

# NYIMAK

## Journal of Communication

Nyimak Journal of Communication | Vol. 8 | No. 1 | Pages 1 - 191 | March 2024 | ISSN 2580-3808



Published By:  
Department of Communication Science  
Faculty of Social and Political Science  
Universitas Muhammadiyah Tangerang

**Journal Address**

Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik

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## Journal of Communication

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## Analyzing Political Trends and Discourse on Twitter of Influential Indonesian Accounts

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### ABSTRACT

*Social media, particularly Twitter, has become a pivotal platform for political discourse, with influential accounts shaping public opinion and political conversations. This study focuses on @yunartowijaya and @PartaiSocmed, influential Indonesian political accounts, to analyze their tweets using text analysis and data mining. The research aims to uncover prevailing political trends and subjects, shed light on the impact of these accounts on public opinion, and understand the dynamics of their interactions on social media. Through sentiment analysis and topic clustering, the study provides valuable insights into the role of social media in modern politics and how specific actors shape political conversations and influence Indonesian politics on Twitter. The findings have practical implications for refining digital-era political communication strategies, offering valuable knowledge about the digital political landscape. The research enhances our understanding of the impact of influential Twitter accounts on public opinion and political discourse, providing insights for policymakers, political practitioners, and the public.*

**Keywords:** *Twitter, political discourse, social media, sentiment analysis, data mining, public opinion, digital-era politics*

### ABSTRAK

Media sosial, khususnya Twitter, telah menjadi platform penting untuk wacana politik, dengan akun-akun berpengaruh membentuk opini publik dan percakapan politik. Penelitian ini berfokus pada akun @yunartowijaya dan @PartaiSocmed, akun politik Indonesia yang berpengaruh, untuk menganalisis tweet mereka menggunakan analisis teks dan penambangan data. Penelitian ini bertujuan untuk mengungkap tren politik yang dominan, memberikan gambaran tentang dampak akun-akun ini terhadap opini publik, dan memahami dinamika interaksi mereka di media sosial. Melalui analisis sentimen dan pengelompokan topik, penelitian ini memberikan wawasan berharga tentang peran media sosial dalam politik modern dan bagaimana aktor khusus membentuk percakapan politik serta memengaruhi politik Indonesia di Twitter. Temuan ini memiliki implikasi praktis untuk menyempurnakan strategi komunikasi politik era digital, memberikan pengetahuan berharga tentang lanskap politik digital. Penelitian ini meningkatkan pemahaman kita tentang dampak akun Twitter yang berpengaruh terhadap opini publik dan percakapan politik, memberikan wawasan bagi pembuat kebijakan, praktisi politik, dan masyarakat umum.

**Kata Kunci:** *Twitter, wacana politik, media sosial, analisis sentimen, penambangan data, opini publik, politik era digital*

## INTRODUCTION

Social media, particularly Twitter, has emerged as a significant platform for political discourse, providing a space for individuals, politicians, political parties, and various other political actors to engage in discussions and debates on political issues. In the context of Indonesian politics, accounts such as @yunartowijaya and @PartaiSocmed have become influential players in shaping public opinion and promoting specific political views. The growing prevalence of social media in political discourse emphasizes the crucial need to comprehend the impact of platforms such as Twitter on public perceptions, opinion shaping, and political decision-making (Weismueller et al., 2022). As these digital spaces become integral arenas for communication, it becomes imperative to analyze the dynamics at play, recognizing the power these platforms wield in shaping the narrative, influencing public sentiment, and ultimately impacting political outcomes (Mani & Goniewicz, 2023). Understanding the intricate relationship between social media and politics is vital for policymakers, researchers, and society at large as they navigate the evolving landscape of information dissemination and civic engagement.

The influence of social media on politics has become a focal point of interest for academics, political practitioners, and the public. The pervasive presence of social media platforms has transformed the landscape of political communication and engagement (Chaudhri et al., 2021). These platforms serve as dynamic channels through which political information is disseminated, public opinions are shaped, and political discourse is conducted. The rapid dissemination of information through social media has the potential to significantly impact political processes, including elections and public opinion formation (Chen et al., 2022). As social media continues to evolve, its role in shaping political narratives and fostering civic engagement remains a complex and evolving area of inquiry. Social media provides a platform for individuals and groups to share their views, advocate for political ideas, and influence voter behavior (Tsai et al., 2020). Twitter, in particular, offers a unique means to observe and analyze interactions and communication between political leaders, political parties, and the public (van Vliet et al., 2020). In recent years, scholars and researchers have increasingly turned to Twitter as a versatile platform for disseminating content, engaging in public communication, and fostering interpersonal relations. This growing trend underscores the platform's significant role in influencing political discourse and shaping public opinion. According to Carpenter et al., (2020), Twitter's accessibility and widespread use have transformed it into a dynamic space where ideas are exchanged, making it a valuable tool for academics and researchers seeking to extend the reach of their work and contribute to

broader conversations. As a result, the impact of Twitter on shaping public perceptions and fostering dialogue on political issues cannot be overstated.

