

## **Analyzing Public Sentiment toward the Formation of the Prabowo-Gibran's Kabinet Merah Putih**

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### **ABSTRACT**

This study focuses on analyzing public sentiment towards the Kabinet Merah-Putih formed by Prabowo Subianto and Gibran Rakabuming, based on a survey conducted by Indikator Politik, which indicates that public confidence in the Prabowo-Gibran administration reached 85.3%. Utilizing data sourced from the comment sections of the KompasTV YouTube channel, the analysis employs corpus linguistics, also known as Computer-Mediated Critical Discourse Analysis (CMDA), in conjunction with critical discourse analysis. The methodology selected for this research employs a corpus-based approach, which facilitates the integration of data selection, collection, and identification in the form of comments reflecting public sentiment regarding the establishment of the Kabinet Merah-Putih, compiled into a Sentiment Cabinet Corpus (Korpus Sentimen Kabinet/ KSK). A total of 70,793 comments were downloaded using web scraping techniques with Octoparse, revealing frequencies and concordances that indicate both support and opposition.

**Keywords:** Kabinet Merah-Putih, CMDA, public sentiment.

### **INTRODUCTION**

The era of globalization and rapid advancements in information technology have facilitated easier access to information and communication. Currently, individuals can utilize social media for interaction and the dissemination of information without constraints of time and distance (Alfi & Rosita, 2019). This phenomenon arises because social media provides a platform for users to share information in various online formats (Kusno et al., 2022). Social media platforms such as YouTube are frequently employed to share content in the form of long-duration videos, making YouTube a significant medium for the dissemination of information and public discourse, which subsequently influences public opinion. In line with this, data from Databoks indicates that Indonesia ranks as the fourth-highest country in the world in terms of YouTube penetration, with 139 million users as of October 2023.

The use of YouTube in Indonesia as a medium for live broadcasting events holds a superior position compared to television, as it can reach a broader audience and provides a platform for the public to respond to videos through the like or dislike features, as well as the comment section. Recently, Indonesia has been abuzz with the announcement and inauguration of the ministers of the Prabowo-Gibran's Kabinet Merah-Putih on October 21, 2024, which was broadcast by various official online news portals. Among these channels, KompasTV has gained greater popularity, with view counts exceeding 1 million for several videos, emerging as the top video in search results. According to the SCImago Media Rankings, Kompas, the parent company of KompasTV, achieved the number one ranking as the most popular news media in Indonesia. Given this context, it is particularly interesting for this study to examine public sentiment regarding the announcement of ministers and the inauguration of the Prabowo-Gibran's Kabinet Merah-Putih, as reflected in the comment sections of KompasTV's YouTube channel through four videos with the highest view counts and comments. Furthermore, an effective method is required for data processing on a large scale without the need to examine the data individually.

An efficient method for analyzing large volumes of data is corpus linguistics. According to Williams (2006), corpus linguistics is an approach that enables the analysis of data on a large scale by utilizing technology integrated with computers as a tool. However, to conduct a more in-depth analysis, this method alone is insufficient. Therefore, an additional approach is necessary to provide a more comprehensive analysis. One method that can be applied in this research is critical discourse analysis. Critical discourse analysis is a method that utilizes linguistic data to examine language as a product of discourse practices occurring within social contexts.

This study combines methods with an approach that can be utilized to analyze large volumes of data while providing adequate depth of analysis, namely Computer-Mediated Discourse Analysis (CMDA). Herring (2004) states that discourse in the context of CMDA places greater emphasis on the influence of computer technology characteristics on language use, reflecting social practices. The features and characteristics present in computer media and internet channels are also reflected in discourse, including interactivity, and demassification, as well as the concepts of asynchronous and simultaneous communication. Interactivity refers to the capability of internet technology to provide

interactive features, connecting media with users and among users themselves. Meanwhile, demassification describes the ability of internet technology to reach a large and nearly limitless audience. As for asynchronous and simultaneous, these are two concepts that have different, even opposing, understandings. Internet technology allows for interactions to occur simultaneously, referred to as simultaneous communication, while interactions that take place with time differences are known as asynchronous communication.

