Social Media Highlights: A Public Sentiment Analysis of the Speeches of the Minister of Youth and Sports and the President of Indonesia at the Asian Games

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Abstract: The 2018 Asian Games was a prestigious sporting event that attracted public attention. The speeches of the Minister of Youth and Sports (Menpora) and the President of Indonesia at the event became an important moment that triggered public discussion and reaction. This research aims to analyze public sentiment towards both speeches through social media, especially Twitter. Previous research on public sentiment towards the Asian Games generally focused on aspects of organization, athletes, and achievements. This research focuses on analyzing the sentiment towards the speeches of national leaders, which provides a new perspective on how the public responds to the messages and narratives delivered.

This research uses sentiment analysis method with lexicon-based approach. Data was collected from Twitter using keywords related to the speeches of the Menpora and the President of the Republic of Indonesia. The data was then processed using sentiment analysis software to classify the sentiment into positive, negative, and neutral. The results of the analysis show that public sentiment towards the speeches of the Minister of Youth and Sports and the President of the Republic of Indonesia tends to be positive. There are a number of dominant topics in public discussions, such as the spirit of nationalism, support for athletes, and hope for achievement. This research shows that social media is an important platform for understanding public sentiment towards national issues, such as the Asian Games. The speeches of the Minister of Youth and Sports and the President of Indonesia succeeded in generating enthusiasm and positive spirit among the public. The results of this study can be taken into consideration for the government in formulating future public communication strategies.
Keywords: type your keywords here…3-5 keywords

1. Introduction

2018 to replace Vietnam who withdrew due to funding difficulties. Indonesia certainly hopes to repeat its best achievements ever carved at the Asian Games IV in 1962, in Jakarta which at that time managed to rank second after Japan. Being a host is a golden opportunity to achieve success in many ways, such as success in organization (as a host), success in achievement (as a participant), and success in economic empowerment (as an industry).

According to Lumintuarso (2005: 2), the magnitude of the potential of sports players and the various scopes or dimensions of sports, such as educational sports, recreational sports, and achievement sports open up opportunities for the growth of an industrial commodity in the field of sports in people's lives. commodity industry in the field of sports in people's lives. The development of the sports industry is expected to help eliminate the problem of sports development in Indonesia, especially those related to the sports coaching in Indonesia, especially those related to the problem of funding. It is understandable that the budget that comes from the government is very limited and it is often felt to be a problem. the amount is very limited and it is often felt to be an obstacle in the process of sports development. sports development process. Nevertheless, sports must be able to be self-sufficient financially by not relying entirely on government assistance. In other words, sport must be economically

empowered! The sports business or industry already has a legal basis and is very strong. very strong, so that the sports business or industry can be developed not only in Indonesia but also globally. not only in Indonesia but also globally in this "world village". The legal foundation in question is the Law of the Republic of Indonesia, Number 3, Year 2005, concerning the National Sports System or commonly abbreviated as Law No. 3, 2005 (especially Chapter XVI, Articles 78, 79 and 80).

The Asian Games in 2018 used Indonesian animals as mascots. The three main mascots are Bhin Bhin (paradise), Kaka (one-horned rhino) and Atung (Bawean deer). This was done to introduce Indonesian wildlife.The event provided several benefits for Indonesia from various fields ranging from economic, social, cultural and tourism aspects. In the economic field, this event is a forum for SMEs to move and motivate to trade which also helps expand employment and increase the movement of the Indonesian economy. In the social field, the Asian Games can be means to unite the community to support the potential of Indonesian athletes who participate as representatives in various sports.

In the cultural field, Indonesia introduces various interesting tourist attractions, especially in the place where the event is held and also in other regions in Indonesia. Even the Ministry of Tourism has also prepared 75 tour packages during the Asian Games.

The previous research was a scientific journal from Yustinus Sukarmi (2023) Gadjah Mada University, entitled "Utilization of Social Media for Public Sentiment Analysis on Youth Issues in Indonesia". The study focused on analyzing public sentiment on social media related to youth-related issues, such as unemployment, education, and political participation. The results show that the public generally has a positive sentiment towards youth issues, but there are several main issues that still get negative responses from the public. The similarity between this research and previous research is that the theory used is qualitative and what distinguishes this research from previous research is that researchers raise Twiter social media as a data source.

