

Freedom of Comment and Emotional Expression of Netizens: Sentiment Analysis of Netizens' Comments on the Video Broadcast of President Prabowo Subianto's Interview Answering on the YouTube Channel Narasi TV Newsroom

Jayus

Communication Studies Universitas Muhammadiyah Riau

Correspondence email: Jayus@umri.ac.id

Abstract

Social media such as YouTube is used by people as a place to express their opinions, voices, impressions, and even anger on the issues being discussed, including political issues. This study was conducted to see how netizens' manners in the digital space with the sentiments conveyed in the comment column on President Prabowo Subianto's video interview with six editors-in-chief of national media on the Narasi Newsroom YouTube channel. The method used is quantitative based on big data analytics to find out the expression patterns of netizens through comment sentiment analysis. This approach is seen as capable of processing large amount of data and it is impossible to analyze with traditional methods. The steps are done Scraping or Crawling. Data collection is done using the python programming language and executed using the Google Colab platform. After that, thousands of comments were analyzed to be classified into sentiments in three forms. It found that 88% of comments were neutral, 9% positive, and 3% negative. Furthermore, wordcloud visualization, comment length histogram, word correlation heatmap, and image sentiment distribution. The figures of Prabowo Subianto, Lalu Mara Satriawangsa, Uni Lubis and Najwa Shihab emerged as the center of attention, with a diverse spectrum of emotions. These findings show that Digital Literacy influences the pattern of public emotional expression and shows how the comment space becomes an arena for social representation, in the form of support, criticism, and passive participation. This research underscores the importance of integrating sentiment analysis in understanding digital political communication in Indonesia.

Keywords: Freedom of Comment, Netizens, YouTube, Public Space, Prabowo Subianto, Big Data Analytics,

INTRODUCTION

President Prabowo Subianto, on April 6, 2025, invited six editors-in-chief of the mass media to discuss current issues in Indonesia (tempo.co, 2025). The interview lasted for four hours at Prabowo's residence in Bukit Hambalang, Bogor (BeritaSatu.com, 2025; Wahyuningtyas, 2025). The six journalists are the Founder of Narasi, Najwa Shihab, Kompas Daily Editor Sutta Dharmasaputra, Detikcom Editor Alfito Deannova Ginting, SCTV-Indosiar Editor Retno Pinasti, TV One Editor Lalu Mara Satriawangsa, and IDN Times Editor Uni Lubis (Newsroom Narrative, 2025). The interview was recorded and uploaded in full without interruption on the Youtube accounts of various Indonesian national media and subsequently received various responses and

comments from Indonesian netizens with positive, negative and neutral sentiments. (Kompas.com, 2025).

The response of netizens or netizens is marked by the number of views and comments that continue to grow. Until June 20, 2025, the number of views and comments on the YouTube channels of these media outlets varies. CNN 375,000 views and 1,189 comments, Kompas TV 32,000 views and 203 comments, Narasi 682,000 views and 6,088 comments, Liputan6 13,000 views and 22 comments, Tv one 89,000 views and 257 comments, IDN Times 464,000 views and 3,835 comments. (CNN Indonesia, 2025; IDN Times, 2025; Kompas.com, 2025a; liputan6.com, 2025; Newsroom Narrative, 2025; tvonenews, 2025). Of the entire YouTube channel, the author chose the channel with the highest views and comments, namely the Narasi Newsroom channel.

One of the reasons for the large number of comments on social media content such as YouTube is none other than that this new media space is used by many people as a place to express opinions, voices, responses and even anger to the issues discussed, including political issues. This space is a place for the community to discuss and express opinions (Alhassan & Pennington, 2022). Freedom of opinion in this digital public space allows for a healthy exchange of ideas and debates (Van Duyn & Muddiman, 2022). However, on the other hand, this freedom can also cause problems related to digital politeness (Madathil et al., 2015).

THEORETICAL FRAMEWORK

In this study, Jurgen Habermas' thoughts on public space are one of the references. Habermas argues that the public space is an arena used by individuals to discuss and exchange ideas openly without anyone dominating. This is necessary in order to build democratic public opinion (Ibrahim et al., 2023; Zakiyah et al., 2024). Meanwhile, freedom of opinion by each individual is guaranteed and protected by the constitution. This is as stated in Article 28E paragraph (3) di Indonesia, provides a foundation for individuals to express their views in a public context, both physical and digital (Nasution, 2020).

