# DIGITAL DISCOURSE, PUBLIC SENTIMENT, AND IDEOLOGY IN JAKARTA PROTESTS

**Petters Neldy Suyana Feoh[1*], Ester Theresia Clarita Tallo[2]**

E-mail: pettersneldysuyanafeoh@mail.ugm.ac.id [1], estertheresiaclaritatallo@mail.ugm.ac.id[2]
[1] Master of Public Administration , Gadjah Mada University
[2] Master of Politics and Government, Gadjah Mada University

*corresponding author

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## Abstract

This study explores the interplay between digital discourse, public sentiment, and ideology in social media discussions surrounding demonstrations in Jakarta. Focusing on major protest hashtags such as #ReformasiDikorupsi and #IndonesiaGelap, the research investigates how online interactions construct, circulate, and contest political meanings in Indonesia's digital public sphere. This phenomenon points to an underlying public administration problem: as citizens increasingly voice discontent, demand accountability, and negotiate legitimacy through digital platforms, government bureaucracies face growing pressure to become more responsive, transparent, and adaptive in managing public communication, service delivery, and crisis governance. Using a mixed-methods approach that combines Critical Discourse Analysis (CDA) and Advanced Network Analytics (ANA), this study analyzes discourse patterns, sentiment dynamics, and ideological clusters across three major platforms: Twitter (X), Instagram, and TikTok. The findings reveal that Twitter serves as the central arena for political critique and ideological confrontation. Meanwhile, Instagram emphasizes affective solidarity through visual and empathetic storytelling, and TikTok turns protest communication into creative, participatory, and performative activism. Sentiment analysis indicates that negative expressions primarily reflecting frustration toward corruption and governance dominate public discourse, followed by neutral and positive sentiments representing hope and unity. Network mapping identifies three dominant clusters: conflict escalation and accountability discourse, humanitarian and symbolic narratives, and field documentation networks. These clusters illustrate the coexistence of emotional, moral, and informational logics that collectively shape online activism. Overall, the results suggest that Indonesia's digital public sphere operates as a hybrid ecosystem where discourse, sentiment, and ideology interact dynamically, transforming social media into a constitutive space for political engagement, ideological production, and democratic consciousness in the digital era. These findings carry direct implications for public policy and administrative reform, suggesting that government institutions need to strengthen digital-era governance capacities, including responsive crisis communication, participatory policy dialogue, and adaptive citizen–government engagement strategies, to manage digital public sentiment and sustain institutional legitimacy.

**Keywords:** Advanced Network Analytics (ANA), Critical Discourse Analysis (CDA), Digital Discourse, Ideology, Jakarta Demonstrations, Public Sentiment, Social Media

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## 1. Introduction

Social media platforms have become essential channels for political expression in Indonesia, especially during protests. The rapid diffusion of digital technologies and the increasing penetration of platforms such as X (formerly Twitter), Instagram, and TikTok have transformed how Indonesians communicate, mobilize, and construct meaning around political realities. For instance, the analysis of demonstrations such as those seen in student-led movements against government austerity measures highlights how social media facilitates the mobilization of public sentiments that often reflect broader ideological concerns (Siregar et al., 2026). This is consistent with findings suggesting that social media acts as a conduit for citizen participation in national policy formulation, allowing those disenfranchised by traditional political processes to engage more actively in advocacy (Indri Silfia et al., 2025).

In the contemporary digital ecosystem, online discourse plays a critical role in shaping collective consciousness. Social media not only enables users to share sentiments but also fosters "echo chambers" where specific ideologies can thrive, creating self-reinforcing networks of meaning and belief (Ate et al., 2025). This phenomenon illustrates the dual nature of digital communication: while it democratizes public expression, it can also amplify polarization, misinformation, and ideological extremism. During moments of political crisis or social unrest, such as protests in Jakarta, these dynamics become particularly visible, as digital spaces serve both as arenas of contestation and instruments of persuasion.

Demonstrations in Jakarta, often sparked by dissatisfaction with government policies, have repeatedly illustrated the intricate interplay between physical mobilization and digital discourse. Social media provides not only an alternative public sphere but also a real-time stage for constructing, contesting, and circulating competing narratives. Hashtags like #ReformasiDikorupsi, #TolakOmnibusLaw, and #IndonesiaGelap exemplify how online activism translates public grievances into collective digital movements. These hashtags have become ideological battlegrounds where citizens express disillusionment with governance, demand transparency, and negotiate social meanings of justice and democracy (Caesar, 2026).

The urgency of this research stems from the growing role of digital platforms in shaping social and political discourse in Indonesia. While traditional media once dominated public opinion formation, digital media now reconfigures who speaks, how legitimacy is constructed, and whose voices dominate the narrative. This shift has profound implications for democracy and civic engagement. The question is no longer whether digital media matters but how it shapes ideological orientations, sentiment dynamics, and collective action in the context of urban demonstrations.

In analyzing these dynamics, Advanced Network Analytics (ANA) provides a powerful methodological framework for mapping and interpreting the relational structures underlying digital discourse. ANA enables the identification of influential nodes, sentiment clusters, and ideological communities within social networks. Through this analytical lens, researchers can visualize how digital communication patterns correlate with public sentiment shifts and ideological polarization (Prabowo et al., 2025). For instance, by examining retweet networks or comment interactions, ANA allows for tracing the diffusion of particular narratives, revealing how discourse spreads, consolidates, or fragments across user communities.

