

Sentiment of Youtube Social Media Users Towards the Presidential Candidates of Ganjar Pranowo and Prabowo Subianto in the 2024 Election

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Abstract

YouTube is one of the most widely used social media sites in Indonesia, with 139 million users. YouTube provides users with the freedom to comment on existing videos with very diverse sentiments. This research aims to determine and describe the sentiments of YouTube social media users regarding the presidential candidacy of Ganjar Pranowo and Prabowo Subianto in the 2024 general election. This research uses mixed methods with Mozdeh application to collect data and analyze sentiment on YouTube social media. It shows that the sentiment of YouTube social media users towards Ganjar Pranowo tends to be positive with a score of 2 (weak) with a percentage value of 11.26% and negative sentiment with a score of 2 (weak) with a percentage value of 1.35%, and Prabowo Subianto tends to be positive with a score of 2 (weak) with a percentage value of 10.40% and negative sentiment with a score of 2 (weak) with a percentage value of 1.44%. Trends from Ganjar Pranowo and Prabowo Subianto on YouTube tend to fluctuate. Apart from that, the two supporters will continue to vote for the two presidential candidates even though there are issues affecting them.

Keywords:

Sentiment; YouTube; Presidential candidates; Social media.

INTRODUCTION

In the current era This all matter done all digital is good That in socialize , fulfill need daily like shopping , even moment This Already until can do activity smells politics and convey perception political through receptacle or digital platforms such as social media such as Facebook, Twitter, and YouTube . Currently, internet users in the world reached 5.16 billion as of January 2023 and have reached 64.4% of the world's human population. Then, currently in terms of social media usage, there are 4.76 billion people who use social media, which is

equivalent to 60% of the global population and this year there were 137 million additional new users with an annual growth of 3% of the world's population.

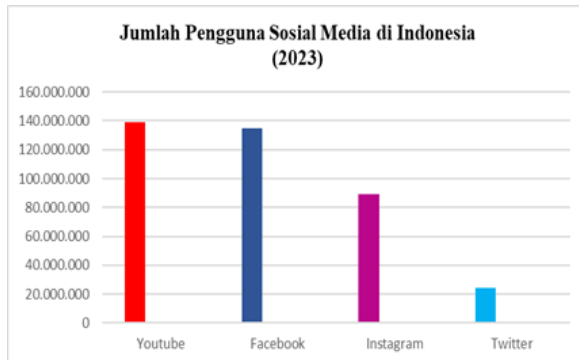
As of January 2023, there are 167 million social media users in Indonesia. This figure is meaningful and indicates that social media users in Indonesia are already above the majority of the population in Indonesia itself and if presented as a percentage, this number reaches 78% of the total internet users in Indonesia. For example, YouTube social media users in Indonesia reached 139 million users in early 2023. Then, followed by Facebook users with 135.05

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million users in April 2023, then Instagram with active users in Indonesia of 89.15 million users. active as of January 2023, then Twitter with a total of 24 million active users as of January 2023. If depicted with a graph, it can be visualized as follows.

Figure 1 Data on the number of social media users in Indonesia



Source: Wearesocial, 2023

Based on the graph presented above, we can see a picture of social media users in Indonesia. Among the four social media, YouTube occupies the top rank with the highest number of users in Indonesia with 139 million active users as of early 2023. This is not surprising because with the YouTube platform users can upload videos, search for videos they want to watch, discuss related to the video being discussed and sharing video clips with other people, and can present video content from various age groups. This is what makes YouTube loved by many people and makes it the largest video sharing media platform in the world. (Arham, 2020)

Currently, the political process in Indonesia is influenced by social media. Currently social media plays a vital role in politics (Tabroni, 2012). Something uploaded on social media can influence the political process through the content

uploaded. The relationship between social media and politics is something interesting, especially in relation to news sources that report (Cangara, 2009). Currently, there are many variants of digital technology that are used for political practice, such as blog websites, social media, mobile applications, and so on. All existing variants can be used as a means to build a politician's image.

Candidates, especially presidential candidates, can use social media as a campaign medium by creating a website blog containing their profile and things that can improve their image, which can be in the form of activities, achievements, visions and missions of politicians, and so on. Public support for politicians can be raised using existing social media such as Facebook, Twitter, Tik-Tok, and others. Candidates can also campaign themselves through the social media YouTube for audio-visual campaigning which creates cost efficiencies in campaigning that do not require a lot of advertising themselves via television which tends to be expensive. Therefore, YouTube can be used as an effective campaign tool (Andriadi, 2017).

Currently, society is also quite helped by the existence of various variants of digital technology because it can be used as a forum for political participation. In participation, there are three forms of participation that can be carried out with digital technology, including policy participation, social participation and political participation (Suharyanto, 2016). Social media can now be used as a means of community political participation in the form of electoral participation which can be done with social media such as Facebook, Twitter, YouTube, etc. For

example, people do not actively participate in politics directly, such as taking part in campaigns on the street, but can do so through social media and activities carried out on social media can be more effective than those carried out on the streets or in stadiums (Andriadi, 2017).

Social media in political life in the digital era has a very vital role which can be seen from the 2008 United States Presidential election which shows that the use of social media networks can be a vital tool in building an image and campaigning for one of the presidential candidates at that time. Then, currently the world is seeing two major world protest movements which prove to the world that social media is a powerful weapon in the world of politics. This proves that the world is shown the importance of social media in generating awareness in politics and mobilizing a series of political processes.