On the other hand, the development of the all-digital world has changed the dynamics of political communication, where social media plays a role not only as a means of conveying information but also as a space for interaction between the public and politicians (David, 2021). For example (Riyanto et al., 2023) showing that the role of social media in building public opinion during the COVID-19 pandemic is very significant, showing how the public is more critical and able to judge the authenticity of information conveyed by political actors.

Several studies that have been conducted in the past have also shown that comments received on social media sites such as YouTube channels can

contain elements of rudeness, such as the use of abusive language, personal attacks, and polarization (Hwang et al., 2014; Park et al., 2021). An impolite attitude in the comments will certainly have a negative impact on the quality of the public discussion itself and the response to the content discussed (Neyazi et al., 2023; Song et al., 2015).

Then, the literature that discusses public sentiment on social media suggests that emotion analysis can provide valuable insights into how people's reactions lead to new and current things (Boon-Itt & Skunkan, 2020; Tsai & Wang, 2021; Yu et al., 2021). Study Boon-Itt & Skunkan (2020), elaborated among social media, especially Twitter, is an important tool in gaining an understanding of public sentiment through content analysis, especially during health crises such as the COVID-19 pandemic (Boon-Itt & Skunkan, 2020). Both of these studies highlight that the grouping of positive and negative sentiments can provide an overview of public perception as a response to government policies is important.

How important it is to analyze sentiment is something that can be used as an effort to find out that a political policy is acceptable to the public. (Wang et al., 2020) notes that an understanding of public sentiment can influence decision-making in public policy (Wang et al., 2020). In this context, political interviews can be an interesting case study to study, because the interaction reflects the community's response recorded in the form of social media data. Lestari and Anugrahni (2021) emphasize the importance of automated analysis to explore public discourse involving emotions (Lestari & Anugrahni, 2021). Then in analyzing public sentiment, technology integration is something important in the context of digital literacy.

Furthermore, knowledge of technology for the community or simply called digital literacy and in popular terms called digital literacy also has a connection in helping people understand and connect themselves with the political information presented. David, (2021) arguing that the existence of modern digital media has widened access to information and social interaction, which makes it easier for people to engage in public discussions (David, 2021). This is in line with the results of research by (Kunneman et al., 2020). These findings show that the use of social media in analyzing public responses to health issues, such as vaccination, is very successful in providing an overview of public sentiment (Kunneman et al., 2020). Through sentiment analysis, researchers can explore how people's emotions are formed and manifested on social media related to political issues.

Several previous researches have been conducted to look at the relationship between content on social media and public sentiment, which in this case is familiarly called netizens or netizens, but studies on the specific impact of political interviews on the expression of public emotions on digital platforms can be carried out. Among the previous studies that have been carried out, more have reviewed events and issues that are broader and not the context of direct political interviews. For this reason, the context of

political interviews on social media is also important to be done, such as by (Pohan et al., 2024), which underscores the need for a more in-depth analysis of the interactions between political figures and society on social media (Pohan et al., 2024).

The study was conducted with the hope of seeing that digital media literacy or understanding of digital literacy and the image of people's emotional expressions, hereinafter referred to as netizens, can be connected. This study was conducted using a text sentiment analysis approach in the comment column on social media explaining how netizens responded to the political interview. By specifying the data generated from public comments or netizens, it can be further concluded that people who are literate in digital media are related to their perception of the political message conveyed. It is also important to see that political communication in the digital era is something that must be considered.

This study was also conducted with the aim of finding out a complete picture that connects digital literacy with the emotional patterns of netizens. Furthermore, this understanding is useful not only to provide an adequate picture of information that politicians will better adjust their role to society (Maulida, 2024). Then it is hoped that by carefully analyzing sentiment, this study seeks to answer key questions related to digital literacy and how Indonesian netizens express themselves.

METHODOLOGY

This research uses a quantitative method based on big data analytics which aims to find out the expression patterns of netizens through the analysis of comment sentiment on the YouTube channel. This approach is seen as capable of processing a very large amount of data and it is impossible for traditional methods to analyze large amounts of data. This research also shows sentiment trends that develop in the community through comments on Youtube and are considered very representative and measurable (Müller & Schwarz, 2021) Pool et al., 2022; Porreca et al., 2020).

The steps taken in this research can be described as follows; **First**, Process **Web Scraping** or **Crawling** video interview of President Prabowo Subianto on the official Youtube channel Narasi Newsroom. The data collection process is carried out using a programming language *Python* and subsequently executed using the platform **Google Colab**. This step allows for the efficient processing of large amounts of data on **cloud** (Fahmi et al., 2024).

