

BETWEEN PRAISE AND CRITICISM: A SENTIMENT ANALYSIS OF KANG DEDI MULYADI'S LEADERSHIP ON X (TWITTER)

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Abstract

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

Keywords: kang dedi mulyadi, leadership, sentiment analysis, twitter, west java

INTRODUCTION

Advances in information and communication technology have had a significant impact in various aspects of life, including in political dynamics. Social

media has become a digital public space that allows people to voice their opinions on various political issues (Agustina et al., 2021; Andini et al., 2025) . One of the political figures in the spotlight of netizens is the Governor of West Java, Dedi Mulyadi, commonly called Kang Dedi Mulyadi or KDM. The populist political style carried by KDM has caught the public's attention. His social media activation, especially the YouTube KDM Channel, was so massive that it earned him the nickname "Content Governor" (Janati & Ramadhan, 2025) . This approach is in line with global trends where digital media has become the main tool for building political images and managing public perceptions (Fahrudin et al., 2025; Gainous & Wagner, 2013) .

Platforms such as social media X (Twitter) have become a major tool in conveying public opinion, shaping perceptions, and influencing political discourse, including the phenomenon of KDM leadership and policies in West Java. This social media X (Twitter) has a wide network in real time and allows X (Twitter) users to exchange messages, emotions, thoughts and opinions easily, quickly and widely (Novitasari et al., 2024; Stieglitz & Dang-Xuan, 2013) . The X (Twitter) platform also allows forming a communication network. This communication network on X (Twitter) is formed through the tweet, like, reply, or retweet feature which both allow interaction or relations from each actor or actor (Jovanica et al., 2022) .

This research is motivated by the need to understand how KDM's leadership, policies and populist communication style are accepted by the community, especially KDM has had "top issues" that have developed in the community such as sending troubled students to military barracks, vasectomy requirements (male family planning) as a condition for getting social assistance (bansos), graduation and study tour bans for schools, efforts to combat thuggery and the nickname "Content Governor" (Emprit, 2025) .

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

The top controversial issues show that the style of populism is not always positively received by the public, as well as public perceptions vary depending on

the policy context and communication style (Cristo'bal Rovira Kaltwasser & Mudde, 2017; Fahrudin et al., 2025) . This research aims to see and identify how KDM's leadership in West Java affects public sentiment on social media X (Twitter). This is in line with research that shows that sentiment analysis can provide deep insight into public opinion in a political context (Ceron et al., 2014) .

Research conducted by Drone Emprit states that although many appreciate KDM's efforts to overcome various social problems, a number of its policies have drawn criticism because they are considered coercive, insensitive and imaging-laden so that public sentiment is divided (Emprit, 2025) . Research on KDM's populist style through sentiment analysis of public comments on Tempodotco YouTube videos states that there are 3 sentiment distributions, namely 44.4% positive, 36.0% negative and 19.6% neutral. Another result of the study is the high frequency of "imaging" as much as 22% which reflects criticism of performative politics (Fahrudin et al., 2025) .

Apart from negative and positive sentiments from the public, the majority of West Java people in fact appreciate the work of the West Java Governor (OpinionPlus, 2025) . In a survey conducted by *Tirto* in collaboration with Jakpat on June 16-17, 2025, the narrative tends to be positive. Of the 1,250 respondents of West Java residents, 85.51 percent gave at least good ratings to Dedi Mulyadi's leadership as Governor of West Java. In more detail, 48.04 percent of respondents considered Dedi Mulyadi's leadership to be in the very good category. Meanwhile, another 37.47 percent gave an assessment in the good category. Only 2 percent of respondents rated Dedi Mulyadi's leadership as Governor of West Java in the less or not good category (Akbar, 2025) .

By looking at the results of previous research, this study needs to be conducted to further examine public sentiment towards KDM by looking at the phenomenon that stands between praise and criticism using sentiment analysis by taking data from social media X (Twitter) by prioritizing network structure analysis, content type analysis, and thematic analysis. This research is expected to make a theoretical contribution by enriching the understanding of political communication and leadership styles at the provincial (regional) level and a practical contribution by providing an overview of the dichotomy and dynamics of public opinion on social media X (Twitter) to regional leaders.

METHOD

This research uses a mixed method approach, which combines big data

analysis with social network analysis and qualitative interpretation to examine public sentiment towards Dedi Mulyadi in the discourse that occurs on platform X (Twitter) (Demotte et al., 2023; Froehlich, 2022) . Platform X was chosen because politics-related discourse occurs most on X (Sumartias et al., 2023, 2024, 2025) and this platform also allows users to express their opinions in *real-time*.