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Sentiment analysis of social media further complements this network-based approach. Studies have shown that the visual and textual content shared during protests significantly shapes emotional responses and public perceptions (Pelletier et al., 2020). The integration of machine learning algorithms, such as Support Vector Machines (SVM) or neural network-based classifiers, enhances researchers' ability to categorize large volumes of social data, uncovering emotional valences and ideological orientations embedded in user expressions (Adrian et al., 2021).

The ideological narratives perpetuated through digital discourse illustrate the nuanced ways online interactions influence both public opinion and mobilization efforts. These digital narratives often oscillate between empowerment and manipulation, empowering grassroots voices while also being exploited by dominant political or economic actors (Hendra Lana et al., 2025). As shown in movements such as #IndonesiaGelap, the online amplification of public grievances not only mirrors societal dissatisfaction but also shapes collective perceptions of legitimacy, authority, and resistance.

Moreover, the way social media frames public sentiment around controversial policies such as relocating Indonesia's capital city reveals the complex relationship between discourse, emotion, and ideology. Researchers found that sentiment polarization around such issues often predicts on-the-ground mobilization and reflects deeper ideological divisions within society (Juditha, 2025). This underscores the urgency of systematically examining how digital platforms mediate ideological struggles in contemporary Indonesian democracy (Mufidah & Haliq, 2025).

A growing body of recent studies highlights that digital discourse dynamics in Indonesia cannot be separated from increasing tendencies toward polarization and fragmented public opinion. Juditha (2025) finds that the "Indonesia Gelap" issue on social media not only triggered negative sentiment but also revealed strong patterns of opinion polarization, with users clustering around specific ideological positions. This is in line with Mufidah and Haliq (2025) who argue that political narratives on TikTok, particularly in the "Indonesia Gelap" discourse, are continuously reconstructed through complex discursive processes, positioning social media as a dynamic arena for political meaning-making.

In the context of digital social movements, social media has also emerged as a primary space for youth political expression and mobilization. Siregar et al., (2026) demonstrate that hashtags such as #Reformasidikorupsi reflect the transformation of youth social movements that increasingly rely on digital platforms as tools for issue consolidation and political articulation. This is reinforced by Wahyuningroem et al., (2023), who show that youth political participation through digital movements like #ReformasiDikorupsi and #TolakOmnibusLaw signals a shift from conventional participation toward more fluid and decentralized forms of digital activism. In a broader perspective, Efendi (2025) emphasizes that media discourse surrounding digital activism contributes to shaping Indonesia's democratic future, particularly in redefining the relationship between the state, civil society, and the digital public sphere.

Moreover, comparative and cross-platform studies suggest that polarized digital discourse is not merely a local phenomenon but a global pattern. Gallagher et al., (2018) in their analysis of #BlackLivesMatter and #AllLivesMatter, illustrate how hashtags can form "dueling publics" that reflect opposing ideological camps within digital spaces. Similar dynamics are also observed in

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Indonesia, where studies of Twitter discourse Danaditya et al., (2021) and protest hashtags such as #EndSARS Bello Shehu et al., (2023) show that online mobilization often involves both spontaneous and coordinated actor networks in shaping public narratives. This supports Bruns and Burgess' argument that hashtags have evolved from simple indexing tools into "calculated publics" that actively structure political communication in digital environments.

Methodologically, advances in computational social media analysis provide powerful tools to investigate these dynamics more systematically. Batrinca and Treleaven (2015) highlight that social media analytics offers a wide range of techniques for understanding collective behavior in digital environments, while Erétéo et al., (2009) that social network analysis can reveal relational structures and influence patterns among actors in online discourse. In parallel, machine learning-based approaches such as Support Vector Machines (SVM) and natural language processing (NLP) have been widely used to analyze public sentiment with greater accuracy, including in political and socio-economic contexts (Adrian et al., 2021).

Furthermore, advances in language modeling, such as BERT Kenton et al., (2019) have expanded the capacity to capture deeper linguistic context in digital discourse, including have expanded the ability to capture deeper linguistic context in digital discourse, including irony, bias, and implicit meaning that were previously difficult to detect. Theoretically, this aligns with Nick and Andreas (2017) notion that social reality is increasingly mediated through digital infrastructures, meaning that interpretations of socio-political events are continuously constructed and reconstructed through mediated communication processes.

Overall, these developments suggest that studying digital discourse, particularly in the context of demonstrations in Indonesia, requires a multidisciplinary approach that integrates Critical Discourse Analysis (CDA), network analytics, and computational methods. Such an approach enables not only the mapping of discourse structures but also a deeper understanding of how ideology, sentiment, and power operate within contemporary digital public spheres (Efendi, 2025).