Second, do **Text pre-processing** (*processing text*). This stage includes cleaning the text from the URL, **Emoticon**, **Stopwords**, non-alphabetic symbols and characters. This stage is important to do as an effort to ensure data for further analysis (Liu & Chen, 2024; Zhang et al., 2022). **Third**, Application of sentiment analysis to comments using the **Machine Learning** based **NLP**

(Natural Language Processing). This algorithm consists of sentiment classification models such as the Naïve Bayes Classifier and the Support Vector Machine (SVM). This algorithm is actually effective in classifying sentiments in Indonesian texts (King & McCashin, 2022; Porreca et al., 2020).

Furthermore, sentiment categories generally include positive, negative and neutral. In terms of conducting the sentiment analysis process, libraries such as literature, scikit-learn and textblob-id are needed to overcome the structure of the Indonesian language (Liu & Chen, 2024). The validation process is carried out by dividing the labeled datasets into (1) training data and (2) test data, which will then be evaluated using accuracy, precision, recall and F1-score metrics this aims to ensure the accuracy of the classification results carried out on the dataset (Zhang et al., 2022).

In the context of this research, an analysis was carried out on the comments of netizens on the YouTube Channel containing the Interview of President Prabowo Subianto on the Narasi Newsroom Channel on each comment entry required as a separate data unit. Each comment in the dataset gets a sentiment label as well as an expression of emotion contained in the comment. In this research, an assessment was made of how individual netizens' comments would reflect public opinion in general (Zhang & Cheng, 2021; Zhao & Xu, 2020)

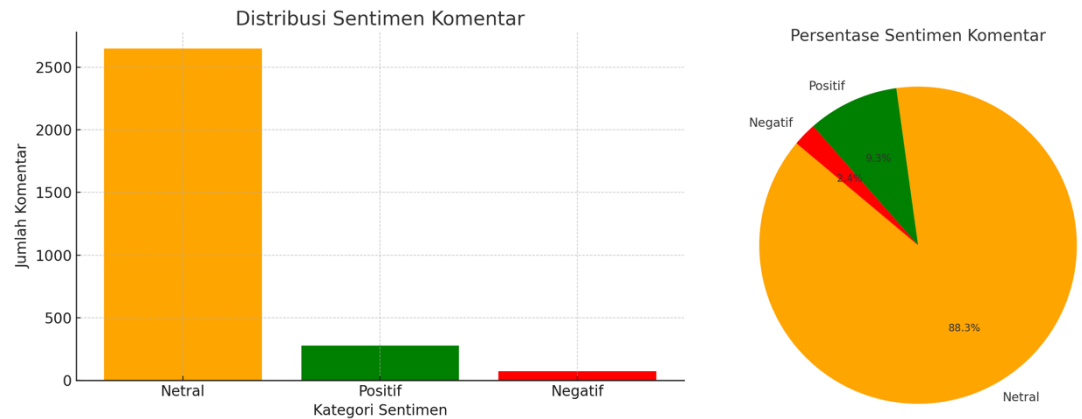
In the final stage, the results of the analysis that have been carried out will be displayed in the form of visualizations, both in the form of bar charts, pie charts that aim to display the distribution of sentiment categories. This visualization uses the matplotlib, seaborn and wordcloud libraries. Furthermore, Wordcloud is used to rank the words that appear most often in each sentiment category such as positive, negative and neutral categories. The histogram is to find out the length of comments in each category and heatmap to see the correlation between words that appear simultaneously in public comments on the Narasi Newsroom Youtube channel.

RESULTS AND DISCUSSION

1. Dominant Neutral Comments

What is the public's comment in responding to Presiden Prabowo Subianto's Interview with Six National Media Editors-in-Chief on the Narasi Newsroom YouTube Channel? To find out, a sentiment analysis was carried out from thousands of comments that entered the comment column on the video. The results can be depicted on the distribution chart as well as the percentage chart in the positive, negative and neutral categories.

Fig. 1 : Sentiment Distribution



Source : Researcher's Processed Results

Furthermore, the results of the distribution of sentiment comments on the video were dominated by neutral comments. The results of the visualization in the form of bar charts and pie charts confirmed that as many as 88% of the comments were in **the neutral category**, while 9% of the comments were classified with **a positive tone**, and the remaining 3% were in the negative comment category. This phenomenon reflects the characteristics of Indonesian netizens' interaction with content that is political in nature but not extremely controversial, where netizens tend to convey descriptive, observational comments, or just express their presence (such as "nitip jejak", "watch first") rather than expressing emotional opinions.

