Sentiment Analysis of Youtube Video Comments on Dirty Vote Movie

Feri Ferdaus[1*], Wulan Suciska[2], Anna Gustina Zainal[3], Eka Yuda Gunawibawa[4]
Universitas Lampung, Lampung, Indonesia[1,2,3,4]
feri.ferdaus@fisip.unila.ac.id[1]*, *wulan.suciska@fisip.unila.ac.id[2]*, *anna.gustina@fisip.unila.ac.id[3]*,
eka.yuda@fisip.unila.ac.id[4]

Abstract

Purpose: This study aims to analyze the sentiment of comments on YouTube videos discussing the movie Dirty Vote, which are divided into positive, negative, and neutral categories.

Research methodology: The method used is quantitative descriptive, namely content/text analysis of the number of comments and sentiment analysis of comments on the YouTube video content of Dirty Vote uploaded to the Dirty Vote YouTube channel.

Results: Results: Based on sentiment analysis of 32,209 comments on the Dirty Vote movie uploaded to YouTube between February 11 and 13, 2024, the sentiment distribution indicates a strong dominance of negative sentiment, with 18,978 comments (59%). This suggests that the movie triggered substantial criticism or strong emotional reactions from viewers. Positive sentiment reached 9,676 comments (30%), reflecting appreciations for the movie's content, message, or relevance to political discourse. Meanwhile, 3,555 comments (11%) were categorized as neutral, generally consisting of descriptive statements, clarifications, or non-emotive responses.

Conclusions: The analysis of 32,209 YouTube comments on *Dirty Vote* shows dominant negative sentiment (59%), followed by positive (30%) and neutral (11%). This suggests the film strongly impacts audiences, generating both criticism and political awareness, and highlighting how political documentaries can spark debate and polarization.

Limitations: References related to sentiment analysis on social media in the perspective of political communication studies are still quite limited and lack depth.

Contribution: Enriching the body of research on political communication on social media, particularly YouTube, by using sentiment analysis methods through the BERT model.

Keywords: *BERT Model, Dirty Vote Movie, Sentiment Analysis, YouTube Comments.*

How to Cite: Ferdaus, F., Suciska, W., Zainal, A.G., Gunawibawa, E.Y. (2026**).** Sentiment Analysis of Youtube Video Comments on Dirty Vote Movie. *Jurnal Studi Pemerintahan dan Akuntabilitas*, 5(2), 85-97.

1. Introduction

In the 2024 General Election (Pemilu) in Indonesia, the involvement of media, particularly digital media, plays a key role in information dissemination and the formation of public opinion. In recent decades, traditional mass media such as television, radio, and newspapers have dominated the delivery of political messages to the public. However, with the rapid development of digital technology, new platforms such as social media now have a much larger influence on transforming the political communication landscape. One of the most prominent platforms in this process is YouTube, which has

become one of the main sources for the public to access various political content, including debates, campaigns, and documentaries (Auliya et al., 2025)

The documentary *Dirty Vote*, released during the 2024 election's quiet period, is one example of how digital media, particularly YouTube, can be used effectively to deliver political messages to a broad audience. The film was released on February 11, 2024, via two YouTube channels: Dirty Vote and PSHK Indonesia, and within 24 hours, it had already been viewed by more than 7 million users. This number illustrates that digital platforms have the ability to reach a wide audience in a short amount of time, a feat rarely achieved by traditional media. The speed and scale of content distribution reflect the significant influence of social media in shaping public opinion in the digital age, especially leading up to critical political moments such as elections.

The impact of *Dirty Vote* is not only visible in the large number of viewers but also in the responses generated from various segments of society. The film quickly triggered widespread controversy. On one hand, some groups who opposed the film viewed it as political propaganda aimed at attacking one of the presidential candidates in the 2024 election. Such accusations often arise during heated political campaigns, where content critical of one side is seen as a threat by its supporters. Those who opposed *Dirty Vote* argued that the film was not neutral and had a hidden political agenda to negatively influence public opinion against one of the presidential candidates. These critics viewed the film as a form of disinformation attempting to manipulate public perception, especially because it was released during the quiet period, when all forms of campaigning should be halted.

On the other hand, supporters of the film saw *Dirty Vote* as an important political education tool for the public. They argued that the film raised relevant and sensitive political issues, such as election fraud, corruption, and abuse of power, that might not be deeply discussed in mainstream media. According to them, the film provides a new and valuable perspective for the public on contemporary political realities in Indonesia, especially in the context of elections that are often marred by manipulative tactics. From this viewpoint, *Dirty Vote* is seen as an effort to open the public's eyes to issues that could affect the quality of democracy in Indonesia.