Research on corpus linguistics has been extensively conducted by previous scholars. Based on the literature review, there are several prior studies relevant to the topic of this research, including those by Hidayat & Saifullah (2019), Sanjaya & Lhaksmana (2020), and Ramadhan & Eriyanto (2024). Research on sentiment (Hidayat & Saifullah, 2019; Sanjaya & Lhaksmana, 2020) focuses on public responses to the political dynamics in Indonesia, particularly during the administration of President Joko Widodo. The findings indicate that public reactions to Joko Widodo's political decisions are varied, with a predominance of positive responses (Hidayat & Saifullah, 2019; Sanjaya & Lhaksmana, 2020). In contrast, Ramadhan & Eriyanto (2024) focus on user comments on videos related to Nikuba, employing AntConc through both quantitative and qualitative methodologies. The literature review highlights that these studies utilized corpus-based discourse analysis methods, each drawing from different data sources processed with AntConc. This diversity in data sources has resulted in varied contexts and analytical focuses, leading to distinct findings. However, it is noteworthy that not all studies employed AntConc; for example, Sanjaya & Lhaksmana (2020) utilized SentiWordNet and the Indonesian sentiment lexicon for their sentiment analysis. A distinguishing aspect of the current research is its emphasis on the newly established Kabinet Merah-Putih, analyzing YouTube user sentiment through comments on videos uploaded by KompasTV, thereby contributing new insights to the existing body of knowledge.

Through the introductory exposition above, one important aspect to analyze using this method is the public sentiment regarding the formation of the Prabowo-Gibran's Kabinet Merah-Putih as expressed in the comments on Kompas's YouTube videos. The linguistic tendencies that emerge in the comment sections concerning the establishment of the Kabinet Merah-Putih will generate specific patterns of meaning in the CMDA analysis. Given that a survey conducted by Indikator Politik indicates that public confidence in the Prabowo-Gibran's administration

reaches 85.3%, this analysis will reveal the extent of public enthusiasm in responding to the formation of the Kabinet Merah-Putih, the discourse patterns that the public constructs regarding this formation, and how dominant perspectives manifest within the public discourse in the YouTube comment sections.

## METHOD

This study employs a combined methodology, incorporating Critical Discourse Analysis (CDA), corpus linguistics, and Computer-Mediated Discourse Analysis (CMDA). Herring (2004) posits that discourse within the context of CMDA emphasizes the influence of computer technology characteristics on language use, which reflects social practices. Conversely, in the context of CDA, this research methodology encompasses three levels as articulated by Fairclough (1995): microstructural, mesostructural, and macrostructural. The analysis at the microstructural level will explore language usage patterns found in the comment sections by utilizing corpus linguistic methods. Meanwhile, the comments from KompasTV will be analyzed at the meso and macro levels, as they pertain to the production, distribution, and consumption of discourse, as well as the ideologies formed through these comments. At the macro level, the focus will be on the contextual events that are central to the comments on four YouTube videos from KompasTV, specifically during the period of October 20-21, 2024.

The four videos selected for analysis were chosen based on their popularity and distinct presentation characteristics, aiming to examine how the discourse generated from these videos influences public commentary. The first video, titled “[Full] Resmi! Presiden Prabowo Lantik Seskab Mayor Teddy hingga Wakil Menteri Kabinet Merah Putih,” was uploaded by KompasTV on October 21, 2024, and received 732 comments. The second video, “Breaking News! Detik-detik Prabowo Umumkan Menteri Kabinet Merah Putih bersama Gibran,” was uploaded on October 20, 2024, garnering 3,982 comments. The third video, titled “[Full] Detik-detik Presiden Prabowo Lantik Jajaran Menteri Kabinet Merah Putih, Ada Luhut Binsar,” was uploaded by KompasTV Pontianak on October 21, 2024, and received 953 comments. Finally, the video titled “[Full] Daftar Lengkap Kabinet Merah Putih, Presiden Prabowo Subianto Umumkan di Istana Merdeka” attracted 4,362 comments.

