

Narrative about President Prabowo Subianto on Instagram Account @gerindra (Narrative Network Analysis)

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Abstract. There appears to have been a shift in public opinion regarding President Prabowo's Leadership. This study examines the network of public narratives about President Prabowo formed in the comments section of the official Instagram account @gerindra. With increased public discussion about the performance of the Prabowo-Gibran administration, Instagram has become the main space for the public to express opinions, offer suggestions, and evaluate government policies. This study aims to analyze the public narrative network in the comments section of the @gerindra Instagram account. It uses a post-positivist paradigm with a mixed-methods approach and analyzes three posting periods (November 15, 2023), the election period (February 17, 2024), and one year in office (October 20, 2025). Data were collected using IGcomment.com; dominant narratives were mapped using Voyant Tools; narrative forms were examined using Nvivo; and narrative networks were visualized using Gephi 0.10.1. The results show that public narratives change over time and across political situations, and that key actors construct narrative content in the comment section. These findings indicate that the Instagram comment section @gerindra is the leading platform for the public to build narratives and opinions, as well as evaluate government performance. Further research is expected to discuss the habits of social media users through the actors involved.

Keywords: Instagram, Narrative network analysis, Social network analysis, Political communication, Public narrative.

1 Introduction

The administration of Indonesian President Prabowo Subianto has become a hot topic on social media. The system of government and the cabinet led by Prabowo are now attracting both support and criticism in the digital space [1], [2]. The large number of public comments on Instagram has become a focus in the formation of a narrative [3]. Public comments can influence opinion, which in turn shapes public discussion of content repeatedly seen or heard [4]. Public comments can influence opinion, which then shape public discussion on Instagram are often marked by sarcastic comments and sharp criticism of the government, with the comment section frequently filled with hate speech and political provocation [5], [6]. Public responses in the comment section can develop into public opinion through patterns of collectively emerging views [7], [8]. Therefore, Instagram, which has become the primary platform for the public to voice opinions, criticism, suggestions, and assessments of presidential candidates' campaign promises, is an interesting topic for discussion at this time.

Mapping patterns of comments related to the acceleration of public opinion change must be viewed in light of previous research on mapping patterns of comments and digital conversations that accelerate public opinion change. Previous studies related to this phenomenon have three tendencies: *First*, the analysis of political narratives on social media still focuses on Twitter, where research shows that public narratives are centered on a few dominant accounts and influenced by certain actors [9], [10], [11]. *Second*, several studies map only political clusters, communication directions, and inter-account relationships, without integrating a more in-depth analysis of the direction of public narratives [12], [13]. *Third*, the rebranding of the @gerindra social media account emphasizes content and sentiment [14], [15]. These trends indicate that there has been little research analyzing the narrative network surrounding Prabowo on the @gerindra Instagram account, using a combination of content, narrative, and network analysis in the comments section.

Instagram is a Social Network Site (SNS) that functions as a digital space where users can build their digital identities, express themselves, and interact with other users. According to a report [16], 85,3% of Indonesia's 191 million social media users in Indonesia actively use Instagram. This platform allows users to create profiles and interact with each other through features such as likes, comments, and mentions, which strengthen the connection between users. With visual advantages, Instagram is not only a medium for self-expression but also a platform

for shaping public perception on specific issues.

This study aims to analyze the public narrative network in the comments section of the Instagram account @gerindra based on public comments on post content during three posting periods. This study seeks to fill this gap with the following questions: *First*, what is the content of the post? *Second*, how is public narrative formed? *Third*, who are the key actors most influential in shaping the narrative in the comments on the @gerindra Instagram accounts? These three questions will be discussed in the results and discussion section.

