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InfraNodus analysis of text, networks, and sentiment on a political actor across media platforms

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Abstract: This study examines how public perceptions of Anies Baswedan are shaped through YouTube, Twitter, and Google, employing text, network, and sentiment analysis with InfraNodus. Data was collected through each platform's official API with a focus on the keyword "Anies Baswedan." The findings reveal that informative narratives dominate YouTube, while Twitter serves as a space for emotional expression, characterized by a high level of positive sentiment. At the same time, Google reflects information-seeking behavior with a more balanced sentiment distribution. These findings reveal that each platform plays a unique role in shaping political perceptions: YouTube archives and disseminates documentation, and Twitter serves as a forum for debate and support. At the same time, Google functions as an aggregator of opinions from various sources. This study offers new insights into how cross-platform interactions are influenced not only by the content of messages but also by communication patterns and the digital ecosystem in which conversations occur, thereby strengthening our understanding of how political narratives evolve in the digital age.

Abstrak: Penelitian ini menganalisis bagaimana persepsi publik terhadap Anies Baswedan terbentuk melalui *YouTube, Twitter*, dan *Google*, menggunakan pendekatan teks, jaringan, dan sentimen dengan InfraNodus. Data dikumpulkan melalui API resmi setiap platform dengan fokus pada kata kunci "Anies Baswedan." Hasil penelitian menunjukkan bahwa *YouTube* didominasi oleh narasi informatif, *Twitter* menjadi ruang ekspresi emosional dengan sentimen positif yang tinggi, sementara *Google* mencerminkan pencarian informasi dengan distribusi sentimen yang lebih seimbang. Temuan ini mengungkap bahwa tiap platform memiliki peran unik dalam membentuk persepsi politik: *YouTube* mengarsipkan dan menyebarkan dokumentasi, *Twitter* menjadi arena perdebatan dan dukungan, sedangkan *Google* berfungsi sebagai agregator opini dari berbagai sumber. Studi ini memberikan wawasan baru bahwa interaksi lintas platform tidak hanya dipengaruhi oleh isi pesan, tetapi juga oleh pola komunikasi dan ekosistem digital tempat percakapan berlangsung, memperkuat pemahaman tentang bagaimana narasi politik berkembang di era digital.

INTRODUCTION

As an academic-turned-political leader, Anies Baswedan has established a reputation as a figure who offers progressive ideas and an intellectually grounded approach to public policy (Nurdin & Samosir, 2023). With a background as a former rector and Minister of Education, he is known for his strong communication skills and his appeal to young people and those seeking concept-based change and a long-term vision. His success in leading Jakarta with often controversial yet innovative policies has further strengthened his position as a figure who continues to attract public attention, even after he is no longer in office (Farihi et al., 2024).

Although Anies Baswedan did not win Indonesia's 2024 presidential election (Nuraniyah, 2024) and is no longer a candidate for governor of DKI Jakarta, his presence continues to dominate public discourse and media coverage (Haris et al., 2022; Luth et al., 2023), especially on social media (Alim & Rahmawati, 2021). This continued attention - both from supporters praising his leadership and critics debating his policies - underscores Anies Baswedan's unique political appeal (Budi & Pamungkas, 2020; Sujoko et al., 2022; Ul Haq et al., 2024). His influence extends beyond his tenure as governor. It resonates through discussions of national issues, demonstrating how a single figure can embody both hope and controversy in Indonesia's evolving political narrative. Nevertheless, despite the growing attention on Anies Baswedan, there is a paucity of in-depth analysis of how public discourse surrounding him evolved across social media platforms. The majority of previous studies have concentrated on the analysis of discrete narratives, such as those confined to a single social media platform (Anom et al., 2024; Bajari et al., 2021; Lestanata, 2023; Sujoko et al., 2022), without integrating data from multiple sources to provide a more comprehensive understanding. This lack of knowledge hinders the ability to identify patterns in discourse, the emotional responses of the public, and the social implications of the ongoing discussion. Other studies have focused on quantitative analysis, examining the number of mentions or hashtag trends (Bajari et al., 2021; Rasyid et al., 2021; Sujoko et al., 2022; Yandra et al., 2018). However, there has been a dearth of research that has considered the nuances of social networks or employed in-depth sentiment analysis. Furthermore, the limitations of traditional methods meant that many studies were unable to comprehensively capture patterns of interconnectedness between keywords, the dynamics of debates, or the distribution of public opinion.

Table 1

Comparison of these studies with previous studies

Aspects	Meaning	Needs	Contributions	Limitations	Source
Online Political Trust	Examines trust levels in Anies Baswedan's candidacy on social media.	Understanding voter trust dynamics.	Provides insights into online political engagement.	May not capture offline sentiments.	(Luth et al., 2023)
Political Communication	Analyzes campaign strategies on digital platforms.	Identifying effective communication methods.	Highlights issues resonating with voters for targeted campaigning.	Limited to specific platforms analyzed.	(Dawam et al., 2024)
Framing Analysis	Studies the media framing of Anies Baswedan's news coverage.	Understanding media influence on public perception.	Reveals biases in media representation.	May overlook broader media contexts.	(Oktaviant & Sufyanto, 2024)
Campaign Strategy	Investigates Anies Baswedan's digital campaign tactics.	Insights into modern political campaigning.	Discusses the impact of digital activism on political participation.	Focuses on specific campaign elements rather than the overall strategy.	(Kemora et al., 2024)
Visual Representation	Analyzes visual elements in campaign materials.	Understanding visual impact on voter perception.	Highlights the role of visuals in shaping public opinion.	It may not account for the influence of textual content.	(Abdullah et al., 2025)
Impact of Digital Campaigns	Anies Baswedan's digital campaign strategies, including the "Desak Anies" program, have generated significant public engagement and heightened his profile.	Integration of online and offline strategies for long-term political success.	Enhanced citizen participation and promotion of inclusive governance.	Effectiveness depends on broader socio-political dynamics and multifaceted approaches.	(Laeli et al., 2025)
Political Communication Style	Analysis of Anies Baswedan's Instagram feeds during the 2024 Presidential Election.	Political infrastructure support to spread messages across Indonesia.	Use of hashtags, news feeds, political ads, and visual styles to increase voter awareness.	Insufficient to win an election due to a lack of political infrastructure support.	(Anom et al., 2024)
Tweet Intensity and Content Analysis	Analysis of Anies Baswedan's Twitter account using QDA Miner methodology.	Direct outreach and consistent messaging strategies.	High tweet intensity with themes of restoration, the 2024 election, and politics.	Limited to Twitter data, may not reflect broader public opinion.	(Lestanata, 2023)
Sentiment Analysis	Sentiment analysis on Twitter regarding election debates for Jakarta governor candidates.	Accurate sentiment analysis tools and methodologies.	Insights into Public Response and Sentiment Towards Anies Baswedan.	Limited to sentiment analysis, it may not capture the full scope of public opinion.	(Pratama et al., 2019)

