.1177/1748048516689196>

- Mensah, K. (2016). Political brand architecture: Towards a new conceptualisation of political branding in an emerging democracy. *African Journalism Studies*, 37(3), 61–84. <https://doi.org/10.1080/23743670.2016.1220401>
- Mulya, F. P. (2025, May 28). Survei: Tingkat kepuasan warga kepada Gubernur Jabar tertinggi di Jawa. 2025. <https://www.antaranews.com/berita/4864209/survei-tingkat-kepuasan-warga-kepada-gubernur-jabar-tertinggi-di-jawa>
- Niitsuma, T., Yoshida, M., Tamori, H., & Nakawake, Y. (2025). Prestige bias drives the viral spread of content reposted by influencers in online communities. *Scientific Reports*, 15(1), 15282. <https://doi.org/10.1038/s41598-025-98955-4>
- Novitasari, A., Sumartias, S., & Rizal, E. (2024). *STRUKTUR JARINGAN PENGGUNA MEDIA SOSIAL X DENGAN TAGAR NOVIRALNOJUSTICE*. 7(2).
- OpiniPlus. (2025, June 20). Warga Jabar Puas Dengan Kepemimpinan Dedi Mulyadi, Tapi Kinerja Birokrasi Masih Jadi PR. *Www.Opiniplus.Com*. <https://opiniplus.com/warga-jabar-puas-dengan-kepemimpinan-dedi-mulyadi-tapi-kinerja-birokrasi-masih-jadi-pr/>
- Persib. (2025). *Profil Persib Bandung*. <https://www.instagram.com/persib>
- Pich, C., Armannsdottir, G., Dean, D., Spry, L., & Jain, V. (2019). Problematizing the presentation and reception of political brands: The strategic and operational nature of the political Brand alignment model. *European Journal of Marketing*, 54(1), 190–211. <https://doi.org/10.1108/EJM-03-2018-0187>
- Pich, C., & Dean, D. (2015). Political branding: Sense of identity or identity crisis? An investigation of the transfer potential of the brand identity prism to the UK Conservative Party. *Journal of Marketing Management*, 31(11–12), 1353–1378. <https://doi.org/10.1080/0267257X.2015.1018307>
- Rogers, E. M., & Kincaid, L. (1981). *Communication Network: Toward A new Paradigm for Research*.
- Rose, G. M., Baca, E., Horton Foley, L. M., & Blodgett, J. (2015). Consumer Susceptibility to Interpersonal Influence and the Importance of Brands in a High-Versus A Low-Context. In H. E. Spotts (Ed.), *Assessing the Different Roles of Marketing Theory and Practice in the Jaws of Economic Uncertainty* (pp. 281–281). Springer International Publishing. https://doi.org/10.1007/978-3-319-11845-1_96
- Stieglitz, S., & Dang-Xuan, L. (2013). Emotions and Information Diffusion in Social Media—Sentiment of Microblogs and Sharing Behavior. *Journal of Management Information Systems*, 29(4), 217–248. <https://doi.org/10.2753/mis0742-1222290408>
- Sumartias, S., Dewi, E. A. S., Sjoraida, D. F., Budiana, H. R., & Ratnasari, E. (2025). From memes to activism: A bibliometric analysis of digital democracy research in Indonesia (2014–2024). *Ethiopian Renaissance Journal of Social Sciences and Humanities*, 12(1), 1–31. <https://doi.org/10.4314/erjssh.v12i1.1>
- Sumartias, S., Pulubuhu, D. A. T., Elfitra, E., & Ratnasari, E. (2024). Portrait of Hate Speech Propagators' Behaviour in Indonesia Twittersphere: A Comparative Virtual

- Ethnography Study. *Jurnal Komunikasi: Malaysian Journal of Communication*, 40(2), 1–22. <https://doi.org/10.17576/JKMJC-2024-4002-01>
- Sumartias, S., Pulubuhu, D. A. T., Sudarmono, S., Noorlistyo Adi, A., & Ratnasari, E. (2023). Democracy in the Indonesian Digital Public Sphere: Social Network Analysis of Twitter Users' Responses to the Issue of Nationalism Knowledge Test at the Corruption Eradication Commission (TWK-KPK). *Jurnal Ilmu Sosial Dan Ilmu Politik*, 26(3), 240. <https://doi.org/10.22146/jsp.70896>
- Tran, J. D. (2022). Sharing Truths About the Self: Theorizing News Reposting on Social Media. *International Journal of Communication*, 16, 3626–3645. Scopus. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85159796901&partnerID=40&md5=aef82c34befc537534fa98413a3622be>
- Watson, P. J. (2018). Colombia's Political Football: President Santos' National Unity Project and the 2014 Football World Cup. *Bulletin of Latin American Research*, 37(5), 598–612. <https://doi.org/10.1111/blar.12634>
- We Are Social & Meltwater. (2025). *Digital 2025*.
- Webb, H., Burnap, P., Procter, R., Rana, O., Stahl, B. C., Williams, M., Housley, W., Edwards, A., & Jirotko, M. (2016). Digital Wildfires: Propagation, Verification, Regulation, and Responsible Innovation. *ACM Transactions on Information Systems*, 34(3), 1–23. <https://doi.org/10.1145/2893478>
- Weismueller, J., Gruner, R. L., & Harrigan, P. (2023). Consumer Engagement in Influencer Marketing Video Campaigns: An Abstract. In *Developments in Marketing Science: Proceedings of the Academy of Marketing Science* (pp. 71– 72). Scopus. https://doi.org/10.1007/978-3-031-24687-6_24
- Yoon, J., Hagen, L., Andrews, J., Scharf, R., Keller, T., & Chung, E. K. (2019). On the use of multimedia in twitter health communication: Analysis of tweets regarding the zika virus. *Information Research*, 24(2). Scopus. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85070214206&partnerID=40&md5=b9ea93e7a6c8b9584aaa41ba4e67a1c>