



Social Media Public Opinion on Public Figures Transforming into Indonesian House of Representatives Members

Rizka Rahmawati

e-mail: rizka.rhmawati45@gmail.com

Jurusan Administrasi Publik, FISIP Universitas Sriwijaya

Annada Nasyaya

e-mail: annadanasyaya@fisip.unsri.ac.id

Jurusan Administrasi Publik, FISIP Universitas Sriwijaya

Abstract: *The government has an important role towards the public as a leader, one of which is the People's Representative Council of the Republic of Indonesia. Institutions that make laws and represent the voice of the people. This research aims to find out public opinion on social media related to the transformation of public figures into DPR RI. Seeing that there are several public figures who contribute to the public by occupying positions in the DPR RI and accompanied by the phenomenon of a number of political parties involving public figures. This study looks at public opinion regarding the Indonesian DPRI who has a background as a public figure in the 2019 - 2024 period. The research method used is descriptive quantitative with content analysis to look at the content of public tweets on Twitter or X media. Crawling the data using Google Collaboratory, 3009 tweets were found using keywords determined by the time filter 1 October 2019 – 28 November 2023. The data was categorized (coding) and analyzed using Kriyantono's theory of several categories of public opinion. This research found that there were dominant categories such as positive opinion with a percentage of 57% or 1,727 tweets. Another finding is that there are indicators that are the most dominant, such as indicators of approval conveyed by the public after going through categorization.*

Keywords: *House of Representatives Members, Legislator, Public opinion, Public, Public figure.*

Abstrak: *Pemerintah memiliki peranan penting terhadap publik sebagai pemimpin, salah satunya seperti Dewan Perwakilan Rakyat Republik Indonesia. Lembaga yang membuat undang-undang dan wakil suara rakyat. Penelitian ini memiliki tujuan mengetahui opini publik di media sosial terkait dengan transformasi publik figur menjadi DPR RI. Melihat adanya beberapa publik figur yang berkontribusi kepada publik dengan menduduki jabatan DPR RI serta diiringi dengan fenomena sejumlah partai politik yang melibatkan publik figur. Studi ini melihat terkait dengan opini publik mengenai DPRI RI yang memiliki latar belakang sebagai publik figur pada periode 2019 - 2024. Metode penelitian yang digunakan kuantitatif deskriptif dengan analisis isi (content analysis) untuk melihat terkait dengan isi tweet publik pada media twitter atau X. Melalui crawling data menggunakan google colabboratory ditemukan 3009 tweet melalui keyword yang ditentukan filter waktu 1 oktober 2019 – 28 november 2023. Data tersebut dilakukan kategorisasi (pengkodean) dan dianalisis dengan menggunakan teori kriyantono terhadap beberapa kategori opini publik. Penelitian ini ditemukan terdapat kategori yang dominan seperti opini positif dengan persentase 57% atau 1.727 cuitan. Temuan lain terdapat indikator yang paling dominan, seperti indikator menyetujui disampaikan oleh publik setelah melalui pengkategorisasian.*

Kata kunci: *Dewan Perwakilan Rakyat Republik Indonesia, Legislator, Opini Publik, Publik, Artis*



Introduction

Every country is inseparable from the realm of politics, which governs and directs every action in various aspects of life to achieve common goals. Indonesia, as a country with a presidential system, delegates different governmental tasks according to its authority and responsibilities.¹ The government plays an important role in public life as a leader, organizing various supporting activities and accommodating the aspirations and needs of the public.² The quality of leadership can influence public trust in its performance and contributions to public welfare.³ Public trust can be shaped by public opinion observed within a social environment.⁴

Qualities and characteristics such as responsibility, vision, and problem-solving are indications of an ideal leader.⁵ The existence of a leader is monitored by the public, who act as watchdogs of government performance. A leader's responses to demands, issues, achievements, and public needs will influence the evolving public opinion.⁶ The public continuously seeks and requires ideal leaders to overcome issues and achieve shared goals. In this process, the public has the right and opportunity to choose leaders through participation in general elections and the democratic process.

Leadership recruitment takes place through elections, open to candidates who meet the required qualifications. These candidates are given the opportunity to campaign using various media, in accordance with Article 23 of General Election Commission Regulation No. 23 of 2018—such as limited meetings, face-to-face meetings, print and electronic media advertisements, public rallies, and more. One frequently used strategy among prospective leaders is the use of social media.⁷

¹ Ribkha Annisa Octovina, "SISTEM PRESIDENSIAL DI INDONESIA Ribkha," *Core.Ac.Uk* (2019): 247–251.

² Abdul Wahab Podungge and Asna Aneta, "Profesionalisme Pegawai Ditinjau Dari Aspek Pengorganisasian Dalam Pelayanan Publik," *Publik (Jurnal Ilmu Administrasi)* 9, no. 1 (2020): 55.

³ Ulber Silalahi, "Reinventing Kepemimpinan Di Sektor Publik Untuk Membangun Kepercayaan Warga Kepada Pemerintah," *Jurnal Ilmu Administrasi* 8, no. 3 (2011): 261–274.

⁴ Yanti Dwi Astuti, *Wajah Opini Publik Di Media Massa*, 2020.

⁵ Otong Husni Taufiq, Ari Kusumah Wardani, and Univeritas Galuh, "Karakter Kepemimpinan Ideal," *Jurnal MODERAT, Volume 6, Nomor 3* 6 (2020): 513–524.

⁶ Darmawan Syah et al., "Opini Dan Sikap Masyarakat Terhadap Pembaharuan Dan Kepemimpinan Bupati Nurdin Abdullah Dalam Memajukan Bantaeng Sebagai Kota Industri Dan Wisata," *Jurnal Komunikasi KAREBA* 4, no. 3 (2015).

⁷ Nur Alfiyani, "Media Sosial Sebagai Strategi Komunikasi Politik," *Potret Pemikiran* 22, no. 1 (2018).