Aspects	Meaning	Needs	Contributions	Limitations	Source
Twitter Usage Comparison	Comparison of Twitter usage by Anies Baswedan and other governors.	Mixed-method approach for comprehensive analysis.	Depicts the use of Twitter for civic engagement and transparency.	Limited to Twitter, may not reflect other social media platforms.	(Rasyid et al., 2021)
Partisanship and Crisis Response	Analysis of public responses to Anies Baswedan during the COVID-19 pandemic using NLP and SNA.	Understanding of electoral polarization and partisanship.	Reveals positive and negative partisan responses and polarization rates.	Focused on crisis response, it may not reflect general political communication.	(Budi & Pamungkas, 2020)

Source: Compiled from Luth et al. (2023), Dawam et al. (2024), etc.

Prior studies have explored various aspects related to Anies Baswedan in the context of digital media, ranging from online political trust that shows how voters' trust levels are formed through digital interactions (Luth et al., 2023) to framing analysis that reveals media bias in shaping public perceptions of him (Oktaviant & Sufyanto, 2024). Other studies discuss digital campaign strategies used to increase political participation (Kemora et al., 2024) and the use of Twitter for political communication (Lestanata, 2023). However, the majority of these studies are still limited to one particular platform or aspect, thus not providing a comprehensive understanding of how various digital media collectively shaped Anies Baswedan's political narrative.

This research presents a more comprehensive approach by utilizing InfraNodus to analyze text, networks, and sentiment across YouTube, Twitter, and Google, thereby enabling the mapping of social interactions and the identification of key themes that emerge across platforms in a cross-media manner. This study combines digital political analysis approaches with network and sentiment methods to understand how political figures remain relevant in public discourse (Pratama et al., 2019; Rasyid et al., 2021). Thus, this study contributes to contemporary political studies with a new perspective on the impact of social media in shaping public opinion and the role of technology in Indonesia's political landscape (Anom et al., 2024; Budi & Pamungkas, 2020).

Analyzing social media conversations about Anies Baswedan is essential as digital platforms have become a key space for public opinion formation that is often fragmented and influenced by algorithms and polarization; through text, network, and sentiment analysis powered by InfraNodus, this research identifies key themes, interaction patterns, as well as real-time opinion changes, thus not only illustrating how political figures remain relevant in public discourse but also providing a broader perspective on how social media shapes the political landscape in Indonesia.

The urgency of this study lies in bridging traditional political analysis with the evolving dynamics of social media, where public perceptions of political figures are shaped not only by their actions (Capano et al., 2023; Gooch, 2018), but also by the narratives unfolding across platforms like YouTube, Twitter, and Google. Using Anies Baswedan as a case study, this research explores how political actors sustain relevance post-office and how sentiment and opinion influence their reputation and prospects. Through InfraNodus, the study presents an integrative, cross-platform approach grounded in agenda-setting theory

(McCombs & Shaw, 1972), framing theory (Entman, 1993), and sentiment analysis in digital political communication (Budi & Pamungkas, 2020), thereby revealing digital discourse patterns that were previously inaccessible. This contributes to the development of political communication strategies and public opinion mapping within the digital ecosystem (Pratama et al., 2019; Rasyid et al., 2021), thereby reinforcing the theoretical foundation in contemporary technology-based political studies.

The objective of this research is to identify patterns in text, networks, and public sentiment towards Anies Baswedan across three leading platforms: YouTube, Twitter, and Google. The specific objectives are as follows: The research will address three main goals: (1) the identification of the principal themes and issues under discussion, (2) the mapping of interaction patterns and interrelationships between themes, and (3) the analysis of the dominant sentiments that have developed on each platform. It is anticipated that this research will provide a comprehensive account of the formation and development of digital narratives.

METHOD

This study is grounded in the paradigm of digital political communication, which focuses on the formation of interactions between political actors and the public within the social media ecosystem (Pratama et al., 2019; Rasyid et al., 2021). Data was collected from three leading platforms—YouTube, Twitter, and Google—without limiting the sources to specific accounts (Hall et al., 2016), but rather including all content discussing Anies Baswedan, whether created by supporters, critics, or independent media (Anom et al., 2024). The focus of this study is on issues related to Anies Baswedan, not on who produced the content, allowing for a broader analysis of public conversation patterns. Data validity was ensured through the use of web scraping techniques and official APIs from each platform (Dongo et al., 2021), ensuring that the data obtained came from valid and reproducible sources.

