

ABSTRAK

Aditya Bagas Pangestu. 1228040004, 2026, Analisis Sentimen Opini Netizen di X Dalam Menilai Citra Politik Kang Dedi Mulyadi

Perkembangan media sosial telah mengubah cara opini publik terbentuk dan berkembang dalam ruang digital. Platform X menjadi salah satu ruang yang memungkinkan masyarakat mengekspresikan pandangan, penilaian, maupun kritik terhadap figur politik secara *real-time*. Dedi Mulyadi sebagai Gubernur Jawa Barat merupakan salah satu tokoh politik yang memiliki eksposur tinggi di media sosial dan sering menjadi objek perbincangan publik. Kondisi tersebut menghasilkan beragam sentimen yang dapat memengaruhi pembentukan citra politiknya di ruang digital.

Penelitian ini bertujuan untuk menelusuri kecenderungan sentimen publik terhadap Dedi Mulyadi di platform X melalui pemetaan sentimen positif, negatif, dan netral, serta mengidentifikasi tema-tema yang muncul dalam sentimen publik tersebut dalam merepresentasikan citra politik Dedi Mulyadi.

Penelitian ini menggunakan teori Opini Publik sebagai *grand theory* untuk memahami pembentukan persepsi masyarakat terhadap figur politik, teori *Networked Public Sphere* untuk menjelaskan dinamika ruang publik digital, serta teori Citra Politik untuk menganalisis bagaimana sentimen publik merepresentasikan citra seorang aktor politik. Kerangka berpikir penelitian menempatkan media sosial sebagai ruang yang memungkinkan distribusi informasi, evaluasi publik, serta kontestasi makna terhadap figur politik.

Penelitian ini menggunakan pendekatan kualitatif tematik. Data penelitian diperoleh melalui pengumpulan cuitan di platform X yang berkaitan dengan Dedi Mulyadi. Analisis dilakukan menggunakan algoritma *Naive Bayes Classifier* untuk mengklasifikasikan sentimen ke dalam kategori positif, negatif, dan netral. Selanjutnya, data dianalisis menggunakan analisis tematik melalui proses *open coding* untuk mengidentifikasi tema yang muncul dalam percakapan publik. Validasi temuan dilakukan melalui wawancara dengan pakar aktivisme digital.

Hasil penelitian menunjukkan bahwa sentimen netral mendominasi percakapan publik mengenai Dedi Mulyadi di platform X dengan jumlah 961 cuitan (77%), diikuti sentimen negatif sebanyak 180 cuitan (14%), dan sentimen positif sebanyak 116 cuitan (9%). Sentimen netral menunjukkan kuatnya fungsi media sosial sebagai ruang distribusi informasi mengenai aktivitas pemerintahan dan kebijakan publik. Analisis tematik menemukan lima tema utama yang merepresentasikan citra politik Dedi Mulyadi, yaitu distribusi informasi, peleburan budaya populer, gaya komunikasi, skeptisisme, serta penolakan karakter dan identitas. Kelima tema tersebut menunjukkan bahwa citra politik Dedi Mulyadi di platform X tidak terbentuk secara tunggal, melainkan melalui beragam persepsi publik.

Kata Kunci : Opini publik, Citra Politik, Dedi Mulyadi

ABSTRACT

Aditya Bagas Pangestu. 1228040004, 2026, *Sentiment Analysis Netizen Opinion On X To Evaluate Political Image Kang Dedi Mulyadi*

The development of social media has transformed the way public opinion is formed and disseminated within digital spaces. X has emerged as one of the primary platforms that enables citizens to express their views, evaluations, and criticisms of political figures in real time. As the Governor of West Java, Dedi Mulyadi is a political figure with substantial exposure on social media and frequently becomes the subject of public discussion. This condition generates various public sentiments that may influence the construction of his political image in the digital sphere.

This study aims to examine the tendency of public sentiment toward Dedi Mulyadi on X by mapping positive, negative, and neutral sentiments, as well as identifying the dominant themes emerging from public discourse that represent his political image.

This research employs Public Opinion Theory as the grand theory to understand the formation of public perceptions toward political figures, the Networked Public Sphere Theory to explain the dynamics of digital public spaces, and Political Image Theory to analyze how public sentiments represent the image of a political actor. The conceptual framework positions social media as a space that facilitates information dissemination, public evaluation, and the contestation of meanings surrounding political figures.

This study adopts a qualitative thematic approach. Research data were collected from posts on X related to Dedi Mulyadi. Sentiment classification was conducted using the Naïve Bayes Classifier algorithm to categorize posts into positive, negative, and neutral sentiments. Subsequently, thematic analysis was employed through an open-coding process to identify recurring themes within public conversations. The findings were further validated through an interview with an expert in digital activism.

The results indicate that neutral sentiment dominates public conversations regarding Dedi Mulyadi on X, accounting for 961 posts (77%), followed by negative sentiment with 180 posts (14%) and positive sentiment with 116 posts (9%). The dominance of neutral sentiment reflects the strong function of social media as a medium for disseminating information related to governmental activities and public policies. Furthermore, thematic analysis identified five major themes representing Dedi Mulyadi's political image: information distribution, popular culture integration, communication style, skepticism, and rejection of character and identity. These findings suggest that Dedi Mulyadi's political image on X is not constructed through a single narrative but rather through diverse public perceptions that continuously interact and compete within the digital public sphere.

Keywords: *Public Opinion, Political Image, Dedi Mulyadi*