Ganjar Pranowo and Prabowo Subianto are currently both not in opposition to the current government. As we all know, Ganjar Pranowo is a cadre of the Indonesian Democratic Party of Struggle or PDIP which is also the party of the current Indonesian president Joko Widodo who was also present on the PDIP's agenda to nominate Ganjar Pranowo as a candidate for President of the Republic of Indonesia in the 2024 election. Meanwhile, Prabowo Subianto currently serves as defense minister in the Advanced Indonesia Cabinet, which is the name of the current government cabinet. So, these two figures are not in opposition to the current government. Apart from that, Ganjar Pranowo and Prabowo Subianto carried the tagline

"continue". The meaning of this tagline is that the two figures promise to continue the program of the current president, Joko Widodo, whose term of office will end in 2024. This is the reason why this research examines the sentiments of YouTube social media users towards the presidential candidacy of Ganjar Pranowo and Prabowo Subianto.

On YouTube social media itself, with so much video content with various features and public comments on this social media, YouTube certainly has very large big data. Big data is a term used to describe a collection of data that is very large in size and of course complex, which requires processing that is not possible using conventional database management tools and needs to be managed using an appropriate method. Big data has three main characteristics, namely volume (the amount of data that must be processed), variety (variety of data sources), and velocity (speed) (Buntoro, 2017).

Based on the large amount of data available on YouTube on social media, sentiment analysis has developed quite rapidly. This is because of the large influence and benefits. In the United States there are at least 20 to 30 companies that focus on sentiment analysis services. Sentiment analysis technically is the process of knowing, understanding, processing and extracting data automatically in order to obtain sentiment information in sentences and texts (Buntoro, 2017). Sentiment analysis can be interpreted as a computational study of emotions, opinions, attitudes, views and assessments from a group of texts. The focus is on identifying, finding and extracting characteristics in text and

classifying textual documents into sentiment classes consisting of negative and positive sentiments. (Rahmadi, et al, 2021)

Research by Buntoro (2017) with the title Sentiment Analysis of 2017 DKI Jakarta Governor Candidates on Twitter. From this research, it can be concluded that sentiment analysis can be used to find out and obtain information on public sentiment towards a politician such as a candidate for Governor with the aim of determining opinions on social media.

Research by W. Wirga (2017) entitled Content Analysis on YouTube Video Social Media to Support Political Campaign Strategies. This research states that YouTube provides a social interaction mechanism to obtain opinions and views from users by using user comments.

Research by Digna Lukmana, Sri Subanti, and Yuliana Susanti (2019) entitled Sentiment Analysis of 2019 Presidential Candidates with Support Vector Machine on Twitter. Based on this research, it can be concluded that sentiment analysis is a part of text mining that is often carried out. Sentiment analysis is a scientific study that examines people's opinions, sentiments, emotions, evaluations, problems, events and certain topics.

RESEARCH METHOD

Research is a systematic, empirical, controlled and critical investigation or effort towards phenomena in order to search for facts, new theories, hypotheses and truth by using certain steps to find answers to a problem (Sujarweni, 2019). Research on the sentiments of YouTube social media users towards The

presidential candidacy of Ganjar Pranowo and Prabowo Subianto in the 2024 election uses mixed research methods.

Mixed research methods are used because this method can collect data and integrate quantitative and qualitative data in one study so that it can provide a more comprehensive understanding of the phenomenon studied by the researcher. Mixed research methods is a research problem-centered approach where the theories and methods used are instrumental. The approach in mixed methods research relies on 1) combining deductive and inductive designs to produce both quantitative and qualitative data, and 2) integrating the dataset in some way.

Data collection via the Mozdeh application which is used to collect sentiment data on YouTube social media is limited and starts from April 22 2023 to November 19 2023. The time limit for collecting data via the Mozdeh application is done so that the resulting data is not too extensive.

Quantitative data in the form of comment text on YouTube social media was obtained through an application called Mozdeh. Mozdeh can calculate the average strength of positive as well as negative sentiment for posts that match a given filter or query (Thelwall, 2018). Mozdeh is software that is useful for analyzing sentiment on social networks, one example of which is the YouTube social media network. Mozdeh is software that is useful for analyzing sentiment on social networks, one example of which is the YouTube social media network. The Mozdeh application can also filter words in sentences which

will be used as a data source for sentiment analysis. This filtering aims to avoid duplicate words and remove elements that are deemed unnecessary. Meanwhile, qualitative data was obtained through interviews with informants who were supporters of Ganjar Pranowo and Prabowo Subianto, each of whom contributed 3 informants.

Sentiment analysis or also often called opinion mining is a computational study to recognize and express sentiments, opinions, evaluations, attitudes, emotions, subjectivities, judgments or views contained in a text (Liu, 2012). Sentiment analysis is also a tool for opinion mining, which is the processing of a set of search results from a given item, producing a list of attributes of a product, for example quality, features, and so on. Sentiment analysis is one example that comes from the field of NLP or Natural Language Processing. NLP is a scientific field that discusses how to make computers think like humans.

Analysis sentiment have many kinds of types and availability three type Sentiment analysis , namely aspect based sentiment analysis, emotion detection, and fine grand sentiment. Aspect based sentiment analysis is a type of sentiment analysis which is used to determine aspects that influence and evaluate customers. Furthermore, emotion detection is sentiment analysis which in its use aims to determine the emotions of a message or text such as sadness, anger, happiness, positive, negative and so on. Next is fine grand sentiment analysis. Fine grand sentiment analysis is a type of sentiment analysis that has a specific assessment and tends to be commonly used in the field of e-commerce or

business conducted online via the internet (Arviana, 2021).

This research is included in the type of emotion detection sentiment analysis whose use aims to find out the message from the text which in this research is the comments of YouTube social media users which will be grouped into positive sentiments and negative sentiments such as comments containing sentiments of dislike will be grouped into negative sentiments and negative comments. Containing feelings of liking and support will be grouped into positive sentiments.