Beyond political discourse and protest dynamics, digital communication also intersects with broader governance, policy, and administrative transformation. Studies in public administration highlight that transparency and responsiveness remain persistent challenges in Indonesia's governance system. For instance, Afandi et al., (2025) emphasize that open government initiatives still face structural constraints, particularly in ensuring meaningful public participation. Similarly, Yuliansyah and Pratama (2025) identify contradictions in service charter implementation in Indonesia, showing a gap between normative public service standards and actual administrative practice. These governance issues are further reflected in sectoral policies, such as climate village programs, where Hendra Lana et al., (2025) and Purnawati et al., (2026) demonstrate that policy implementation effectiveness is highly dependent on local institutional capacity and collaborative governance structures.

From a public administration standpoint, these dynamics can be situated more explicitly within the framework of Digital Era Governance (DEG), which emphasizes the reintegration of government functions, needs-based holism, and digitalization as means to strengthen institutional responsiveness, public service delivery, and citizen-oriented governance outcomes (Dunleavy et al., 2006). Viewed through this lens, the discursive struggles unfolding on Twitter,

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Instagram, and TikTok are not merely communicative phenomena; they signal a deeper tension between traditional bureaucratic governance, characterized by hierarchical, top-down policy communication, and an increasingly networked, citizen-driven digital public sphere. Bureaucracies that fail to adapt to this networked mode of accountability risk diminished institutional trust, weaker policy responsiveness, and eroded legitimacy. In contrast, those that engage constructively with digital discourse may strengthen public service delivery and citizen–government collaboration. Positioning this study against related recent research further clarifies its novelty and contribution: Juditha (2025) primarily maps sentiment polarization patterns within the "Indonesia Gelap" discourse through sentiment and opinion-polarization analysis; Mufidah and Haliq (2025) focus on the discursive reconstruction of political narratives on TikTok using Critical Discourse Analysis alone; and Prabowo et al. (2025) examine the escalation of neutral discussions into SARA-based debates through discourse-transformation analysis. None of these studies, however, integrates network-analytic and discourse-analytic methods within an explicit public administration and governance framework. This study addresses that gap by combining Critical Discourse Analysis (CDA) with Advanced Network Analytics (ANA) to simultaneously map the relational structure and the ideological substance of digital protest discourse, thereby offering a methodological contribution by demonstrating how discourse and network analysis can be triangulated to examine governance-relevant digital phenomena, as well as a theoretical contribution to public administration by linking digital discourse dynamics to bureaucratic responsiveness, institutional trust, and citizen–state engagement.

In the broader theoretical landscape, digital society is increasingly understood as a mediated environment where perception, communication, and reality construction are continuously shaped by technology. Nick and Andreas (2017) argue that social reality is fundamentally mediated, meaning that digital platforms do not merely reflect reality but actively construct it. This aligns with the rise of participatory media ecosystems described by Pelletier et al. (2020), who show that social media usage is driven by varied gratifications depending on user needs, ranging from information seeking to identity expression. Highfield and Leaver (2016) further emphasize that visual and meme-based communication on platforms such as Instagram and Twitter has transformed how political meaning is encoded and circulated, while Gunther & Leeuwen (2016) provide a semiotic framework to understand how visual grammar contributes to ideological messaging in digital spaces.

Methodologically and analytically, contemporary research increasingly relies on computational and mixed-methods approaches to capture the complexity of digital discourse. Creswell (2018) and Fetters et al., (2013) highlight that mixed-methods research enables integration of qualitative discourse interpretation with quantitative network or sentiment analysis. Erétéo et al., (2009) support using social media analytics and network visualization tools to map interaction patterns and influence structures in large-scale datasets. In parallel, machine learning approaches such as SVM-based sentiment classification and advanced language models like BERT have significantly improved the accuracy of textual analysis in political and social contexts (Hayadi, 2025).

At the theoretical core of this study, Critical Discourse Analysis (CDA) offers a foundational lens for examining how language, power, and ideology interact in digital communication.

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Fairclough (2010) argues that discourse is not merely linguistic expression but a form of social practice that reproduces power relations. Combined with digital analytics, CDA allows deeper interpretation of how ideological meaning is constructed in online protest spaces, including hashtag movements and viral narratives. This is particularly relevant in the Indonesian context, where studies such as Hasfi et al., (2024) show that digital dissent emerges as a negotiation between state power and citizen expression, often shaped by platform dynamics and algorithmic visibility.

This study sits at the intersection of digital discourse, public sentiment, and ideology, using Critical Discourse Analysis (CDA) and Advanced Network Analytics (ANA). By analyzing social media interactions around demonstrations in Jakarta, it seeks to uncover how digital narratives shape political meaning, how sentiments coalesce into ideological expressions, and how online communities help redefine the contours of civic engagement in Indonesia. The findings of this research are expected to contribute not only to academic discussions on digital communication and critical discourse theory but also to broader understandings of how online platforms influence political consciousness and democratic participation in the digital age.

## 2. Methods

This study uses a mixed-methods approach combining Critical Discourse Analysis (CDA) and Advanced Network Analytics (ANA) to explore the relationship between digital discourse, public sentiment, and ideology in social media discussions about demonstrations in Jakarta. CDA provides the theoretical and interpretive foundation for analyzing how language and visual texts reproduce or challenge power relations and ideological structures (Fairclough, 2010). This combination allows for a comprehensive understanding of both the discursive meaning and the relational architecture of digital communication during political mobilization.