Such neutral comments are often informative or contain a trivial element, without indicating a support or rejection of the topic being discussed. This could indicate that the public is still positioning themselves carefully in digital public discourse related to government figures and journalists, especially in the context of interviews that are seen as official and diplomatic moments. The high level of neutral comments also suggests that digital public spaces such as YouTube are increasingly becoming a place for the wide distribution of opinions, but they are not always colored by emotional partisanship. This neutrality deserves further scrutiny, whether it is disengaged attitude, caution or digital apathy from the public.

Meanwhile, the positive comments, although the proportions are smaller, are still quite prominent and indicate the public's affection for President Prabowo as the central figure in the video. The comments were dominated by expressions of support, prayer and strengthening of the national leadership. Examples of sentences such as "may Mr. Prabowo live a long life", "great interviews", or "authoritative and wise leaders" are evidence of the positive resonance captured by some of the audience. The visualization in the

pie chart shows the green color in this segment, indicating the hope and optimism that the public associates with Prabowo in the midst of the ongoing government in 2025.

On the other hand, negative comments that only amount to 72 out of thousands of comments still have their own significance. Although small in quantity, its existence reflects the existence of a group of people who are skeptical or even critical of the narrative built in the interview. Negative comments are usually related to distrust of, accusations of imagery, or criticism of the character's communication style. The red color on the chart bar is an important visual marker that negative sentiment has not disappeared altogether in the YouTube comment space, but has not become dominant. This suggests that there is a limit to the public's tolerance for negative expression, or perhaps the influence of YouTube's algorithmic moderation itself.

2. Word cloud: Netizens' Language Footprint in the Digital Emotion Spectrum

To enrich understanding of the dynamics of public opinion, further analysis was conducted on the words that appear most frequently in YouTube comments based on positive, neutral and negative sentiment categories. This Word Cloud visualization provides a visual representation of the dominant vocabulary in each category of emotions, as well as reflecting the way the public expresses their perception of the content of President Prabowo Subianto's interview with the editor-in-chief of national media.

Fig. 2: Word Cloud Sentiment



Source : Researcher's Processed Results

From the sentiment of positive, negative and neutral comments generated by Word Cloud, it is illustrated how netizens express in the form of language in the form of unique words that appear repeatedly. Word Cloud,

which describes positive sentiment, the words "Prabowo", "Long", "Age", "good" and "great", appear dominant. This picture shows that the public tends to convey prayers, hopes and praise to Prabowo Subianto. These chosen words can be referred to as a form of political, personal and emotional support. Word Cloud also depicts the closeness between leaders and the people in the digital space.

Meanwhile, Word Cloud for neutral sentiment shows the dominance of words that are descriptive or factual, such as "najwa", "tanya", "answer", and "video". These words represent a narrative built in the comment room without excessive emotional content, netizens who comment in a neutral tone tend to review the content of the interview, highlight the figures present, or express opinions carefully. This can be read as a form of informative participation in digital discourse without firm partisanship, both to the President and the journalists present.

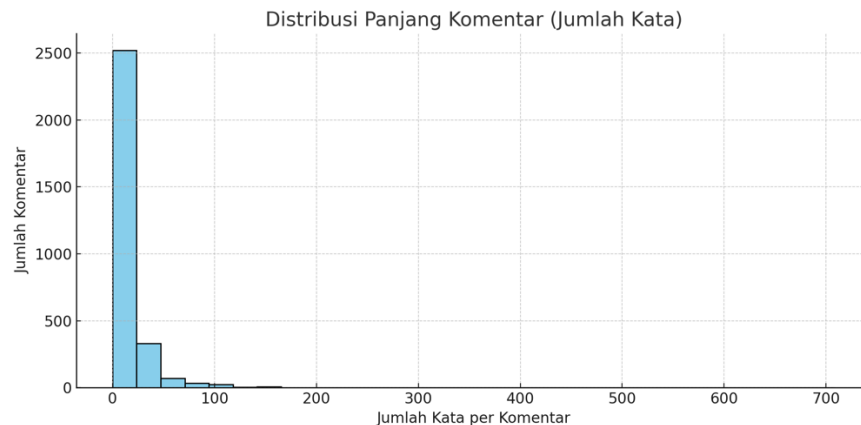
Word Cloud negative sentiment, even though its composition is smaller, still retains important meaning. Words such as "lie", "tired", "failed", "hate" and "disbelief" indicate the existence of criticism shown towards the substance of the interview or the figures involved. If examined further, from the negative comments, it is described as disappointment with the President's communication style. From the narrative discussed in the video, it is also seen as inappropriate and there is a rejection of certain political narratives. It can be seen that the number of portions is indeed small, but this confirms that the opposing vote is always there.