Data collection was conducted using the keyword "Dedi Mulyadi". Data was obtained by utilizing the Twitter API-based Tweet Harvest to collect tweets containing the keyword #kangdedimulyadi during the period March to May 2025. All data collected was then processed and classified into three sentiment categories: positive, negative, and neutral, using the Orange Data Mining application and combined with findings from Drone Emprit.

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

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

RESULTS AND DISCUSSION

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

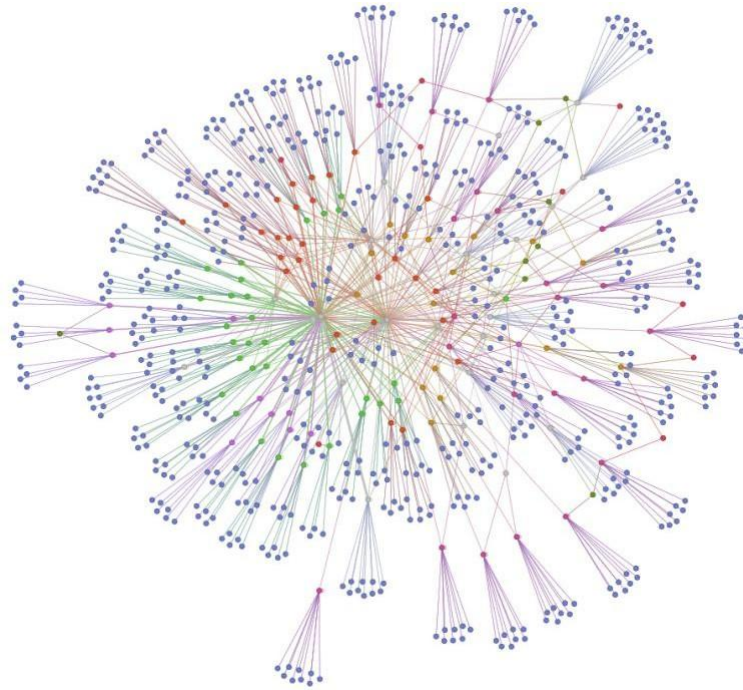


Figure 1. Sociogram of Conversations Related to Dedi Mulyadi on X (Source: Processed Researcher Data, 2025)

Network Structure Analysis

Network structure analysis is an analysis conducted to visualize the interaction patterns of X (Twitter) users related to the keyword "Dedi Mulyadi". In this network analysis, there are two measurement indicators, namely network size, relationship type, relationship pattern and network density of "Dedi Mulyadi".

By using the Yifan Hu layout, it is found that the size of the "Dedi Mulyadi" network is 764 actors with 1,117 relationships. The Yifan Hu layout was chosen to make it easier to see the network structure formed in the main network (Figure 1). Several clusters are formed in the conversation network on X related to "Dedi Mulyadi". The clusters in Figure 1 show the similarity of messages between users of X so that they are gathered in the same structure. The extent of spread and the effectiveness of a message expressed by X users in a digital way can be seen through the network structure (Table 1).

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

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

Source: Processed Researcher Data, 2025

In Table 1, we can see the structure of the communication network on "Dedi Mulyadi". In the network structure, the number of nodes is 764 and the relationship is 1,117. In this case, the relationship describes the relationship line between one actor and another, while the actor is the position of users who interact with each other in the network (Novitasari et al., 2024).

The type of relationship in the conversation that is formed is directed or one-way or the communication message is unidirectional. In other words, the accounts involved in the conversation do more retweets or likes.

The characteristics of the communication pattern that occurs are radial. Radial can be understood that there is an actor who acts as the center in the communication network (Rogers & Kincaid, 1981) . In the context of this research, the actors in this conversation are dominated by *repost accounts* that are the center of their respective networks.

The network density in this conversation is 0.002. This indicates that the network density is very low because the value is close to 0. The density value ranges from 0 to 1. The closer to 1, the higher the network density. High network density is characterized by two-way communication between actors (Eriyanto, 2021) . Whereas in this network it is low because communication does not take place two-way between actors.

The most influential tweets in a positive context are those that get the most favourites (Table 2). Based on the results of the researcher's analysis, it is found that repost accounts are the most influential accounts such as @randomable_, @somexthread, and @kegblgnunfaedh. The most favored tweets contain daily life, performance, funfacts, and appreciation for the way Dedi Mulyadi works. However, among the top 10 most favorite tweets, there is a negative tweet against Dedi Mulyadi which discusses that Dedi Mulyadi has insulted one of the religions in Indonesia.