Figure 1
Data collection stages
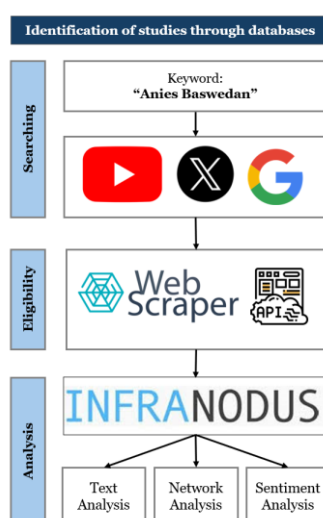
Source: Compiled by researchers using PowerPoint

The search was conducted using the main keyword "Anies Baswedan," which yielded thousands of data points from various platforms. The data obtained includes text content, upload dates, number of interactions (likes, comments, retweets), and user engagement indicators (Lawelai et al., 2022). To ensure relevance, the data was filtered based on the collection period, which was six months before and after the 2024 election, to capture the dynamics of public opinion changes (Luth et al., 2023). After the collection stage, the data was filtered using Web Scraper and API, ensuring that only relevant information was analyzed. The final stage involves InfraNodus, which is used for text analysis to understand narrative patterns, network analysis to identify relationships between actors or topics, and sentiment analysis to evaluate emotions or tone in digital conversations (Budi & Pamungkas, 2020; Oktaviant & Sufyanto, 2024). This approach enables cross-platform mapping of social interactions, providing deep insights into how political figures remain relevant in public discourse and how social media shapes the political landscape in Indonesia (Kemora et al., 2024).

The data was then visualised using the InfraNodus application, which enables social network analysis by mapping keyword associations in the text (Chandrasekar et al., 2024). InfraNodus employs a data processing methodology that involves constructing interactive graphical representations to elucidate the interconnections between pivotal themes within the discourse (Tursunkulova et al., 2023). The visualisation facilitates the identification of prominent discussion clusters, relationships between topics, and patterns of connectedness that are not immediately apparent. Furthermore, to provide a comprehensive understanding, statistical data such as trends in Google search volume and keyword frequency on Twitter are presented in the form of temporal graphs, which illustrate the time dynamics of public attention.

The data was analysed using both qualitative and quantitative approaches. To identify the degree of centrality of each keyword, a quantitative approach was employed, indicating which issues or themes were most dominant in the conversation (Angus & Wiles, 2018). Sentiment analysis was also conducted on the text using Natural Language Processing (NLP) algorithms to determine the polarity (positive, negative, or neutral) of public opinion (Gamal et al., 2019; Jayasudha & Thilagu, 2022). Qualitatively, the visualization results were employed to explore emerging narratives, comprehend the context of interactions between themes, and identify factors that influence the polarization of public opinion (Ye et al., 2022) towards Anies Baswedan. This method enables the research to provide a comprehensive insight into public perceptions across different social media platforms.

RESULTS AND DISCUSSION

To explore the intricate relationships among the topics discussed in our focus group meetings, we conducted a comprehensive network analysis using the topic clustering method provided by InfraNodus. InfraNodus employs advanced graph clustering and community detection algorithms, with a specific emphasis on the algorithm (Blondel et al., 2008), which identifies clusters of nodes with a higher density of connections within the network. Different colors visually distinguish the resulting clusters, as the Force Atlas algorithm aligns them closer together on the graph (Jacomy et al., 2014). These clusters provide nuanced insights into the interrelated themes in our data,

providing a structured framework for understanding the various factors that influence rural development.

Topics being discussed and social networks on YouTube

These visually distinct clusters clearly represent the connections and thematic patterns present in the data. The thematic clusters identified based on YouTube data are presented in Table 1 below.

Table 2

Anies Baswedan's topic groups from YouTube

Influence	Topical Cluster and Category	Total Nodes	Keywords
33 percent	1. Jakarta Politics	25	jakarta, urut, gubernur, dengan, pramono, rano, anung, calon, presiden wakil, jari, pasangan, gibran, foto, sinyalkan, dukung, kembalus, soal, karno, pose, nomor, tv, lagi, menghadirkan.
20 percent	2. Ceremony Dynamics	27	ada, upacara, yogyakarta, dalam, masa, hari, harus, berdiam, beranta, drama, global, akar, sepertus, mengiringinya, kanker, tidak, akarnya, pembina, demo, pahlawan, smp, inspektur, mampukah, bisa, menceritakan, stage, depannya
13 percent	3. Talk Show	22	sore, episode, pada, pertemuan, tempo, indonesia, ngobrol, perjuangan, pilot, talk, selamat, shireen, kebangkitan, datang, brand, stakeholder, bangsa, show, series, agar, semaunya, leader.
13 percent	4. App Experience	13	download, mendapatkan, kamil, pilkada, tribunx, playstore, ridwan, video, atau, appstore, pengalaman, store, beri.
8 percent	5. Election Sequence	13	akan, saya, kalinya, silakan, teman, sosok, banyak, belakangan, permintaan, baca, hadir, follow, rutin.
6 percent	6. Event Planning	12	secara, langsung, berminat, bagi, wawancara, lengkap, live, australia, world, program, menyimak, maret.
3 percent	7. Media Engagement	7	asean, tentang, oxford, kuliah, umum, ringkasan, university.
2 percent	8. Digital Access	7	gue, rasa, youtube, membership, kepada, merasa, paham.
1 percent	9. Social Connections	5	gerung, anak, abah, gabung, rocky.
1 percent	10. Live Coverage	4	aniesbaswedan, shorts, metrotv, anies.