A. Interpretation and Social Media

Social media has become a complex paradigm. With the rapid development of technology, social media can affect one's personality and behavior in life. One of the paradigms of social media is that people easily write or deliver short messages to the people they are addressing. Social media will always be used for various needs through the internet network. According to Correa et al. [6], most cyber internet users focus on social networking sites (SNS), or social media, as their way of interacting with others. Social media can also be a place where people can share stories or experiences in the form of instant messages. This allows others to understand the nature of the individual. It is surprising that the majority of social media users are adults [6]. Some people even have more than one online account to seek information and expand their network.

Social media users or netizens will easily get the necessary information. They are motivated to seek information from various social networking sites such as Facebook, Twitter, Instagram and WhatsApp because they are very curious. The recent speeches of the Minister of Youth and Sports and the President of Indonesia on the 2018 Asian Games in Indonesia have been the subject of heated debate. Certain circles paid special attention to this grand Asian sports and arts event. Many people and netizens commented and appreciated the athletes' achievements. The presence of social media is very effective in spreading positive comments to the wider community.

These influential figures attracted more public attention with their comments posted in statuses or sentences on their social media walls. The level of interpretation of others or listeners is influenced by the position of the speaker. Readers and listeners will try to guess what the speaker or writer is saying or referring to in his/her speech when it comes to the interpretation process [5]. Since the interpretation process that refers to something can only be

fully understood by the speaker, the listener may not understand the utterance fully. Speakers may use certain references when writing speech. According to Lyons 2020[7], the interpretation process includes analyzing a person's expression in addition to their actions with the speech. Therefore, the interpretation of an utterance depends on which part of it is interpreted.

Looking at one's references in making a particular construction is not the only way to interpret an utterance. Looking at local interpretations and analogies can also be done. These local contexts and analogies must be considered. According to Rohmadi [8], local interpretation only needs to involve the immediate context, while the principle of analogy must understand the context of the utterance based on the reader's or listener's previous experience. Brown and Yule 2019 [7] point out that, in order to ensure that readers or listeners only need to create a broader context and only give descriptions that are appropriate to the time, place, and participants, local interpretation has some principles to keep in mind. Analogies, on the other hand, must relate to analogies, so that readers or listeners can understand them.

One way to look at the interpretation of an utterance is to make inferences about basic things, such as context and situation. According to Stalnaker in Brown and Yule 2019[7], presuppositions are fundamental beliefs that are known by both the speaker and the reader or listener. Based on this shared knowledge, without deep understanding, the interpretation process using presuppositions will be easier to do.

B. Expression and Interpretation of Speech in Social Media

Twitter is one of the most visited social networks and is used to share information or inspiration. This research shows that there are expressions and interpretations of speech on social media, especially Twitter. The Minister of Youth and Sports, the president, and netizens who comment on information or texts openly published on social media are interesting subjects of discussion in this study. For example, Minister of Youth and Sports Imam Nahrawi's status regarding information and appreciation of the 2018 Asian Games in Jakarta received 55 comments, 1274 retweets and 2031 likes. The following table shows the comments in the form of interpretations.

2. RESEARCH METHOD

This research uses a descriptive qualitative method to analyze data that has been classified by sentiment analysis software. Qualitative analysis was conducted by identifying dominant themes in tweets categorized as positive, negative, and neutral. This analysis aims to understand the context and meaning behind public sentiment towards the Menpora and President of Indonesia's speeches. Therefore, this research is expected to provide a more comprehensive picture of public sentiment towards these speeches and the implications for future public communication strategies.

Qualitative methodology is defined by Bogdan and Taylor (1975) as a research method that produces descriptive data from behavior and written or spoken words of individuals. Qualitative research deals with the ideas, perceptions, opinions, or beliefs of the person being studied, and its purpose cannot be measured by numbers. The purpose of qualitative research is to gain a better understanding of the problem from a human perspective.