The data were collected primarily from X (formerly Twitter), with supplementary data from Instagram and TikTok, focusing on major protest events linked to hashtags such as *#ReformasiDikorupsi*, *#TolakOmnibusLaw*, and *#IndonesiaGelap*. These hashtags were selected as they represent distinct waves of political activism and public dissent in Jakarta. Data collection involved extracting posts, comments, and interactions over a defined period before and after the protest events using API-based tools. After cleaning and anonymizing the data, the dataset was processed for network analysis and discourse interpretation, ensuring that only publicly available information was used to maintain ethical research standards (Batrinca & Treleaven, 2015).

Using Advanced Network Analytics (ANA), the study mapped the interactional structures among users, hashtags, and sentiment clusters. Network centrality and community detection algorithms were employed to identify influential users and ideological groupings. Sentiment analysis using Support Vector Machines (SVM) and BERT-based classifiers was integrated to determine emotional polarity within these digital communities. ANA results revealed macroscopic patterns of discourse diffusion, ideological alignment, and sentiment polarization across online spaces, which were then examined through qualitative discourse interpretation.

The SVM- and BERT-based sentiment classifiers were applied to a curated dataset of 300 high-engagement posts drawn from the four platform–hashtag combinations summarized in

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Table 3, rather than an exhaustive corpus of all protest-related content. While adequate for an exploratory, discourse-oriented mixed-methods design, this sample size is modest for training and validating machine-learning classifiers with high generalizability. To mitigate this limitation, the researchers cross-checked classifier-generated sentiment labels against manual coding and triangulated them with the qualitative CDA interpretation, so quantitative sentiment trends were substantively corroborated rather than treated as statistically definitive. The authors acknowledge that this relatively limited dataset constrains the generalizability and predictive robustness of the sentiment model; accordingly, this study is positioned as an exploratory, discourse-driven investigation rather than a large-scale computational sentiment-classification study, and future research employing larger, more balanced, and stratified datasets is recommended to strengthen model validity and statistical robustness.

In the Critical Discourse Analysis (CDA) phase, selected textual and visual materials tweets, captions, memes, and short videos were analyzed based on Fairclough's three-dimensional framework: textual analysis, discursive practice, and social practice. This analysis identified ideological narratives, power relations, and linguistic strategies used to frame protest events and governmental policies. Integrating CDA and ANA provided a multi-layered understanding of how digital platforms structure ideological expressions and public emotions. Ethical considerations were maintained throughout the study, and triangulation between methods ensured the validity and reliability of findings, reflecting the complex dynamics of digital activism in contemporary Indonesia.

**Table 1. Techniques and Sources of Data Collection**

| Technique | Source / Platform | Data Collected | Description and Purpose |
|---|---|---|---|
| API-based Data Extraction | X (formerly Twitter) | Tweets, retweets, hashtags, timestamps, user mentions | Collected through public Twitter API endpoints using selected hashtags (#ReformasiDikorupsi, #IndonesiaGelap) to analyze temporal dynamics, user interaction, and sentiment expression. |
| Web Scraping (Automated) | Instagram | Captions, comments, likes, and media metadata | Extracted via automated scripts for publicly available posts associated with protest-related hashtags; used to identify visual and textual framing of activism. |
| Web Crawling and Metadata Retrieval | TikTok | Video captions, engagement metrics (likes, shares, comments), and sound tags | Collected using TikTok's web interface for public content; aimed at analyzing narrative framing and emotional tone in short form videos. |
| Critical Discourse Sampling | All platforms | Selected textual and visual content | Manual sampling for qualitative interpretation through Critical Discourse Analysis (CDA), focusing on ideological framing and power relations embedded in digital narratives. |

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| Technique | Source / Platform | Data Collected | Description and Purpose |
|---|---|---|---|
| Advanced Network Analytics (ANA) | Twitter & Instagram | Interaction networks (mentions, hashtags, comments) | Used to map relational structures and detect clusters of ideological or sentiment-based communities. |

**Source:** Processed by Author, 2026

Table 1 outlines the techniques and data sources used in this study. Integrating API-based extraction, web scraping, and metadata retrieval ensured a comprehensive representation of digital discourse across major social media platforms. Twitter provided rich interactional and temporal data, while Instagram and TikTok offered multimodal insights through visual and emotional expressions of protest. Critical Discourse Sampling enabled qualitative interpretation of ideological and linguistic elements, while Advanced Network Analytics (ANA) mapped relational dynamics within digital communities. This mixed-method design ensured the triangulation of data sources, enhancing both the validity and depth of the analysis

**Table 2. Analytical Framework and Methods**

| Analytical Framework / Method | Application | Analytical Focus | Expected Output |
|---|---|---|---|
| Critical Discourse Analysis (CDA) (Fairclough, 1995) | Applied to selected textual and visual materials from Twitter, Instagram, and TikTok | Examines linguistic structures, visual symbols, and ideological narratives embedded in social media posts | Identification of dominant discourses, ideological framing, and representations of power and resistance |
| Advanced Network Analytics (ANA) | Applied to interactional data (mentions, hashtags, retweets, comments) | Maps relational dynamics between users, sentiment clusters, and ideological communities | Visualization of discourse diffusion networks and identification of influential nodes or actors |
| Sentiment Analysis (SVM & BERT Classifiers) | Automated analysis of textual content | Measures polarity (positive, negative, neutral) and emotional tone of public discourse | Quantitative sentiment trends correlated with ideological polarization |
| Multimodal Analysis | Examination of videos, images, and memes | Explores how visual and textual elements combine to construct meaning | Interpretation of semiotic and affective dimensions of online activism |
| Triangulation and Validation | Cross-method comparison of CDA, ANA, and sentiment findings | Ensures analytical coherence and methodological reliability | Comprehensive interpretation of digital discourse, sentiment, and ideology |