2 Literature Review

2.1 Narrative Network Analysis

Narrative network analysis views social networks not only as collections of structural relationships but also as patterns of meaning formed through stories, identities, and interactions between actors. In this view, nodes are no longer simply individuals, but social identities formed through relational context, while edges (relationships) are symbolic constructions manifested in the form of stories or narratives [17]. Narrative networks explain that social relationships are formed through “stories as ties”, meaning the power of stories to establish or strengthen relationships between actors. Narratives play a role in shaping the structure of meaning between actors, not only as communication, but as a means of organizing identities and social expectations. Thus, narratives are understood as dynamic elements that mark changes in social relations within networks and shape the shared context of meaning.

From a narrative network perspective, the relationships between nodes are positioned as the primary foundation that shapes the edges as a whole [18], [19]Click or tap here to enter text.. [20] asserts that the main focus of SNA lies in the social bonds that connect nodes, because these connections determine the direction of interaction, the flow of information, and the position of nodes within the network as key actors based on the highest degree centrality value. Strong, dense, and layered relationships have a powerful influence on shaping communication dynamics. Therefore, the existence of nodes with high degree centrality values in the network indicates their influence in shaping the direction of narratives and the structure of meaning that develops in the digital social space.

2.2 Political Communication

Political communication is the process by which political actors convey messages and symbols of power to influence the public's views, opinions, and behavior. [21] asserts that political communication is deliberately carried out in relation to politics, including messages from politicians, the media, and the public that shape reality. Communication is not only in the form of speeches, but also includes symbols, visuals, gestures, and image-building strategies in the digital space. In the context of modern democracy, the media's central position can connect the government, politicians, and the public. Digital developments have also accelerated changes in political communication, enabling political actors to convey messages directly through digital media. However, the media also serves as a party that selects, interprets, and even criticizes every political action, making political communication interactive.

Research [22] shows that modern political communication practices emphasize emotional appeal, visualization of empathy, and the ability to respond quickly to public issues on social media. Meanwhile, [23] finds that digital media encourages the formation of political perceptions based on two-way interactions between political actors and the public. Political communication is ultimately not only about how messages are designed and disseminated, but also how the public responds, forms opinions, and becomes part of the construction of meaning. Thus, political communication plays a strategic role in establishing legitimacy, reputation, and political support amid the dynamics of digital democracy. This makes political communication an essential concept in building legitimacy, reputation, and political support in digital democracy. In this context, public political messages undergo rapid dynamics as the form narratives in the comments section.

In practical terms, public narratives and public opinion are viewed as part of political communication. Public narratives in political communication can be defined as a series of stories, the framing of organized storylines with the interpretation of a particular issue, actor, or political policy. These narratives are formed through comments on social media, mass media reports, speeches, and campaigns. The process can then be disseminated, debated, and even manipulated by certain actors. Conceptually, public narratives are the way politics is told by certain actors. Meanwhile, public opinion, stories, and issues in the narrative, in the form of comments, are assessed by the public and even the actors involved. Thus, the process of exchanging messages that connect political actors, the media, and the audience in the public sphere becomes political communication that is negotiated in the public sphere [24], [25], [26], [27]

2.3 Instagram as a Social Network Site (SNS)

Instagram is a social media platform that is part of a Social Networking Site (SNS). Instagram users build relationships with other users through comments, replies, and mentions. The interactions that arise from these features allow users to connect, respond to one another, and build the intensity of their communication. Comments on Instagram form a digital social structure that is influenced by users' interests, affiliations, and positions. Therefore, Instagram is not only a medium for conveying information but also a digital space that can shape interactions, influence, and meaning construction among users.

The Instagram account @gerindra became the starting point for triggering interactions within the narrative network formed by the admin of the account and its users. In this context, communication messages were exchanged neutrally in the comments section [28]. This aligns with the view [29] that political conversations on Instagram are organized into groups of comments that interact with one another, forming a tight, organized network. Meanwhile, [30] states that user engagement patterns lead to the formation of opinion clusters, in which comments can spread through user relationships rather than originating solely from the account's posts. Therefore, the emergence of negative comments on political content on Instagram can be understood as part of the flow of social interaction networks that occur through interactions between users on Instagram.