Tabel 2. Most Favourite Tweets

Account User Name	Tweets	Total Favourites	Account Types
@randomable_	JANGAN GANGGU KDM DI JAM INI!! Karena kang dedi mulyadi dijam-jam ini dia bakalan sombong ke orang https://t.co/0zBgeAtT32	20875	Repost Account (Viral Things)
@somexthread	Respect banget kang dedi mulyadi datang tidak sebagai gubernur atau pejabat melainkan ikut berbaur sebagai rakyat Netizen: energi positif bapak aing membawa kemenangan https://t.co/4Ln3MBpevx	11900	Repost Account (Viral Things)
@randomable_	Padahal dulu sering nonton sinetron baru sadar kang dedi mulyadi pernah jadiaktornya juga boleh juga aktingnya semoga yang viral akhir ini	3307	Repost Account (Viral Things)
	bukan akting yaa https://t.co/YFEyCuFZXX		

<p>@kegblgnunfaedh</p>	<p>KOK GA DIGAJI YAH Kang Dedi Mulyadi Channel https://t.co/EAcioEemHC</p>	<p>2613</p>	<p>Repost Account (Viral Things)</p>
<p>@somexthread</p>	<p>Ini beneran kang dedi mulyadi?? bisa-bisanya nyungsep ke sawah bareng pak kades mau ketawa takut dibawa ke barak https://t.co/y5wMVj0983</p>	<p>2598</p>	<p>Repost Account (Viral Things)</p>
<p>@Shimapapaaa</p>	<p>@Mdy_Asmara1701 Gue bukan pendukung dedi mulyadi pas pemilu aja gak gua pilih. Tapi untuk konteks ini dia bener loh. Coba tonton aja video lengkapnya deh biar ngerti. Konteksnya ini anak gak punya rumah untuk bayar kontrakan aja gak mampu tapi mau maksain perpisahan sama bikin buku kenangan</p>	<p>2494</p>	<p>Pendukung Anies Baswedan</p>
<p>@ukhty_onya</p>	<p>Dedi mulyadi adalah pemimpin dg rekam jejak pernah menghina syariat islam pernah menjadikan sebuah kota dg banyak patung/berala Kalo seorang pemimpin sudah berani menghina islam Pemimpin sebegus apapun gak akan berarti dimata umat islam TENGSELAMKAN !!!! https://t.co/TEdApWxxN3</p>	<p>2457</p>	<p>Pro Palestine Account</p>

<p>@Zeefire02</p>	<p>Udah sekolah tinggi - tinggi masih 1370 aja kelakuan kayak orang T010L kagak bersyukur lu Untung kakak lu sabar ngadepin lu mbakk ketemu Kang Dedi Mulyadi auto sikap tobat lu mbak Netizen : Makan tu gengsii https://t.co/J568BJgR9q</p>	<p>Repost Account (Viral Things)</p>
<p>@somexthread</p>	<p>Video yang memperlihatkan cara kang dedi mulyadi membuat anak kecil untuk lebih mandiri dan bertanggung jawab bisa nih dilihatin ke anak yang lagi bandel https://t.co/jncUCbLtLj</p>	<p>Repost Account (Viral Things)</p>

Source: Processed Researcher Data, 2025

The most influential tweets in the context of retweets imply tweets that X users agree with. Based on the analysis results in Table 3, it is found that repost accounts are still the most influential accounts such as @randomable_ and @somexthread. There are also personal accounts that have great influence, namely @ukhty_onya and @Srik4ndiMuslim2.

In terms of retweets, the most retweeted tweets are tweets with a negative tone towards Dedi Mulyadi. This tweet was written by @ukhty_onya who discussed Dedi Mulyadi's track record of insulting one of Indonesia's religions. In addition, there is an account @Srik4ndiMuslim2 that criticizes Dedi Mulyadi for seizing people's land and connecting it with President Jokowi's administration.

Table 3. Most Retweets Tweets

Account User Name	Tweets	Total Retweets	Account Types
@ukhty_onya	Dedi mulyadi adalah pemimpin dg rekam jejak pernah menghina syariat islam pernah menjadikan sebuah kota dg banyak patung/berala Kalo seorang pemimpin sudah berani menghina islam Pemimpin sebagus apapun gak akan berarti dimata umat islam TENGSELAMKAN !!! https://t.co/TEdApWxxN3	987	Pro Palestine Account
@randomable_	JANGAN GANGGU KDM DI JAM INI!! Karena kang dedi mulyadi dijam-jam ini dia bakalan sombong ke orang https://t.co/0zBgeAtT32	957	Repost Account (Viral Things)
@somexthread	Respect banget kang dedi mulyadi datang tidak sebagai gubernur atau pejabat melainkan ikut berbaur sebagai rakyat Netizen: energi positif bapak aing membawa kemenangan https://t.co/4Ln3MBpevx	667	Repost Account (Viral Things)