**Source:** Processed by Author, 2026

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Table 2 presents the analytical framework and methodological procedures used to examine the interplay between digital discourse, public sentiment, and ideology. By integrating Critical Discourse Analysis (CDA) with Advanced Network Analytics (ANA), the study captures both the qualitative depth of language and the quantitative structure of online interactions. Sentiment and multimodal analyses further contextualize emotional and symbolic aspects of protest-related content. Through methodological triangulation, the study ensures interpretive validity and provides a holistic understanding of how ideological narratives are constructed, diffused, and contested in Indonesia's digital public sphere



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## 3. Results and Discussion

### Overview of Digital Discourse Dynamics

The overall trend of social media activity between October 2024 and April 2025 shows a fluctuating pattern aligned with key political events and protest movements in Jakarta. Twitter recorded the highest posting frequency, followed by TikTok and Instagram, indicating its centrality in shaping political communication.

**Table 3. Summary of Posting Activity by Platform and Hashtag**

| Platform | Hashtag | Number of Posts | % of Total Posts | Average Engagement (Likes + Comments + Shares) |
|---|---|---|---|---|
| Twitter | #ReformasiDikorupsi | 120 | 40% | 2,350 |
| Twitter | #IndonesiaGelap | 90 | 30% | 2,720 |
| Instagram | #ReformasiDikorupsi | 45 | 15% | 1,980 |
| TikTok | #IndonesiaGelap | 45 | 15% | 3,410 |

**Source:** Author's compilation based on research data, 2026

The data presented in Table 3 illustrate the differentiated yet interconnected dynamics of digital discourse across platforms during the observed period. Twitter emerges as the dominant arena for political communication, accounting for 70% of total posts related to both *#ReformasiDikorupsi* and *#IndonesiaGelap*. This finding aligns with prior research indicating Twitter's role as a "real-time public sphere" where users actively construct and contest political narratives (Tufekci, 2017). Twitter's prominence in both posting volume and engagement underscores its continued centrality in Indonesia's digital activism ecosystem, particularly for articulating dissent and mobilizing collective sentiment (Nugroho, 2025). The relatively higher engagement associated with the hashtag *#IndonesiaGelap* suggests that emotionally charged or crisis-oriented discourse tends to generate stronger public interaction, supporting the notion that affective communication amplifies visibility and participation in online protest contexts (Papacharissi, 2015).

In contrast, the activity on TikTok and Instagram, while smaller in volume, reflects the visual and affective dimensions of digital protest culture. TikTok posts associated with *#IndonesiaGelap* achieved the highest average engagement, 3,410 interactions, demonstrating the platform's capacity to translate short-form visual storytelling into viral political expression (Zulli & Zulli, 2022). Instagram, meanwhile, serves as a space for symbolic solidarity and curated activism, where visual aesthetics often intertwine with moral and emotional appeals (Highfield & Leaver, 2016). The cross-platform distribution of posts thus highlights a complementary media ecology: Twitter facilitates discursive deliberation and information diffusion, while TikTok and Instagram amplify emotional resonance and collective identity formation. Together, these patterns exemplify how multimodal communication and networked interaction co-construct the public sphere in Indonesia's contemporary digital politics (Nick & Andreas, 2017).

### Sentiment Distribution and Public Emotion

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Sentiment analysis results reveal a dominance of negative sentiments (54%), followed by neutral (30%) and positive (16%) expressions. Negative sentiments largely articulate frustration with government corruption and social injustice, while positive ones highlight unity and hope for reform.

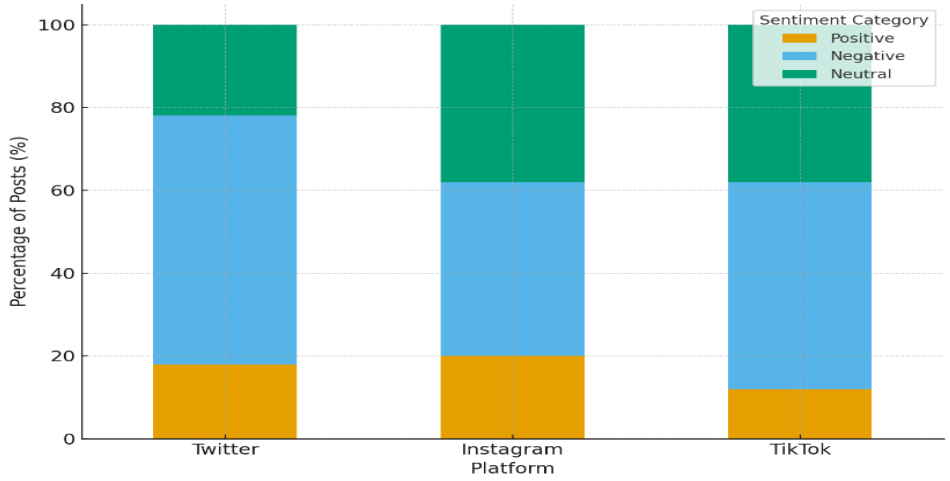



**Figure 2. Sentiment Polarity Distribution Across Platforms**
**Source:** Author's compilation based on research data, 2026