Social media has a broad reach and is accessible to anyone regardless of location.⁸ It is used by individuals and groups for product promotion, information sharing, personal branding, and political communication. Similarly, Hečková notes that Barack Obama, during the 2008 U.S. presidential election, successfully used social media to promote his revolutionary ideas and gained attention from many young people both within the U.S. and internationally.⁹ In 2014, the Indian government also reflected on its political use of social media. The internet and social media platforms can also showcase government performance and public engagement strategies, allowing citizens to assess public officials.¹⁰

Leaders have their own approaches to building public engagement and achieving shared goals with public support.¹¹ Social media's images and videos help the public remember individuals in their social environment.¹² It serves as a public forum for discussion, idea exchange, and commentary on political events—thereby shaping public opinion.¹³ Twitter, in particular, is widely used in Indonesia as a channel for public expression. Many users respond to current issues through tweets, indicating an active and free public discourse.¹⁴ Twitter can also highlight issues through its trending topics, which often contain expressions of public opinion.¹⁵

Public figures, commonly known as celebrities are widely recognized due to their popularity. Their roles and characters in entertainment capture public attention.¹⁶ Some of these

⁸ Farisha Sestri Musdalifah, Annada Nasyaya, and Miftha Pratiwi, "Media Sosial Dan Politisi Perempuan Di Indonesia: Analisis Konten Pada Sembilan Akun Instagram Perempuan Anggota Legislatif," *Jurnal Pemerintahan dan Politik* 7, no. 4 (2022): 47–56.

⁹ Andrea Chlebcová Hečková, "Media Negativism as a Tool of Political Communication," *European Journal of Science and Theology* 12, no. 1 (2016): 147–154.

¹⁰ Mahi Hikmat, "Strategi Pemanfaatan Media Sosial Untuk Meningkatkan Citra Positif Dprd Dalam Persepsi Rakyat Daerah," *Jurnal Common* 2, no. 1 (2018).

¹¹ Sri Utari and Moh. Mustofa Hadi, "Gaya Kepemimpinan Demokratis Perpustakaan Kota Yogyakarta (Studi Kasus)," *Jurnal Pustaka Ilmiah* 6, no. 1 (2020): 994.

¹² Sella Efrida and Anisa Diniati, "Pemanfaatan Fitur Media Sosial Instagram Dalam Membangun Personal Branding Miss International 2017," *Jurnal Kajian Komunikasi* 8, no. 1 (2020): 57.

¹³ Nick Anstead and Ben O'Loughlin, "Social Media Analysis and Public Opinion: The 2010 UK General Election," *Journal of Computer-Mediated Communication* 20, no. 2 (2015): 204–220.

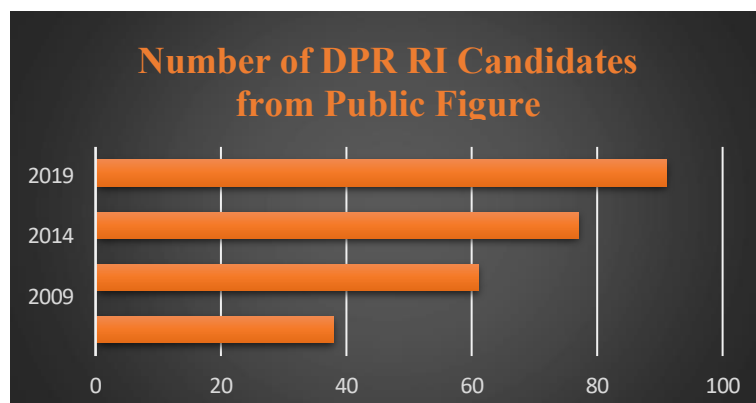
¹⁴ Khusnul Fatmawati, Rizqiyatu Zuthfiyah, and Rima Atikal Kafa, "DEMOKRASI DALAM PENGGUNAAN MEDIA SOSIAL (Studi Kasus Postingan Di Twitter Tentang Anggaran Lem Aibon Pemerintah Provinsi DKI Jakarta)," *JMAN jurnal mahasiswa Administrasi negara* 4, no. 1 (2020): 14–25.

¹⁵ Tika Adilah Mutiara et al., "Analisis Sentimen Opini Publik Mengenai Larangan Mudik Pada Twitter Menggunakan Naïve Bayes," *Jurnal CoreIT: Jurnal Hasil Penelitian Ilmu Komputer Dan Teknologi Informasi*, 2020.

¹⁶ Ayu Krisnasari Ni Komang, I Made Agus Dwi Suarjaya, and I Made Sunia Raharja, "Classification of Public Figures Sentiment on Twitter Using Big Data Technology," *Journal of Informatics and Telecommunication Engineering* 6, no. 1 (2022): 157–169.

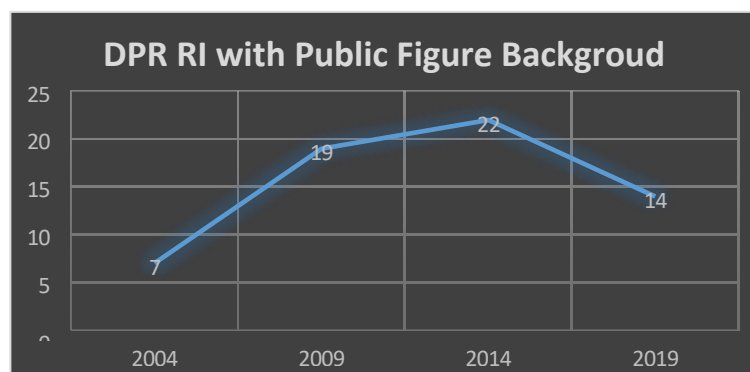


public figures undergo a transformation from the entertainment stage to the political arena, dedicating themselves to the public. Their popularity enables them to influence public discourse, highlight ongoing public issues, evaluate public services and policies, and critique leadership performance.¹⁷ Some of their actions also serve to amplify public aspirations. This transformation includes several celebrities entering politics and becoming members of parliament. Subandi and Ubaid noted an increasing number of celebrities running for legislative office across political parties with each election cycle.¹⁸



(Source : Ikhsan, 2014; Subandi dan Ubaid, 2020)

Among the DPR RI candidates from public figure backgrounds, some celebrities have been elected as members of the House of Representatives (DPR) of the Republic of Indonesia, across several periods such as:



(Source : Ikhsan, 2014; Subandi dan Ubaid, 2020)

The transformation of public figures into politicians is accompanied by fluctuating levels of public trust in leaders, especially in the House of Representatives (DPR). According

¹⁷ Masad Masrur Buchori, "Kajian Media Terhadap Pemberitaan Proses Legislasi Undang-Undang Cipta Kerja," *Jurnal Komunikasi Nusantara* 3, no. 1 (2021): 68–79.