Another point is that in digital communication it can be seen from the traces of words in the comments. Each Word Cloud is depicted, word selection or diction can direct views that ultimately lead to image and perception. The diction that appears several times from some netizens will eventually form emotions that are collective and have social meaning.

3. Measuring the Depth of Netizens' Opinions through Comment Length

How the depth of the opinion and seriousness of netizens in responding to this interview can be seen from the number of words that indicate the length of the comment. It illustrates how often and how the style of public communication in the YouTube comment column is repetitive, reflective, concise and deep.

Fig. 3 : Comment Length Distribution



Source : Researcher's Processed Results

From the visualization of the distribution of comment length based on the number of words, it shows that the dominant comments from netizens amount to 5 to 15 words, the rest of the number of netizens who comment more than 30 words is a small number. These results indicate that netizens are more dominant in short comments, not at length, which consists of prayers and support provided tend to be fast. Among the comments include; "long live Mr. Prabowo", "steady interview" and "agree".

A short, fast and instant response like this can be said to be part of the digital communication culture. There is a tendency for netizens to spill their thoughts in short but meaningful comments. Other things, the short time in interacting and the limitations of devices on the mobile phone screen also shape the digital culture of netizens.

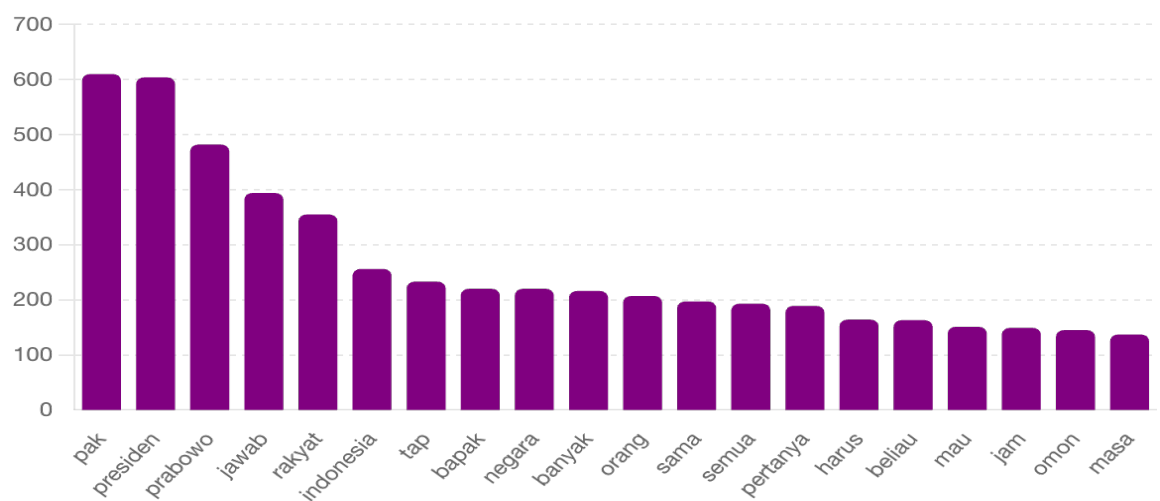
From the dominance of those short and instant comments, long comments also remain. The comment came from netizens who were critical and had the knowledge conveyed. The difference is that this group prefers to comment on the subject matter in interviews, the communication style of the journalists or even strategic issues including policies such as geopolitics and economics. How long the comments made by this group are important to show involvement in the issues being discussed. The longer the comment, the more likely it is that the user wants to form an opinion or even influence the opinion of another user.

Another thing from this variety of comments can describe the variety of netizens' backgrounds consisting of people who actively convey comments briefly and reactively, and there are also those who comment with a time gap but convey it by giving arguments. In the context of President Prabowo's political and informative interview, the distribution of long comments shows a relatively high level of engagement although the dominance is still in short comments. This shows that although not all users write long, they are still present and contribute to shaping the public conversation.

4. Exploring the Dominant Issues and Narratives in Netizens' Comments

To understand the themes and issues that netizens most often talked about in response to President Prabowo Subianto's interview with the editors-in-chief of the national media, an analysis was carried out on the words that appeared most often in the comments. The words that appear most often then describe the dominant vocabulary. This reflects that the digital commentary space is filled with vocabulary that gives public attention, opinions, and emotions.