Figure 2 illustrates the distribution of sentiment polarity across Twitter, Instagram, and TikTok. The data show that Twitter has the highest proportion of negative sentiment, about 60%, reflecting users' critical responses to government policies and socio-political conditions. This pattern aligns with Twitter's function as a discursive arena where citizens articulate dissent and engage in ideological contestation. In contrast, Instagram shows a more balanced sentiment mix, with positive expressions of solidarity, empathy, and hope for reform alongside neutral informational posts. TikTok displays a hybrid emotional landscape, where negative sentiments coexist with neutral expressions often manifested through visual storytelling, satire, and participatory performances. Collectively, these findings suggest that each platform mediates emotion and ideology differently: Twitter amplifies critique, Instagram cultivates affective support, and TikTok transforms discontent into performative and shareable activism.

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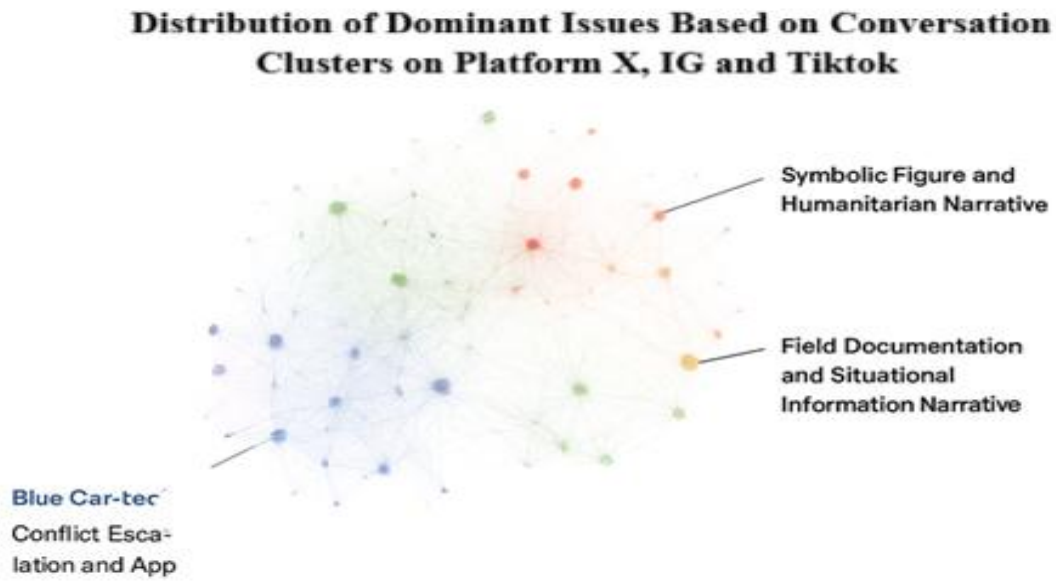



**Figure 3. Sentiment Polarity Distribution Across Platforms**
**Source:** Observation Results through Advanced Network Analytics, 2026

The network visualization in Figure 3 reveals the distribution of dominant conversational clusters emerging from cross-platform interactions on X, Instagram, and TikTok. Three primary clusters were identified: (1) Symbolic Figure and Humanitarian Narrative (red nodes), (2) Field Documentation and Situational Information Narrative (yellow nodes), and (3) Conflict Escalation and Appeal Narrative (blue nodes). The red cluster dominates the discourse space, suggesting that discussions of symbolic figures and humanitarian issues generated the highest engagement and interconnectivity. This indicates that online activism often becomes personalized through symbolic leadership and emotionally resonant storytelling, a dynamic consistent with findings from previous research on digital protest movements (Papacharissi, 2015). Such narratives not only humanize abstract political issues but also sustain collective affect and solidarity among dispersed online participants (Highfield & Leaver, 2016).

The Field Documentation and Situational Information cluster reflects how participants utilized digital platforms for real-time reporting and dissemination of on-the-ground updates, functioning as a citizen-led information infrastructure (Tufekci, 2017). Meanwhile, the Conflict Escalation and Appeal cluster (blue nodes) highlights the discursive mobilization of emotional urgency, where calls for justice and expressions of outrage catalyzed broader engagement (Castells, 2015) The interplay among these clusters demonstrates how networked publics construct meaning across platforms through intertwined affective and informational logics (Nick & Andreas, 2017). Collectively, these findings illustrate that digital discourse during the Jakarta demonstrations was not merely reactive but strategically coordinated across modalities textual, visual, and emotional reinforcing the hybrid nature of contemporary networked activism.