¹⁸ HB Habibi Subandi and Ahmad Hasan Ubaid, "Selebritis Menjadi Politisi: Studi Tentang Bagaimana Selebritis Menang Atau Kalah Dalam Pemilu Legislatif," *JlIP: Jurnal Ilmiah Ilmu Pemerintahan* 5, no. 1 (2020): 21–45.



to Rasaili, public trust was at its lowest during the 2014–2019 reform period.¹⁹ Ironically, that same period saw an increase in the number of public figures holding parliamentary seats. Approaching the democratic festival of 2024, several political parties have begun recruiting celebrities to run for legislative positions. Data from CNN Indonesia (2023) and the General Elections Commission (KPU) shows that 77 candidates for DPR RI from various parties have backgrounds as public figures.²⁰

Public figures have the right to enter politics and hold office.²¹ However, the public also has the right to assess and evaluate the performance of its leaders, including celebrities who become legislators.²² Some public figures who became legislators have positively influenced public participation through their popularity.²³ Nevertheless, some have eroded public trust, such as Angelina Sondakh, who was involved in a corruption case in 2012. Her case raised doubts about the capability of public figures transitioning into political roles.²⁴

Rahmah argues that public trust can be shaped by social media, which provides various types of information, opinions, and responses to political issues.²⁵ Public opinion is critical because it correlates with trust in government and can influence policy decisions.²⁶ Public sentiment—expressed through opinions or aspirations in response to policy effectiveness—can form the basis for evidence-based policymaking. Public conversations on social media are considered data that can support policy formulation and evaluation.²⁷ The relevance of public opinion on platforms like Twitter is significant, as it can inform the government about the

¹⁹ Wilda Rasaili, “Kinerja DPR Dan Kepercayaan Publik : (Analisis Kepercayaan Publik Terhadap Kinerja DPR RI Tahun 2014-2019),” *Duke Law Journal* 1, no. 1 (2019).

²⁰ CNN Indonesia, “Deretan Selebritis Di Daftar Caleg Sementara Pemilu 2024,” 2023.

²¹ Resty Nabilah, Izomiddin Izomiddin, and Raegen Harahap, “Fenomena Rekrutmen Artis Anggota Legislatif Ditinjau Dari Perspektif Teori Partai Politik,” *Jurnal Prodi Ilmu Politik* 1, no. 2 (2022): 81–92.

²² Novie Indrawati Sagita, “Partisipasi Warga Masyarakat Dalam Penilaian Kinerja Kecamatan Di Kota Bandung,” *CosmoGov* 2, no. 2 (2016): 308.

²³ Aseng Yulanda and Azmi Fitrisia, “Fenomena Rekrutmen Artis Sebagai Calon Legislatif Ditinjau Dari Perspektif Aksiologi,” *Titian: Jurnal Ilmu Humaniora* 07, no. 01 (2023).

²⁴ Rieka Mustika and S Arifianto, “Komodifikasi ‘Popularitas Selebritis’ Untuk Mendulang Suara Pemilu Legislatif 2019,” *Jurnal Studi Komunikasi dan Media* 22, no. 2 (2018): 139.

²⁵ Syifa Nur Rahmah, “Personal Branding Ganjar Pranowo Untuk Membangun Komunikasi Politik Di Media Sosial Instagram,” *Jurnal Interaksi : Jurnal Ilmu Komunikasi* 5, no. 1 (2021): 94–101.

²⁶ Rido Riefdian Septa and Bevaola Kusumasari, “Opini Publik Terkait Tren Isu Kesehatan: Analisis Konten Pada Twitter Dan Portal Berita Di Yogyakarta,” *PESIRAH: Jurnal Administrasi Publik* 2, no. 2 (2023): 34–43.

²⁷ Denny Hernawan et al., “Perspektif Kebijakan Berbasis Bukti Terhadap Implementasi Kebijakan Merdeka Belajar Kampus Merdeka,” *Jurnal Governansi* 8, no. 1 (2022): 1–10.



public's preferences and help evaluate government performance while encouraging public participation.²⁸ Social media has been utilized by political actors and parties to communicate their messages.²⁹ It influences politics by providing a global communication space and shaping public opinion.³⁰

Public opinion is essentially a shared perspective that arises during a discussion focusing on a common concern affecting the public.³¹ Neuman adds that public opinion consists of individual expressions shared in public spaces regarding a phenomenon or controversy, where others are free to agree or disagree.³² As it evolves, public opinion can be categorized into several variables. According to Kriyantono, it can be classified as follows.³³

Table 1. Categories of Public Opinion According to Kriyantono

Category	Main Characteristics	Example Statements
Positive (Favourable)	Praising: Statements of praise about work programs, activities, vision, and mission.	"If DR becomes a DPR member, I trust their quality from the vision and mission presented—let's give them a chance."
	Admiring: Expressions that please the subject regarding their actions.	"During the DPR inauguration, legislator NA wore a simple kebaya—not seeking attention..."
	Agreeing: Expressing interest and agreement with statements, actions, or shared views.	"This DPR Commission I member keeps pushing for stronger national security and defense."
Negative (Unfavourable)	Criticizing: Statements criticizing actions that are not being carried out properly.	"Just look at the DPR's attendance—so many absentees. What kind of representatives are these?"
	Belittling: Sarcastic or mocking statements about appearance or behavior.	"...What's so special about them that they got elected to the DPR RI?"
	Rejecting: Expressions of disagreement with a situation or action.	"How do they keep getting elected to the DPR when there's no visible result?"
Neutral	Neutral: Statements that do not take sides regarding actions or situations.	"This evening I'm meeting Mrs. RM, a DPR RI member, to be a moderator..."