Sentiment analysis is divided into five stages. These stages include data crawling, pre-processing, feature selection, classification , and evaluation (Natasuwarna, 2020). The following is an explanation of the five stages as follows:

1. Crawling data, Crawling data is collecting data originating from text obtained from the platform under study, for example using YouTube social media, then crawling data is obtained through comments on YouTube social media.
2. Pre-processing, pre-processing is the stage of cleaning data from things that are not used in sentiment analysis. For example, things that are not needed are punctuation, inappropriate words, and changing letters to lowercase.
3. Feature selection , at this stage is the feature selection stage that is used to select attributes that are not used and do not correspond to what is being studied from the dataset by utilizing the available features.
4. Classification, at this stage the classification between negative,

neutral and positive sentiment is carried out

5. Evaluation, this stage in sentiment analysis is the stage after the classification stage and the evaluation stage includes all the stages in the sentiment analysis stage.

In order to support this research, the author summarizes previous research that has been completed as a reference source. So, the researcher presents previous research.

RESULTS AND DISCUSSION

In this research, in collecting text data, Mozdeh used the keywords or queries "Ganjar Pranowo" and "Prabowo Subianto" from the platform under study and in this research the platform was social media YouTube and succeeded in collecting 174,456 comments originating from 903 pieces of content. which corresponds to the keywords (queries) "Ganjar Pranowo" and "Prabowo Subianto". This process enters the data crawling stage.

The data that has been collected is then filtered to remove unnecessary text which can affect the accuracy of the sentiment analysis results using Mozdeh. In this study, the text that was filtered was spam and irrelevant symbols and punctuation. This process is a stage of pre-processing in sentiment analysis.

Based on the data collected, there are 174,456 texts and 32,794 texts contain elements of Ganjar Pranowo or the equivalent of 18.8%. So that the sentiment analyzed was more accurate, the hide duplicate text feature was applied and it was found that 31,511 texts matched the keyword "Ganjar Pranowo" or if

presented, this was 18.1% of the total texts collected, while Prabowo Subianto had 29,444 (16.9%).) and to make the results more accurate, filtering was applied to remove duplicate text, resulting in 27,324 (15.7%) comments that matched the keyword or query "Prabowo Subianto" out of a total of 174,456 comments originating from 903 video content. Selecting duplicate texts in this research was carried out using the features available in Mozdeh. Time filtering and other features used in this research in the Mozdeh application are the feature selection stages needed to reduce irrelevant and appropriate attributes in sentiment analysis.

The text that has been filtered and passed the previous stages of sentiment analysis is then classified into two types of sentiment, namely negative and positive sentiment in the text that has been obtained for the keywords used, namely "Ganjar Pranowo" and "Prabowo Subianto". In this research, sentiment analysis is also classified visually in the form of a sentiment diagram on a scale of 1 to 5, which means sentiment is very weak, weak, medium, strong, very strong. This stage is the classification stage in sentiment analysis which is then evaluated by reading it again to ensure accuracy, which is an evaluation of sentiment analysis.

Sentiment against Ganjar Pranowo

In general sentiment analysis and not limited to the sentiment gathered towards Ganjar Pranowo tends to show mixed sentiments. Sentiment collection carried out without limitation includes weak, medium, strong, and very strong

sentiments. In this case, Ganjar Pranowo received positive and negative sentiments as follows:

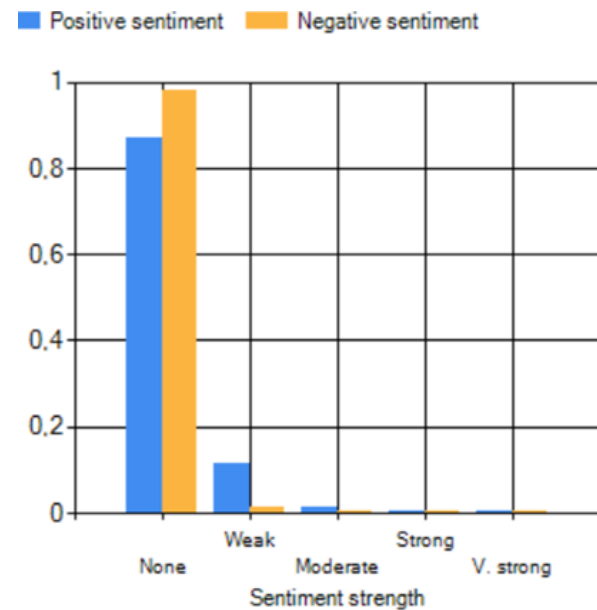
Table 1. Sentiment towards Ganjar Pranowo

Score	Positive Sentiment	Negative Sentiment
1	87.22%	98.21%
2	11.26%	1.35%
3	1.48%	0.24%
4	0.03%	0.018%
5	0.00%	0.02%

Source: Processed by Researchers, 2023.

In the table above we can see from the sentiment data collected that positive sentiment with a score of 1 or positive sentiment is very weak and can be said to not show positive sentiment showing a figure of 87.22% and for negative sentiment with a score of 1 it is at 98.21%. Sentiment tends to be at a weak level with a score of 2 for positive sentiment at 11.26% and negative at 1.35%. Sentiment is at a medium level with a score of 3 for positive sentiment at 1.48% and 0.24 for negative sentiment. In sentiment that shows strong sentiment with a score of 4, positive sentiment is 0.03% and negative sentiment is 0.018%. In sentiment which shows very strong sentiment with a score of , very strong positive sentiment, sentiment towards Ganjar Pranowo shows 0.00% and negative sentiment shows 0.02%.