This phenomenon underscores the unique position of *Dirty Vote* in Indonesia's political communication landscape. The film not only sparked widespread debate in the public sphere but also created room for deeper discussions across various social media platforms, especially YouTube. Social media has become the main arena for the public to engage in direct political discussions, where they can voice their opinions, debate arguments, and shape collective views with other users. This is especially significant in the digital age, where information is more accessible, and social-political interactions are more decentralized. It is no longer just political elites or large media outlets that hold authority in shaping political narratives, but the general public can also play an active role in shaping political discourse through digital platforms. Social media's role as a platform for political discussion enables the public to be more involved in the political process, both as observers and active participants (Ferdaus & Zaimasuri, 2023). In the case of *Dirty Vote*, the comment section on YouTube became an open space for users to express their views on the film, both positively and negatively. The thousands of comments generated reflect the diversity of perspectives and emotions from the public, ranging from support for the film's message, criticism of the implied political agenda, to more neutral and objective stances. This debate demonstrates that social media, particularly YouTube, has evolved into a platform not only for passive consumption but also for active exchange of ideas and opinions.

In this context, sentiment analysis of the comments left by users becomes highly relevant in understanding how public perception of political issues is formed and developed. Sentiment analysis can identify whether users' responses to *Dirty Vote* are generally positive, negative, or neutral, and uncover specific patterns in how the public reacts to political content. This provides valuable insights for researchers and political communication practitioners on how the public understands, responds to, and interprets political messages conveyed through digital platforms such as YouTube. The involvement of social media in the 2024 election, as exemplified by the case of *Dirty Vote*, highlights the significant shift in how political information is delivered and received by the public. Not only does it enable faster

and wider distribution of messages, but social media also creates space for active participation in political discourse. This phenomenon demonstrates that in the digital age, social media is not just a communication tool but also a dynamic political debate arena, where public opinion can be formed, developed, and debated openly.

In this study, sentiment analysis is used to identify emotional patterns in the comments left by users regarding the film *Dirty Vote*. Sentiment analysis, also known as opinion mining, is a method used to identify emotions and opinions contained within text using Natural Language Processing (NLP) techniques. This method allows researchers to classify text into positive, negative, or neutral categories based on the use of specific words (Liu, 2012). The application of sentiment analysis in the political context aims to gain a deeper understanding of the public's perception of sensitive issues, such as those raised by *Dirty Vote*. The film not only presents information about the political process but also touches on important issues like vote manipulation, corruption in the electoral process, and the abuse of power by certain candidates. Therefore, public reactions to the film through the comment section on YouTube become a rich data source for analysis. Through sentiment analysis, this study can reveal how public opinion is polarized based on the sentiment expressed in the comments, whether they show more support (positive sentiment), rejection (negative sentiment), or neutrality.

The results of this sentiment analysis will make an important contribution to the literature on political communication, particularly in Indonesia, where social media has become a key element in modern political campaigns (Fadiyah & Simorangkir, 2021). Furthermore, the findings from this study will provide an insight into how the Indonesian public, especially social media users, respond to complex political issues. In a broader context, the results of this study will also be relevant for understanding voter behavior, which can be influenced by the consumption of digital political content. This study aims to explore how *Dirty Vote* is received by the public through sentiment analysis of the comments left on YouTube.

Specifically, this research will identify general trends in public perception of the film, whether the comments are more positive, negative, or neutral. By understanding the sentiment developed on this platform, the study hopes to provide insights into how the political narrative in the film is received by the public, as well as how this perception could influence public opinion in the context of contemporary politics in Indonesia. This research also aims to provide theoretical and practical contributions to the field of political communication. Theoretically, the study will offer a new understanding of how the role of social media, which hosts a documentary film about election fraud that is full of controversy on YouTube, can rapidly gain millions of viewers and thousands of comments and shape the polarization of public opinion. Practically, this research can serve as a reference for political actors in designing more effective political communication strategies in the context of elections in the digital era.

The development of digital technology not only affects politics but also transforms how companies and organizations reach their audiences. Previous research has found that social media has become an effective tool for advertising, branding, and campaigning (Cahyaningrum, 2025). In Indonesia, the number of TikTok users in 2024 is recorded at 157.6 million, YouTube at 151 million, and platforms based on short video formats like TikTok or YouTube are considered effective media for information dissemination due to their strong visual and audio characteristics (Cahyaningrum, 2025). The ease of access to information technology also enables the rapid spread of messages via the internet, making communication technology a necessity across various sectors (Otariyani et al., 2025).