Fig. 4 : Visualization of the Dominant Vocabulary Description



Source : Researcher's Processed Results

A visualization of the 20 most common words in netizens' comments provides a very informative picture of the focus of attention, perception, and public discourse that is developing in the YouTube comment room. It can be seen from the visualization that the word "Prabowo" is in the highest position. This illustrates that President Prabowo is a figure who is always discussed and mentioned from various points of view, especially in leadership and personality aspects. Next, prayers, support, evaluations and hopes for the future are depicted in the position of many words that appear next. These words include "long", "life", and "good". The next position is depicted in the words "people" and "wise" from netizens who hope that the President will remain on the side of the people and fair. These words describe how the public tries to idealize the figure of a leader according to their expectations.

Interestingly, some of the words that appear also describe the topic and substance of the interview, such as "ask", "answer", and "journalist". This shows that some netizens really listened to the content of the interview and responded to the interaction between the President and the editor-in-chief.

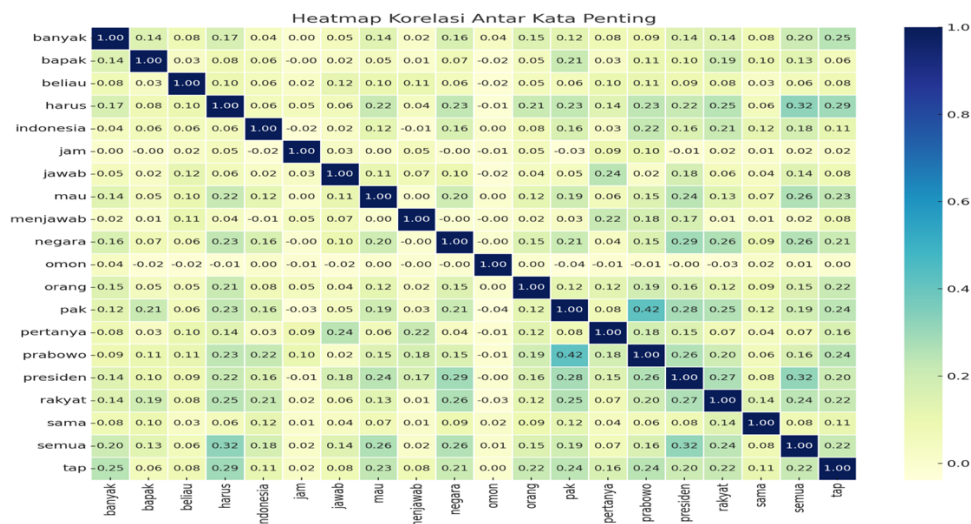
The appearance of these words shows that the public is not only fixated on the figure, but also observes the dynamics of communication and the quality of the discussion in the interview, which means that there is attention to the process of conveying information, not only to the content.

Nevertheless, some words such as "lie", "tired", or "fail" also appear in the list of words that are mentioned quite often, although not dominant. This shows that there are negative comments that still emerge between support and neutrality. The existence of these words gives a nuance of duality in the digital public space, that in every political discussion, skeptical voices still have a place. Its presence enriches the spectrum of opinion and shows that not all comments are stuck in a homogeneous attitude.

5. Mapping the Relationship of Meaning in Netizens' Language

To understand the relationship between words that netizens often use in comments, visualization was carried out in the form of **a correlation heatmap of important words**. This visualization shows how often two specific words appear together in a single comment, so it can help map the interconnectedness of meaning, context, and themes constructed by the public in digital discourse.

Fig. 5 : Correlation Heatmap Between Important Words



Source : Researcher's Processed Results

The visualization of the correlation heatmap between important words shows the patterns of associations that are built in the way netizens organize their thoughts through language. The high correlation between words such as "**Prabowo**", "**long**", and "**age**" shows that there is not much content in the form of prayers or hopes for President Prabowo Subianto. The three words

often appear close to each other in a single sentence such as "long live Pak Prabowo", indicating a strong positive expression and personal affection from most of the video viewers. This pattern also reflects how one dominant theme can form its own cluster of meanings.

On the other hand, the correlation between words such as **"good"**, **"great"**, and **"leader"** is also quite high, which suggests that compliment comments are not only limited to prayer, but also to assessments of the capacity and performance of political figures. These words are often combined in sentences such as "a good and great leader", or "the answer is great". This correlation reinforces the previous finding that positive sentiment was quite prominent in the public discussion in the video. This appreciative language is an indication of acceptance and appreciation for the communication style and substance conveyed by the president.