²⁸ Septa and Kusumasari, "Opini Publik Terkait Tren Isu Kesehatan: Analisis Konten Pada Twitter Dan Portal Berita Di Yogyakarta."

²⁹ Alfiyani, "Media Sosial Sebagai Strategi Komunikasi Politik."

³⁰ Hafidz Azizan and Bimbingan dan Konseling, "Pengaruh Kepercayaan Diri Terhadap Ketergantungan Media Sosial Pada Siswa Di Smk Negeri 1 Bantul the Influence of Self-Confidence in Social Media Dependence on Students At Smk Negeri 1 Bantul" (2016): 1–10.

³¹ Dini Nur Asih and Muhamad Rosit, "Opini Publik Di Media Sosial: Analisis Isi Opini Kandidat Ahok-Djarot Dan Anies-Sandi Di Twitter," *CoverAge: Journal of Strategic Communication* 8, no. 2 (2018): 45–56.

³² Awad Bin Muhammad Alkatiri, Zhafira Nadiah, and Adinda Nada S.Nasution, "Opini Publik Terhadap Penerapan New Normal Di Media Sosial Twitter," *CoverAge: Journal of Strategic Communication* 11, no. 1 (2020): 19–26.

³³ Ibid.



(Source : Alkatiri et al., 2020)

Methods

This study uses a quantitative research approach by applying descriptive content analysis to systematically analyze text and identify characteristics related to the facts found in an object.³⁴ Through a descriptive analytical approach, the study systematically describes the facts and nature of the population or object.³⁵ Public responses on Twitter—through tweets and comments—were used to analyze public opinion regarding hashtags involving several public figures serving as DPR RI members. The list of DPR RI members with public figure backgrounds was taken from the official DPR RI website (<https://www.dpr.go.id/anggota>), identifying 14 individuals elected as legislators for the 2019–2024 period. The Twitter data for these legislators was then crawled using Google Colaboratory (<https://colab.research.google.com/>) with the keyword “DPR [legislator's name]” and filtered by date from October 1, 2019, to November 28, 2023.

Table 2 Names and Total Data of Artists Becoming Members of the DPR

Name	Total Data
Arzeti Bilbina	142
Dede Yusuf	349
Desy Ratnasari	168
Eko Patrio	214
Krisdayanti	386
Muhammad Farhan	245
Mulan Jameela	402
Niko Siahaan	100
Nurul Arifin	218
Primus Yustisio	79
Rachel Maryam	96
Rano Karno	165
Rieka Diah Pitaloka	259
Tommy Kurniawan	186
Total	3009

After the data is obtained, it will be categorized or coded based on the theory used in this study, with coding performed using Microsoft Excel. In the next step, the researcher will

³⁴ Roy Putra Marthen and Yudhistira Ardi Poetra, “Analisis Isi Pesan Sarkasme Pada Animasi Tektok Di Youtube” 3, no. 2 (2023): 1–11.

³⁵ Marista Elisabeth Bala, Johny Senduk, and Anthonius Boham, “Peran Komunikasi Keluarga Dalam Mencegah Perilaku Merokok Bagi Remaja Di Kelurahan Winangun Kecamatan Malalayang Kota Manado,” *Jurnal Acta Diurna* IV, no. 3 (2015): 1–11.



examine the tweets related to public figures who became members of the House of Representatives (DPR) that received the most and least responses for further analysis of the findings, using the Twitter or X platform.

Results

Categorization or coding was conducted using Microsoft Excel, following data cleaning carried out with the assistance of R Studio software. The tweets were then categorized based on Kriyantono's public opinion theory, using categories and indicators such as positive (favourable), which includes praising, admiring, and agreeing; negative (unfavourable), which includes criticizing, belittling, and rejecting; and also the neutral variable. Each variable includes indicators that serve as classifications for public opinion tweets, such as:

Table 3. Results of Public Opinion Tweet Categorization Against Several Indicators

Legislator Name	Category	Total Tweets	Percentage
Arzeti Bilbina	Praising	25	1%
	Admiring	28	1%
	Agreeing	48	2%
	Criticizing	4	0.13%
	Belittling	4	0.13%
	Rejecting	2	0.07%
	Neutral	31	1%
	Total	142	
Dede Yusuf	Praising	29	1%
	Admiring	28	1%
	Agreeing	156	5%
	Criticizing	16	1%
	Belittling	6	0.20%
	Rejecting	1	0.03%
	Neutral	113	4%
	Total	349	
Desy Ratnasari	Praising	10	0,33%
	Admiring	49	2%
	Agreeing	37	1%
	Criticizing	1	0,03%
	Belittling	6	,20%
	Rejecting	1	0,03%
	Neutral	64	2%
	Total	168	
Eko Patrio	Praising	3	0,10%
	Admiring	8	0,27%
	Agreeing	40	1%
	Criticizing	45	1%
	Belittling	32	1%
	Rejecting	6	0,20%
	Neutral	80	3%