<p>@Srik4ndiMuslim2</p>	<p>Dedi Mulyadi gubernur Jawa Barat yang menamakan dirinya KDM ini adalah jagoan Aguan. Aguan adalah pencuri dan perampas tanah2 rakyat atas izin pemerintah Jokowi. #PemakzulanGibranSah Hancurkan Dedi Mulyadi!</p> <p>#PemakzulanGibranSah https://t.co/KVG93V8Bf3</p>	<p>320</p> <p>Pendukung Anies Baswedan</p>
<p>@randomable_</p>	<p>Padahal dulu sering nonton sinetron baru sadar kang dedi mulyadi pernah jadi aktornya juga boleh juga aktingnya semoga yang viral akhir ini bukan akting yaa</p> <p>https://t.co/YFEyCuFZXX</p>	<p>317</p> <p>Repost Account (Viral Things)</p>
<p>@DediMulyadi71</p>	<p>berbuat kebaikan karena ingin imbalan itu namanya kuli berbuat kebaikan tanpa berharap imbalan itu namanya pengabdian.</p> <p>https://t.co/QYdPQua1sT</p>	<p>237</p> <p>Dedi Mulyadi's account</p>
<p>@somexthread</p>	<p>Ini beneran kang dedi mulyadi?? bisa-bisanya nyungsep ke sawah bareng pak kades mau ketawa takut dibawa ke barak</p> <p>https://t.co/y5wMVj0983</p>	<p>202</p> <p>Repost Account (Viral Things)</p>
<p>@kegblgnunfaedh</p>	<p>KOK GA DIGAJI YAH Kang Dedi</p>	<p>159</p> <p>Repost Account</p>

	Mulyadi https://t.co/EAcioEemHC	Channel	(Viral Things)
@somexthread	Video yang memperlihatkan 144 cara kang dedi mulyadi membuat anak kecil untuk lebih mandiri dan bertanggung jawab bisa nih dilihatin ke anak yang lagi bandel https://t.co/jncUCbLtLj	144	Repost Account (Viral Things)
@Zeefire02	Udah sekolah tinggi - tinggi masih aja kelakuan kayak orang T0l0L kagak bersyukur lu Untung kakak lu sabar ngadepin lu mbakk ketemu Kang Dedi Mulyadi auto sikap tobat lu mbak Netizen : Makan tu gengsii https://t.co/J568BJgR9q	138	Repost Account (Viral Things)

Source: Processed Researcher Data, 2025

In the context of quoted tweets, it can be understood that positively or negatively towards the content of the tweet. Quoted tweets can mean two things, first, other users agree with what the tweet maker said so they want to add a tweet that reinforces the tweet. The second is that the user disagrees with the tweet and debates the tweet.

In the context of quoted tweets (Table 4), it can be understood that it is both positive and negative towards the content of the tweet. Quoted tweets can mean two things, the first is that other users agree with what the tweet maker said so they want to add a tweet that reinforces the tweet. The second is that users disagree with the tweet and debate the tweet.

The most quoted tweets come from repost accounts, such as @randomable_, @somexthread, and @Zeefire02. Based on the analysis, it was found that X users quoted tweets on matters related to Dedi Mulyadi's daily life and performance.

Table 4. Most Quoted Tweets

Account User Name	Tweets	Total Retweets	Account Types
@randomable_	JANGAN GANGGU KDM DI JAM INI!! Karena kang dedi mulyadi dijam-jam ini dia bakalan sombong ke orang https://t.co/0zBgeAtT32	530	Repost Account (Viral Things)
@somexthread	Respect banget kang dedi mulyadi datang tidak sebagai gubernur atau pejabat melainkan ikut berbaur sebagai rakyat Netizen: energi positif bapak aing membawa kemenangan https://t.co/4Ln3MBpevx	503	Repost Account (Viral Things)
@randomable_	Padahal dulu sering nonton sinetron baru sadar kang dedi mulyadi pernah jadi aktornya juga boleh juga aktingnya semoga yang viral akhir ini bukan acting yaa https://t.co/YFEyCuFZXX	48	Repost Account (Viral Things)
@Zeefire02	Udah sekolah tinggi - tinggi masih aja kelakuan kayak orang T0l0L kagak bersyukur lu Untung kakak lu sabar ngadepin lu mbakk ketemu Kang Dedi Mulyadi auto sikap tobat lu mbak Netizen: Makan tu gengsii https://t.co/J568BJgR9q	25	Repost Account (Viral Things)
@ukhty_onya	Dedi mulyadi adalah pemimpin dg rekam jejak pernah menghina syariat islam pernah menjadikan sebuah kota dg banyak patung/berala Kalo seorang pemimpin sudah berani menghina islam Pemimpin sebegus apapun gak akan berarti dimata umat islam TENGGELAMKAN	21	Pro Palestine Account