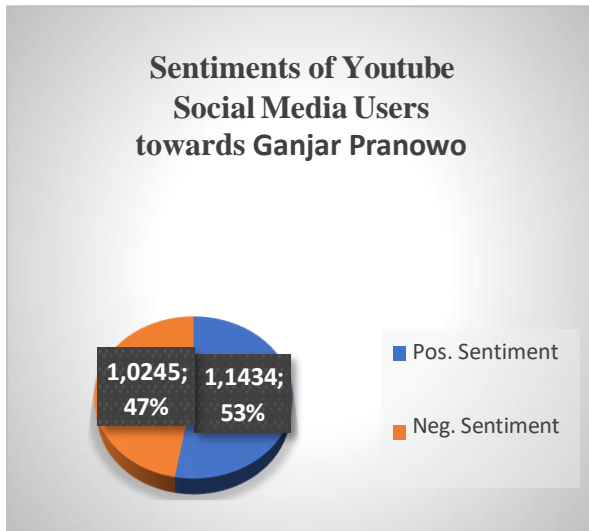
Graph 2. Ganjar Pranowo's sentiment



Source: Researchers, 2023.

Sentiment towards Ganjar Pranowo based on data collected by Mozdeh tends to show positive sentiment with an average value of 0.1189. These results were obtained with details of positive sentiment with a value of 1.1434 and negative sentiment of 1.0245 and with this sentiment value, it was found that the average sentiment of YouTube social media users towards Ganjar Pranowo tended to be positive with the Number 0.1189 and if depicted with the following illustration :

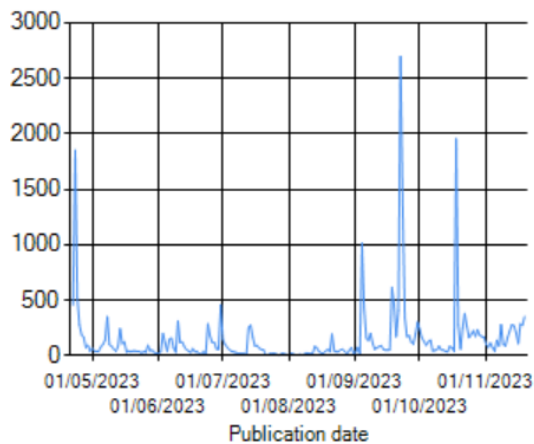
Figure 1. Illustration of Ganjar Pranowo's sentiments



Source: Researchers, 2023

Mozdeh can collect data regarding trends from keywords searched for in sentiment analysis. Based on data that has been collected from 22 April 2023-19 November 2023, Mozdeh collected a total of 31,511 (18.1%) comments that matched the keyword or query "Ganjar Pranowo" from a total of 174,456 comments originating from 903 video content. Based on data collected by Mozdeh, Ganjar Pranowo's trend tends to fluctuate and is recorded as unstable. This can be seen through the following graph:

Graph 3. Trend graph of Ganjar Pranowo on YouTube

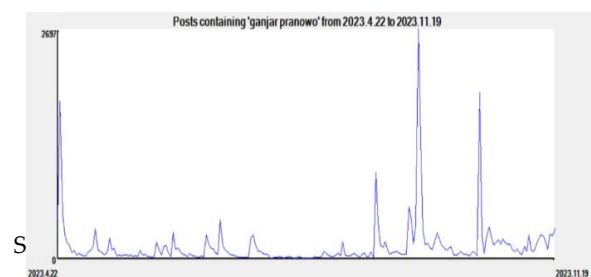


Source: Researchers, 2023

Based on the graph above, trends related to Ganjar Pranowo on YouTube social media tend to be unstable and seem to fluctuate. Based on the data collected, Ganjar Pranowo was widely discussed on September 22 2023 with a total of 2,697 comments and 1400 comments on September 23 2023. Based on the graphic data displayed, Ganjar Pranowo was widely discussed in September 2023.

Ganjar Pranowo was also talked about a lot in October 2023 based on data collected from 22 April 2023 to 19 November 2023. In October 2023, posts related to Ganjar Pranowo were most commented on on 18 October 2023 with 1,954 comments. In April there were also many comments talking about Ganjar Pranowo. Based on the graph above, Ganjar Pranowo's intensity in the comments column of YouTube videos tends to be high. In April 2023, April 23 2023 was the largest number contributor with 1,853 comments and if illustrated in a more complex graph is as follows:

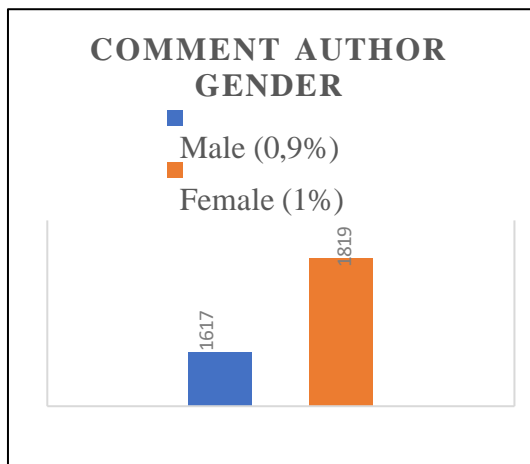
Graph 4. Complex graph of Ganjar Pranowo's trend on YouTube



Comments on Ganjar Pranowo tend to slope and appear low based on the graph displayed in the period May 2023 to September 2023. Based on the graph displayed above, August 2023 is the month that contributed the fewest comments to Ganjar Pranowo.