According to Herring (2004), Computer Mediated Discourse Analysis (CMDA) places greater emphasis on the impact of computer technology characteristics on language use, which manifests as social practices. The features and characteristics inherent in computer media and internet channels are also reflected in discourse, encompassing interactivity, demassification, as well as asynchronous and simultaneous communication. About CMDA, AntConc 4.3.1 by AntLab was selected as the corpus linguistic software to conduct corpus analysis, employing web scraping techniques via Octoparse 8 for data cleaning. The results yielded a total of 70,793 comments, from which relevant word frequencies were traced: "Kabinet" appeared 1,412 times, "Prabowo" 836 times, "Indonesia" 649 times, "kabinet" 381 times, "merah" 189 times, "putih" 170 times, "dilantik" 37 times, and "diangkat" 18 times. Further exploration was conducted to obtain a broader context using concordance, revealing depictions of the Kabinet Merah-Putih with relevant lexicons. The keywords utilized included "kabinet" to identify potential combinations such as "kabinet merah-putih," "kabinet MP," "kabinet merah," and "putih." From the concordance results, several comments were selected and categorized as supportive/agreement/positive and opposing/rejection/negative, which will be elaborated upon in the subsequent discussion.

## FINDINGS AND DISCUSSION

The frequency analysis within the corpus linguistic methodology aims to generate a list of the most frequently occurring and utilized words across all comments for each video. The identified words have been separated from stopwords. The analysis of universally used words is crucial for a deeper understanding of the commenting patterns associated with each video, particularly given their differing presentation characteristics.

The corpus collection was conducted by downloading all responses using web scraping techniques facilitated by the Octoparse software. The resulting 'Korpus Sentimen Kabinet', henceforth referred to as KSK, comprises 10,029 comments with a total of 70,793 tokens. Below is a table presenting the relevant corpus data.

N	Words	F	%
7	Menteri	1.412	1,99
10	Indonesia	649	0.91

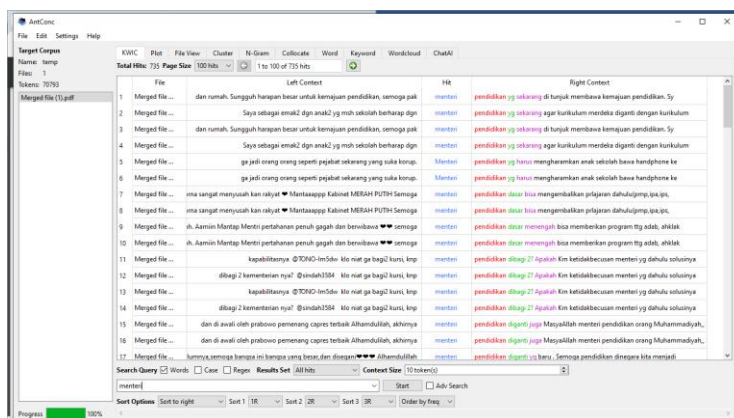
19	Kabinet	381	0,53
48	Merah	189	0,26
57	Putih	170	0,24
305	Dilantik	37	0,05
593	Diangkat	18	0.025

Tabel 1 Frequency of words that correlate with KSK.

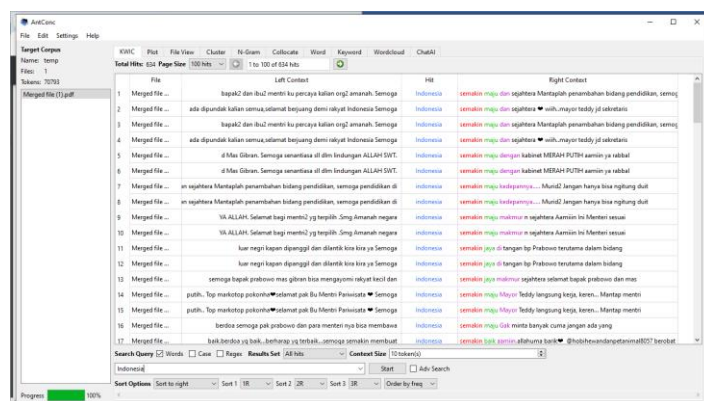
The most frequently occurring words in the comment section are “menteri,” “Indonesia,” “kabinet,” “merah,” and “putih.” This analysis will focus on these words and conduct a concordance analysis to examine their contextual usage. The context will include 1 right (1R), 2 right (2R), and 3 right (3R) contexts. The emerging contexts will reflect both support and opposition to the formation of the Kabinet Merah-Putih proposed by the administration of Prabowo Subianto and Gibran Rakabuming.