The research question seeks to understand how influential Indonesian political accounts, specifically @yunartowijaya and @PartaiSocmed, shape political conversations and influence public opinion on Twitter. To address this question, the study will conduct a comprehensive analysis of the tweets posted by these accounts, employing text analysis and data mining techniques. By examining the content, sentiment, and topics of the tweets, the research aims to uncover the prevailing political trends and subjects discussed by these influential accounts. Additionally, the study will delve into the interactions between these accounts and their followers, as well as the broader Twitter community, to gain insights into the dynamics of their influence on public opinion. Through this detailed analysis, The research aims to offer a nuanced understanding of the impact that influential political accounts have on shaping political discourse and influencing public opinion within the Twitter sphere. Rigby et al., (2022) states, that by delving into the activities of these accounts, the study seeks to unravel the complexities of their contributions, exploring the ways in which they shape and steer discussions on political matters. This investigation is crucial for comprehending the dynamics of information dissemination and the potential consequences on public perception that stem from the engagement of prominent political figures on the Twitter platform.

The primary aim of this research is to analyze the trends and topics of political discussions on Twitter through the accounts @yunartowijaya and @PartaiSocmed. By employing text analysis and data mining, the study aims to uncover prevailing political trends, shed light on the impact of these accounts on public opinion, and understand the dynamics of their interactions on social media. This research utilizes text analysis and data mining techniques to collect and analyze tweets posted by the Twitter accounts. According to Theocharis et al., (2020), These methods enable the identification of key political trends and topics within the Twitter conversations facilitated by these accounts. This study contributes to the existing body of research by providing insights into the specific ways influential Indonesian political accounts shape political discourse and influence public opinion on Twitter. The utilization of text analysis and data mining techniques offers a novel approach to understanding the dynamics of political conversations on social media platforms. The research aims to provide valuable insights for refining digital-era political communication strategies, offering practical knowledge about the digital political landscape. Ultimately, the study aspires to enhance our understanding of the impact of influential Twitter accounts on public opinion and political discourse, providing valuable insights for policymakers, political practitioners, and the public.

## RESEARCH METHOD

This study employs a text analysis and data mining research design to analyze the tweets posted by the influential Indonesian political accounts @yunartowijaya and @PartaiSocmed. The research design aims to uncover the prevailing political trends and subjects discussed by these accounts, as well as the dynamics of their interactions with their followers and the broader Twitter community. The data source for this study is the tweets posted by @yunartowijaya and @PartaiSocmed during a specific period. The tweets will be collected from Twitter using the Twitter API, which allows for the collection of large amounts of data from the platform. The data collecting technique for this study involves the use of the Twitter API to collect the tweets posted by @yunartowijaya and @PartaiSocmed during a specific period. The tweets will be collected in their raw form, including the text, date and time of posting, number of retweets, likes, and other relevant metrics. The data analysis for this study involves two main techniques: text analysis and data mining. Text analysis will be used to identify the prevailing political trends and subjects discussed by @yunartowijaya and @PartaiSocmed. This will involve the use of natural language processing algorithms to categorize the tweets into specific topics and to extract sentiment from the text. Data mining techniques are based on Saura et al., (2021) research, that will be used to cluster the tweets into groups based on their content and to identify patterns and trends within the data. The analysis will also include an examination of the interactions between @yunartowijaya and @PartaiSocmed and their followers, as well as the broader Twitter community, to gain insights into the dynamics of their influence on public opinion. The results of the analysis will be presented in a comprehensive report, including visualizations and statistical summaries of the data.

