

**NETIZEN PERCEPTION OF PRESIDENTIAL CANDIDATES: A
COLLOCATIONAL ANALYSIS OF YOUTUBE COMMENTS IN THE
2024 INDONESIAN DEBATES**

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Abstract

The 2024 Presidential Election is the biggest political contest in the last five years in Indonesia. The 2024 Presidential Candidate Debate is one way for the candidates to win the hearts of voters. The three candidates compete with each other for Indonesia's number one throne. Therefore, it is very interesting to know about netizen perception in this Indonesian presidential candidate in election debate 2024. The data used in this study are the first, third and fifth rounds of presidential debate by KPU and Narasi's YouTube account. There were 87068 debate comments that were examined further by using the Corpus Linguistic Method and collocation analysis by Bartsch (2004). In terms of frequency, Prabowo is mentioned (1145 times) followed by Anies (1137 times) and then Ganjar (323 times). In collocation analysis result, the three of them are often attached to *Pak, Bapak* (sir) as a positive tone feature attached by netizens. Moreover, Anies is described as more positive than the other two candidates. With this research, it is hoped that political participation in cyberspace can be given more attention and anticipation.

Keywords: 2024 presidential debate, Corpus Linguistics, Frequency Analysis, Collocation Analysis

INTRODUCTION

This 2024 is the biggest political contest in the last five years in Indonesia. In this year, Indonesia has a Presidential election. One of the most crucial events in this election is face to face debate within the candidates. There are three candidates that have been selected by the *Komisi Pemilihan Umum* (KPU): (1) Anies Rasyid Baswedan-Muhaimin Iskandar, (2) Prabowo Subianto-Gibran Rakabuming Raka, and (3) Ganjar Pranowo-Mahfud MD. The three presidential candidates have fulfilled the provisions of article 220 of Law Number 7 of 2017. The contents of this law are that a political party institution can register its candidates when they meet the provisions of 25% of seats in the DPR or 25% of valid votes nationally [1].

The three candidates compete with each other for Indonesia's number one throne. This Debate Stage is not only discussed boisterously in the real world but also in the virtual world. Many research interest about this debate. Most of them figured out the sentiment analysis of the presidential debate (i.e. [2], [3], [4], and [5]). However, none of them see the sentiment analysis of presidential debate linked with corpus linguistics. Most of the previous studies will only examine the linguistics feature in particular video, such as analyze the impoliteness strategies [6], verbal interaction, [7] or the language use [8].

To fill this gap, this study aims to explore the netizen sentiment about the three candidates roughly, linked with corpus linguistics by using frequency analysis and collocation analysis. The data used to know about this netizen comment is from YouTube comment in *Komite Pemilihan Umum* (KPU) channel and Narasi by Mata Najwa. KPU Youtube Channel is chosen as the government representative channel and Narasi is chosen since it has the highest viewers rather than the other channel. In summary

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by understanding the word behavior by netizen comment. The political context of the presidential election can be seen clearly and the sentiment of the supporters can be explained in more detail.

LITERATURE REVIEW

2.1 Frequency and Collocation analysis

As previously explained, there are many previous studies engaging with presidential election 2024. Most of the previous studies use statistical data and methods to understand the people's sentiment. However, none of them reach the linguistics feature with deeper analysis using corpus analysis. By connecting the frequency analysis and the collocation analysis in corpus linguistics, the dynamic of netizen comment toward three candidates can be seen clearly and roughly. The frequency analyses allow comparisons to be made between different words in a corpus – for example man (602.91 per million) tends to occur more frequently than women (225.43 per million), suggesting that man is the marked or 'prototype' term [9].

The second basic way to understand word behaviors is by using collocation analysis. In short, the term collocation denotes the idea that important aspects of the meaning of a word (or another linguistic unit) are not contained within the word itself, considered in isolation, but rather subsist in the characteristic associations that the word participates in, alongside other words or structures [10]. This collocation analysis is very fundamental in understanding the word cooccurrence [19]. Emphasizing research and seeing the collocation pattern are more than random word pairing, it can reflect underlying linguistic, semantic and cognitive pattern. Therefore the reflection of netizen comments towards the presidential candidates can be seen by using this collocation analysis.

The theory from Bartsch (2004) categorizes collocations into several types based on their syntactic and semantic properties:

- **Grammatical Collocations:** Combinations of a lexical word with a grammatical element, such as "afraid of."
- **Lexical Collocations:** Combinations of lexical words, such as "strong tea" or "highly recommended."
- **Idiom-like Collocations:** Fixed expressions that exhibit little or no compositional meaning, like "kick the bucket."