The high level of internet penetration in Indonesia, with over 204 million users or about 73.7% of the population, facilitates viral phenomena like *Dirty Vote*. However, digital platforms also generate intense two-way dialogues with the public, despite the fact that there are still digital divides in certain regions (Hanafi & Kholil, 2024). Moreover, research on organizational communication networks emphasizes that hierarchical structures can slow down the flow of information, and the implementation of technology requires adaptation and training to ensure the swift transmission of information (Yudiyanto, 2024). The experience of implementing e-performance in the public sector also shows that the effectiveness of technology depends on the clarity of messages, the credibility of sources, and the

communication channels used, along with the importance of training to enhance users' digital competencies (Rania et al., 2024). Insights from various studies provide the foundation that the *Dirty Vote* phenomenon cannot be separated from the broader context of digital transformation in Indonesia, where social media is not only a place to share content but also a dynamic political debate arena.

2. Literature Review and Hypothesis Development
2.1 Media and Democracy
Democracy and media have a reciprocal relationship, where the media acts as a tool for political communication in a democratic system, while a democratic political system enables the media to serve the public interest (Gunther & Mughan, 2000). Media in democracy can be viewed from two perspectives: macro, which includes the structure of the media system, and micro, which studies the effects of political communication on individuals. Factors such as access to information, literacy, and political awareness of individuals are key determinants in the effectiveness of media in building democracy. In authoritarian systems, media tends to be controlled as a tool for propaganda, whereas in democracies, although more free, the media is often influenced by business interests, especially traditional media like television, which are profit-driven (Siebert et al., 1963).

The emergence of new media, such as the internet, has brought new hope for democracy. New media offers freedom, equality, and participation, allowing every individual to become an independent content producer. In this sense, new media aligns more with democratic principles as it can foster broader public participation and strengthen collective morality in society (Rosenblum, 1991). New media has become one of the most significant elements in the dynamics of modern democracy. With its ability to connect individuals and groups globally, social media not only changes the way information is disseminated but also influences political participation, public opinion, and the democratic process as a whole (Dwitama et al., 2022).

	Karakter	Media Konvensional	Media Baru
1	Isi	Cenderung terbatas, adanya sensor, pembatasan oleh *space*, unsur lokalitas	Tidak terbatas, transparan, prinsip global, bebas, publikasi isi cepat
2	Orientasi fungsi	Kelas elit, mengabaikan universalitas publikasi	Semua kalangan, akses universal
3	Institusi	Terpusat, dikendalikan oleh pemilik, adanya konsentrasi kepemilikan, membutuhkan modal besar	Terdisentralisasi, fleksibel, anonimitas, pengguna sebagai pemilik, hanya untuk modal akses
4	Akses publik	Rendah, satu arah	Sangat luas, multi-arah, interaktif, kebebasan, kesetaraan (*equality*)

Figure 1. Characteristics of Conventional Media vs. New Media
Processed from (Pavlik, 1998; Sparks, 2003)

2.2 New Media
New media is a term used for mass communication media based on digital technology and its availability for personal use as a communication tool (McQuail, 2011). New media emerged from various innovations of old media that were updated to adapt to the times. New media also has characteristics that conventional media do not have. One of these is that new media can deliver information instantly, and its spread is rapid, not needing to wait for broadcasting schedules or print results. New media combines data, text, sound, and images in digital formats and is distributed via the internet (Flew, 2008). In the digital age, the internet plays an important role with millions of users in Indonesia. New media not only functions as a means of information but also as entertainment, education, and creates new relationships between users and technology. Additionally, new media includes aspects such as media culture, economics, and regulation. McQuail also identifies several characteristics of new media, such as interactivity, social presence, user autonomy, and content personalization.

2.3 YouTube as New Media

YouTube is an online platform that provides various types of information and serves as a space for everyone to share videos online with others. This site is provided for those who want to find information in video format and watch it directly. We, as users, can also upload videos to the YouTube server and share them with the world (Baskoro, 2009). YouTube is one of the modern communication media and a source of information in today's era. YouTube was created by Steve Chen, Chad Hurley, and Jawed Karim in 2005. Then, YouTube was purchased by Google in November 2006 and is now owned by the company.

YouTube offers features such as search categories, live broadcasts, and interaction through chat features, making it more attractive to the public. Besides being a source of information and entertainment, YouTube also opens up economic opportunities through monetization, creating new professions such as YouTubers or content creators. According to Digital 2022: Indonesia data, YouTube has 139 million users in Indonesia, making it the most used social media platform in the country, equivalent to 50% of Indonesia's population. YouTube ads reach 67.9% of the internet user base in Indonesia in 2022, with ad viewers consisting of 46.9% females and 53.1% males.