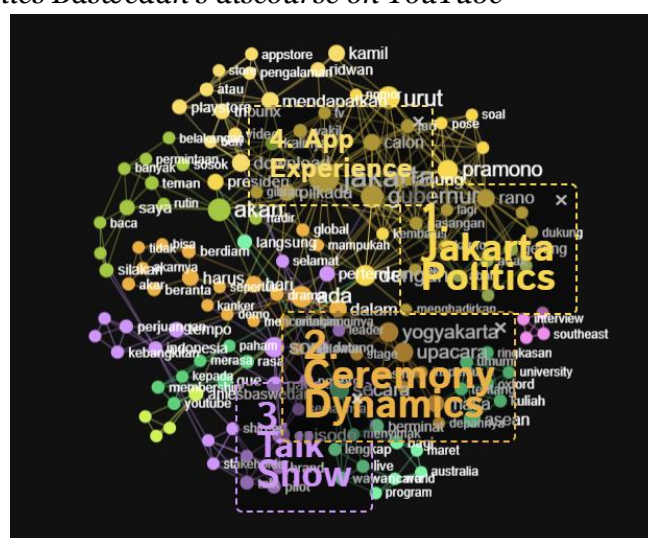**Source:** Author-generated through InfraNodus

Table 2 shows the classification of Anies Baswedan-related topics based on data extracted from YouTube. The largest cluster, which accounts for 33 percent of the total influence, is devoted to the subject of Jakarta politics. It includes keywords such as "Jakarta," "urut," "governor," and "Pramono." This cluster represents discussions that focus on Anies' political role, including his involvement in the presidential election and political issues involving other national figures. The second cluster, titled "Ceremony Dynamics," accounts for 20 percent of the total influence. Its subject matter includes formal events, commemorations, and Anies' participation in various ceremonial activities, which evince the public's fascination with his symbolic presence at significant occasions. Other clusters, such as Talk Show (13 percent) and App Experience (13 percent), demonstrate a more granular focus, encompassing discussions in the media and digital platforms that encompass commentary on experiences utilizing apps or platforms associated with Anies. Smaller clusters, such as Election Sequence and Event Planning, indicate a focus on strategic aspects of the campaign or event planning. This demonstrates that discussions on YouTube extend beyond the political dimension to encompass broader activities, including social events and digital interactions.

The results of this study are consistent with previous research, which indicates that political figures like Anies Baswedan have a multidimensional appeal that encompasses both political, social, and digital narratives (Nasution et al., 2024). However, this table makes a unique contribution by highlighting how discussions on YouTube tend to be more segmented based on specific activities or event categories, in contrast to conversations on other platforms such as Twitter, which are more dominated by direct opinions. As such, this research enriches our understanding of how political actors are perceived and discussed in various contexts, which extends beyond political issues to encompass everyday activities and ceremonial symbolism.

Figure 2
Visual network of Anies Baswedan's discourse on YouTube

Source: Author-generated through InfraNodus

Figure 2 shows that discussions about Anies Baswedan on YouTube exhibit a network structure centred on the Jakarta Politics cluster, which is characterized by large and darker-coloured nodes, such as "Jakarta" and "Governor." These nodes demonstrate a high degree of centrality, indicating that the topic of Jakarta politics is at the core of the narrative developing on this platform. The relationships between topics are clearly discernible, with robust connecting lines between the Jakarta Politics and Ceremony Dynamics clusters. This suggests that ceremonial and symbolic elements are often intertwined with political discourse. The colour yellow predominantly represents the politics cluster. In contrast, the ceremonial cluster is identified by the colour orange, which serves to differentiate the two clusters and illustrate the thematic differences between them.

The Talk Show and App Experience clusters, characterized by smaller nodes and colors of purple and pale yellow, reflect more specific discussions that are nevertheless still connected to the central cluster. The Force Atlas layout positions smaller nodes in proximity to the primary nodes, thereby establishing a hierarchy that elucidates the relational proximity between central and ancillary themes. This relationship suggests that topics such as app experience and casual events play a connecting role that complements the dominant narrative about Anies Baswedan's politics and public role.

These findings corroborate prior research indicating that platforms such as YouTube are utilized to construct more visual and symbolic narratives than Twitter or Google (Dayter, 2015; Lybecker et al., 2015). The close relationship between the political and ceremonial clusters serves to confirm that political actors, such as Anies, are not only perceived through the lens of their policies but also through their involvement in formal events (Sheafer et al., 2014). The role of smaller clusters, such as those related to the app experience, suggests that users of the YouTube platform are also interested in pragmatic and technical issues. This highlights the disparate methods employed by these platforms to shape public perception, with YouTube providing a forum for more thematically coherent and nuanced discourse.

Topics being discussed and social on Twitter

InfraNodus analysis of Twitter data reveals a network of thematic clusters that encapsulate the dynamic and interconnected nature of public discourse surrounding Anies Baswedan. This method enables the identification of dominant themes by mapping keywords and their relationships, thereby revealing how diverse narratives, including political, social, and contextual issues, interact and evolve. Table 2 below presents these thematic clusters, detailing their relative influence and the key terms that define each cluster, thus offering a comprehensive view of the discussions shaped by Twitter users.