METHOD

1.1. Sample/Participants

This study employs a mixed method technique to examine the collocation of presidential candidates in Youtube comments during the Indonesian presidential candidate debate in 2024. A mixed method study collects and analyses both quantitative and qualitative data in a single study, with some attempts made at one or more points in the research process to integrate the two approaches [11]. In order for the final database to include both quantitative and qualitative information, the data collection process also include obtaining textual and numerical information [12].

The aim of this study is to figure out the netizen point of view towards three Indonesian candidates in Presidential debate 2024 (i.e Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo). Therefore, the data source used in this study is based on the netizen comment in two YouTube Channels. There are two YouTube channels chosen as further analysis those are YouTube Channel from KPU RI and Narasi. KPU or The General Elections Commission is chosen as the government representation

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YouTube Channel. Moreover, Narasi is chosen as the most viewed YouTube channel compared to other channels. The distribution of data was used in this study can be seen in Table 1.

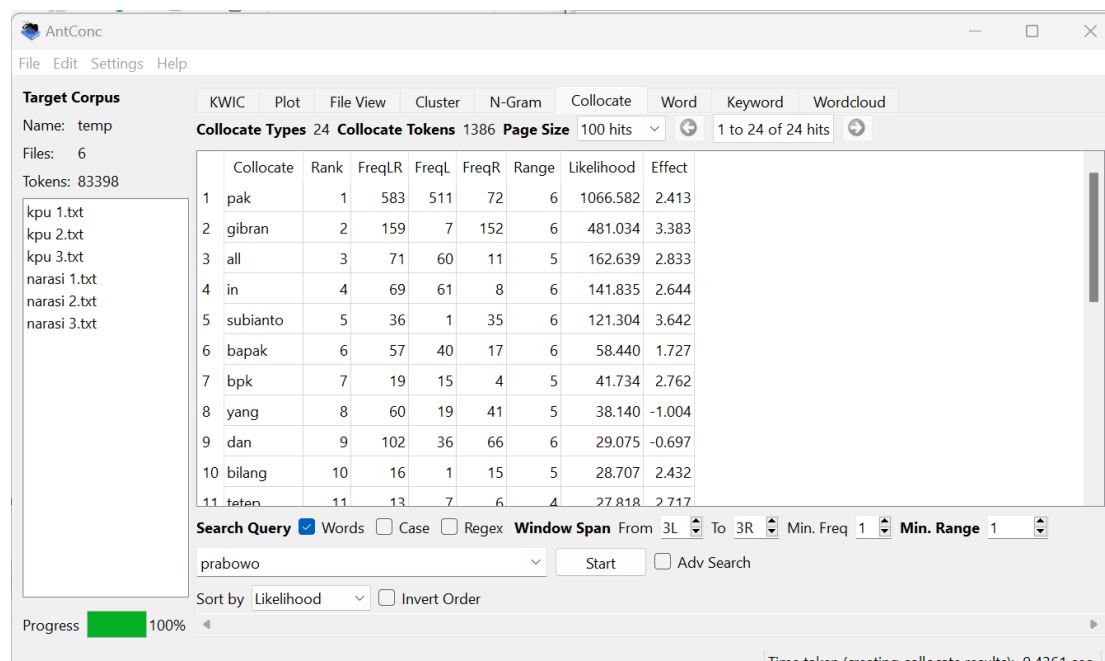
No	Video Title	Upload date	Youtube Channel	Viewers (cut-off date- 20 Sept 2024)	Comments
1	Debat Pertama Calon Presiden Pemilu Tahun 2024	12 December 2023	KPU	2,354,633 views	6,900 Comments
2	Debat Ketiga Calon Presiden Pemilu Tahun 2024	7 Januari 2024	KPU	3,448,537 views	5,322 Comments
3	Debat Kelima Calon Presiden Pemilu Tahun 2024	4 February 2024	KPU	3,461,068 views	3,171 Comments
4	[LIVE] Musyawarah Nobar Debat Pilpres 2024 Musyawarah	12 December 2023	Narasi	5,398,567 views	10,320 Comments
5	[FULL] Debat Capres 2024, Nobar Debat Ronde Ketiga di Musyawarah Musyawarah	7 Januari 2024	Narasi	7,301,849 views	9,104 Comments
6	[FULL] Layar Tancap Mata Najwa, Nobar Debat Capres Ronde Kelima Mata Najwa	4 Februari 2024	Narasi	8,446,554 views	5,327 Comments
	Total				40144

<Table 1> Data distribution of Presidential debate 2024

Table 2 shows the distribution of presidential debate 2024. As a result 40.144 netizen comments are processed and analyzed further. By using frequency analysis, collocation analysis and sentiment analysis are expected to reveal deeper about the netizen point of view of [ANIS], [PRABOWO] and [GANJAR].