2.4 Sentiment Analysis

One of the components of text mining studies, also called computational studies, is sentiment analysis, which is used to classify opinions, emotions, and attitudes toward entities (Hudaya et al., 2019). Sentiment analysis, also known as opinion mining or artificial intelligence, is a technique that utilizes natural language processing, text analysis, and computational linguistics to identify, extract, measure, and systematically analyze data (Pratama et al., 2019). Sentiment analysis can be called opinion mining because this method focuses on opinions that are positive, neutral, or negative (Samsir et al., 2021).

Sentiment analysis functions to extract opinion data by automatically processing text to reveal the sentiment present in the opinion. This analysis also varies depending on the data source used. Research typically divides sentiment analysis into several levels, the most common being at the document and sentence levels. There are two main types of sentiment analysis: Coarse-grained and Fine-grained. Coarse-grained analyzes the entire document to determine whether the content of the document tends toward positive or negative. In contrast, Fine-grained focuses only on sentences, with the primary goal of identifying sentiment at the sentence level (Ardiani et al., 2020).

Sentiment analysis is often applied in various fields, such as marketing, consumer information, politics, and social issues. In government or health sectors, this analysis helps understand public views on current issues, allowing governments to formulate more precise solutions based on collected data (Citra et al., 2022). Sentiment analysis is also divided into several classes (Ardiani et al., 2020), including:

1. Positive Sentiment: According to the Great Dictionary of the Indonesian Language (KBBI), positive sentiment is a reaction or attitude that enhances the value of someone or something.
2. Negative Sentiment: According to KBBI, negative sentiment is a reaction or attitude that can decrease the value of someone or something, even causing a trend to decline. Sentences with negative sentiment are marked by the use of negation words. This negation is typically used to alter the pattern of a statement.
3. Neutral Sentiment: According to KBBI, neutral sentiment is a reaction that is impartial. Neutral sentiment sentences generally do not express positive or negative statements.

2.5 Natural Language Processing (NLP)

Natural Language Processing (NLP) is a branch of artificial intelligence focused on the interaction between computers and human language. NLP enables computers to understand, interpret, and generate human language with the goal of creating systems that can respond in a useful way (Lauriola et al., 2022). NLP combines several disciplines such as linguistics, computer science, and statistics to analyze natural language that is frequently used in everyday communication.

The NLP process involves several stages, ranging from text pre-processing, tokenization, stemming, part-of-speech tagging, to syntactic and semantic analysis. The main challenges in NLP include

semantic ambiguity, informal language, and cultural variations. Despite facing various challenges, NLP has advanced rapidly and is used in everyday applications such as chatbots, virtual assistants, and social media analysis, which help computers interact more naturally with humans (Camacho-Collados et al., 2022).

2.6 BERT (Bidirectional Encoder Representations from Transformers)

BERT (Bidirectional Encoder Representations from Transformers) is an innovative deep learning model in natural language processing (NLP) developed by Google in 2018. BERT uses a Transformer architecture to understand the context of words bidirectionally, meaning from both directions in a sentence. This approach allows it to capture the meaning of words more accurately compared to previous models that processed text sequentially (Devlin et al., 2019).

BERT is trained in two stages: pre-training and fine-tuning. In pre-training, BERT is trained using large-scale data with two main tasks, Masked Language Modeling (MLM) and Next Sentence Prediction (NSP), to understand context comprehensively. After that, the model is fine-tuned for specific tasks such as sentiment analysis or translation (Devlin et al., 2019). The advantage of BERT lies in its ability to understand context deeply and accurately, making it highly effective in various NLP tasks such as information retrieval, question-answer systems, and sentiment analysis. However, BERT requires significant computational resources and is prone to bias in its training data. The BERT model is more effective in capturing complex context in text compared to other models like LSTM (Khadapi et al., 2024).

3. Research Method

This research uses a quantitative descriptive approach, specifically content/text analysis of the number of comments and sentiment analysis of comments on the YouTube video content of the *Dirty Vote* film uploaded on the Dirty Vote YouTube channel. The data analyzed consists of comments uploaded on the *Dirty Vote* YouTube video between February 11 and 13, 2024. In this study, the analysis and data collection process on YouTube uses the web-based applications Netlytic.org and labs.polsys.net, which are processed in the Gephi application. Then, text preprocessing and automatic data labeling are performed using VADER Sentiment. Refer to the following diagram:
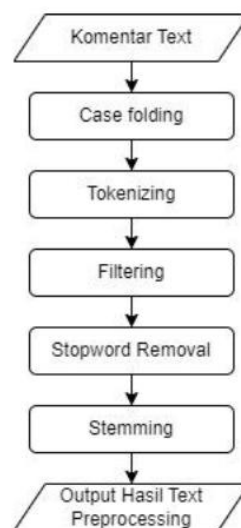

Figure 2. Text Processing Flow Diagram
Source: (Listyarini & Anggoro, 2021)

4. Results and Discussion

This research aims to analyze YouTube users' sentiment towards the *Dirty Vote* film. The model used for sentiment analysis is the BERT (Bidirectional Encoder Representations from Transformers) model. The data analyzed consists of comments posted on the *Dirty Vote* YouTube video between February 11

and 13, 2024. After preprocessing, which includes systematic and structured text processing through stages such as case folding, tokenizing, filtering, stopword removal, and stemming, 32,209 comments were obtained as research objects.