	Total	214	
Krisdayanti	Praising	25	1%
	Admiring	38	1%
	Agreeing	153	5%
	Criticizing	72	2%
	Belittling	26	1%
	Rejecting	12	0,40%
	Neutral	60	2%
	Total	386	
Muhammad Farhan	Praising	19	1%
	Admiring	9	0.30%
	Agreeing	135	4%
	Criticizing	7	0,23%
	Belittling	2	0,07%
	Rejecting	2	0,07%
	Neutral	71	2%
	Total	245	
Mulan Jameela	Praising	12	0,40%
	Admiring	24	1%
	Agreeing	134	4%
	Criticizing	74	2%
	Belittling	83	3%
	Rejecting	30	1%
	Neutral	45	1%
	Total	402	
Niko Siahaan	Praising	3	0,10%
	Admiring	5	0,17%
	Agreeing	30	1%
	Criticizing	29	1%
	Belittling	6	0,20%
	Rejecting	0	0,00%
	Neutral	27	1%
	Total	100	
Nurul Arifin	Praising	14	0,47%
	Admiring	9	0,30%
	Agreeing	151	5%
	Criticizing	14	0,47%
	Belittling	2	0,07%
	Rejecting	1	0,03%
	Neutral	27	1%
	Total	218	
Primus Yustisio	Praising	27	1%
	Admiring	13	0,43%
	Agreeing	15	0,50%
	Criticizing	2	0,07%
	Belittling	4	0,13%
	Rejecting	1	0,03%
	Neutral	17	1%
	Total	79	
Rachel Maryam	Praising	8	0,27%
	Admiring	4	0,13%
	Agreeing	30	1%
	Criticizing	3	0,10%
	Belittling	6	0,20%
	Rejecting	1	0,03%



	Neutral	44	1%
	Total	96	
Rano Karno	Praising	3	0,10%
	Admiring	4	0,13%
	Agreeing	125	4%
	Criticizing	3	0,10%
	Belittling	5	0,17%
	Rejecting	0	0,00%
	Neutral	25	1%
	Total	165	
Rieka Diah Pitaloka	Praising	10	0,33%
	Admiring	18	1%
	Agreeing	150	5%
	Criticizing	27	1%
	Belittling	9	0,30%
	Rejecting	13	0,43%
	Neutral	32	1%
	Total	259	
Tommy Kurniawan	Praising	5	0,17%
	Admiring	39	1%
	Agreeing	54	2%
	Criticizing	17	1%
	Belittling	4	0,13%
	Rejecting	1	0,03%
	Neutral	66	2%
	Total	186	
Total		3009	100%

Source: Processed Data by Researchers, 2024

The results can be explained based on the categorization of public opinion, which refers to public opinion theory grounded in interconnected variables and indicators. It was found that the least mentioned public opinions on social media regarding public figures becoming members of the House of Representatives (DPR RI) on the Twitter or X platform were in the categories of “rejecting” and “praising,” with percentages ranging from 0% to 1%. Meanwhile, the dominant category was “agreeing,” with a percentage range between 0.50% and 5%.

Table 4. Ranking of Public Opinion Categorization Indicators on Twitter/X (October 2019 – 28 November 2023)

Ranking	Category	Total Tweets	Percentage	Type of Public Opinion
1	Agreeing	1258	42%	Positive Opinion
2	Neutral	702	23%	Neutral Opinion
3	Criticizing	314	10.44%	Negative Opinion
4	Admiring	276	9%	Positive Opinion
5	Belittling	195	6.48%	Negative Opinion
6	Praising	193	6%	Positive Opinion
7	Rejecting	71	2.36%	Negative Opinion

Source: Processed Data by Researchers, 2024



The dominant result was the “agreeing” opinion, with Dede Yusuf receiving the highest number of such opinions—29 tweets or 1%. Meanwhile, legislators such as Eko Patrio, Niko Siahaan, and Rano Karno had the fewest “praising” opinions, with only 3 tweets each or 0.10%. These “praising” opinions related to the transformation of public figures into DPR RI members. For example: “Deputy Chair of Commission X DPR Dede Yusuf discusses three major issues that must be addressed... and continues to listen to the people's aspirations” (Informant username @le*ch*****). Praising opinions toward public figures as DPR members typically refer to their legislative activities, proposed programs, responses to issues, or their publicly perceived vision and mission.

The least frequent opinion category found on Twitter was “rejecting.” One public figure who stood out in this category was Mulan Jameela, with 30 tweets or 1%. In contrast, no data were found indicating rejection opinions for Rano Karno and Niko Siahaan. Rejection opinions relating to the transformation of public figures into DPR members include tweets such as: “Who voted for Mulan Jameela to become a DPR member... come on, let’s argue” (Informant username @p****_j). These responses express disapproval of the situation or actions of public figures serving as legislators.

In the next step, the researcher will analyze and consolidate data across various categories, using the indicators established by Kriyantono’s public opinion theory. The results will be compiled into a table such as the following:

Table 5. Categorization of Public Opinion Tweet by Variables

Legislator Name	Category	Total Tweets	Percentage
Arzeti Bilbina	Positive Opinion	101	3%
	Negative Opinion	10	0.33%
	Neutral Opinion	31	1%
Dede Yusuf	Positive Opinion	213	7%
	Negative Opinion	23	0.76%
	Neutral Opinion	113	4%
Desy Ratnasari	Positive Opinion	96	3%
	Negative Opinion	8	0.27%
	Neutral Opinion	64	2%
Eko Patrio	Positive Opinion	51	2%
	Negative Opinion	83	2.76%
	Neutral Opinion	80	3%
Krisdayanti	Positive Opinion	216	7%
	Negative Opinion	110	3.66%
	Neutral Opinion	60	2%
Muhammad Farhan	Positive Opinion	163	5%
	Negative Opinion	11	0.37%



	Neutral Opinion	71	2%
Mulan Jameela	Positive Opinion	170	6%
	Negative Opinion	187	6.21%
	Neutral Opinion	45	1%
Nico Siahaan	Positive Opinion	38	1%
	Negative Opinion	35	1.16%
	Neutral Opinion	27	1%
Nurul Arifin	Positive Opinion	174	6%
	Negative Opinion	17	0.56%
	Neutral Opinion	27	1%
Primus Yustisio	Positive Opinion	55	2%
	Negative Opinion	7	0.23%
	Neutral Opinion	17	1%
Rachel Maryam	Positive Opinion	42	1%
	Negative Opinion	10	0.33%
	Neutral Opinion	44	1%
Rano Karno	Positive Opinion	132	4%
	Negative Opinion	8	0.27%
	Neutral Opinion	25	1%
Rieka Diah Pitaloka	Positive Opinion	178	6%
	Negative Opinion	49	1.63%
	Neutral Opinion	42	1%
Tommy Kurniawan	Positive Opinion	98	3%
	Negative Opinion	22	0.73%
	Neutral Opinion	66	2%
	Total	3009	100%

Source: Processed Data by Researchers, 2024

The results of categorizing public opinion variables show that the most dominant was positive opinion (favourable) with 1,727 tweets, or 57%. This is followed by neutral opinion, with 702 tweets or 23%. The least represented was negative opinion (unfavourable), with 580 tweets or 19%.