3.2 Procedure

In processing the frequency analysis and collocation analysis, the writer uses Antconc Software. Antconc is able to calculate the frequency and collocations automatically. To process the best collocates, the computer program generates numerical data for further evaluation. This calls for some qualitative factors to be taken into account. Therefore, by integrating the quantitative and qualitative paradigms, the sentiment of [Anies], [Prabowo], and [Ganjar] will reflect clearly (See Figure 1).



<Figure 1>. AntConc Software appearance

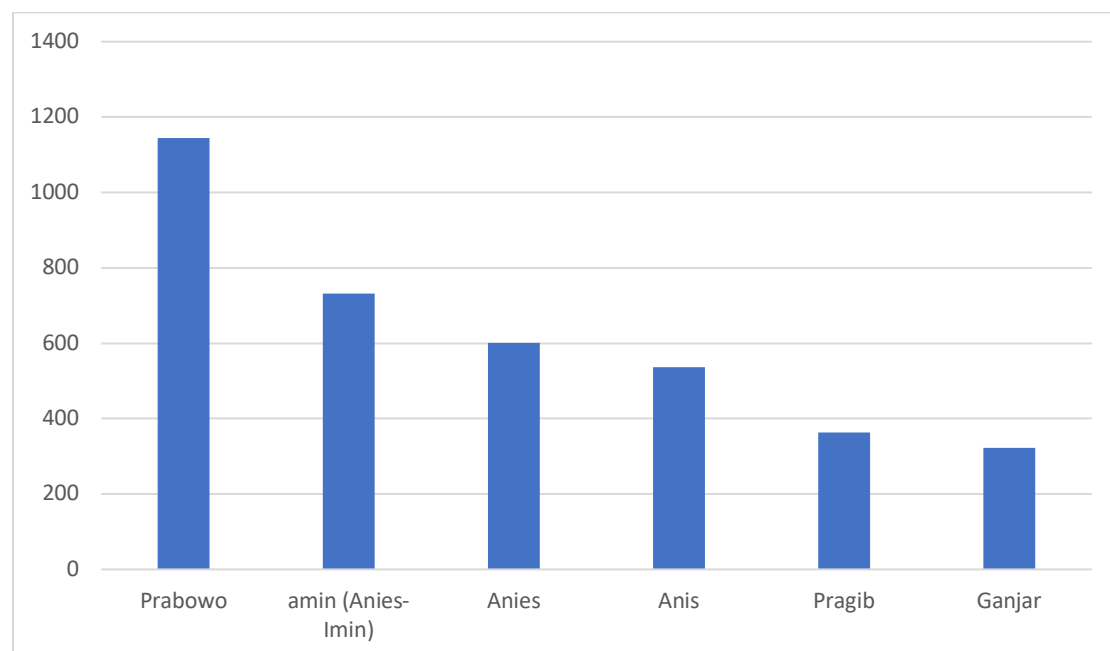
Figure 1 shows the appearance of Antconc Software. 40144 comments or 83398 tokens are processed and analyzed into three steps. The first step is frequency analysis. This frequency analysis was used to give initial insight of public interest toward the three candidates. The second technique is collocation analysis. Identifying the collocation of presidential candidates will lead the sentiment pattern of netizens during the presidential debate 2024. Moreover, each collocates into three sentiment categorizations, such as positive sentiment, negative and neutral sentiment. Finally from those combo steps, this study hoped to provide a richer perspective of netizens toward the political situation in Indonesia during the presidential election 2024.

RESULTS & DISCUSSION

4.1 The Result of Frequency Analysis

A leader plays an essential role in this challenging digital age. The leader needs to be an adept political communicator, particularly in a political setting like a presidential race. To manage difficult circumstances, they need to be able to speak clearly and have trustworthy diplomatic abilities. In addition, the perfect leader must possess a great capacity for critical message analysis as well as empathy for the wants and worries of the community.