Comments written by male users accounted for 1,617 (0.9%) of the total 174,456 texts collected. Meanwhile, comments provided by female users amounted to 1,810 (1%) of the total text collected of 174,456 and the remaining YouTube user comment writers did not provide their gender identity and are illustrated with the following graphic:

Graph 5. Gender of Comment Writer on Ganjar Pranowo



Source: Researchers, 2023

Comment writers who are male tend to provide comments with positive sentiment content. The average positive sentiment from male comment writers is 1.1546 and comments with negative sentiment are at an average of 1.0192. With this sentiment value, the average sentiment of YouTube social media users towards Ganjar Pranowo is obtained by users. male gender tends to be positive with a figure of 0.1354. The collected sentiments also tend to vary and can be detailed in the following table:

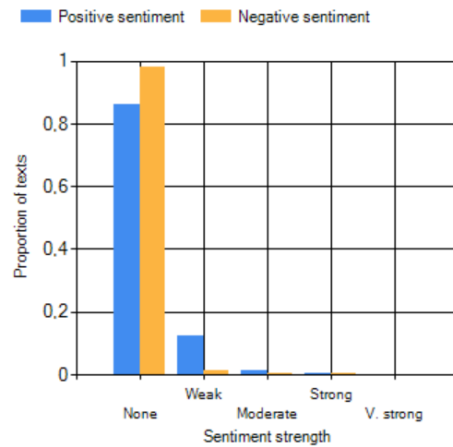
Table 2. Sentiment for Pranowo's reward, male gender

Score	Positive Sentiment	Negative Sentiment
1	86.15%	98.33%
2	12.31%	1.48%
3	1.48%	0.12%
4	0.06%	0.06%
5	0.00%	0.00%

Source: Processed by Researchers, 2023.

Based on the data that has been collected and categorized, sentiment towards Ganjar Pranowo from the male gender tends to vary and can be illustrated through the following illustration:

Graph 6. Male Gender Sentiment towards Ganjar Pranowo



Source: Researchers, 2023.

Female comment writers also tend to provide comments with positive sentiment content. The average positive sentiment from male comment writers is 1.1503 and comments with negative sentiment are at an average of 1.0182. With this sentiment value, the average sentiment of YouTube social media users towards Ganjar Pranowo by female users

is obtained. tends to be positive with the number 0.1320. The sentiment scores that have been collected are also varied and inconsistent. More details as follows:

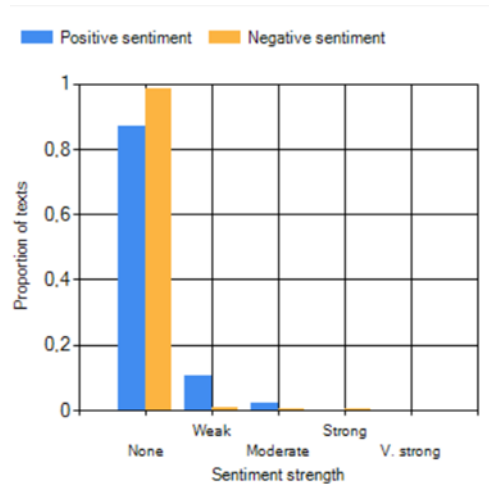
Table 3. Sentiment for Pranowo's Reward for Female Gender

Score	Positive Sentiment	Negative Sentiment
1	87.24%	98.67%
2	10.50%	0.99%
3	2.27%	0.17%
4	0.06%	0.17%
5	0.00%	0.00%

Source: Processed by Researchers, 2023.

Based on the data that has been collected and categorized, sentiment towards Ganjar Pranowo from the female gender tends to vary and can be illustrated through the following illustration:

Graph 7. Women's Gender Sentiment towards Ganjar Pranowo



Source: Researchers, 2023.

Based on the data illustrations displayed, it can be seen that sentiment from both genders tends to be positive but the scores vary. Even though the number of female users is greater than male, on average the positive sentiment of

the male gender towards Ganjar Pranowo is greater.

Sentiments against Prabowo Subianto

In general sentiment analysis and not limited to the sentiment gathered towards Prabowo Subianto tends to show mixed sentiments. Sentiment collection carried out without limitation includes weak, medium, strong, and very strong sentiments. In this case, Ganjar Pranowo received positive and negative sentiments as follows:

Table 4. Sentiment Against Prabowo Subianto In general

Score	Positive Sentiment	Negative Sentiment
1	87.85%	98.05%
2	10.18%	1.44%
3	1.67%	0.31%
4	0.08%	0.2%
5	0.00%	0.01%

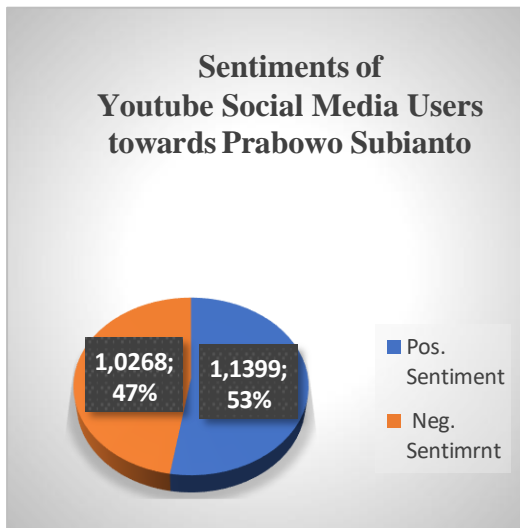
Source: Processed by Researchers, 2023.

From the data collected in the table above, it can be seen that sentiment towards Prabowo Subianto is quite varied. It can be seen from the table above that positive sentiment with a score of 1 is at 88.14% and negative sentiment is at 98.18%. Sentiment with a score of 2 is at 88.14% in positive sentiment and negative sentiment is at 1.34%. Sentiment with a score of 3 is at 1.61% for positive sentiment and 0.29% for positive sentiment and sentiment with a score of 4 is at 0.08% for positive sentiment and for negative sentiment it is at 0.18%, and for sentiment with a score of 5 it is at 0.00% for positive sentiment and for negative sentiment it is at 0.01%.