Table 3

Anies Baswedan's topic groups from Twitter

Influence	Topical Cluster and Category	Total Nodes	Keywords
30 percent	1. Jakarta Politics	15	Jakarta, Governor Baswedan, at night, talking to Pak, the President, a candidate, good job, sir, a space fan.
20 percent	2. Debate Dynamics	12	work, tweet, turned, recent, host, tonight, reply, Anie Space, question, performance, debate, behavior.
12 percent	3. Urban Achievements	21	public, sustainable, transport city, partnership, Berlin, foreign, won, exemplary achievement, discuss, award, congratulations, successful, promote, urban office, development, transportation.
11 percent	4. Spot Exploration	14	anies, spot_abah_anies, pahit_manies_always_with_anies, spot, front, pemuda, metropolitan, medan, palace, jalan, singkat, namus, grand, check.
10 percent	5. Governance Insights	15	Indonesia, aniesbubble, met, love, country, time, thing, cry, word, person, finally, yesterday, desak, hope, lose.
4 percent	6. Questioning Trends	10	con, year, difference, experience, exhibitor, visitor, past, concern, big, real.
4 percent	7. Transportation Awards	10	event, great, sudden, highly, listening, mood, intelligent, talking, eye, individual.
4 percent	8. Local Highlights	10	On the one hand, people laugh, call, and immediately ruin the economy and history, becoming paranoid.
3 percent	9. Hope and Love	12	design, access, approval, document, starting, generation, lesson, philosophy, final, initial, phase.
2 percent	10. Visitor Experience	11	Capital, democracy, ASEAN, pandemic, change, argue, food, climate, deliver, price, Indonesian.

Source: Author-generated through InfraNodus

Table 3 shows the distribution of topics related to Anies Baswedan based on Twitter data. The dominant cluster is Jakarta politics with an influence of 30 percent. This cluster includes keywords such as "Jakarta," "governor," "president," and "candidate," indicating that the discussion is focused on political aspects, especially Anies' association with political office and his position in the national political contest. The second cluster, Debate Dynamics (20 percent), reflects the dynamics of interactions on Twitter, which include arguments, opinions, and direct responses from users to issues involving Anies, with keywords such as "work," "tweet," and "reply." This cluster suggests that Twitter is a platform for active debates about political actors, such as Anies. Other clusters, such as Urban Achievements (12 percent) and Spot Exploration (11 percent), highlight attention to urban policy achievements and exploration of public spaces influenced by Anies' policies. Keywords such as "sustainable," "transport city," and "development" in the Urban Achievements cluster reflect recognition of Anies' efforts in urban development. Meanwhile, Governance Insights (10 percent) and smaller clusters, such as

Transportation Awards and Local Highlights, reveal more specific themes, including views on transportation policies and local issues that affect people's daily lives.

The results of this analysis are consistent with previous findings that Twitter serves as an intense and dynamic platform for discussions on political and public policy issues (Moya Sánchez & Herrera Damas, 2015). However, this table offers new insights by highlighting discussion segments that encompass not only the political dimension but also

concrete achievements in urban development and transportation. The findings also confirm the different patterns of interaction across platforms, with Twitter tending to focus more on direct opinions and arguments compared to other platforms such as YouTube, which features more symbolic narratives and event documentation (Gerber, 2022). This highlights the importance of a cross-platform approach to comprehensively understanding public perceptions of political figures.

Figure 3

Visual network of Anies Baswedan's discourse on Twitter
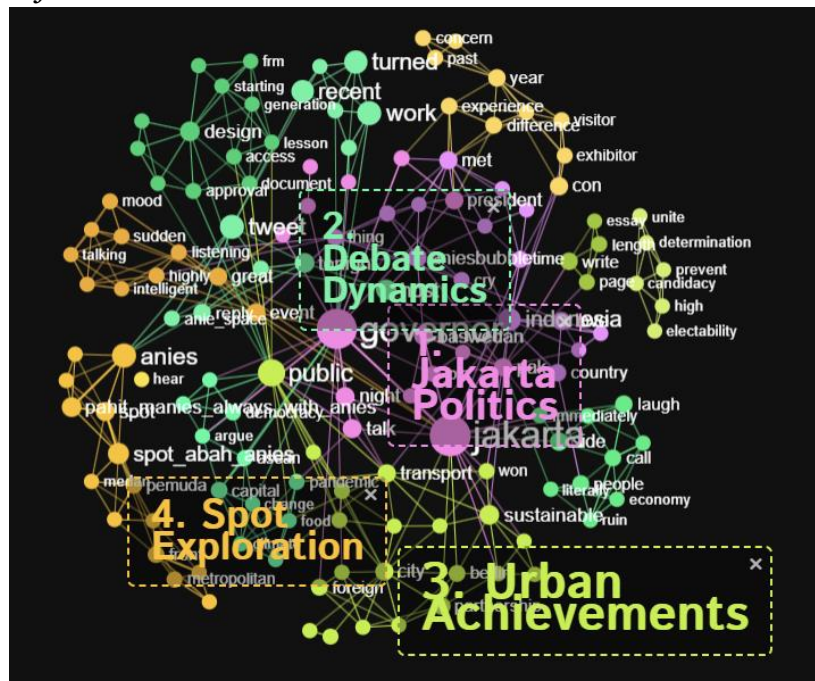
Source: Author-generated through InfraNodus

Figure 3 illustrates the interconnectivity between topics related to Anies Baswedan on Twitter, with Jakarta Politics emerging as the dominant cluster. The substantial, dark nodes in this cluster, such as "governor" and "Jakarta," indicate that discussions about Anies' political role considerably influence Twitter

conversations. The relationship with the Debate Dynamics cluster is particularly robust, as evidenced by the dense connecting lines and proximity of nodes. This reflects the fact that the dynamics of political debates on this platform are often integrated with issues of a political nature. Other clusters, such as Urban

Achievements and Spot Exploration, also demonstrate significant contributions, as evidenced by keywords such as "sustainable" and "anies_spot_abah_anies," which indicate a greater focus on development-related topics and public space experiences.

The smaller yet still brightly coloured nodes in other clusters, such as Transportation or Election Themes, link the major themes within the network. This is evident from their connections with the larger nodes in the dominant clusters, reinforcing the semantic relationships between themes despite their peripheral position in the discussion. Applying the Force Atlas algorithm in this visualization's configuration enables the intuitive visualization of relationships between nodes, with nodes in closer proximity indicating a greater degree of relationship within the context of the discussion.