https://t.co/TEdApWxxN3			
@kegblgnunfae dh	KOK GA DIGAJI YAH Kang Dedi Mulyadi Channel https://t.co/EAcioEemHC	21	Repost Account (Viral Things)
@DediMulyadi 71	berbuat kebaikan karena ingin imbalan itu namanya kuli berbuat kebaikan tanpa berharap imbalan itu Namanya pengabdian. https://t.co/QYdPQua1sT	17	Dedi Mulyadi's account
@BayuAngora	Kang Dedi Mulyadi baru 100 hari kerja. Tapi hasilnya sudah setara 100 periode. https://t.co/OcbGab3ZtT	16	Pendukung Dedi Mulyadi
@somexthread	Video yang memperlihatkan cara kang dedi mulyadi membuat anak kecil untuk lebih mandiri dan bertanggung jawab bisa nih dilihatin ke anak yang lagi bandel https://t.co/jncUCbLtLj	15	Repost Account (Viral Things)
@somexthread	Dengan bangganya kang dedi mulyadi mengibarkan bendera persib https://t.co/s2hq064oy0	9	Repost Account (Viral Things)

Source: Processed Researcher Data, 2025

Reply tweets can also be interpreted in the same way as quoted tweets. It can mean two things, there are positive replies and there are also negative replies. Tweets that get the most replies are still dominated by repost accounts, such as

@somexthread and @randomable (Table 5). There is also a supporter of Dedi Mulyadi, namely the @BayuAngora account, which gets a lot of replies. In addition, there are tweets criticizing Dedi Mulyadi's track record from the @ukhty_onya account that also received many replies.

Table 5. Most Reply Tweets

Account User Name	Tweets	Total Retweets	Account Types
@somexthread	Respect banget kang dede mulyadi datang tidak sebagai gubernur atau pejabat melainkan ikut berbaur sebagai rakyat Netizen: energi positif bapak aing membawa kemenangan https://t.co/4Ln3MBpevx	638	Repost Account (Viral Things)
@randomable_	JANGAN GANGGU KDM DI JAM INI!! Karena kang dede mulyadi dijam-jam ini dia bakalan sombong ke orang https://t.co/0zBgeAtT32	594	Repost Account (Viral Things)
@ukhty_onya	Dede mulyadi adalah pemimpin dg rekam jejak pernah menghina syariat islam pernah menjadikan sebuah kota dg banyak patung/berala Kalo seorang pemimpin sudah berani menghina islam Pemimpin sebagus apapun gak akan berarti dimata umat islam TENGSELAMKAN https://t.co/TEdApWxxN3	123	Pro Palestine Account

@BayuAngora	Kang Dedi Mulyadi baru 100 hari kerja. Tapi hasilnya sudah setara 100 periode. https://t.co/OcbGab3ZtT	119	Pendukung g Dedi Mulyadi
@randomable_	Padahal dulu sering nonton sinetron baru sadar kang dedi mulyadi pernah jadi aktornya juga boleh juga aktingnya semoga yang viral akhir ini bukan akting yaa https://t.co/YFEyCuFZXX	109	Repost Account (Viral Things)
@SukaKopi58	KDM = Kang Dedi Mulyadi KDM = Kang Dedi jadi-jadi Padahal bapak itu cuma geal geol di atas mobil tp banyak bocah yang nangis di bawah https://t.co/ktXyy30A4y	106	Repost Account (Viral Things)
@Zeefire02	Udah sekolah tinggi - tinggi masih aja kelakuan kayak orang T0l0L kagak bersyukur lu Untung kakak lu sabar ngadepin lu mbakk ketemu Kang Dedi Mulyadi auto sikap tobat lu mbak Netizen : Makan tu gengsii https://t.co/J568BJgR9q	75	Repost Account (Viral Things)
@MPN_Indonesia	Kang Dedi Mulyadi tegur pria lansia berseragam polisi di Ciamis yang bantu atur lalu lintas tanpa status resmi soroti pentingnya legalitas simbol negara. #dedimulyadi #kakek #jabar https://t.co/7KlCIpZcqP	68	Online Media