Sentiment towards Prabowo Subianto based on data collected by

Mozdeh tends to show positive sentiment with an average value of 0.1131. These results were obtained with details of positive sentiment with a value of 1.1399 and negative sentiment of 1.0268 and with this sentiment value, it was found that the average sentiment of YouTube social media users towards Ganjar Pranowo tended to be positive with the number 0.1131 and if depicted with the following illustration :

Figure 2. Illustration of Prabowo Subianto's sentiments



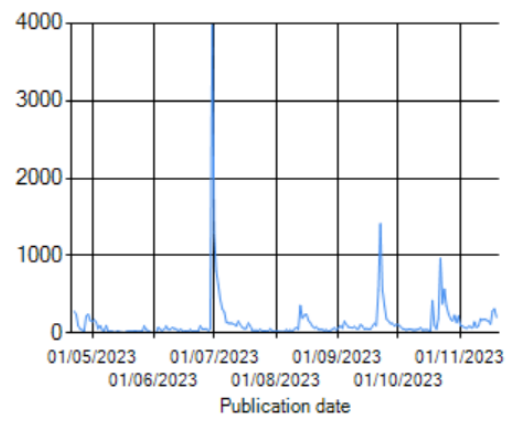
Source: Researchers, 2023.

Mozdeh can collect data regarding trends from keywords searched for in sentiment analysis. Based on data that has been collected from 22 April 2023-19 November 2023, Mozdeh collected a total of 29,444 (16.9%) comments that matched the keyword or query "Prabowo Subianto" from a total of 174,456 comments originating from 903 video content.

Based on data collected by Mozdeh, Prabowo Subianto's trend tends to fluctuate and is recorded as unstable. The unstable trend of Prabowo Subianto can be seen from the number of text posts

containing Prabowo Subianto elements per day. This can be seen through the following graph:

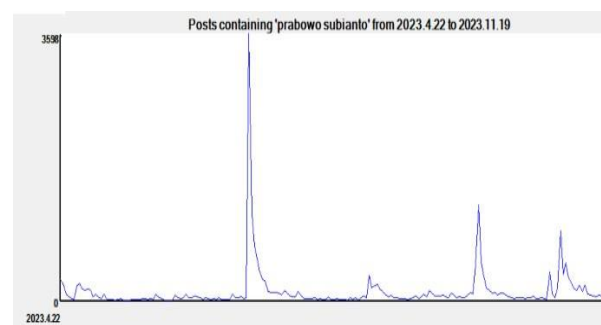
Graph 8. Prabowo Subianto's trend on YouTube



Source: Researchers, 2023

Based on the data collected through Mozdeh and displayed in the graph above, it can be seen that Prabowo Subianto's trend was widely discussed at the end of June and early July 2023. The peak of Prabowo Subianto's trend occurred at the beginning of July and the highest number was on June 30 2023. 3,976 texts containing Prabowo Subianto elements. This trend tends to jump drastically from before, namely the end of June and if illustrated with a more complex graph as follows:

Graph 9. Trend of Prabowo Subianto on YouTube



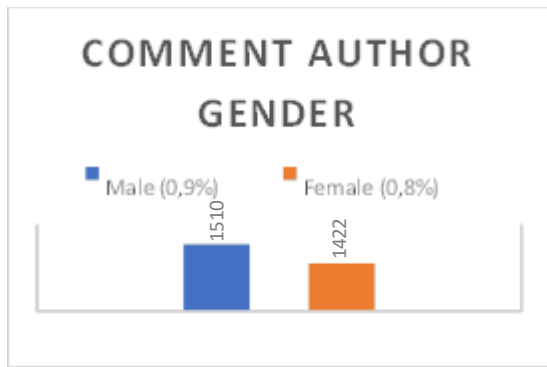
Source: researchers, 2023.

Comments on Prabowo Subianto tend to slope and appear low based on the

graph displayed in the period mid-July 2023 to September 2023. Based on the graph displayed above, August 2023 is the month that contributed the fewest comments to Ganjar Pranowo and the peak occurred on August 5 2023 who only contributed 16 comments.

Comments written by YouTube social media users consist of several genders, namely men and women. Comments written by male users accounted for 1,510 (0.9%) of the total 174,456 texts collected. Meanwhile, comments provided by female users amounted to 1,422 (0.8%) of the total text collected of 174,456 and the remaining YouTube user comment writers did not provide their gender identity and are illustrated with the following graphic:

Graph 10. Gender of Comment Writer on Prabowo Subianto



Source: researchers, 2023

Female comment writers also tend to provide comments with positive sentiment content. The average positive sentiment from male comment writers is 1.1311 and comments with negative sentiment are at an average of 1.0258. With this sentiment value, the average sentiment of YouTube social media users towards Prabowo Subianto is obtained by users. male gender tends to be positive

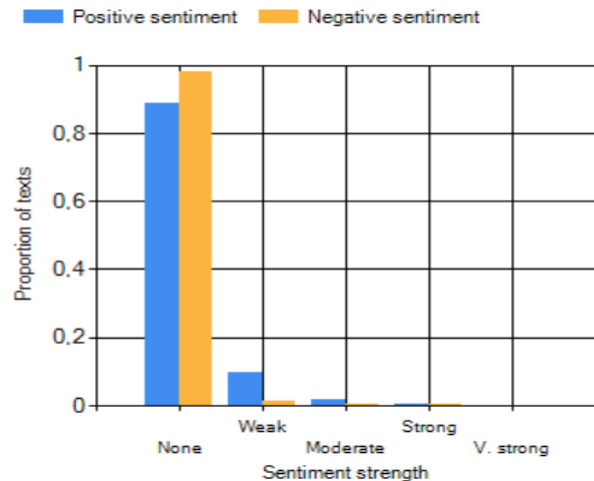
with a figure of 0.1053. The sentiment scores that have been collected are also varied and inconsistent. More details as follows:

Table 5. Prabowo Subianto Sentiment Table Gender Male

Score	Positive Sentiment	Negative Sentiment
1	88.74%	97.03%
2	9.54%	1.39%
3	1.59%	0.40%
4	0.13%	0.13%
5	0.00%	0.00%

Source: Processed by Researchers, 2023.