In the dominant variable—positive opinion—public figures frequently mentioned on Twitter include Krisdayanti, with 216 tweets (7%), followed by Dede Yusuf with 213 tweets (7%). Meanwhile, Niko Siahaan received only 38 tweets (1%), making him the legislator with the fewest public responses on Twitter.

Krisdayanti, as a DPR RI member, gained public attention for her proactive response to the COVID-19 crisis through vaccine advocacy and the implementation of health protocols. She was actively involved in encouraging public participation in vaccination during the pandemic, offering food packages and snacks to citizens attending free vaccination events. As a member of Commission IX, which focuses on health, she not only supported the vaccine program but also participated with her family in vaccinations alongside the public. She also oversaw vaccine distribution in Malang, ensuring government accountability.



Many of Krisdayanti's statements received public approval, such as those encouraging healthy living and supporting child vaccination efforts in collaboration with the Ministry of Health. Her actions and remarks during the pandemic received positive responses on Twitter. For example: "Krisdayanti, a DPR member, reveals her income openly. Her honesty should be appreciated, not criticized." (Informant username @h*****s)**

Conversely, the least frequent but notable was negative opinion. In this category, Mulan Jameela stood out the most, particularly under the 'belittling' indicator with 83 tweets (3%). A member of Commission VII, she received criticism for neglecting responsibilities—such as taking a vacation during the pandemic and failing to quarantine afterward. The public questioned her competence, educational background, and criticized her dress style. Many brought up her past before becoming a legislator and linked it to her performance. Some expressed confusion and concern over how she was elected to DPR RI.

Mulan Jameela became a focal point of negative opinion due to her actions that violated pandemic rules. These included traveling abroad and not observing the mandated quarantine upon return. Although she claimed to have self-isolated at home, many on social media believed she resumed public activities before the ten-day quarantine was completed. Her actions were seen as unbecoming of a public leader or DPR member, who should serve as a role model in adhering to health protocols. As a representative of the people, she has a duty to uphold public trust through moral integrity and legal compliance. Her rule-breaking behavior became a trending topic on Twitter. An example: "Lately there's been a buzz about officials suspected of violating quarantine, including Mulan Jameela from the Gerindra party. We need to push for these potential legal violations to be followed up by authorities." (Informant username @T*****r)

Discussion

Several studies on public opinion generally analyze phenomena that affect the public and situations related to public leaders. For instance, in the literature by Septa and Kusumasari (2023), public opinion was analyzed to understand responses to health issues in Yogyakarta. Using Twitter as the medium, they found that public opinion was largely influenced by influencers who shaped emerging issues. Through coding, the study found that positive opinions were most frequently expressed by the public regarding the handling of COVID-19.



In addition, public opinion has an urgency that can be formed from an aspiration of the quantity of signatories in a petition.³⁶ Like the petition to reject the MD3 Law and the RKUHP in advocacy activities, the results of the literature explain that the encouragement of the petition driver in rejecting a right that is being fought for through change.org, by having active support from the community and getting attention from leaders as policy makers is seen from media coverage, because the petition maker from the rejection of the MD3 Law and the RKUHP is active in voicing online petitions through advocacy from various social media, including Twitter, so that they obtain an indicator of public opinion such as community support, including demonstrations taking to the streets in fighting for people's rights.³⁷

Another study used public opinion to examine current phenomena in order to predict or illustrate future scenarios. For example, Akmal conducted an analysis of public opinion to evaluate responses to 2024 presidential candidates via Twitter, categorizing opinions as positive, negative, or neutral.³⁸ The results showed that Ganjar Pranowo was frequently mentioned but was mostly associated with negative sentiment. As reflected in the current situation after the general election, based on preliminary real count results from the 2024 presidential election, Ganjar Pranowo received the fewest votes compared to the other two candidates, Anies Baswedan and Prabowo Subianto.

In the author's study, the results indicate that public opinion is predominantly positive toward public figures who served as DPR RI members during one legislative period. According to preliminary real count results from the KPU, 22 public figures have the potential to secure legislative seats in the DPR RI for the upcoming 2024 period.

An intercoder reliability test was conducted using Krippendorff's Alpha formula via software such as Jefferey's Amazing Statistics Program (JASP), with two coders participating. The reliability results are presented in Table 6:

³⁶ Muhammad Dedy, "Pengorganisasian Gerakan Sosial Berbasis Petisi Online (Studi Kasus: Change.Org Indonesian Chapter)," *Informasi* 47, no. 1 (2017): 67.

³⁷ Salwa Alifa, Hamdani N Syam, and Nadia Muharman, "Implikasi Petisi Online Platform Change.Org Terhadap Kebijakan RKUHP Dan UU MD3," *Jurnal Ilmiah Mahasiswa FISIP Unsyiah* 6, no. 2 (2021): 1–9.

³⁸ Artha Dini Akmal et al., "Opini Masyarakat Twitter Terhadap Kandidat Bakal Calon Presiden Republik Indonesia Tahun 2024," *Jurnal Manajemen dan Ilmu Administrasi Publik (JMIAP)* 4, no. 4 (2022): 292–300.