Read together, the quantitative network mapping produced through Advanced Network Analytics (ANA) and the qualitative interpretation generated through Critical Discourse Analysis

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(CDA) mutually reinforce one another. The clustering patterns identified by ANA reveal where discursive energy concentrates within the network, while the CDA interpretation explains why particular narratives, such as symbolic-humanitarian framing or conflict-escalation rhetoric, attract disproportionate engagement. This cross-validation between relational structure and discursive meaning demonstrates that network position and ideological salience are mutually constitutive: the clusters with the highest interconnectivity are also those most heavily invested with morally and emotionally charged discourse, indicating that affective framing functions as a key driver of network centrality within Indonesia's digital protest ecosystem.

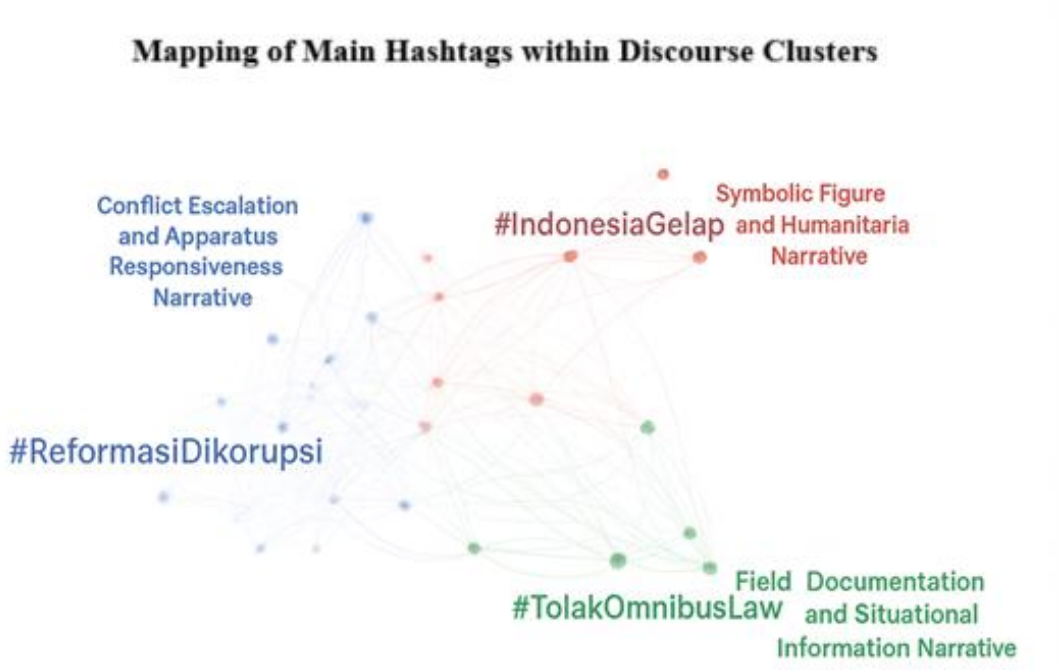



**Figure 4. Mapping of Main Hashtags within Discourse Clusters**
**Source:** Observation Results through Advanced Network Analytics (ANA),2026

Figure 4 illustrates the relational mapping between major protest-related hashtags and their associated discourse clusters across digital platforms. The visualization reveals three prominent semantic communities: *#ReformasiDikorupsi* (blue), *#IndonesiaGelap* (red), and *#TolakOmnibusLaw* (green). Each cluster demonstrates distinct thematic and affective orientations. The *#ReformasiDikorupsi* cluster, aligned with the *Conflict Escalation and Apparatus Responsiveness Narrative*, reflects discourses centered on state accountability, police conduct, and demands for systemic reform echoing the communicative logic of "hashtag activism", where grievances are transformed into shared moral imperatives. Conversely, *#IndonesiaGelap* dominates the *Symbolic Figure and Humanitarian Narrative* cluster, indicating that users framed the protests through emotional and symbolic lenses, often invoking collective empathy and moral outrage.

Meanwhile, *#TolakOmnibusLaw* occupies the *Field Documentation and Situational Information Narrative* cluster, emphasizing pragmatic, on-the-ground information sharing about

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demonstrations, crowd movements, and legislative critique. This cluster exemplifies the hybrid use of social media as both an informational and mobilizational infrastructure. The interconnection between clusters visible through cross-links among hashtags suggests that online protest discourse in Indonesia operates through a polycentric network structure rather than a single dominant narrative. Such structural hybridity reflects how activists and ordinary users collaboratively construct meaning across ideological, emotional, and informational dimensions, reinforcing the adaptive, multi-nodal nature of Indonesia's digital activism ecosystem (Highfield & Leaver, 2016).