@kegblgnunfae dh	KOK GA DIGAJI YAH Kang Dedi Mulyadi Channel https://t.co/EAcioEemHC	64	Repost Account (Viral Things)
@Srik4ndiMusl im2	Dedi Mulyadi gubernur Jawa Barat yang menamakan dirinya KDM ini adalah jagoan Aguan. Aguan adalah pencuri dan perampas tanah2 rakyat atas izin pemerintah Jokowi #PemakzulanGibranSah Hancurkan Dedi Mulyadi! #PemakzulanGibranSah https://t.co/KVG93V8Bf3	60	Pendukung Anies Baswedan

Source: Processed Researcher Data, 2025

Content Type Analysis

Based on the results of the analysis, it was found that the content type in tweets related to Dedi Mulyadi was dominated by tweets accompanied by videos (47.5%). This is followed by tweets alone (28.7%). Finally, tweets accompanied by images (23.8%). The discussions that took place in X brought up several themes that led to Dedi Mulyadi's performance, policies, and daily life.

Conversations that occurred about Dedi Mulyadi in X contained an average of 184 characters. In addition, tweets are accompanied by images or videos to support the tweets. The average uploaded video is 30 to 60 seconds long. The average image accompanying the tweet is 1 image and is categorized as image with added text (Figure 2).

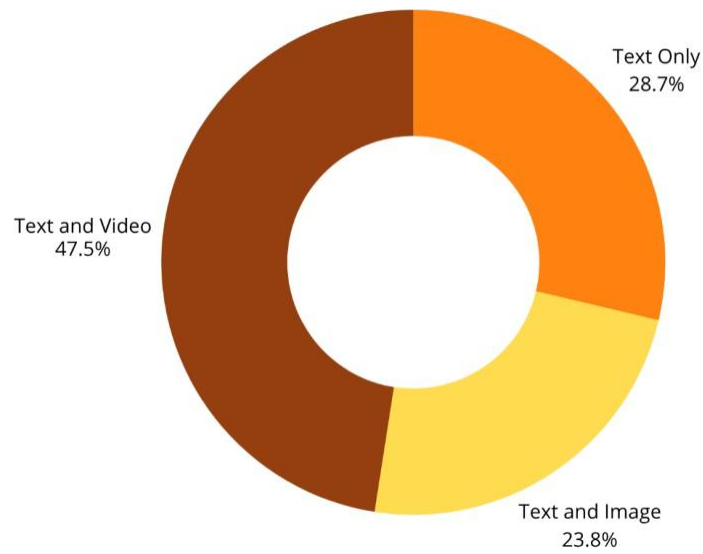


Figure 2. Content Type (Source: Processed Researcher Data, 2025)



(a)



(b)

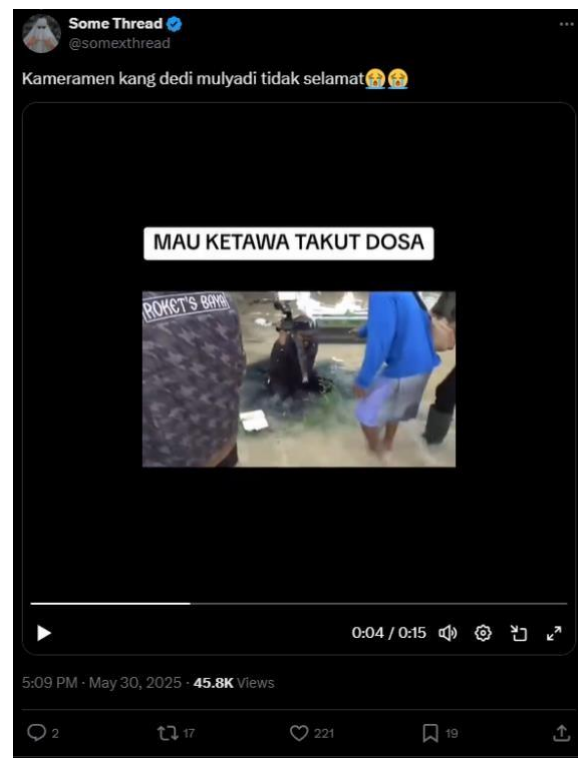
Figure 3. Example of an image with added text (a, b) included in a tweet

(Source: Processed Researcher Data, 2025)

The inclusion of tweets accompanied by photos and videos implies a change in behavior from X users who initially preferred text-based social media platforms. Previous research has found that tweets accompanied by photos or videos can increase engagement. In addition, although X is not a video-based platform, there is a change in the digital behavior of Indonesians who prefer short video content.



(a)



(b)

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

Thematic Analysis

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

In addition to several topics that often appear (Figure 5), there are several

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

Dedi Mulyadi has also become the talk of the net because he has intersected with soccer several times. For example, when Persib won the championship and when there were residents who carried the Persikas Subang banner out of place.