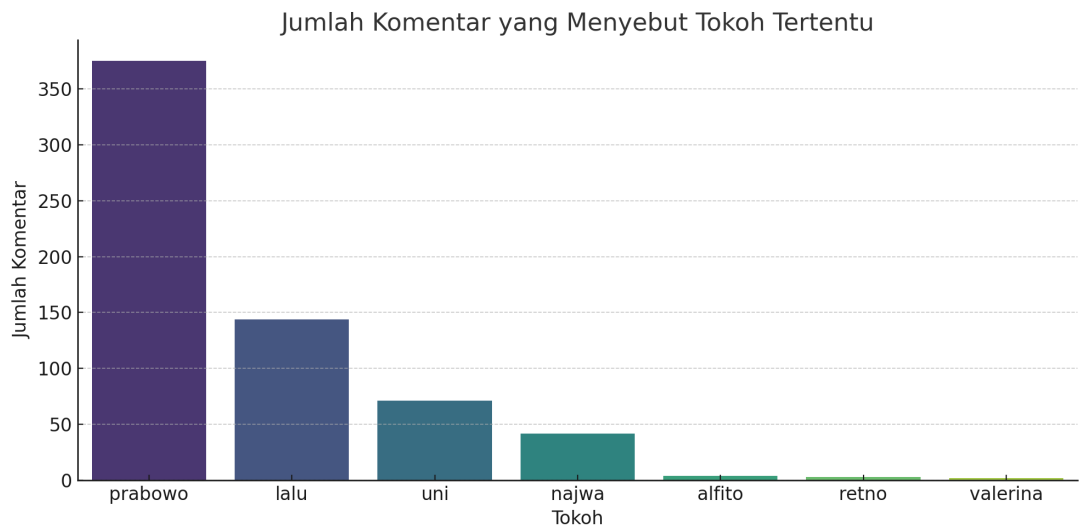
Meanwhile, a negative correlation or weak correlation is also seen among some important words. For example, the word **"lie"** or **"fail"** is not as correlated with positive words such as "good" or "great". This indicates that negative comments have their own realm and do not mix linguistically with appreciative comments. The contrasting difference in the relationship of meaning in this context distinguishes that the group that expresses criticism is different from the group that expresses support. Then this difference is an indicator to know that language is a sign of ideological position in the comment column.

Furthermore, the relationship between the words **"people"**, **"ask"**, and **"answer"** illustrates that some netizens pay attention to the subject of interviews and the relationship between political figures and journalists. This relationship also provides a variety of spectrums that illustrate that not all comments are not only emotional but also rational and reflective.

6. Figures Who Dominate Netizens' Attention

Furthermore, an analysis was carried out on comments that explicitly mentioned the names of the figures present in the interview. Furthermore, this visualization reveals the emotional connection and perception of netizens towards the figure, in this case President Prabowo and the Editor-in-Chief of the media present.

Fig. 6 : Figures Who Dominate Netizens' Attention



Source : Researcher's Processed Results

Visualization data on the number of comments mentioning certain figures shows how netizens' attention is unevenly divided among the figures involved in the video interview. Prabowo Subianto is clearly the most mentioned figure 370 times, reflecting his central role as president and the main subject of discussion. This reinforces the fact that in digital political communication, figures in positions of power tend to be the main magnet for discussion, both in the form of support, praise, and criticism.

In addition to Prabowo, Lalu Mara Satriawangsa was mentioned 140 times, Uni Lubis was mentioned 70 times and Najwa Shihab was mentioned 40 times. All three occupy the second, third and fourth positions in terms of frequency of mentions. The existence of the three figures as well-known journalists is a representation of critical voices in public discussions. Many netizens mention these three names to assess the quality of questions, firmness of attitude and communication style. This shows that public perception of the media is not only shaped by institutions, but also by the personal branding of journalists themselves. The mention of Najwa shows that her presence is considered important and able to influence the tone of the interview.