The processed data was then input into the BERT model for sentiment classification. The pre-trained and fine-tuned BERT model on sentiment data was used to predict whether the comments contained positive, negative, or neutral sentiment. Based on the output from the BERT model, each comment was labeled with sentiment that reflected the user's attitude or emotion towards the *Dirty Vote* film. The sentiment analysis results showed a varied distribution of sentiment among the comments. Positive sentiment indicates appreciation or praise for the film, while negative sentiment tends to contain criticism or disappointment. Neutral sentiment, on the other hand, contains comments that do not show clear emotions, such as general descriptions or informative statements. The following are the results of the sentiment analysis of YouTube users' comments on the *Dirty Vote* film based on the BERT analysis model.

Based on sentiment analysis of 32,209 comments on the *Dirty Vote* YouTube video using the BERT model, it was found that the sentiment distribution was divided into three main categories. Of the total comments analyzed, 18,978 comments or 59% contained negative sentiment, 3,555 comments or 11% were neutral, and 9,676 comments or 30% had positive sentiment. This distribution reflects the diverse public responses to the film's content, where the majority of comments tended to express negative views, although there was also a significant proportion of comments offering positive support.

4.1 Positive Sentiment
Positive sentiment identified in the comments related to the *Dirty Vote* film highlights various issues related to appreciation for the film, especially regarding its ability to touch on important issues related to the election system and democracy in Indonesia. A total of 9,676 comments, or about 30% of the total comments, reflect positive reactions from viewers. This sentiment shows how *Dirty Vote* was able to inspire, raise political awareness, and provide new insights to the public regarding the issues surrounding democracy and elections in Indonesia, especially in the context of the 2024 election.

One of the main themes raised in the positive comments was how *Dirty Vote* successfully exposed the corruption in the election system. Many viewers felt that the film was able to open the eyes of the public to the unfair practices that often occur behind the scenes in the electoral process. In these comments, viewers often expressed their gratitude to the filmmakers for providing a realistic depiction of the challenges in maintaining the integrity of the democratic process. The film is considered successful in highlighting issues that may have been ignored or lacked sufficient attention from the wider public. For example, comments like, "This film gives us a deeper understanding of how broken the election system is and the challenges we face to maintain democracy" reflect a deep appreciation for the film's ability to educate the public.

In addition, *Dirty Vote* is praised for successfully presenting a deep and critical perspective through the analysis conducted by constitutional law experts. In several comments, viewers pointed out that the presence of three experts who provided legal analysis related to the 2024 election was one of the main strengths of the film. By presenting perspectives based on legal knowledge and experience, the film is considered to provide more accurate and comprehensive insights into the problems faced by Indonesia's election system. Comments such as, "Through the analysis presented by the experts, we can clearly see how the fraud in the 2024 election occurred and its impact on our democratic order" show high appreciation for the credibility and depth of analysis presented in the film.

Positive sentiment also highlights *Dirty Vote*'s role as a medium for raising public awareness about the importance of transparency and integrity in elections. The film is seen as a call for the public to pay more attention to the election process and actively participate in safeguarding the integrity of democracy. Some comments indicate that after watching the film, viewers felt more motivated to engage in the political process and participate in efforts to prevent electoral fraud in the future. Comments such as, "This film really raises our awareness about the importance of protecting democracy and preventing

fraud in elections" show that the film was able to act as a social change agent by stimulating active participation from the public.

Furthermore, many viewers see *Dirty Vote* as a push to improve the existing election system. They view the film not only as a critique of a corrupt system but also as a tool to encourage reform and improvement within it. Support for the film comes from various groups who consider exposing the flaws in the election system in the film an important step in pushing for future improvements. Some comments, such as "Support for this film shows the public's desire to see real changes in our election system" indicate that the film is seen as a means to mobilize public support for a political reform agenda.