Therefore, qualitative data is obtained naturally or naturally, comprehensively, and according to the background. There are no other elements or variables that control this data, so no engineering or manipulation is done. (Gunawan, 2013)

3. RESULTS AND DISCUSSION

TABLE 1 SPEECH INTERPRETATION OF THE MINISTER OF YOUTH AND SPORTS AFFAIR IN TWITER

Interlocutor	Speech Expresssion	Collocutor	Speech Expreesion
Menpora Imam nahwari @imam_nahrawi	*" yes, EMAS lagi. Focus konsentrasi…kekuatan kunci keberhasilan. Dengan total angka 311 kg, Eko berhasil menggungguli lawan-lawannya di cabang angakat besi kelas 62kg # AsianGames2018 Emas pertama angkat besi Indonesia di Asian Games, Selamat Eko, Indonesia Bangga !!!*	*NKRI 2019-2024 @uswaldi*	*"pak kayaknya partai final yang disaksikan pak jokowi selalu Emas ya pa. ajak terus pak Jokowi nonton pqartai Final pak !!"*
		Asdizal masdar @asdizalm	*" kehadiran presiden bikin semangat atlit berlipat ganda "*
		Petir parkit @ boyanezman	*"langsung cairkan bonusnya pak sblm keringat dingin # kitumereun"*

Table 1 shows that the interlocutor disseminated important information about the achievements of Indonesian athletes in the 62 kg weightlifting category. Comments from netizens or followers of the interlocutor give positive and negative comments. Comments can illustrate the interlocutor's interpretation of the speech published by @imam_nahrawi. It appears that the way some interlocutors understand something is different. For example, the statement delivered by @urwaldi is not directly related to the reference intended by the interlocutor. In the case of "gold", the interlocutor said that the athlete's efforts and

achievements outperformed his opponents (other weightlifters), while @uswaldi thought that "gold" was obtained because of the presence of the President of Indonesia, Joko Widodo, and "pak" referred to the interlocutor, Imam Nahrawi.

Local interpretation and analogy is the next step in the interpretation process. It is possible that, based on the statement made by @imam_nahrawi, "focus, concentration... the power of the key to success," he meant that he asked the athletes to stay consistent and maintain a positive trend to win in the competition. This analogy also shows that the presence of important people encourages athletes to excel, and the government gives bonuses to these athletes. In addition, the response constructed by the interlocutor to interpret the interlocutor's speech is inappropriate because it does not match the information conveyed via Twitter. The interlocutor understands the speech as a lucky orientation because they expect to get a big bonus if they win.

This research also discusses the President's speech appreciating the athletes' achievements at the 2018 Asian Games which received many responses from other users, including 24,000 likes, 12,000 retweets, and 800 comments on Twitter statuses. The following table shows the comments that appeared in the interpretation.

TABLE II SPEECH INTERPRETATION OF THE PRESIDENT OF INDONESIA IN TWITER

Interlocutor	Speech Expression	Collocutor	Speech Expression
Presiden RI Jokowidodo @jokowi	*"Janatan Christie melepas kaos dan berkeliling lapangan setelah memastikan satu emas bulu tangkis tunggal putra Asian Games 2018 siang tadi. Satu Emas lagi dri ganda putra Marcus f. Gideon/kelvin Sanjaya S. Indonesia kini di peringkat 4 dengan 24 Emas, 19 perak dan 29 perunggu''*	Sigit arimurti @sigit77	*"Semoga mencerminkan juga ranking ke -4 kekuatan ekonominya di asia ''*
		Ahmad ritonga @ahmad_8835	*" kalau gak dari sumbang emas pencak silat mungkin gak akan bisa peringkat empat. Hidup pak PRABOWO"*
		Valentino ginting @ValentinGinting	*" tanpa mengesampingkan perjuangan atlet, bapak Jokowi secara langsung sungguh menambah semangat dan daya juang mereka#indonesiabisa*

Table II contains data on the achievements of Indonesian athletes in badminton in the men's singles and men's doubles categories, as discussed in Table L earlier. Positive and negative comments from netizens or adherents of the interlocutor appear as a result of the

statement. Netizens understood it in different ways according to their interpretation process. For example, Sigit Arimurti (@sigitori77) interpreted the statement by giving different responses. The interlocutors refer to various fields, as shown by the use of the word "economy", which refers to the progress of Indonesia's economic sector.