YouTube is one of the biggest social media used by Indonesian people [13]. Analyzing the YouTube Comment in Presidential debate means revealing netizens' emotion and attitude towards Indonesian future leaders. As a result, future leaders can more understand the public's attention, support and be able to effectively defend their positions in their debate of any political circumstance. As the initial finding, based on the frequency analysis, the distribution of the candidate mention by Netizen comment in YouTube can be seen in Figure 2.



<Figure 2> The Presidential candidate names mention by Netizen

Based on Figure 2, it can be seen clearly that as a personal candidate Prabowo is highly mentioned by netizens (1145 times), followed by Anies or Anis (1137 times) and the last is Ganjar (323 times). However, the frequency differences between Prabowo and Anis are not significant, it is only separated by 8 times values. It means that most of the netizens pay more attention to these two Presidential candidates (i.e Prabowo and Anies) rather than Ganjar.

Figure 2 also shows an interesting finding. As a person, Indonesian netizens are more likely to mention Prabowo frequently rather than another candidate. However, as a team netizen seems to remark AMIN (Hereafter ANIES-IMIN) as a popular candidate pair rather than PRAGIB (PRABOWO-GIBRAN) or GAMA (GANJAR-MAHFUD). AMIN is a popular abbreviation for ANIES as a presidential candidate and MUHAIMIN as a vice presidential candidate. In fact, it can be seen in figure 2, as a candidate pair, it turned out that Amin (Anies-Imin) (732 times) was the most talked about, followed by Pragib (Prabowo-Gibran) (365 times).

In conclusion based on the frequency analysis. The central opinion of netizens comment on YouTube based on the three Presidential debates is Prabowo, followed by Anies/Anis and the last is Ganjar. However, netizen also pay many attentions to Amin (Anies-Imin) as Presidential candidate pair, followed by Pragib (Prabowo-Gibran).

4.2 Collocates of Anies in Presidential Debate 2024

Anis Baswedan is the earliest figure to declare as a candidate for Indonesian presidential election 2024. Anies Baswedan who recently completed his administration as Governor of DKI Jakarta for the 2017-2022 was quite effective in solving problems in the DKI Jakarta area [14]. The image of Anis as a presidential candidate can be considered as moderate positive with various policies and work programs as former Governor of DKI Jakarta [14] [15]. However, after the Presidential debate the image of Anis Baswedan can be seen in Table 2.

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Collocation of Anis	Frequency	Likelihood	Sentiment
pak	7974	632.738	positif
baswedan	888	440.444	positif
imin	234	85.230	positif
muhammad	156	56.789	positif
rasyid	150	52.489	positif
mas	240	51.778	positif
sosok	246	47.468	positif
pa	252	45.439	positif
gus	114	43.195	positif
ganjar	1938	39.372	negatif
abah	864	38.336	positif
pk	102	31.191	positif
desak	54	29.628	positif
p	156	28.563	positif
yang	8766	26.901	netral
rupanya	12	24.313	positif
rakyat	2544	23.957	positif
terbantahkan	42	19.215	positif
terhormat	78	19.199	positif
si	264	19.158	negatif
presiden	2526	18.169	positif
keberanian	24	18.135	positif
mengubah	48	17.886	positif
dibelakang	54	16.733	positif

<Table 2> The collocation and sentiment of Anies during Presidential debate 2024

Table 2. Shows the collocation of Anies based on netizen comment in Presidential debate 2024. The highest positive collocation to reflect Anies are *pak* (father), *Baswedan*, *Imin*, *Muhammad*, and *Rasyid*. Meanwhile there are also negative collocations such as *si* (disrespectful kinship addressee).

The higher collocation of Anies is kinship addressee *Pak* [Anies]. *Pa*, *Pak*, *Pk* means father. Those kinship addressee from netizens give two facts. First, when address phrases are used appropriately, persons can identify as members of a social group serve as a sign of the social standing [16]. It means that those kinship term are not only as formal kinship addressee but also as a social symbol and authority position. Secondly, people use address terms not only to attract the attention of the addressee, but also to show respectfulness and/or solidarity [17]. Moreover, the use of those kinship addressee can be seen as that of Indonesian netizens to keep the politeness and social harmony in political discussion. It is a great fact, that Indonesian Citizen can maintain social harmony in political discussion.