Another aspect of positive sentiment is the view that the film serves as an educational tool that can increase public understanding of the importance of active participation in elections. Many viewers expressed that *Dirty Vote* made them realize the importance of using their vote wisely and according to their conscience. This message becomes one of the key values conveyed by the film, especially in the context of an election rife with political manipulation issues. Comments like, "This film urges us not to abstain from voting and to vote with conscience" show that the film successfully motivated viewers to play an active role in the democratic process in a more conscious and responsible way.

Additionally, *Dirty Vote* is praised for being able to provide a broader moral lesson regarding integrity and ethics in politics. The film does not only focus on election-related issues but also delivers an important message about how social assistance and state resources should be used for the public good, not as political tools for the benefit of a few. Some positive comments state that the film reminds viewers that a healthy political system must be based on integrity and genuine service to the people, especially those less fortunate. Comments such as, "Through this film, we are reminded that social assistance should be used for the good of the people, not for political interests" show that the film was also able to touch on broader social issues beyond the context of elections alone.

Finally, positive sentiment is also strongly voiced by those who believe that the film provides a realistic depiction of the current political situation. Many viewers felt that *Dirty Vote* was able to capture and reflect the political reality they face, where the government and the ruling regime are accused of using various methods to win elections, even by undermining democratic principles. As a result, the film is seen as successfully voicing public concerns and encouraging society to be more critical of the ruling government. Comments like, "This film makes us more aware of the corruption of the current regime that will do anything for power" show that the film plays a role as a medium of critique against a government perceived as corrupt and manipulative.

4.2 Negative Sentiment

From the analysis conducted on 32,209 comments on the *Dirty Vote* YouTube video, negative sentiment dominated with a total of 18,978 comments, or about 59% of the total comments analyzed. This negative sentiment reflects critical responses from viewers, not only directed at the film itself but also at various parties mentioned and discussed in the film, including sources and individuals involved in the political system highlighted. The description of this negative sentiment can be explained more broadly through several main themes that emerged in the comments, as explained below.

One of the most frequently raised negative themes is the accusation that *Dirty Vote* is a form of political propaganda aimed at overthrowing the legitimate government and creating instability in the democratic process in Indonesia. Many comments expressed the view that this film was not a neutral effort to enlighten the public, but rather part of a covert campaign to bring down the ruling government. Viewers with this sentiment believe that the film was designed to create a negative perception of government institutions and trigger distrust in the legitimacy of the election results. Comments such as, "This film is just a propaganda tool to bring down the legitimate government and create chaos in the election," show concerns that the film acts as a political weapon, not as an objective documentary work.

Another issue that often arises in negative sentiment is criticism of the credibility of the sources featured in the film. Many viewers feel that the sources presented in *Dirty Vote* are not objective and have a

specific political agenda. As a result, the information conveyed in the film is seen as biased, and the views expressed are considered unreliable. Comments like, "The sources in this film are not objective; they have their own political interests, so it's hard to trust what they're saying" reflect the viewers' distrust in the validity and legitimacy of the information presented. For some viewers, the presence of sources with political interests reinforces the assumption that the film is not a neutral educational tool but rather a means to manipulate public opinion for certain political gains.

Negative sentiment also highlights the view that *Dirty Vote* causes more chaos than it offers concrete solutions to the issues surrounding elections in Indonesia. Some viewers criticize that the film only worsens an already tense political situation without providing clear recommendations or constructive alternatives to improve a system they deem corrupt. This criticism appears in various comments that argue the film is more destructive and focuses solely on exposing scandals without offering a constructive direction for reform. For example, a comment like, "This film just muddies the political situation without offering real solutions. What can we do after watching this?" reflects the viewers' disappointment in expecting more than just a narrative of criticism. In this context, the film is seen as failing to provide an exit strategy or practical recommendations that could be implemented to address the issues raised.

In addition, many negative comments indicate that the support for *Dirty Vote* is seen as coming from groups with specific political interests, making it impossible to regard the film as a broad representation of public opinion. Viewers with this sentiment feel that those who praise the film are generally from outside the political circle and have a political agenda to tarnish the reputation of the government. Comments like, "Those who support this film are people who want to bring down the government. They don't represent the majority of the public" reflect the perception that the film is more accepted by those who are dissatisfied with the current government, and therefore such support is seen as biased and not reflective of the views of the entire society.

One of the sharpest criticisms in negative sentiment relates to the assumption that *Dirty Vote* does not provide a balanced perspective. Many viewers feel that the film only presents one side of the story, namely the side that highlights fraud and injustice in elections, without giving a chance to hear from the accused parties. This raises concerns that the film has created an unfair public perception and could influence public opinion in a manipulative way. Comments like, "This film doesn't provide a balanced perspective. They just show the fraud without giving a chance for clarification from the accused parties" illustrate viewers' frustration with the unfair presentation of information. Viewers with this view feel that the film should have provided more room for diverse perspectives to encourage a deeper and more balanced understanding.