These findings support the hypothesis that Twitter discussions are characterized by a dynamic and tightly connected set of primary issues and supporting themes (Arman & McClurg, 2024). The size and colour of the nodes provide supplementary insight into the influence of each keyword, confirming that smaller themes can still play a strategic role as bridges between main topics. Compared to other platforms, Twitter displays a more spontaneous and layered discussion pattern, whereby each cluster contributes to the dynamics of the larger narrative (Alsinet et al., 2019; Bruns & Stieglitz, 2012). This finding corroborates prior research that has highlighted the importance of semantic networks in identifying focal points of discourse on text-based platforms. However, this visualization offers a more comprehensive insight into the interconnectivity of topics and their influence on the public perception of political figures such as Anies Baswedan.

Topics being discussed and social networks on Google

InfraNodus analysis of Google data has identified thematic clusters, which provide a detailed overview of the narratives and search patterns surrounding Anies Baswedan. This method maps relationships between keywords, thereby highlighting the interconnected-ness of topics and uncovering the central themes that dominate public interest. The visualization of the semantic network demonstrates how users investigate a range of issues, including governance, leadership dynamics, and academic contributions. Table 3 below presents these thematic clusters, detailing their relative influence and the key terms that define them. This provides valuable insights into the key areas of public search behavior on Google.

Table 4

Anies Baswedan's topic groups from Google

Influence	Topical Cluster and Category	Total Nodes	Keywords
41 percent	1. Jakarta Governance	34	Indonesia, Jakarta, governor, serve, running, Rasyid, democracy, elect, man, sworn, intellectual, Pak, LinkedIn, teaching, book, steering, Tokyo, government, movement, spearhead, leading, fortunate, reading, mengajar, founder, Australia, future, transportation, race, effectively.
21 percent	2. Corruption Politics	14	Indonesian presidential election candidate, bad, China, corruption, video, hopeful, investigation, campaign, politician, year, strong.
15 percent	3. Leadership Dynamics	22	Career, role, alumnus, populism, leadership, mascot, figure, store, mission, advantage, scholarship, job, pivotal, notable, starting, emerging, board, defeat, Islamist, program, award.
7 percent	4. Political Academia	16	political, university, department, president, Gerald, fellow, science, Paramadina, Northern, policy, public, Illinois, education, center, complete, USindo.
5 percent	5. Jakarta Leadership	17	advisor, time, publication, king, astute, dwight, tom, dissertation, thesis, exceptionally, type, friend, chamber, long, document, lembong, degree.
3 percent	6. Election Integrity	10	National leader, born to show, a student of Java, grandson of West, hero of Kuningan.
3 percent	7. Populism Trends	13	party, chaisty, islamic, analyst, head, accused, vote, member, nominate, court, large.
2 percent	8. Policy Education	7	pick, conservative, mate, partie, contrast, supporting.
1 percent	9. Dissertation Types	3	Wikipedia, file, usage.
1 percent	10. National Identity	3	path, unconventional, ballot.

Source: Author-generated through InfraNodus

Table 4 shows topics related to Anies Baswedan as identified through an analysis of Google data. The largest cluster, comprising 41 percent of the total influence, is the Jakarta Governance cluster. The cluster contains keywords such as "Indonesia," "governor," "democracy," and "future," indicating that Google searches are dominated by interest in Anies' role in Jakarta's governance and its impact on national policy. The second cluster, entitled "Corruption Politics," comprises 21 percent of the total and indicates that the public is also interested in issues that link Anies to the theme of corruption and political campaigns. This is evidenced by the presence of keywords such as "election," "candidate," and "investigation." This lends further support to the view that searches related to political actors often focus on controversial narratives. Other clusters, such as Leadership Dynamics (15 percent) and Political Academia (7 percent),

demonstrate a focus on aspects of Anies' leadership and academic background. The use of keywords such as "career," "leadership," and "alumnus" indicates that Anies is recognized as a leader who is actively involved in various strategic programs. The remaining clusters, such as Election Integrity and Populism Trends, provide further insights into specific and pertinent topics, including election integrity and the popularity of political figures. In summary, Google data suggests that searches are more likely to be content-based and cover the controversial aspects of Annie's personal achievements.

These results are consistent with the findings of previous studies, which indicate that Google is frequently used as a source for accessing more in-depth, fact-based information about political actors

(Puschmann, 2019; Richey & Taylor, 2017; Zumofen, 2023). In contrast to the prevalence of opinion and emotional discourse on social media platforms like Twitter and YouTube, Google searches tend to prioritize information and strategic controversies (Gil-Ramírez et al., 2020; Naskar et al., 2020). The findings also indicate that searches about Anies Baswedan encompass not only contemporary political issues but also reflect interest in his leadership qualities and academic track record. This underscores the value of employing cross-platform data to gain a more comprehensive understanding of public perceptions, with Google as a pivotal tool for elucidating objective information search patterns.