The kinship addressee found toward Anis are more varied than another candidate. There are *Gus*, *Mas* dan *Abah*. The term "Gus" is used in Indonesian, especially within the Javanese Muslim community to address *Kyai* (refers to religious leaders). The kinship *Gus* indicates the netizen express high respect and recognition to Anis about his religious lineage and authority. *Mas* (brother) also highly

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appears as the positive collocation of Anies. *Mas* is used to address an older male. In political discourse *mas* addressee is less formal than *pak*, or *bapak*. Netizen seems to feel close and has personal bounding toward addressee (Anies). Moreover, Abah also appears in Anies collocation. *Abah* is Sundanese meaning father. The usage of Abah strengthens the netizen position as a close colleague toward Anis as their future president. Moreover, the kinship addressee *abah* and *gus* also give an insight that Anies consider as religious leaders for netizens.

According to the positive sentiment, netizens also see Anis as honorable and a figure in which is reflected by the appearance of *sosok*, *keberanian* and *terhormat*. However, there are also negative sentiments of Anis reflected in the word *si*. According to the Great Dictionary of the Indonesian Language (hereafter KBBI), the word "si" as an article has a series of meanings. "Si" is a word used in front of a proper name, which has a familiar or disrespectful connotation. Si [Anies/anis], according to the context indicated as a dismissive attitude by netizens (See Figure 3). Si [Anies] in figure 2 shows netizen sceptics about anis credibility and qualification as future leader in Indonesia

	File	Left Context	Hit	Right Context
1	narasi 1.txt	tidak mungkin kan itu namanya pemborosan itu kalau	si	Anis dalam anggota kami sudah babak belur di hajar
2	narasi 2.txt	tidak mungkin kan itu namanya pemborosan itu kalau	si	Anis dalam anggota kami sudah babak belur di hajar
3	kpu 2.txt	semangat amin Ganjar udh gk blunder awokawokawok	si	anis cengar cengir :(pembuly banget bjir tatut huhuhuh
4	kpu 2.txt	udah menyerang orang , sebenar nya gatau apa apa ini	si	anis di debat yg ke 3 ini dengan tema pertahanan
5	kpu 2.txt	JN (asal bunyi) TAKUT KALO PRESIDENYA ANTI KRITIK	Si	anis ini baru detik awal udah menyerang orang , seben
6	kpu 2.txt	Mentri tapi apa yg dia kerjakan sendiri malah gak tau	Si	anis janji manis Anies 01 Kpu nya sdh rusak saya
7	kpu 2.txt	PINTAR PASTINYA LICIK @alikanailaputri18 Demi Allah	si	Anis orang nya toxic banget !! Menghasut hasut paslon
8	kpu 2.txt	a... Bukan protes iri... Kenapa sih kalo ke pak prabowo,	si	anis.. Mukanya menya menye gitu Anies presiden kita b
9	kpu 3.txt	lak hak warga negara org.dasar dengki hati Sok pintar	Si	Ginjar. Maksudnya Anis apa tu pas pembukaan ngomo
10	kpu 2.txt	astikan indonesia akan awut awutan kalau presidennya	si	mas anis Masih ajaa caei untung, bisa di matiin

<Figure 3> The concordance of si [Anies] in Indonesian Presidential Debate 2024

4.3 Collocates of Prabowo in Presidential Debate 2024

The collocates of Prabowo based on Netizen Youtube comments in Presidential debate can be obtained by using Antconc software with windows span 3R and 3L. Antconc will process it automatically based on the high frequency and high likelihood or probability. Moreover, based on the collocates result and concordance, the netizen sentiment can be classified in to neutral, positive and negative sentiments. The result of collocation and Netizen Sentiment of Prabowo can be seen in Table 2.

No	Collocates	Frequency	Likelihood	Sentiment
1	pak	7974	1.066.582	positif
2	gibran	1110	481.034	positif
3	all in	726	162.639	positif
4	subianto	210	121.304	positif

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5	bapak	1254	58.440	positif
6	bpk	204	41.734	positif
7	yang	8766	38.140	netral
8	dan	12042	29.075	netral
9	bilang	216	28.707	netral
10	tetep	144	27.818	positif
11	salut	126	26.833	positif
12	tetap	888	24.666	positif
13	mantap	402	23.105	positif
14	sabar	162	21.526	positif
15	perubahan	960	19.381	positif
16	seh	12	19.253	negatif
17	krena	12	19.253	netral
18	semngat	12	19.253	positif
19	mereka	1296	19.108	netral
20	yg	7812	18.891	netral
21	rakyat	2544	18.421	positif
22	semangat	366	17.912	positif
23	menyerang	198	17.534	positif

<Table 3> The collocation and sentiment of Prabowo during Presidential debate 2024

Based on Table 3, there are 23 words linked to Prabowo, such as *pak*, *Gibran*, *all in*, *subianto*, *bapak*. The result also shows 16 collocates considered as positive sentiment, 6 collocates are neutral and one collocate is negative sentiment.