Negative sentiment also focuses on the belief that *Dirty Vote* creates polarization and hatred within society. Many viewers feel that the film does not provide space for constructive dialogue but rather strengthens divisions among groups with different political views. Some comments mention that instead of promoting healthy and open discussion, the film only strengthens prejudices and sparks conflict among the public. Comments like, "This film just makes people hate each other more. There's no room for healthy dialogue here" reflect the concern that the film contributes to the growing political polarization in Indonesia.

Regarding the validity of information, some viewers also point out that *Dirty Vote* is considered unsupported by strong evidence. This criticism stems from the view that most of the claims made in the film lack sufficient foundation or are not supported by verifiable data. Comments like these assess that the film only presents manipulated facts to achieve a specific political agenda, ultimately undermining the credibility of the film in the eyes of the viewers. A comment like, "The information presented in this film is not supported by strong evidence. This is just manipulation of facts to influence public opinion" expresses skepticism about the film as a valid source of information.

Another issue that arises in the negative sentiment is the assumption that this film creates distrust in the existing democratic institutions without offering better alternatives or solutions. Some viewers state that

the film only spreads pessimism and distrust in the elections and the democratic process in Indonesia, without offering realistic solutions. Comments such as, "This film only makes us lose trust in democracy, but doesn't offer a better alternative" reflect frustration toward a film that is seen as failing to provide a constructive direction for political reform.

However, what needs to be noted about why negative sentiment is so dominant based on sentiment analysis using the BERT model is that the model not only classifies user comments criticizing *Dirty Vote* based on the issues outlined above as negative sentiment, but also comments from users who criticize and condemn various parties mentioned in *Dirty Vote*, including government institutions, political figures, and those directly involved in the elections, also appear in negative sentiment. Criticism of individuals or groups involved in the political system as exposed in the film often appears as a form of protest against what is seen as corruption and abuse of power.

Many viewers feel that the parties mentioned in the film are the main actors responsible for the chaos and fraud in the electoral process, making them the target of sharp criticism. In some comments, the film is even seen as a platform for viewers to vent their disappointment and anger toward the political institutions involved. Comments such as, "This film shows how political institutions and democracy in Indonesia are really corrupt. No wonder so many people are angry after watching this film" indicate that the film serves as a catalyst for voicing dissatisfaction with the existing political situation.

4.3 Neutral Sentiment
In the sentiment analysis of 32,209 comments posted between February 11-13, 2024, related to *Dirty Vote* on YouTube, 3,555 comments or about 11% of the total comments were analyzed as neutral sentiment. This neutral sentiment does not show a clear tendency toward either positive or negative, but rather reflects the attitude of viewers that is descriptive, informative, or without strong emotional content. Neutral sentiment comments are generally characterized by statements that are observational, questions, or clarifications, as well as opinions that are more focused on the content of the film or the topics discussed without any explicit support or rejection.

One key characteristic of neutral sentiment is comments that attempt to understand *Dirty Vote* objectively without giving a firm moral judgment, either supporting or rejecting. Viewers with neutral sentiment often simply describe the content of the film or comment on the issues presented without excessive emotion. For example, some comments provide a summary of the points discussed in the film or mention facts presented without giving a personal opinion. Comments such as, "This film discusses election fraud issues in Indonesia by presenting views from several constitutional law experts" or "This film raises the issue of fraud in the 2024 elections and highlights the role of several political actors" are examples of how viewers focus more on the content of the film than expressing emotional opinions about the themes discussed.

Neutral sentiment is also often found in the form of questions from viewers who are trying to delve deeper or better understand the topic raised in *Dirty Vote*. Some viewers seem to feel the need to seek clarification or additional explanation regarding the context or information presented in the film. Comments such as, "Have all the facts in this film been verified?" or "Who are the sources referenced in this film?" are examples of comments that seek further information without showing explicit support or rejection. These kinds of comments usually come from viewers who want to gather more information before deciding how they will respond to the issues presented.

Furthermore, viewers with neutral sentiment also appear to discuss technical or artistic details of the film without getting too involved in its political content. Viewers comment on the quality of the film's production, such as editing, cinematography, narration, or visual presentation. Comments like, "The editing in this film is quite neat, and the storyline is easy to follow" or "The visual presentation in this film is good, although the duration is a bit too long" show that some viewers are more focused on the technical aspects when evaluating the film, rather than engaging with the political controversy discussed. These comments suggest that some viewers are likely more interested in the cinematic quality of the film itself than the political message it aims to convey.