Table 6. Krippendorff's Alpha Test Results

Method	Krippendorff's alpha	95% C		
		SE	Lower	Upper
Nominal	0.876	0.008	0.860	0.892

Source: Data Proceeded by Researches Using JASP Software, 2024

Referring to Table 11, the reliability test using Krippendorff's Alpha yielded a reliability score of 0.876. According to Krippendorff, an alpha value of 0.8 or higher indicates that the results are reliable with satisfactory agreement. In addition, a standardized measurement error of 0.008 was found.

Conclusion

Based on Kriyantono's theory of public opinion, the findings indicate that public opinion on social media is predominantly associated with the phenomenon of public figures transforming into members of the House of Representatives (DPR RI). The research findings were analyzed through several processes. The author analyzed the data by identifying the legislators most frequently categorized in public discussions. In the positive opinion category, Krisdayanti and Dede Yusuf were most frequently mentioned, each with 7% of the conversation. Public discussion topics included excitement over their inauguration, their actions during the pandemic—particularly regarding vaccination and health protocols—and public support or defense of Krisdayanti's statement about DPR RI salaries. The dominant actions highlighted by the public were Krisdayanti's initiatives, such as distributing food aid to increase public participation in vaccination. Her role in addressing the pandemic was viewed positively.

In the negative opinion category, Mulan Jameela was the most prominently mentioned, with 6.21% or 187 tweets. Tweets focused on the incident where Mulan and her family did not quarantine after vacationing during the pandemic. The public questioned her credibility, capability, and educational background, criticized her appearance, and expressed disbelief over her election to DPR RI. Meanwhile, in the neutral opinion category, Dede Yusuf attracted 113 tweets or 4%, mostly regarding his daily activities and media engagements related to his legislative duties—though these responses were not considered either positive or negative.



Public opinion serves as a monitoring tool for legislators' actions and performance related to their duties and responsibilities as DPR RI members. Critical opinions can provide oversight and highlight accountability. Negative opinions, especially those reflecting public dissatisfaction, can serve as evaluations of a leader's performance. Public opinion can also express aspirations, offering guidance to leaders regarding public priorities and needs. It also reflects the relationship between government and society, especially concerning political phenomena involving public leaders. According to the author's findings, the dominant public opinion was positive, particularly showing approval of public figures serving as DPR RI members during the 2019–2024 term.

References

- Akmal, Artha Dini, Iip Permana, Hidayatul Fajri, and Yuliarti Yuliarti. "Opini Masyarakat Twitter Terhadap Kandidat Bakal Calon Presiden Republik Indonesia Tahun 2024." *Jurnal Manajemen dan Ilmu Administrasi Publik (JMIAP)* 4, no. 4 (2022): 292–300.
- Alfiyani, Nur. "Media Sosial Sebagai Strategi Komunikasi Politik." *Potret Pemikiran* 22, no. 1 (2018).
- Alifa, Salwa, Hamdani N Syam, and Nadia Muharman. "Implikasi Petisi Online Platform Change.Org Terhadap Kebijakan RKUHP Dan UU MD3." *Jurnal Ilmiah Mahasiswa FISIP Unsyiah* 6, no. 2 (2021): 1–9.
- Alkatiri, Awad Bin Muhammad, Zhafira Nadiah, and Adinda Nada S.Nasution. "Opini Publik Terhadap Penerapan New Normal Di Media Sosial Twitter." *CoverAge: Journal of Strategic Communication* 11, no. 1 (2020): 19–26.
- Anstead, Nick, and Ben O'Loughlin. "Social Media Analysis and Public Opinion: The 2010 UK General Election." *Journal of Computer-Mediated Communication* 20, no. 2 (2015): 204–220.
- Asih, Dini Nur, and Muhamad Rosit. "Opini Publik Di Media Sosial: Analisis Isi Opini Kandidat Ahok-Djarot Dan Anies-Sandi Di Twitter." *CoverAge: Journal of Strategic Communication* 8, no. 2 (2018): 45–56.
- Astuti, Yanti Dwi. *Wajah Opini Publik Di Media Massa*, 2020.
- Azizan, Hafidz, and Bimbingan dan Konseling. "Pengaruh Kepercayaan Diri Terhadap Ketergantungan Media Sosial Pada Siswa Di Smk Negeri 1 Bantul the Influence of Self-