**Table 4. Summary of Dominant Clusters, Narrative Themes, and Key Influencers**

| Cluster (Color) | % of Network | Narrative Focus | Key Influencers | Dominant Hashtags | Narrative Characteristics |
|---|---|---|---|---|---|
| Blue Cluster | 28.76% | Conflict escalation; government accountability | @BangPino__, @165Hati, @MCAOps | #ReformasiDikorupsi, #TurunkanKapolri | Emotionally charged discourse highlighting police repressiveness and institutional failure |
| Green Cluster | 16.90% | Field documentation; situational reporting | @FraksiRakyatID | #TolakOmnibusLaw, | Data-oriented citizen journalism emphasizing factual updates and real-time coordination |
| Red Cluster | 13% | Humanitarian and symbolic narrative | @historia_id | #IndonesiaGelap, #SaveDemocracy | Moral framing emphasizing human rights, solidarity, and symbolic leadership |

**Source:** Author's compilation based on research data, 2026

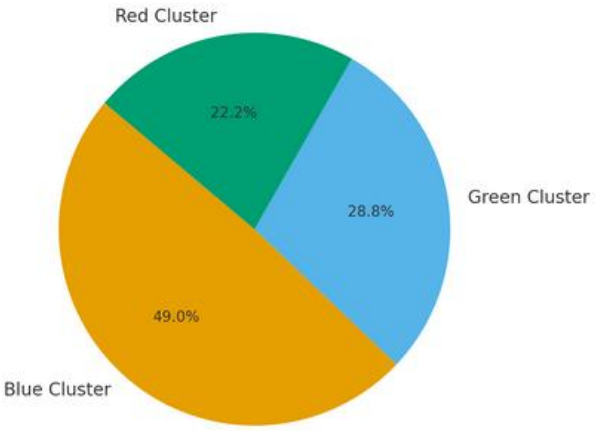



**Figure 5. Network Distribution by Cluster (%)**
**Source:** Author's compilation based on research data, 2026

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The network distribution visualization shows that the Blue Cluster dominates the digital discourse with 28.76% of total interactions, emphasizing conflict escalation and demands for government accountability. This dominance shows that politically charged, emotionally expressive narratives remain central to online mobilization around protest movements. In contrast, the Green Cluster (16.90%) reflects a more data-driven orientation, where participants engage in real-time field documentation and factual updates, often functioning as citizen journalists. Meanwhile, the Red Cluster (13%) focuses on symbolic and humanitarian narratives, highlighting moral and emotional appeals such as human rights, solidarity, and resistance. Together, these proportions indicate a layered communicative ecosystem in which emotional, factual, and moral framings coexist, reinforcing the complexity of Indonesia's digital activism networks.

Taken together, the network typologies and sentiment patterns documented above carry direct implications for public administration theory. The Blue Cluster's dominance in conflict escalation and accountability narratives, combined with the finding that 54% of overall sentiment is negative, signals eroding institutional trust and a perceived legitimacy deficit in government's handling of public grievances, consistent with theoretical accounts of state legitimacy as contingent on perceived responsiveness and fairness. The Green Cluster's field-documentation function illustrates how digital citizen networks perform an informal accountability role that traditional bureaucratic communication has yet to institutionalize, pointing to an unmet demand for real-time, transparent citizen–government interaction. Meanwhile, the Red Cluster's humanitarian and symbolic framing suggests that citizens increasingly evaluate government performance through moral and affective criteria, not solely through instrumental policy outcomes. Collectively, these patterns indicate that digital discourse functions as an informal channel of policy feedback and an indicator of citizen–state relational quality; bureaucracies that disregard these signals risk further legitimacy erosion, whereas those that incorporate them into responsive governance strategies may enhance institutional trust and policy responsiveness.

## 4. Conclusion

This study shows that digital discourse around demonstrations in Jakarta reflects a complex intersection of political communication, emotional expression, and ideological construction in Indonesia's online public sphere. By integrating Critical Discourse Analysis (CDA) and Advanced Network Analytics (ANA), the findings show that Twitter (X) serves as the epicenter of critical discourse and dissent, Instagram fosters affective solidarity through visual narratives, and TikTok reconfigures protest expression into creative, performative activism. The networked structure of discussions comprising conflict-driven, humanitarian, and data-oriented clusters illustrates how rational, emotional, and moral dimensions of participation coexist and interact dynamically. Sentiment patterns indicate that public frustration, moral empathy, and calls for accountability collectively drive digital mobilization, transforming social media from a space of commentary into a site of ideological negotiation. Overall, the research underscores that Indonesia's digital activism operates within a hybrid and participatory ecosystem where discourse, sentiment, and ideology are mutually constitutive, shaping not only online

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engagement but also broader democratic consciousness in the digital era.

Building on these findings, this study offers several practical, evidence-based recommendations for policymakers, public administrators, and government institutions. First, government agencies should institutionalize real-time digital-listening mechanisms that track sentiment shifts and emerging narrative clusters similar to those identified in this study, enabling more timely and calibrated responses to public grievances. Second, given that humanitarian and symbolic narratives generate disproportionately high engagement, crisis communication strategies should incorporate empathetic, transparent, and human-centered messaging rather than relying solely on formal, top-down statements, since perceived indifference may accelerate legitimacy erosion. Third, the citizen-led field-documentation function observed in this study suggests that bureaucracies should develop formal channels, such as verified public-reporting portals or collaborative digital platforms, that can absorb and validate citizen-generated information, thereby converting informal digital accountability into institutionalized participatory governance. Finally, public institutions are encouraged to adopt a Digital Era Governance approach that integrates cross-platform monitoring, responsive communication protocols, and participatory feedback loops into standard crisis and public-engagement management, so that digital discourse is treated not as background noise but as a substantive input into policymaking and administrative reform.

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