## DISCUSSION

In the backdrop of the intertwining realms of social media and politics, the platform of Twitter has emerged as a pivotal arena for political discourse and public engagement. Within this landscape, the accounts @yunartowijaya and @PartaiSocmed have garnered prominence as influential voices shaping political conversations and influencing public opinion. Das, (2023) states, that the dynamic nature of Twitter as a social media platform has facilitated the rapid dissemination of political messages, the amplification of diverse viewpoints, and the formation of virtual communities centered around political ideologies. Against this backdrop, the tweets and interactions of @yunartowijaya and @PartaiSocmed have become integral components of the digital political landscape, reflecting and influencing the broader socio-political dynamics within Indonesia. This intersection of social media and politics



underscores the significance of analyzing the impact and implications of these influential Twitter accounts within the context of political communication and public opinion formation.

In the realm of Indonesian political discourse on Twitter, the accounts @yunartowijaya and @PartaiSocmed have emerged as influential voices, actively shaping public opinion and engaging in political discussions. With a substantial following, the Twitter account @yunartowijaya, established in 2009, has garnered significant attention, boasting 505 thousand followers. The account's impactful presence is exemplified by its high-impact tweets, such as the one challenging follower to find a photo of Ganjar Pranowo mirroring Joko Widodo's gesture towards Megawati Soekarno Putri. This tweet garnered over 1 million views, 2,574 likes, 519 retweets, and 674 comments, underscoring its substantial reach and influence. On the other hand, the Twitter account @PartaiSocmed, with its inception in 2012, has amassed a following of 549 thousand users, signifying its potential to sway public opinion and promote political messages. The impact of a particular tweet on public opinion has been a subject of considerable interest, especially within the realms of politics and social media. Walsh (2023) research has shown that tweets, particularly those garnering significant engagement, can wield substantial influence over public sentiment and discourse. An analysis of tweets emanating from various accounts, focusing on those that have elicited the most attention, reveals valuable insights into the controversies and reverberations they trigger within both political and social media spheres. These tweets often serve as catalysts for heated debates, shape public perceptions, and even sway attitudes towards specific issues or individuals. According to Crilley et al. (2020) research, that understanding the dynamics of how certain tweets resonate with audiences and spark conversations is crucial for comprehending the evolving landscape of public opinion in the digital age.



Image 1. The Twitter profile dedicated to political content, @yunartowijaya

Based on image 1, @yunartowijaya has been active on the platform since 2009 and boasts a substantial following of 505 thousand users. This indicates a sizable follower base, positioning the account as a significant player in sharing political perspectives and engaging in discussions on current issues within the Twitter community. According to Grusell & Nord, (2023); Mackay et al., (2021), maintaining connections with followers increases the likelihood of sharing political updates and activities. It also enhances the probability of discovering shared attitudes and experiences, such as similar reactions to current events and common visited locations.

In the realm of social media, Twitter has become a platform where individuals express opinions, engage in discussions, and sometimes even present intriguing challenges. One such captivating tweet emerges from the account @yunartowijaya, bearing the title “Yang bisa temukan foto Ganjar dengan pose cium tangan seperti ini saya kasih hadiah pulsa. Ini bukan lagi bahas tentang petugas partai ya, cuma sekedar quiz.” This tweet extends an enticing challenge to the followers of @yunartowijaya, urging them to uncover a photograph of Ganjar Pranowo striking a pose like the one illustrated in the attached image. Notably, the image in question captures President Joko Widodo affectionately kissing the hand of Ibu Megawati Soekarno Putri. Beyond the apparent playful nature of the challenge, the tweet hints at a broader discussion, steering away from party officials and transforming into a mere quiz for the curious and engaged audience. This tweet serves as a prime example of the diverse and dynamic interactions that unfold within the Twitterverse. The data shows on table 1.

**Table 1. Tweet Statistics**

| No. | Category    | Definition                              |
|-----|-------------|---|
| 1.  | Viewer      | 1.1 million times                       |
| 2.  | Like        | 2.574 People                            |
| 3.  | Retweets    | 519 Times                               |
| 4.  | Comments    | 674 comments                            |
| 5.  | Date & Time | Posted on November 3, 2023, at 10:59 AM |

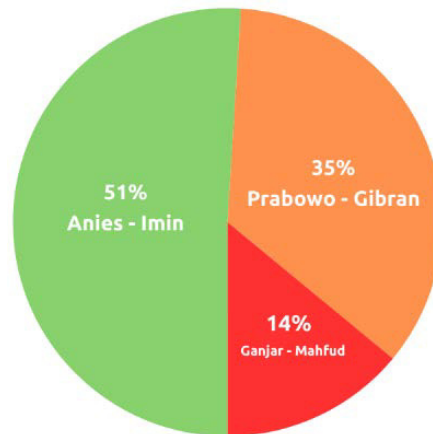
Based on the data presented in Table 1, it can be concluded that the tweet has received a highly favorable response from Twitter users. The tweet has been viewed by over 1.1 million people, liked by 2,574 individuals, retweeted by 519 people, and commented on by 674 individuals. The high number of views indicates that the tweet has captured the attention