Regarding the word “menteri,” public support is evident in contexts such as “*menteri yang terpilih semoga amanah* (may the selected ministers be trustworthy)” utilizing language that represents hope and praise for the selection of ministers in the Kabinet Merah Putih, which is perceived as appropriate, such as “*bangga pada Prabowo, tidak salah memilih menteri dan wakilnya* (proud of Prabowo, he did not make a mistake in choosing ministers and their deputies)” Conversely, those expressing opposition demonstrate negative sentiment contexts, such as “*pesimis berantas korupsi, karena menteri-nya masih ada yang berkaitan erat dengan kasus korupsi* (pessimistic about eradicating corruption, as some ministers are still closely related to corruption cases)” Additionally, expressions of disappointment regarding the number of ministers are evident, with comments like “*new orba menteri-nya banyak banget* (the new Orde Baru has too many ministers)”





Then, regarding the word "Indonesia," the supporting public uses positive sentiment contexts to express hope for Indonesia during the administration of Prabowo Subianto, such as " *Indonesia semakin maju dan makmur di tangan Bapak Prabowo* (Indonesia is becoming more advanced and prosperous in the hands of Mr. Prabowo)" Meanwhile, the resistant public uses contexts such as " *bukan Indonesia emas tapi Indonesia cemas* (not golden Indonesia but anxious Indonesia)" which expresses disappointment and doubt.



The words "kabinet", "merah", dan "putih" will be integrated into one, as these words form a unity. The keyword used is 'kabinet', to explore the possibility of combinations such as Kabinet Merah Putih, Kabinet Merah-Putih, kabinet MP, Kabinet Merah, and Putih. Furthermore, the public supporting the formation of the Kabinet Merah Putih uses positive sentiment contexts to congratulate and welcome the establishment of the Kabinet Merah Putih, such as " *selamat untuk Kabinet Merah Putih lancar* (congratulations to the Kabinet

Merah Putih, may it run smoothly)” or “*Semoga amanah untuk kabinet Merah-Putih* (may it be trustworthy for the Kabinet Merah-Putih)” Meanwhile, negative sentiments are expressed in contexts such as, “*80% Kabinet MP diisi sebagai hadiah pendukung* (80% of the Kabinet MP is filled as a gift for supporters)” serta “*Kabinet Merah.Putih, kabinet penjilat dan perampok uang rakyat* (Kabinet Merah Putih, a cabinet of sycophants and robbers of the people's money)”.

The next stage involves a cluster analysis to explore how the context arises from public trust in the formation of the Kabinet Merah-Putih with the series of words “menteri,” “Prabowo,” “Indonesia,” “kabinet,” “merah,” and “putih.” In the first cluster, “menteri” + “education” appears 87 times across four different videos, where the public supporting the formation of the Kabinet Merah-Putih mostly comments on their support for the new Minister of Education. In the second cluster, the words “Indonesia” + “maju” appear 22 times in four videos, where the public expressed their support comments on hopes for Indonesia to become more advanced with the establishment of the Kabinet Merah-Putih formed by Prabowo Subianto and Gibran Rakabuming. Then, for the words “kabinet,” “merah,” and “putih” integrated into one, the combination “gemuk” appears 11 times in four different videos. In this context, the public largely opposes the formation of the Kabinet Merah Putih, which is considered too large with 48 ministers, 5 heads of agencies, and 56 deputy ministers (Sekretaris Kabinet Indonesia, 2024).