- Confidence in Social Media Dependence on Students At Smk Negeri 1 Bantul” (2016): 1–10.
- Bala, Marista Elisabeth, Johny Senduk, and Anthonius Boham. “Peran Komunikasi Keluarga Dalam Mencegah Perilaku Merokok Bagi Remaja Di Kelurahan Winangun Kecamatan Malalayang Kota Manado.” *Jurnal Acta Diurna* IV, no. 3 (2015): 1–11.
- Buchori, Masad Masrur. “Kajian Media Terhadap Pemberitaan Proses Legislasi Undang-Undang Cipta Kerja.” *Jurnal Komunikasi Nusantara* 3, no. 1 (2021): 68–79.
- Dedy, Muhammad. “Pengorganisasian Gerakan Sosial Berbasis Petisi Online (Studi Kasus: Change.Org Indonesian Chapter).” *Informasi* 47, no. 1 (2017): 67.
- Efrida, Sella, and Anisa Diniati. “Pemanfaatan Fitur Media Sosial Instagram Dalam Membangun Personal Branding Miss International 2017.” *Jurnal Kajian Komunikasi* 8, no. 1 (2020): 57.
- Fatmawati, Khusnul, Rizqiyatu Zuthfiyah, and Rima Atikal Kafa. “DEMOKRASI DALAM PENGGUNAAN MEDIA SOSIAL (Studi Kasus Postingan Di Twitter Tentang Anggaran Lem Aibon Pemerintah Provinsi DKI Jakarta).” *JMAN jurnal mahasiswa Administrasi negara* 4, no. 1 (2020): 14–25.
- Hečková, Andrea Chlebcová. “Media Negativism as a Tool of Political Communication.” *European Journal of Science and Theology* 12, no. 1 (2016): 147–154.
- Hernawan, Denny, Gotfridus Goris Seran, Irma Purnamasari, Agustina M. Purnomo, and Afmi Apriliani. “Perspektif Kebijakan Berbasis Bukti Terhadap Implementasi Kebijakan Merdeka Belajar Kampus Merdeka.” *Jurnal Governansi* 8, no. 1 (2022): 1–10.
- Hikmat, Mahi. “Strategi Pemanfaatan Media Sosial Untuk Meningkatkan Citra Positif Dprd Dalam Persepsi Rakyat Daerah.” *Jurnal Common* 2, no. 1 (2018).
- Indonesia, CNN. “Deretan Selebritis Di Daftar Caleg Sementara Pemilu 2024,” 2023.
- Marthen, Roy Putra, and Yudhistira Ardi Poetra. “Analisis Isi Pesan Sarkasme Pada Animasi Tektok Di Youtube” 3, no. 2 (2023): 1–11.
- Musdalifah, Farisha Sestri, Annada Nasyaya, and Miftha Pratiwi. “Media Sosial Dan Politisi Perempuan Di Indonesia: Analisis Konten Pada Sembilan Akun Instagram Perempuan Anggota Legislatif.” *Jurnal Pemerintahan dan Politik* 7, no. 4 (2022): 47–56.
- Mustika, Rieka, and S Arifianto. “Komodifikasi ‘Popularitas Selebritis’ Untuk Mendulang Suara Pemilu Legislatif 2019.” *Jurnal Studi Komunikasi dan Media* 22, no. 2 (2018): 139.
- Mutiara, Tika Adilah, Yuris Alkhalifi, Nissa Almira Mayangky, and Windu Gata. “Analisis



- Sentimen Opini Publik Mengenai Larangan Mudik Pada Twitter Menggunakan Naïve Bayes.” *Jurnal CoreIT: Jurnal Hasil Penelitian Ilmu Komputer Dan Teknologi Informasi*, 2020.
- Nabilah, Resty, Izomiddin Izomiddin, and Raegen Harahap. “Fenomena Rekrutmen Artis Anggota Legislatif Ditinjau Dari Perspektif Teori Partai Politik.” *Jurnal Prodi Ilmu Politik* 1, no. 2 (2022): 81–92.
- Ni Komang, Ayu Krisnasari, I Made Agus Dwi Suarjaya, and I Made Sunia Raharja. “Classification of Public Figures Sentiment on Twitter Using Big Data Technology.” *Journal of Informatics and Telecommunication Engineering* 6, no. 1 (2022): 157–169.
- Octovina, Ribkha Annisa. “SISTEM PRESIDENSIAL DI INDONESIA Ribkha.” *Core.Ac.Uk* (2019): 247–251.
- Podungge, Abdul Wahab, and Asna Aneta. “Profesionalisme Pegawai Ditinjau Dari Aspek Pengorganisasian Dalam Pelayanan Publik.” *Publik (Jurnal Ilmu Administrasi)* 9, no. 1 (2020): 55.
- Rahmah, Syifaure. “Personal Branding Ganjar Pranowo Untuk Membangun Komunikasi Politik Di Media Sosial Instagram.” *Jurnal Interaksi : Jurnal Ilmu Komunikasi* 5, no. 1 (2021): 94–101.
- Rasaili, Wilda. “Kinerja DPR Dan Kepercayaan Publik : (Analisis Kepercayaan Publik Terhadap Kinerja DPR RI Tahun 2014-2019).” *Duke Law Journal* 1, no. 1 (2019).
- Sagita, Novie Indrawati. “Partisipasi Warga Masyarakat Dalam Penilaian Kinerja Kecamatan Di Kota Bandung.” *CosmoGov* 2, no. 2 (2016): 308.
- Septa, Rido Riefdian, and Bevaola Kusumasari. “Opini Publik Terkait Tren Isu Kesehatan: Analisis Konten Pada Twitter Dan Portal Berita Di Yogyakarta.” *PESIRAH: Jurnal Administrasi Publik* 2, no. 2 (2023): 34–43.
- Silalahi, Ulber. “Reinventing Kepemimpinan Di Sektor Publik Untuk Membangun Kepercayaan Warga Kepada Pemerintah.” *Jurnal Ilmu Administrasi* 8, no. 3 (2011): 261–274.
- Subandi, HB Habibi, and Ahmad Hasan Ubaid. “Selebritis Menjadi Politisi: Studi Tentang Bagaimana Selebritis Menang Atau Kalah Dalam Pemilu Legislatif.” *JIIIP: Jurnal Ilmiah Ilmu Pemerintahan* 5, no. 1 (2020): 21–45.
- Syah, Darmawan, Hafied Cangara, Iqbal Sultan, Badan Kepegawaian Daerah, and Kabupaten Bantaeng. “Opini Dan Sikap Masyarakat Terhadap Pembaharuan Dan Kepemimpinan



- Bupati Nurdin Abdullah Dalam Memajukan Bantaeng Sebagai Kota Industri Dan Wisata.” *Jurnal Komunikasi KAREBA* 4, no. 3 (2015).
- Taufiq, Oton Husni, Ari Kusumah Wardani, and Univeritas Galuh. “Karakter Kepemimpinan Ideal.” *Jurnal MODERAT, Volume 6, Nomor 3 6* (2020): 513–524.
- Utari, Sri, and Moh. Mustofa Hadi. “Gaya Kepemimpinan Demokratis Perpustakaan Kota Yogyakarta (Studi Kasus).” *Jurnal Pustaka Ilmiah* 6, no. 1 (2020): 994.
- Yulanda, Aseng, and Azmi Fitrisia. “Fenomena Rekrutmen Artis Sebagai Calon Legislatif Ditinjau Dari Perspektif Aksiologi.” *Titian: Jurnal Ilmu Humaniora* 07, no. 01 (2023).