Figure 4

Visual network of Anies Baswedan's discourse on Google
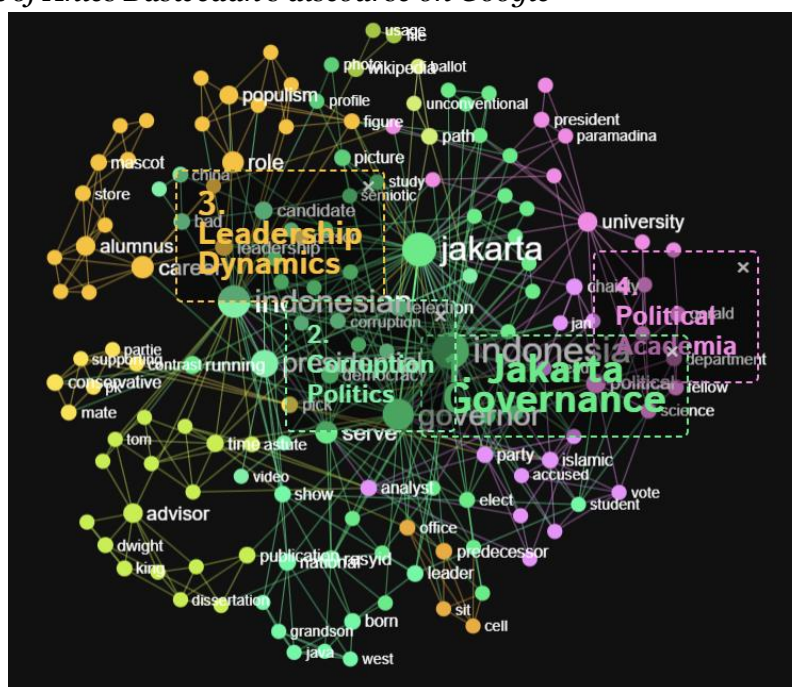
Source: Author-generated through InfraNodus

Figure 4 shows that discussions about Anies Baswedan on Google predominantly revolve around the Jakarta Governance cluster, with "Indonesia," "Jakarta," and "Governor" emerging as the most prominent and heavily connected nodes. This illustrates the centrality of topics about Anies' leadership in Jakarta in

Google searches. The close relationship between the Jakarta Governance cluster and the Corruption Politics cluster is evident from the strong connections describing sensitive issues, such as involvement in politics and allegations of corruption. Furthermore, the Leadership Dynamics cluster, with nodes such as "leadership" and "role," demonstrates that the public is also interested in Anies' leadership aspects and his policy-related activities. Furthermore, the link to the Political Academia cluster also attracts attention, with discussions about Anies' academic background, such as "university" and "Paramadina," becoming an essential part of the narrative. Smaller yet still strongly connected nodes, such as "advisor" and "dissertation," demonstrate that educational and academic themes are linked to the primary topics. The colour and size of the nodes in this visualization help elucidate the role of each keyword in the network. Large, dark nodes indicate central themes, while small, tightly connected nodes reinforce the semantic linkages between clusters.

These findings corroborate previous research indicating that Google searches are more oriented toward structured, fact-based information than other platforms, such as Twitter or YouTube (Hewage et al., 2018). However, this visualization elucidates the robust interconnection between academic subjects and political leadership, which is less discernible when examining alternative platforms. The prominence of nodes such as "Paramadina" and "leadership" suggests that the public uses Google to gain insight into Anies Baswedan's professional and academic qualifications, beyond the scope of political or contentious discourse. This indicates that Google is becoming a significant resource for examining more comprehensive narratives about political actors.

Dominant Sentiments Developing on each Platform

The majority of public perceptions of Anies Baswedan on YouTube are neutral, comprising 82 percent of the total sentiment. The remaining 16 percent of the sample is positive, while the remaining 2 percent is negative. This indicates that discussions on YouTube tend to be more descriptive or informative in nature, focusing on facts and narratives that do not evoke emotional responses. The minimal presence of negative sentiment on YouTube also suggests that the platform is less frequently used for expressing criticism than other platforms.

Figure 5

Percentage of public sentiment towards Anies Baswedan
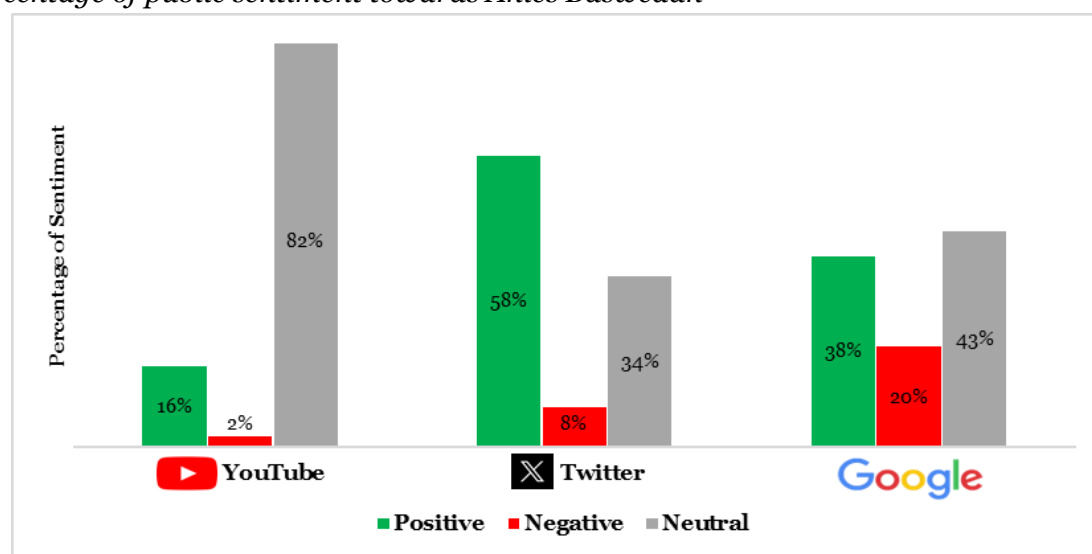
Source: Author-generated through InfraNodus and Microsoft Excel

In contrast, Twitter exhibited the highest proportion of positive sentiment among the three platforms, reaching 58 percent, followed by neutral sentiment at 34 percent, and negative sentiment at 8 percent. This platform serves as the primary venue for emotional discourse, where users are more vocal in expressing their support or criticism of Anies. The notable prevalence of positive sentiments on Twitter may be indicative of the influence of the Anies' supporter community on this platform. However, it is noteworthy that negative sentiments also emerge with a comparatively greater proportion compared to YouTube. Additionally, Google displays a more balanced distribution of sentiment, with 38% positive, 20% negative, and 42% neutral. This indicates that Google, as a search platform, is utilized by the general public to search for information from a variety of sources. The greater prevalence of negative sentiments on Google in comparison to other platforms suggests that the public is also seeking information that is critical or controversial regarding Anies. This may be indicative of the

polarization of public perception towards him.