The highest collocates of Prabowo are related kinship addresses *Pak*, *Bapak*, and *Bpk*. Historically *Pak*, *Bapak*, and *Bpk* are the Javanese kin terms ‘father’ are now considered Indonesian terms [18]. Collocates such as *Pak*, *Bapak*, and *Bpk* (sir, formal titles) are common and highly positive. Those terms demonstrate cultural politeness and respect; showing netizens a formal politeness while addressing Prabowo. When addressing Indonesian political figures, this positive tone is actually aligned with Indonesian culture.

There are 16 words considered as positive sentiment toward Prabowo, such as *all in*, *tetep*, *salut*, *mantap*, etc. This positive sentiment shows netizens support and admiration toward Prabowo. Netizen shows positive perception, in Prabowo traits, skills or leadership prospect. Some netizens express support for Prabowo as a consistent, credible being with phrases supporting adjectives and political stance.

In fact, Prabowo also has negative sentiment, for instance *seh*. *Seh* means additional or confirming words in interrogative sentences. One of the examples is, “*parah banget she Prabowo bilang palestina lemah*. (It's really bad, Prabowo said Palestine is weak.)”. This expression shows netizen emotion towards Prabowo argumentation, and talks about their disappointment.

4.4 Collocates of Ganjar in Presidential Debate 2024

Ganjar Pranowo is considered as the finest rank of potential presidential contender [5]. Based on the results of the Y-Publica survey related to the electability of Indonesian presidential candidates in 2024, which was uploaded in (JPNN.com 2023), there are three names of candidates with the highest

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percentages, namely Ganjar Pranowo, Prabowo Subianto, and Anies Baswedan. Ganjar Pranowo was obtained 25.5%, Prabowo Subianto 21.3%, and Anies Baswedan 20.0%. The electability of Ganjar is highest rather than Anies and Prabowo. However, it may differ with the netizen comment after the presidential debate 2024. The sentiment of netizen after the debate can be seen in table 3.

No	Collocates	Frequency	Likelihood	Sentiment
1	pak	7974	222439	positif
2	mahfud	156	141703	positif
3	pranowo	132	126510	positif
4	anis	3216	51403	negatif
5	anies	3606	39323	negatif
6	mahmud	24	22966	positif
7	parah	72	19752	negatif
8	good	90	17588	positif
9	so	48	17243	negatif
10	diuntungkan	18	17223	positif
11	sependapat	54	16308	positif

<Table 4> The collocation and sentiment of Ganjar during Presidential debate 2024

Table 4 shows the collocation of Ganjar. Based on the Antconc process, Ganjar has more minimum collocation rather than Anis and Prabowo. There are only 11 words that reflect Ganjar. The distribution sums into 64% are positive sentiment and 36 % are negative sentiment.

Similar to Anis and Prabowo, the highest collocation of Ganjar is kinship addressee, *Pak*. This also shows that netizens put Ganjar into a position of respect as a future leader and also as a presidential candidate. In positive sentiment the word good shows that Ganjar are credible future leaders and experienced leaders.

In comparison, the negative sentiment appearing toward Ganjar are *parah* and *sok*. The term *parah* implies that some netizens hold a strong negative opinion of Ganjar, suggesting that there are critical voices who believe his actions or policies are detrimental. The use of *sok* could indicate dismissive language, reflecting a lack of seriousness or regard for his candidacy among certain segments of the electorate.

CONCLUSIONS

Political debate is one of the combat ways for presidential candidates to gain voters. In fact, all of the candidates have prepared their best to face those debate battles. The winners are someone who can understand what society wants and needs. By understanding the society's feeling and opinion, the leader can take crucial steps as an upcoming decision. In fact, one of the ways to know how society feels is by analyzing their attitude. Therefore, the feeling by netizens as a part of Indonesian society towards their future leader is very possible to be conducted. This study truly gives an insight of netizen point of view toward three presidential candidates during their three rounds of debates. Most of the netizens talk more about Prabowo but ANIS is gaining more positive sentiment. However, this study shows the beautiful harmony of the netizens of Indonesia. Although they are in the battlefield to overcast their future leader,

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they show very polite and positive sentiment by using formal kinship addressee. Some of the sentiment shows in negative language but none of this is taboo.

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