There is also a discussion related to Dedi Mulyadi's branding, which is considered fierce and feared by children because of the Bawa ke Barak program. The most distant is the assumption of residents regarding the rise of Dedi Mulyadi's name and its association with the 2029 presidential election.

Researchers also found a number of criticisms of the performance and policies made by Dedi Mulyadi. There are net citizens who argue that Dedi Mulyadi's policies are considered not on target and do not solve the problems in West Java. In addition, the phenomenon of rampant complaints to Dedi Mulyadi on social media makes Dedi Mulyadi considered a content governor.

The criticism directed at Dedi Mulyadi is wrapped in satire, sarcasm, and humor so that if not examined further, these tweets can be considered mere jokes. Through jokes, netizens criticize Dedi Mulyadi's policies related to students ranging from the Bawa ke Barak program, school children who have to walk, the school hour adjustment program, to the implementation of a curfew for students.

Based on the analysis of this theme, it is also found that there are netizens who do not know that the abbreviation KDM stands for Kang Dedi Mulyadi. Before Dedi Mulyadi branded himself with the abbreviation KDM, in the X universe, the abbreviation KDM was more popular with Korean Fans of both K-Pop and K-Drama because it was the name of a menfess account. This KDM abbreviation also makes Korean Fans confused.

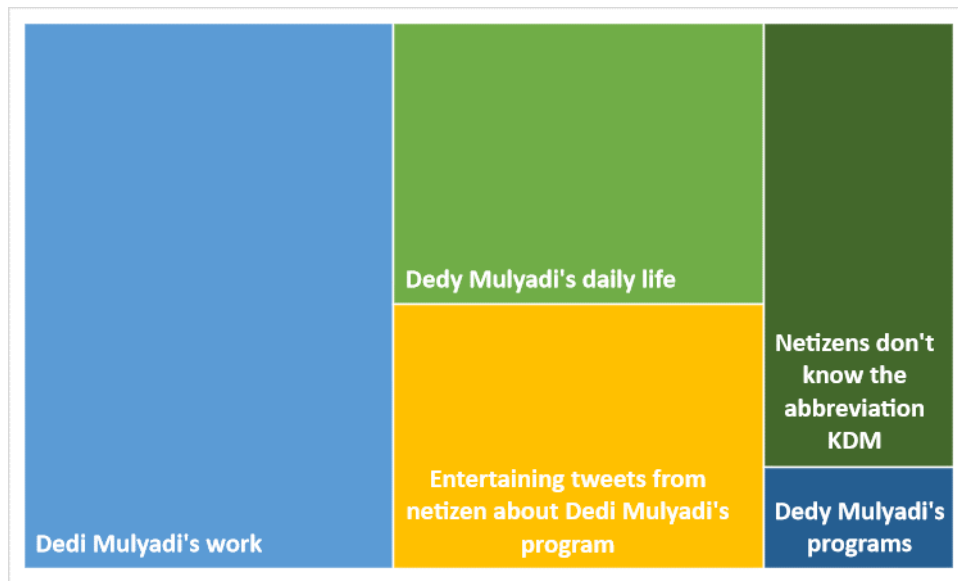


Figure 5. Thematic Analysis in Tweets related to Dedi Mulyadi (Source: Processed Researcher Data, 2025)

Sentiment Analysis

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

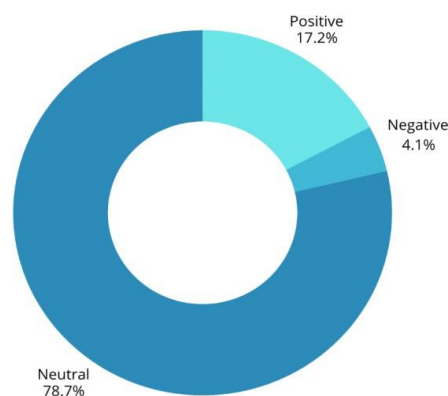


Figure 6. Sentiment Analysis Related to Tweets about Dedi Mulyadi (Source: Processed Researcher Data, 2025)

Dedi Mulyadi (KDM) still does not want to disburse the budget to be involved in financing Transjabodetabek subsidies. Dedi said that the matter of Transjabodetabek subsidy assistance needs to see its urgency first."

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

Similar to neutral sentiment, positive sentiment is also dominated by tweets related to Dedi Mulyadi's performance, programs, and daily life. These tweets with positive sentiments come from repost accounts and Dedi Mulyadi's supporting accounts.