Based on the data that has been collected and categorized, sentiment towards Prabowo Subianto from the male gender tends to vary and can be illustrated through the following illustration:



Graph 11. Male Gender Sentiment towards Prabowo

Source: Researchers, 2023

Female comment writers tend to provide comments with positive sentiment content. The average positive sentiment from female comment writers is 1.1667 and comments with negative sentiment are at an average of 1.0309.

With this sentiment value, the average sentiment of YouTube social media users towards Prabowo Subianto by female users is obtained. tends to be positive with the number 0.1357. The sentiments collected also tend to vary and can be detailed in the following table:

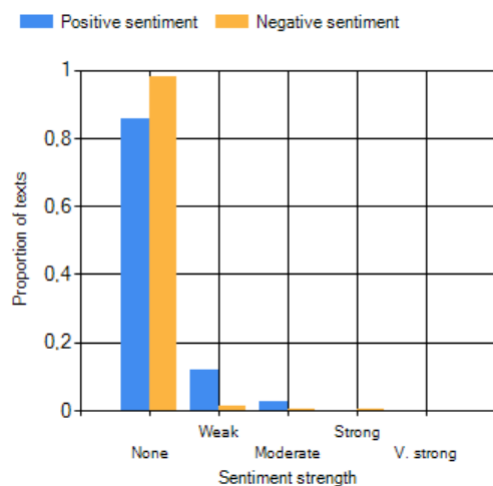
Table 6. Prabowo Subianto Sentiment Table Gender Female

Score	Positive Sentiment	Negative Sentiment
1	85.72%	97.96%
2	11.88%	1.34%
3	2.39%	0.35%
4	0.06%	0.35%
5	0.00%	0.00%

Source: Processed by Researchers, 2023.

Based on the data that has been collected and categorized, sentiment towards Prabowo Subianto from the female gender tends to vary and can be illustrated through the following illustration:

Graph 12. Women's Gender Sentiments Towards Prabowo Subianto



Source: Researchers, 2023

Based on the data illustrations displayed, it can be seen that sentiment

from both genders tends to be positive but the scores vary. Based on the data that has been collected, it can be seen that the female gender gets a greater positive sentiment value with a value of 0.1357 compared to the male gender with a value of 0.1053.

Word Frequency

Mozdeh can provide information in the form of the frequency of words that often appear from the comments of YouTube social media users that have been lected. Word frequency is useful for forming about words that frequently ear in the dataset used in analyzing sentiment.

This research, based on the data that has been collected, the three words with the highest frequency are displayed, namely the word Ganjar which has the highest frequency with 32,593, followed by Prabowo with 29,371, and President with a frequency of 12,243 and can be illustrated as follows:

Figure 3. Illustration of Word Frequency



Source: Researcher, 2023

The illustration above shows the frequency of words that are widely used in the collected data. This illustration

provides an overview of the words most frequently used in comments on YouTube social media which have been collected by Mozdeh and can provide a direct picture of the words most frequently used by writers in comments related to Ganjar Pranowo and Prabowo Subianto.

The words Ganjar and Prabowo tend to be used more often than Ganjar Pranowo or Prabowo Subianto. This is because YouTube users tend to use the words 'Ganjar' and 'Prabowo' rather than saying 'Ganjar Pranowo' and 'Prabowo Subianto' to comment on the two presidential candidates.

Ganjar Pranowo and Prabowo Subianto: Comparative Analysis

Reward Pranowo and Prabowo Subianto in the election General 2024 carries a meaningful "continue" theme will continue existing work and development programs _ is in the era of leadership President Joko Widodo. However, there are difference between Reward Pranowo and Prabowo Subianto. Difference the covers vision and mission as well as ideas brought by each individual in election general 2024.

The differences that exist between the two presidential candidates are also found in the sentiments of YouTube social media users. The sentiment of YouTube social media users towards Ganjar Pranowo tends to be positive with a score of 2, namely positive sentiment which is classified as weak with a percentage of 11.26% and for negative sentiment it is at 1.35% with a score of 2 or indicating weak negative sentiment. The majority of comment texts on Ganjar Pranowo that were collected with a total of 31,511 were

dominated by texts with a score of (1,-1), which means there is no sentiment whatsoever or in other words the negative and positive sentiment in the text is very weak with 27,064 YouTube comment texts.

Ganjar Pranowo was widely discussed on YouTube social media in the period 22 April 2023 to 19 November 2023, Ganjar Pranowo was widely discussed at the end of September 2023 with the peak being on

22 September 2023 followed by mid-October, and April 2023 with details on September 22, 2023 with a total of 2,697 comments and 1,400 comments on September 23, 2023.

Ganjar Pranowo is quite active on social media. Ganjar Pranowo actively uploads his daily life on social media such as Instagram, Facebook and YouTube. Specifically, on his YouTube channel, Ganjar has a YouTube channel called Ganjar Pranowo, which currently has 1.9 million subscribers on his YouTube channel which contains various kinds of content such as conversations with national figures, daily vlogs, and so on.

Based on interviews with Ganjar Pranowo's supporters, supporters will continue to vote for Ganjar Pranowo even though there are several issues affecting him, such as the cancellation of the U-20 World Cup in Indonesia and the conflict in Wadas. Supporters still choose Ganjar Pranowo because he is a millennial figure and is close to young people, as proven by a series of activities carried out by Ganjar Pranowo.

The next presidential candidate who is also running in the 2024 general election is Prabowo Subianto. The majority of YouTube social media users'

sentiment towards Prabowo Subianto is positive sentiment with a score of 2 or weak positive sentiment with a percentage figure of 10.40% and for negative sentiment it is at 1.44% with a score of 2 or indicating weak negative sentiment. The majority of comment texts on Prabowo Subianto that were collected with a total of 27,342 were dominated by texts with a score of (1,-1) which means there is no sentiment whatsoever or in other words the negative and positive sentiment in the text is very weak with 23,603 YouTube comment texts.