of a considerable audience. The number of likes suggests that the tweet is well-received by many users. The elevated count of retweets indicates widespread sharing of the tweet. The significant number of comments implies active discussion around the tweet. Based on this data, it can be inferred that the tweet has successfully achieved its objectives, namely, capturing attention, generating engagement, and disseminating information. According to Marcos-García et al., (2020), In this context, the tweet reflects the use of social media, particularly Twitter, as a tool for interacting with followers, providing entertainment, and encouraging engagement in ways not always tied to serious politics. It also illustrates how social media accounts can leverage creativity to build interactions with followers and generate compelling content. Furthermore, the high number of views indicates that the tweet has captured the attention of a considerable audience. The number of likes suggests that the tweet is well-received by many users. The elevated count of retweets indicates widespread sharing of the tweet. Additionally, the significant number of comments implies active discussion around the tweet.

This tweet from @yunartowijaya has made a substantial impact on Twitter, garnering over 1 million views, along with a significant number of likes, retweets, and comments. As noted in prior research Harb et al., (2020), influential users can wield considerable influence across various topics, and this tweet is no exception. The study emphasizes the power of influential individuals in shaping discourse and disseminating information on social media platforms. In this case, @yunartowijaya's tweet has demonstrated its ability to capture the attention of a wide audience, sparking engagement and discussion on the platform. Additionally, the inclusion of an image featuring Joko Widodo kissing Megawati Soekarno Putri's hand provides a powerful political context, sparking discussions on political relationships and issues related to the depicted figures. However, the tweet has not been without controversy, as it could be perceived as an effort to associate a specific politician, Ganjar Pranowo, with a potentially detrimental image that might influence public opinion. The tweet's controversial nature is evident in the intense discussions it has provoked on Twitter regarding related political issues. This analysis underscores the tweet's multifaceted impact in terms of views, interactions, and its role in shaping political discourse on social media. Jermsittiparsert et al., (2022) states, it emphasizes the importance of ethical considerations and responsibility when employing social media for political messaging, given its potential to significantly impact public perception and a politician's image.

The Twitter account @yunartowijaya sheds light on the significance of social media, particularly Twitter, in political communication. The tweet underscores how simple tweets can wield substantial impact in disseminating political messages and influencing public perceptions. Additionally, the utilization of challenges or quizzes within tweets reflects the way politicians and other political accounts engage with their followers on social media. The results of Sheth & Bettencourt, (2023) research provide an intriguing perspective on the relationship between social media engagement and a country's human development index (HDI) scores. Their study reveals that nations with higher HDI scores tend to produce a greater volume of tweets compared to those with lower scores. This observation underscores the significance of social media, particularly Twitter, in political communication, as highlighted by the Twitter account @yunartowijaya. The tweet emphasizes how even simple tweets can have a substantial impact in disseminating political messages and shaping public perceptions. Moreover, the mention of challenges or quizzes within tweets reflects the interactive nature of political engagement on social media platforms. By linking these insights with Sheth & Bettencourt's findings, it becomes evident that there is a need to further explore the intricate dynamics between political communication on Twitter and the socio-economic characteristics of nations, particularly those delineated by HDI. This intersection of social media behavior and development metrics presents an intriguing avenue for future research in understanding the evolving landscape of political discourse in the digital age.

The Twitter account @PartaiSocmed has been active on the platform since 2012 and boasts a following of 549 thousand users. With a substantial follower count, this account holds significant potential to shape public opinions and promote political messages. The content of this tweet constitutes a polling activity posing a question regarding the potential political direction that Mrs. Susi Pudji Astuti might take. She is a well-known figure in Indonesia, and the tweet seeks to engage the audience in speculating about her political inclinations. The accompanying data, seen in Figure 2 illustrating the results of the 2024 presidential candidate polling, and Table 2 providing statistics on related tweets, offers valuable insights into the public sentiment surrounding the upcoming elections. The data indicates a significant interest in understanding the potential political trajectory of figures such as Mrs. Susi Pudji Astuti, as evidenced by the engagement reflected in the statistics. This engagement on Twitter, facilitated by @PartaiSocmed, underscores the platform's role in influencing public discourse and shaping opinions on political matters.