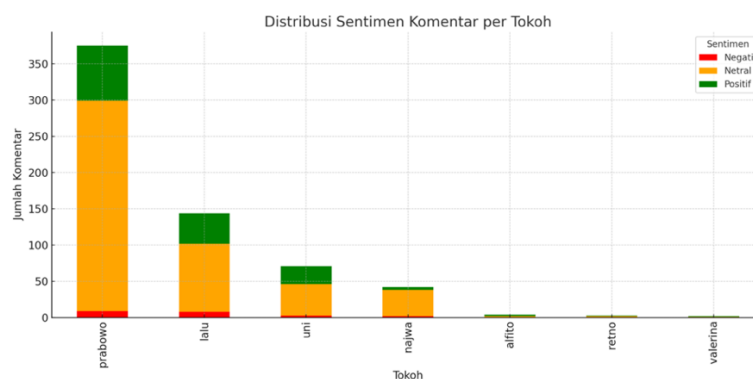
Other figures such as Alfito Deannova Ginting, Retno Pinasti, Sutta and Dharmasaputra, are also mentioned in the comments, albeit in much smaller numbers. The low frequency of mentions can be caused by various factors, such as the lack of visibility of the figure outside the context of the interview, or the lack of emotional attachment of netizens to them. This shows that not all factors in the digital discussion space receive equal attention, even though they have an important role to play in the event.

This pattern of mentioning characters also shows how the public builds narratives based on personal familiarity and perception. Netizens are more interested in talking about figures who have a reputation in the digital public space, both positively and controversially. Therefore, the frequency of mentions not only reflects popularity, but also the extent to which the figure lives in the collective minds of netizens. There are relationships of figures who consistently build strong public communication and tend to get wider space in netizens' discussions.

7. The Spectrum of Public Emotions towards Key Figures in Interviews

After analyzing the number of comments that mentioned the names of the figures in the interview with President Prabowo Subianto, the next step was to map the distribution of sentiment in the comments that mentioned each figure. This visualization provides a deeper picture of how the public responds to each figure, whether in a positive, neutral or negative tone, and to what extent these figures are the center of emotional or neutral opinions.

Fig. 7 : Distribution of Comments Per Character



Source : Researcher's Processed Results

Visualization of the distribution of sentiment per figure shows a varied emotional pattern in the public's response to the figures present in the interview. It can be seen that the figure of president Prabowo occupies the highest proportion of positive comments and also remains neutral and slightly negative sentiment. From this positive sentiment, it is characterized by prayers, hopes and praise which are associated with the communication style and appearance of a statesman's attitude. Then there is an affirmation of Prabowo's position as a figure who has a strong affective resonance in the comment column. This can be seen from the emergence of expressions such as "long live Mr. Prabowo" or "wise leader".

Meanwhile, the figure of Najwa Shihab is shown in a commensurate distribution of sentiments. It can be seen that there are more positive and neutral comments, although there are also negative comments from some netizens who question their approach in interviews or biased perceptions of

certain media. This indicates that Najwa's figure has a strong character and is more vulnerable to various judgments from netizens. She became a figure who was not only admired, but also actively criticized, which signified Najwa's position as a symbol of critical journalism full of dynamics in the eyes of the public.

For other figures such as Alfito, Retno, and Valerina, the majority of comments that said they had neutral sentiments. This may be because the mention of their names occurs more often in a descriptive context or as part of a list of sources, rather than because of the dominant role in the interview. Positive or negative comments towards them appear in smaller numbers, indicating that public perceptions of them have not been sufficiently emotionally formed or not yet strong enough to elicit a polar reaction.

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This distribution also indicates that figures who have high attention in the mass media and also social media have a tendency to have a diverse spectrum of sentiments. The figures of Prabowo and Najwa are widely known by the public, both of whom are central figures discussed in discussions and assessments. On the other hand, other figures who appeared in the interview also had an important role, but did not immediately cause a large emotional response from netizens. This provides a lesson that netizens' perceptions are not only influenced by the actual role in an event, but are also influenced by their popularity and previous personal image that has been formed.

CONCLUSION

The findings obtained from the discussion of this article are that there is a close link between digital literacy and the expression of public emotions in freedom to comment on political content on social media. From the sentiment analysis in the comment column of President Prabowo Subianto's interview on the Narasi Newsroom YouTube channel with the editor-in-chief of the national media, it was found that netizens mostly showed a neutral attitude. This attitude is further interpreted as a caution, limitation of expression, or digital apathy. On the other hand, although positive comments are large when compared to negative comments, these two things mark the active and reflective involvement of netizens.

Keyword distribution and linguistic correlation suggest that support for Prabowo is conveyed emotionally through prayer and praise, while comments

against journalists such as Najwa Shihab are more critical and diverse. This pattern shows that public perception of political figures and media is influenced by personal image, role in communication, and exposure in the digital space.

An important finding from this study is that political interactions on social media do not always present extreme polarization, but can form a wide neutral space as a reflection of Indonesia's digital communication culture. In addition, machine learning and NLP-based data visualization approaches allow for more in-depth mapping of public emotions, opening up opportunities for further research in the fields of digital political communication, journalism and social media analysis.

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