Prabowo Subianto on social media YouTube, through the data that has been collected, was widely discussed in the period of late June 2023 and early July 2023 and the most on June 30 2023 with a total of 3,976 texts containing elements of Prabowo Subianto and tended to be fluctuating or inconsistent and fluctuating and Prabowo Subianto least discussed in August 2023 which occurred on August 5 2023 with only 18 texts found about Prabowo Subianto from the total texts collected.

The difference between Prabowo Subianto and Ganjar Pranowo in using social media is that Prabowo Subianto does not have a personal YouTube channel. Prabowo Subianto in social media tends to use social media Instagram and Facebook to upload his activities.

Based on interviews with Prabowo Subianto supporters, supporters will continue to vote for Prabowo Subianto in the 2024 general election even though there are several issues affecting him, such as issues of human rights violations that occurred during the New Order era. The reasons why supporters support

Prabowo Subianto in the 2024 general election include the figure of Prabowo who is known to be firm and has a military background.

Another difference between Ganjar Pranowo and Prabowo Subianto is that if you look at Ganjar Pranowo based on gender, comments on Ganjar Pranowo tend to be male who give positive sentiments and inversely proportional to Prabowo Subianto who tend to give positive sentiments from female users.

There are differences in the communication style between Ganjar Pranowo and Prabowo Subianto which can impact the public's view of the figure of the two presidential candidates, namely Ganjar Pranowo and Prabowo Subianto, because communication style can shape a person's image (Nur, 2021).

Self-image is a form of personal assessment that can be expressed in a person's attitudes (Agil, et al, 2023).

In the use of language to the public, there are differences between Ganjar Pranowo and Prabowo Subianto. Ganjar Pranowo's communication style tends to use straightforward and humorous language, interspersed with jokes when conveying information to the public. This is in contrast to Prabowo Subianto's communication style which seems firm and with a language style that tends to be formal in conveying information to the public. From this, for supporters of Ganjar Pranowo it will give rise to the view that a leader does not have to look authoritative and vice versa for supporters of Prabowo Subianto (Agil, et al, 2023).

In terms of support from the younger generation or familiarly known as generation Z, who were born from 1995-

2000, the two presidential candidates have differences. There are 46,800,161 voters from generation Z in the 2024 general election or 22.85% of the total permanent voter list in the 2024 general election.

It is not without reason that Ganjar Pranowo is liked by voters from Gen Z. Ganjar Pranowo is a politician who likes to follow trends that are popular with many people. He proves this by frequently sharing content that is relevant to young people, namely uploading content about football, K-Pop trends, sports and various trends that are currently popular with young people.

The reason young people also love Prabowo Subianto is by branding him as a 'lovable' or adorable presidential candidate. Prabowo demonstrated this by frequently showing wiggles with funny gestures on several occasions. Apart from his funny gestures, Prabowo also campaigned by making illustrations of himself in the form of 3D animations which are currently trending among young people. Prabowo Subianto is also known as a figure who loves animals, especially cats, and most recently Prabowo Subianto appointed Gibran Rakabuming Raka as his running mate in the 2024 general election, who is a figure who comes from the young generation and is known to be active and humorous on his social media such as Instagram and Tik- Tok. These things are the reasons why young people like and support Prabowo Subianto. Apart from that, Prabowo changed his political image, previously known as having a military background, to becoming a politician from civil society (Agil, et al, 2023).

According to data released by the Indonesian Survey Institute (LSI) from 1 to 8 July 2023, in an interview simulation, Prabowo got a result of 39.1%, while Ganjar Pranowo got a result of 24.% for voters aged 22 to 24 years. This was influenced by Ganjar Pranowo, who was suspected of being the mastermind behind the failure of the U-20 World Cup which was canceled in Indonesia due to rejection of the Israeli national team. As we all know, there are a lot of football enthusiasts, especially young people in Indonesia, especially since it prevents Indonesia from appearing in the world cup. Apart from that, the case in Wadas, Central Java, which attracted attention, also influenced voters' choices.

This phenomenon is inversely proportional to the issue of human rights violations committed by Prabowo during the New Order era which did not have much influence on his electability. This is because voters, especially those from the younger generation, did not experience that era directly, so there was ignorance and Prabowo was proven innocent regarding the accusations given to him (Agil, et al, 2023).

CONCLUSION

Based on the results and discussion of research on YouTube Social Media User Sentiments towards the Presidential Candidates of Ganjar Pranowo and Prabowo Subianto in the 2024 General Election, the following conclusions can be drawn:

1. The sentiments of YouTube social media users towards Ganjar Pranowo tend to vary. The sentiment of YouTube social media users towards

Ganjar Pranowo tends to be positive with a score of 2, namely positive sentiment which is classified as weak with a percentage of 11.26% and for negative sentiment it is at 1.35% with a score of 2 or indicating weak negative sentiment.

2. Based on data obtained by Mozdeh, Ganjar Pranowo was widely discussed at the end of September 2023 with the peak being on 22 September 2023, followed by mid-October and April 2023.
3. Male users tend to provide comments with greater sentiment value than female users regarding Ganjar Pranowo.
4. Sentiment user social media YouTube against Prabowo Subianto tend diverse. The sentiment of YouTube social media users towards Prabowo Subianto tends to be positive with a score of 2, namely positive sentiment with a weak level with a percentage of 10.40% and for negative sentiment it is at 1.44% with a score of 2 or indicating weak negative sentiment.
5. Based on data obtained by Mozdeh, Prabowo Subianto was discussed a lot from the end of June 2023 to the beginning of July and peaked on 30 June 2023. Comments related to Prabowo Subianto on YouTube tended to fluctuate and in August 2023 Prabowo Subianto was discussed the least.
6. Female users tend to provide comments with greater sentiment value than male users regarding Prabowo Subianto.
7. The difference between Ganjar Pranowo and Prabowo Subianto lies

in the communication style of each individual.

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