The results of this analysis demonstrate that public perceptions of Anies Baswedan vary considerably across different media platforms. The data indicate that YouTube tends to be neutral, while Twitter is highly emotional, with a predominance of positive sentiments. At the same time, Google displays a more balanced distribution, suggesting that Google may be considered a platform for more in-depth information exploration. These discrepancies highlight the influence of platform-specific characteristics on the way the public expresses its opinions about political actors.

These findings align with those of previous research, which indicates that Twitter is more frequently utilized for emotional and spontaneous discourse, whereas Google reflects a greater prevalence of directed information-seeking intentions (Jaidka et al., 2021; Persson, 2017). In the context of digital political communication, these results can be linked to the agenda-setting theory (McCombs & Shaw, 1972), which explains how media

platforms shape public attention to specific issues, as well as the framing theory (Entman, 1993), which shows how political narratives are constructed through various media. Furthermore, this study offers additional insights by demonstrating that, despite having a diverse user base, YouTube is more frequently used for disseminating informative narratives and documentation than for emotional debates. This supports previous research on the influence of social media in shaping public opinion, where platform characteristics play a role in determining interaction patterns and political perceptions (Pratama et al., 2019; Rasyid et al., 2021). Thus, this study highlights the importance of considering the characteristics of each platform in understanding public sentiment toward political figures like Anies Baswedan, as well as the role of digital media in shaping Indonesia's political landscape (Budi & Anom et al., 2024; Budi & Pamungkas, 2020).

Theoretical Implications of Cross-Platform Analysis in Political Communication

The theoretical implications of this study on Anies Baswedan's public perception across various digital platforms highlight the importance of integrating cross-platform methodologies in political communication research. Traditional political communication theories often focus on single-channel analyses, which can lead to a fragmented understanding of public discourse (Flew & Swift, 2015; O'Sullivan & Carr, 2018). For example, the uses and gratifications theory posits that individuals actively seek media to fulfill specific needs, which can be extended by considering how different platforms fulfill diverse communicative functions (Dolan et al., 2016; Kamboj, 2020). The findings of

this study, which reveal different sentiment distributions and thematic clusters on YouTube, Twitter, and Google, suggest that a multi-platform approach can provide a more nuanced understanding of how political narratives are constructed and perceived in the digital age. Moreover, a comparative analysis with similar studies highlights the importance of utilizing advanced analytical tools, such as InfraNodus, to map the inter-connectedness of themes and sentiments across platforms (Chandrasekar et al., 2024; Feyissa & Zhang, 2023). Previous research has demonstrated the dynamic nature of Twitter as a space for live public opinion and debate (Bruns et al., 2015; Driscoll & Walker, 2014). However, this research extends those findings by illustrating how YouTube serves as a platform for more neutral and informative discourse, while Google acts as a repository for fact-based information. This differentiation aligns with the theoretical framework of media richness theory, which posits that different media types convey varying levels of information richness, thereby influencing user engagement and perception (Maity et al., 2018; Shahbaznezhad et al., 2021).

The implications of this research extend to the development of a new theoretical framework that explains the evolving digital communication landscape. By integrating insights from sentiment analysis and network theory, this study contributes to a more comprehensive understanding of how political figures such as Anies Baswedan navigate their public image across multiple platforms. The findings align with research conducted by researchers who emphasize the role of emotional language in shaping public discourse on social media (Ge & Gretzel, 2018; Parker & Bozeman, 2018; Wahl-

Jorgensen, 2020). As such, the theoretical implications of this study advocate a holistic approach to political communication that recognizes the interplay between platform characteristics, user engagement, and the construction of political narratives in the digital era.

CONCLUSION

This study reveals that public perceptions of Anies Baswedan on social media exhibit distinct characteristics on each digital platform. Analysis using InfraNodus reveals that discussions on YouTube tend to be informative with a predominance of neutral sentiment (82 percent), indicating that this platform is used more to convey fact-based narratives without significant emotional opinions. Conversely, conversations on Twitter are more emotional, with positive sentiment reaching 58 percent, reflecting strong support from the Twitter user community. Meanwhile, as a search platform, Google shows a more balanced distribution of sentiment—38 percent positive, 20 percent negative, and 43 percent neutral— indicating that the public seeks information from various perspectives, including those that are critical or controversial.

These findings reinforce previous theories regarding the differing characteristics of social media in shaping public perception, where YouTube focuses more on informative narratives, while Twitter emphasizes emotional opinions. This aligns with the agenda-setting theory (McCombs & Shaw, 1972) and framing theory (Entman, 1993), which suggest that social media functions as a political arena with communication patterns influenced by the format and context of the platform. Additionally, this study proposes a new model for understanding cross-platform interactions, illustrating how main themes, such as Jakarta Politics, interact with Leadership Dynamics and Ceremonial Dynamics, showing that public perceptions are shaped not only by policies but also by symbolism and leadership styles.

As a direction for further research, more in-depth studies can be conducted to explore the impact of social media algorithms on political conversation patterns, as well as how cross-platform interactions influence the formation of public opinion over time. Additionally, research could expand its scope by analyzing the involvement of other political actors in digital discourse to understand how political figures compete in shaping public narratives. Thus, this study not only provides insights into public perceptions of Anies Baswedan but also contributes to the development of digital political communication theory and cross-platform analysis methodologies in contemporary political studies.

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