**Image 2. Diagram of the 2024 Presidential Candidate Polling Results**

**Table 2. Tweet Statistics**

| No | Category | Definition                  |
|----|----------|-----------------------------|
| 1. | Viewer   | 1 million times             |
| 2. | Like     | 294 People                  |
| 3. | Retweets | 109 Times                   |
| 4. | Comments | 115 Comments                |
| 5. | Date     | Written on November 7, 2023 |

The tweet in question serves as a political poll conducted by the @PartaiSocmed account, aiming to gauge public opinion or sentiment regarding the potential political direction that Mrs. Susi Pudji Astuti might take in the 2024 presidential election. The tweet includes elements such as a political poll, listing three potential presidential candidates Anies - Imin, Prabowo - Gibran, and Ganjar - Mahfud. Followers are prompted to express their opinions on the political direction Mrs. Susi Pudji Astuti might take in 2024 by choosing among these candidates. The tweet also references “Image 2: Diagram of the 2024 Presidential Candidate Polling Results,” suggesting the inclusion of a visual representation, likely in the form of a diagram or graph, showcasing the percentage of support provided by @PartaiSocmed followers for each potential presidential candidate. This visual aid would offer a clearer understanding of the polling results.

The tweet’s statistical data, as presented in Table 2, offers valuable insights into the level of user engagement and impact on the Twitter platform. The significant figure of 1 million views underscores the tweet’s widespread visibility, indicating a broad audience

reached and substantial interest in the content. The 294 likes reflect a considerable degree of approval or agreement from users, highlighting the resonance of the tweet's message within the online community. Additionally, the 109 retweets signify an active engagement from users who found the content compelling enough to share, thereby amplifying its reach and potentially contributing to the dissemination of political discourse. The 115 comments generated by the tweet represent a platform for diverse opinions, analyses, or responses, providing a space for followers to express their thoughts on the polling results or respond to the questions posed in the tweet. The contextual information, such as the tweet's posting date on November 7, 2023, is crucial in evaluating the temporal relevance of the tweet within the dynamic landscape of political discussions on social media. Overall, these statistics illustrate the tweet's substantial impact, fostering widespread visibility, approval, engagement, and a platform for diverse interactions. Based on Corbett & Savarimuthu, (2022) research, such tweets reflect the utilization of social media, especially Twitter, as a tool for measuring public support, facilitating political discussions, and gaining insights into societal perspectives on political issues. Statistics such as likes, retweets, and comments offer an overview of the extent to which the tweet garnered attention and responses from Twitter users. Importantly, this approach aligns with previous research on the effectiveness of social media platforms for political engagement and opinion measurement.

The recent tweet from @PartaiSocmed on Twitter has generated substantial impact, amassing over 1 million views and eliciting hundreds of comments. This polling initiative is seen as an effort to gauge public sentiment towards potential presidential candidates in 2024, offering an initial glimpse into the support for various candidates in the political landscape. The tweet's extensive viewership, surpassing 1 million views, signifies its broad exposure on Twitter and indicates significant audience engagement. The multitude of comments reflects active discussions, encompassing diverse opinions, analyses, support, or critiques related to the polling question or presented results, showcasing the tweet's influence on varied thoughts within the Twitter community. This form of social media polling, despite its limitations like sample biases and data collection methods, provides a preliminary insight into political dynamics and voter preferences, potentially becoming crucial tools for politicians and parties in shaping their campaign strategies. Moreover, the tweet's notable impact underscores the depth of response and engagement from Twitter users on political matters, emphasizing the essential role of digital platforms like Twitter in political discourse and civic participation, as supported by previous research findings. The impact of social media, particularly Twitter, is evident in the way it serves as a tool for gauging public support and fostering intense political discussions, as reflected in the mentioned tweet. Such polls

act as a means of interaction between Twitter accounts and their followers, as well as among Twitter users actively participating in the polls. Antonakaki et al., (2021) study highlight the significance of social media platforms, particularly Twitter, as a tool for capturing public opinion. Their research showcases how sentiment analysis, conducted on unsolicited Twitter data, correlates strongly with traditional metrics, and holds predictive capabilities regarding global issues. This underscores the profound influence of social media in not only shaping but also mirroring public sentiment, and its potential to influence significant global affairs through the examination of user-generated content. Such insights resonate with the notion that Twitter serves as a pivotal platform for gauging public support and fostering intense political discussions, as exemplified in the mentioned tweet. Moreover, these polls on Twitter act as channels for interaction among Twitter accounts and their followers, facilitating active engagement and discourse among users participating in these polls.