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

Dedi Mulyadi supporters always include hashtags in tweets that are classified as positive sentiments. These hashtags include #kdm #dedimulyadi #governorjabar #governorjawabarat #kangdedimulyadi #bapaaing. These hashtags appeared to support the branding of Dedi Mulyadi, who branded himself with the abbreviation KDM or Kang Dedi Mulyadi. Dedi Mulyadi's supporters also like to refer to Dedi

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

Although the number of negative sentiments is very small, the negative narratives spread are related to Dedi Mulyadi's personality. Starting from his daily life, his track record, to being linked to other politicians who are receiving negative sentiment. There are also negative sentiments related to policies made by Dedi Mulyadi. Tweets with these negative sentiments came from individual accounts and online media accounts.

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

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

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

Next, there are netizens who criticize Dedi Mulyadi's policies who think that his blusukan does not solve problems in West Java. Here is the tweet, "y all need to stop glorifying kang dedi mulyadi esp about barracks blusukan etc. honestly his

policy is too narcissistic and does not solve problems in West Java."

Criticism of the policy does not only come from individual accounts, but there are also online media accounts, as in the following tweet, "School at 6 am is not a solution Kang Dedi Mulyadi it's difficult!"

DISCUSSION

The results of sentiment analysis on tweets related to Dedi Mulyadi are dominated by neutral sentiment (78.7%). The next is positive sentiment (17.2%) and the last is negative sentiment (4.1%). Tweets that fall into the neutral sentiment category related to Dedi Mulyadi are dominated by tweets that inform about Dedi Mulyadi's performance and programs. These tweets come from online media accounts, repost accounts, and supporting accounts. The findings of this study support previous findings which state that the public is satisfied with the performance of the Governor of West Java, Dedi Mulyadi during his 100-day leadership period (Mulya, 2025).

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

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

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

Based on the results of the analysis, it can be concluded that the sentiment that occurs on platform X shows a positive neutral trend. This also indicates that critical engagement from netizens on X is still lacking. Whereas the behavioral tendency of X users in Indonesia is more critical compared to other social media platforms (Sumartias et al., 2023) .

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

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

Researchers also found a number of criticisms of Dedi Mulyadi's performance and policies. There are netizens who argue that Dedi Mulyadi's policies are considered not on target and do not solve problems in West Java. In addition, the phenomenon of rampant complaints to Dedi Mulyadi on social media makes Dedi Mulyadi considered a content governor.

The criticism directed at Dedi Mulyadi is wrapped in satire, sarcasm, and humor so that if not examined further, these tweets can be considered mere jokes. This is in accordance with the findings of previous research which found that Indonesia is a high context country, in other words, criticism is conveyed in a very polite and subtle way (Hermans & Shanahan, 2015; Jauhari et al., 2020; Rose et al., 2015; Sumartias et al., 2025) .

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

The use of soccer as a communication tool offers a number of advantages for

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

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

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

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

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

Conversations related to Dedi Mulyadi on X are also dominated by repost accounts or so-called reposters. Reposter accounts are accounts that focus on reposting viral content. These accounts also focus on sharing content that has gained significant attention and engagement online (Frigerio & Tenchini, 2023; Niitsuma et al., 2025) . These reposer accounts then play an important role in shaping discourse as their tweets receive higher levels of engagement and serve as key nodes in information dissemination (Chen et al., 2019; Tran, 2022) . However, reposer accounts remain a potential threat in that they can help spread misinformation if the content is not verified for accuracy (Webb et al., 2016) .

These reposer accounts increase engagement from their posts by including videos or photos in each tweet. These accounts adapt the communication strategies used on video-based platforms (TikTok) and image-based platforms (Instagram) to text-based platforms (X). Repost accounts use a content strategy that always uploads tweets by attaching videos or photos. This is done so that the uploaded tweets get high engagement. This is in accordance with the findings of previous research which found that by including videos and photos the engagement of tweets will be higher than just tweets (Chen et al., 2019; Tran, 2022) .

CONCLUSION

This research shows that leadership in the digital age is shaped not only by virtual narratives and on-the-ground actions, but also by how those actions are translated and perceived by the digital society. This research confirms the importance of social media as a public opinion monitoring tool and an adaptive political communication strategy. However, this research has limitations that lie in the platform that is the primary data source, platform X. The discourse that occurs on platform X still has a bias because it cannot represent all Indonesian people. Platform X is only used by 25.2 million Indonesians or only 11% of active internet users throughout Indonesia (We Are Social & Meltwater, 2025) . Future research is expected to explore the dynamics on platform X with other keywords related to Dedi Mulyadi related to certain moments. In addition, it does not rule out the possibility of comparing the discourse that occurs on platform X with other platforms such as Instagram or TikTok.

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