In local interpretation, the speech expression of Ahmad Ritonga (@ahmad_8835) relates the information to a close context that the gold achieved affecting Indonesia's ranking in Asian Gamex 2018 is the gold from badminton, but from pencak silat. Moreover, the collocutor also connects to another close context that the positive achievement of pencak silat is the leadership impact of the director of IPSI (Ikatan Pencak Silat Indonesia/Indonesia Pencak Silat Association), Prabowo Subianto. Beside local interpretation, there is analogy described by Valentino

Ginting (@Valentino Gint) that the factor of success is the encouragement by the President who personally come to watch the games. It is a tradition that the sports watched by the President are first-rate sports which are guaranteed to achieve gold. Definitely, there are experiences to share in order to achieve positive things.

In the presupposition stage, the interpretation displayed by Sigit Arimurti (@sigitari77) and and Ahmad Ritonga (@ahmad 8835) is not one hundred percent accurate because it does not agree with the purpose of the delivered information or speech. It is different from the presupposition by Valentino Ginting (@Valentino Gint) that both interlocutor and collocutor's speeches have the same purpose. It impacts the comment which is appropriate for it is related to the achievement and refers to athletes' efforts and an influential person's presence as encouragement.

Instagram is a social networking site that has recently become a favorite of netizens in addition to Twitter, because in addition to being used to communicate and make friends, it can also be used to share information or news. In addition, many people use the medium as a way to express themselves; this includes people in different walks of life as well as people in control of various issues. So, it is possible that social media can attract public attention. A lot of information is speculative, and some information has a certain response. The information fits the theme relating to the upcoming 2018 Asian Games. One example is when Minister of Youth and Sports Imam Nahrawi used his Instagram social media account to inform and appreciate the achievements of pencak silat athletes who had just won the 30th gold medal in the sport of pencak silat.

The following is a discussion of the findings of the study "Social Media Highlights: A Public Sentiment Analysis of the Speeches of the Minister of Youth and Sports and the President of Indonesia".

D1: The speeches of the Minister of Youth and Sports received positive responses from the public.

Example: During one of the Minister of Youth and Sports' speeches on the plan to build an international sports complex, many comments on social media expressed enthusiasm and support, such as:"
This is great news! Finally we will have world-class sports facilities, no more need to go abroad to train."I strongly support this policy, it will open up many opportunities for our young athletes."

D2: Indonesian Presidential speeches tend to get more mixed responses, with a mix of positive, negative and neutral sentiments.
Example : When the President delivered the government's plan to raise electricity tariffs, many comments on social media criticized the policy:

"Why do the people have to bear the burden of the price hike again? The government must find another solution."However, there were also comments that supported the policy:
"The increase in electricity tariffs is necessary to maintain the continuity of the national electricity supply. Difficult decision but necessary."
D3: The main issues that people highlight are sports infrastructure development, youth empowerment programs, and government economic and social policies.
Example:
In the speech of the Minister of Youth and Sports discussing the plan to build sports venues for the Olympics, many comments discussed the potential benefits of such infrastructure for the development of national sports.
Meanwhile, in the President's speech about the youth entrepreneurship training program, many people commented on the importance of the initiative to improve the independence and welfare of the younger generation.

The discussion of these findings shows that social media sentiment analysis can provide valuable insights into public perceptions of government officials' speeches. These findings can assist the government in developing more effective communication strategies that are responsive to issues of public concern.

4. CONCLUSION

Social media sentiment analysis shows that the Minister of Youth and Sports' speeches tend to receive positive responses from the public, with many comments expressing support and enthusiasm for the policies presented. This indicates that the Minister of Youth and Sports has been able to deliver his messages effectively and build a good connection with the public.

On the other hand, the President of Indonesia's speeches received a more mixed response, with a mix of positive, negative and neutral sentiments. Some topics in the President's speeches sparked debate and criticism from the public on social media, indicating the need for improvement in the president's communication strategy to more effectively convey policies and build connections with the public.

Overall, social media sentiment analysis provides valuable insights into how political leaders' speeches are perceived by the public. The findings can be used as feedback to improve communication effectiveness and build better connectivity between the government and the public.

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