The analysis of the two Twitter accounts, @yunartowijaya and @PartaiSocmed, sheds light on the increasing importance of social media, particularly Twitter, in political communication and message dissemination. It reflects the significant role of social media in influencing public opinions and gauging political sentiments among their followers. According to Chernobrov (2022), as major events unfold, the close connection between social media, especially Twitter, and politics becomes evident, providing direct channels for the public to receive news directly from political figures. More than that, Jamalullail et al., (2023) states, that social media are also used to convey complains to the government, services providers, public police and others The implication of this analysis is that the use of social media in politics can have a substantial impact on shaping public opinions and influencing societal perspectives. However, it is crucial to recognize that political messages conveyed through social media should be viewed within the context of ethics and political responsibility. Polling results on social media should also be interpreted with caution due to potential biases in the participating sample. Saroj & Pal (2020) states, that contrary to the belief that the underprivileged may benefit the most from social media use, some studies challenge this claim by suggesting that established and popular politicians might be the ones benefiting the most from their Twitter usage. In the era of social media, Twitter accounts like @yunartowijaya and @PartaiSocmed wield significant influence in sharing political messages and interacting with voters and the public. The analysis of these accounts provides insights into the political dynamics on social media and underscores the importance of ethics and responsibility in political communication on such platforms.

In understanding the broader implications of social media use in politics, several key points underscore its significance. Firstly, the advent of social media has empowered politicians and political entities to establish direct communication channels with voters and the general public, bypassing traditional intermediaries like mass media. Yu et al., (2023) states, this not only facilitates the swift and efficient conveyance of political messages to a wide audience but also encourages active participation from voters in ongoing political discussions. Moreover, social media serves as a valuable tool for measuring public sentiment and gauging responses to specific political issues. Through mechanisms such as polling features, comments, and likes, platforms enable early indications of public support or disagreement with policies and candidates, providing valuable insights for political strategists. According to Chen et al., (2022), the potential influence of social media on shaping public opinion is substantial, particularly through the dissemination of politically viral or popular messages. Such content has the capacity to spark widespread discussions and generate momentum around specific issues, prompting politicians and political parties to craft attention-grabbing content aimed at influencing and engaging voters. However, the use of social media in politics necessitates an understanding of ethical responsibilities. Chambers, (2021) states, that the spread of fake news or the manipulation of information on these platforms can have detrimental effects on democracy and the political process. Consequently, politicians and social media users bear the responsibility of ensuring the accuracy and integrity of the messages they convey.

Furthermore, the role of popular politicians in social media cannot be overlooked. There is an argument positing that politicians who already enjoy popularity beyond social media platforms may derive greater benefits from utilizing these channels. Their existing large follower base amplifies the visibility and rapid dissemination of their political messages. Nonetheless, this does not preclude less-known politicians from leveraging social media to build support, as highlighted by Wies et al., (2023). The real-time critiques in the physical world, considered as out-of-the-box actions by students, have become a contentious topic, fueling discussions and debates among Twitter users. In sum, these multifaceted aspects emphasize the complex interplay between social media and politics, urging a nuanced and responsible approach in their utilization. In the context of modern politics, the use of social media has become an integral part of political communication strategies. Twitter has become a popular element in political campaigns worldwide. Schlesinger, (2020) states, that the posts and interactions of political elites, journalists, and the public form a political communication space. This space is highly interconnected with spaces built not only through



media coverage and campaign communication but also following specific dynamics on platform technology and the cultural usage practices of its users.

## CONCLUSION

In conclusion, the study delving into the influential Indonesian political accounts @yunartowijaya and @PartaiSocmed has yielded invaluable insights into the dynamics of political discourse and the shaping of public opinion on Twitter. Through the application of text analysis and data mining techniques, the research has effectively unveiled prevalent political trends and topics discussed by these influential accounts. The findings illuminate the significant impact of these accounts on public opinion and the broader political dialogues within the Twitter sphere. Furthermore, the study's incorporation of sentiment analysis and topic clustering has contributed to a nuanced comprehension of the role of social media in contemporary politics and how specific actors influence political discussions in the Indonesian context. The practical implications of these research findings are profound, offering crucial knowledge for refining digital-era political communication strategies and enriching our understanding of the influence of influential Twitter accounts on public opinion and political discourse. This research holds relevance for policymakers, political practitioners, and the public, furnishing insights that can guide and mold digital political landscapes, thereby enhancing political practice and communication in Indonesia.

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