This analysis demonstrated that individuals adapt their online behavior to others regardless of anonymity levels, indicating the presence of an online adaptability factor influencing public responses (Ramadhan & Eriyanto, 2024). Table 1 illustrates how the public employs distinct language patterns when reacting to the four videos concerning the formation of the Kabinet Merah Putih. Consistent with Hidayat and Saifullah (2020), variations in ideological perspectives and subjective personal sentiments significantly shape public reactions and commentary. Furthermore, subjective sentiments prove difficult to avoid. Research by Sanjaya and Lhaksmana (2020) and Salim and Suhandono (2023) further reveals that the public tends to trust and accept information from sources perceived as credible. Public emotions—both positive and negative—consistently emerge in alignment with pre-existing beliefs. The pattern of online adaptation is particularly evident in the recurring use of the term “menteri” across all videos. The phrase



“menteri” combined with “pendidikan” holds considerable emotional weight for the Indonesian public, reflecting disappointment toward the former Minister of Education, Nadiem Makarim. This cluster frequently expresses support and relief following the division of the Ministry of Education into three sectors, with appointments of Prof. Abdul Mu’ti as Minister of Primary and Secondary Education, Prof. Dr. Satryo Soemantri Brodjonegoro as Minister of Higher Education, Science, and Technology, and Fadli Zon as Minister of Culture.

These findings align with Ramadhan and Eriyanto’s (2024) observation that the public selectively engages with information that reinforced their existing views but does not completely avoid content opposing their opinions. Consequently, both positive and negative sentiments are present across the four KompasTV videos aired from October 20 to 21, 2024, regarding the establishment of the Kabinet Merah Putih.

### **Public Discourse Patterns Regarding the Formation of the Kabinet Merah Putih**

The discourse patterns emerging in the comment sections of videos about the formation of the Kabinet Merah Putih depend on the public's capacity and ability to follow news related to social and political issues, which are now accessible both digitally and in print. The factual knowledge base regarding social and political matters is closely linked to individuals' formal education levels. This is reflected in comments that correlate with the term “kabinet,” such as:

*Negara harus menggaji 109 menteri anggota kabinet yang berimbas PPN naik menjadi 12%, pemborosan APBN*

(The state has to pay the salaries of 109 cabinet ministers, which will lead to an increase in VAT to 12%, wasting the state budget).

Conversely, members of the public who are less informed about these issues express their views as follows:

*Saya percaya Prabowo tidak mungkin menaikkan pajak. Karena kalau menaikkan pajak saja, penjaga warung juga bisa.*

(I believe Prabowo would never raise taxes. If raising taxes were that easy, even a small shopkeeper could do it).

his indicates that social and political knowledge is related to individuals' formal education levels, as evidenced by the public's understanding of the risks associated with the formation of the Kabinet Merah Putih, which includes 109 ministers funded by state money, resulting in an increase in VAT to 12% starting January 2025.

Through a microstructural analysis, it is observed that KompasTV, as the media outlet airing the four videos, employs a formal diction in the titles of its videos. Further analysis at the mesostructure and macrostructural levels reveals that the representation of the formation of the Kabinet Merah Putih under the administration of Prabowo Subianto and Gibran Rakabuming is portrayed neutrally by KompasTV. This aligns with the profile of Kompas, the parent company of KompasTV, which aims to uphold quality journalism.

## CONCLUSION

In this study, it can be concluded that critical discourse analysis, supported by linguistic corpora, can reveal public responses to the formation of the Kabinet Merah Putih through the four videos aired by KompasTV. Differences in ideological perspectives and subjective personal sentiments influence the public's reactions and comments. The linguistic corpus helps uncover patterns of online adaptation, particularly evident in the use of the word "menteri" in each video. The phrase "menteri" + "pendidikan" carries emotional significance for the public in Indonesia, reflecting disappointment towards the previous Minister of Education, Nadiem Makarim. This cluster frequently appears as support and relief following the division of the Ministry of Education into three sectors, with Prof. Abdul Mu'ti appointed as Minister of Primary and Secondary Education, Prof. Dr. Satryo Soemantri Brodjonegoro as Minister of Higher Education, Science, and Technology, and Fadli Zon as Minister of Culture.

Through the analysis conducted, public responses—whether positive or negative—depend on the public's capacity and ability to follow news related to social and political issues, which are now accessible both digitally and in print. The factual knowledge base regarding social and political matters is closely linked to individuals' formal education levels.

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