Moreover, comments with neutral sentiment also appear as a bridge to invite deeper discussion among other YouTube users. These viewers do not directly give opinions but instead provoke interaction with other users through open-ended questions or statements that invite discussion. For example, comments like, "It would be interesting to hear other perspectives on this issue. What do you think about the elections discussed in this film?" show that the viewer is not directly giving an emotional judgment but is trying to open up a wider space for dialogue among the audience community. Sentiment like this leads to healthier discussions, aiming to listen to various viewpoints without sharp polarization.

In neutral sentiment, some viewers also tend to show a more cautious or skeptical attitude, especially when responding to the information presented in *Dirty Vote*. They seem not to fully accept or reject the film but prefer to view it from various angles and evaluate the content more critically before drawing conclusions. For example, comments like, "The information in this film is important, but I think we also need to look at other sources to understand the full context" or "This film raises an interesting issue, but I want to know if there are other films that offer a different perspective" are examples of comments trying to assess the information in a balanced way without a tendency to immediately criticize or praise. This critical attitude often appears in neutral comments because viewers seem to need to balance their perspectives before taking a firm position.

On the other hand, viewers with neutral sentiment also appear to comment on how society is responding to the film without actively participating in the discussion itself. Some viewers seem to just note how the film has sparked discussion or triggered various reactions, without offering their own personal views. Comments such as, "It seems this film has sparked quite a heated debate among the viewers" or "Many people are reacting to the issues raised in this film" show that viewers with neutral sentiment tend to act as observers of how society is responding to the film, not as active participants in the debate. In addition to technical aspects and openness to discussion, neutral sentiment also appears from comments that balance their views on *Dirty Vote* by acknowledging that the film raises important issues, but also recognizing that the information presented still requires further verification.

Viewers with this attitude tend to appreciate the film's efforts in bringing up sensitive issues, but at the same time remain cautious in fully accepting the narrative presented. They understand that as a documentary, the film has the potential to open viewers' eyes, but it should also be treated with caution because the political topics raised are often sensitive and full of interests. Comments like, "This film presents many things worth thinking about, but we also need to be careful with the narrative that might be incomplete" reflect how neutral sentiment can represent a more analytical and less emotional perspective.

Therefore, comments with neutral sentiment reflect viewers who are more objective and not overly influenced by emotions or political interests. They tend to focus on the descriptive aspects of the film, ask questions for clarification, provide judgments on the technical quality, or open up space for more open discussion. Neutral sentiment can also reflect healthy skepticism, where viewers realize the importance of obtaining a balanced perspective before making more definitive judgments. These comments reflect that although *Dirty Vote* triggers emotional reactions in many groups, some viewers remain neutral, seeking deeper understanding, and being critical of the content presented.

5. Conclusion and Recommendations
5.1 Conclusion
Based on the results of sentiment analysis on 32,209 comments on the *Dirty Vote* film uploaded on YouTube, the sentiment distribution shows a dominance of negative sentiment with a total of 18,978 comments (59%), followed by positive sentiment with 9,676 comments (30%), and neutral sentiment with 3,555 comments (11%). Theoretically, these findings illustrate that *Dirty Vote* triggered strong emotional responses from the audience, especially related to sensitive political content such as election fraud and violations in the democratic system. The dominance of negative sentiment indicates dissatisfaction or distrust among the public toward the issues raised in the film, both in terms of the substance of the narrative and the parties highlighted in the film. On the other hand, positive sentiment affirms that the film was also successful in raising critical awareness for some of the audience regarding

the importance of transparency and integrity in the democratic process. These results support the view that media, especially political documentaries, have the power to influence public opinion and spark intense debates among society.

Practically, the results of this analysis have significant implications for filmmakers and media practitioners, particularly in understanding how the public responds to controversial political content. The high negative sentiment toward *Dirty Vote* shows that although the film functions as a tool to bring up important political issues, its reception by the public remains significantly divided. Factors such as the objectivity of the sources, narrative approach, and presentation of facts are key elements influencing audience perception. Furthermore, the results of this study show that films with sensitive political content will not only generate support but also harsh criticism and polarization among viewers. From this, it can be concluded that *Dirty Vote* has not only succeeded in sparking political discussions in society but has also invited various forms of criticism, both toward the film itself and the issues raised.

5.2 Recommendations
References related to sentiment analysis in social media from the perspective of political communication studies are still relatively limited and not in-depth. In addition, machine learning generally still has some limitations in determining sentiment in Indonesian text compared to English text. Therefore, further studies are needed by combining qualitative analysis of the content of comments to understand the emotional narratives hidden behind positive, negative, and neutral sentiments.

Acknowledgments

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