3 Methods

This study uses a post-positivist paradigm to examine the social constructs that emerge through public interactions on social media, particularly in the comments section of the Instagram account @gerindra. The narrative is shaped by public comments about President Prabowo. A mixed-methods approach and a descriptive research design are used to gain a comprehensive understanding of this phenomenon. The post-positivist paradigm in its social reality is viewed as something that can be observed factually, but is not hindered by personal interpretation [31].

The narrative analysis of comments in the Instagram account @gerindra is the object of research. A total of 100 comments were collected from each posting period: the campaign period on November 15, 2023; the election period on February 17, 2024; and the one-year term period on October 20, 2025. Data were collected because two-way political communication occurred during these three periods, during which the public conveyed their narratives through the comment section on the @gerindra Instagram account. The first stage involved collecting comments and usernames using IGcomment.com. The second stage involved mapping narrative data into visuals using Voyant Tools to identify the dominant words in the public opinion narrative. Third, using the Nvivo application to determine how public narratives were formed, and finally, visualizing the network using Gephi 0.10.1. The data were converted to node and edge formats to show users' connections, and analyzed using degree centrality indicators to identify key actors. Narrative network analysis was used to analyze the research's results and findings.

4 Results

4.1 Upload Content

Table 1. Upload Content

Campaign Period November 15, 2023	Election Period February 17, 2024	First year in Office Period October 20, 2025
“2024”, “maju”, dan “presiden” 	“Prabowo”, “selamat”, dan “putaran” 	“sehat”, “bapak”, dan “merdeka”. 

Source: Researcher's analysis using Voyant Tools

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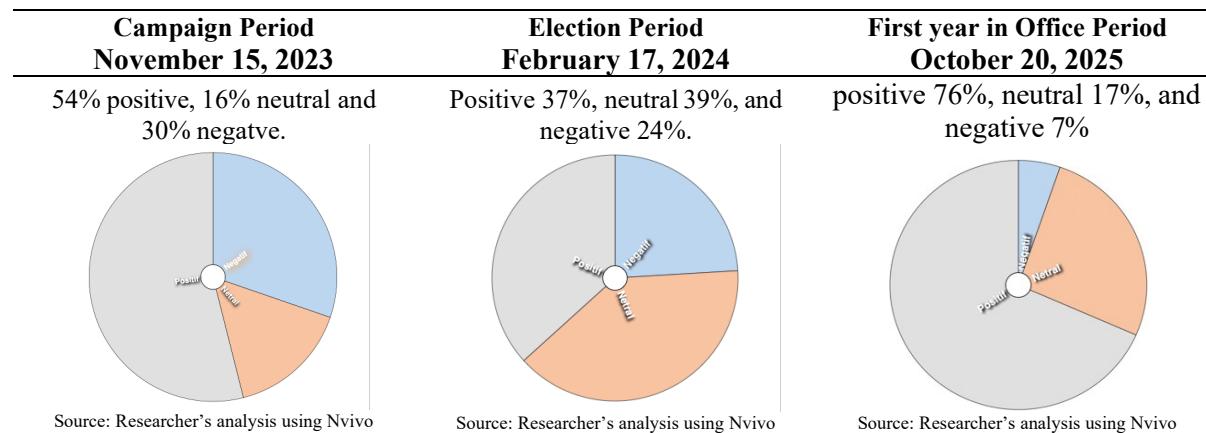
Source: Researcher's analysis using Voyant Tools

The content based on the top 100 comments and is still within the same context. This shows that the public

uploaded narratives during three politically charged periods. Post during the November 15, 2023, campaign period featured calls for support, as evidenced by the dominance of words such as “2024”, “maju”, dan “presiden”. During the election period on February 17, 2024, the public’s post featured words such as “Prabowo”, “selamat”, dan “putaran” as expressions of support for victory. The comments posted on October 20, 2025, about the government’s performance during its first year in office featured the dominant words “sehat”, “bapak”, dan “merdeka”.

4.2 Public Narrative in the Comments Column

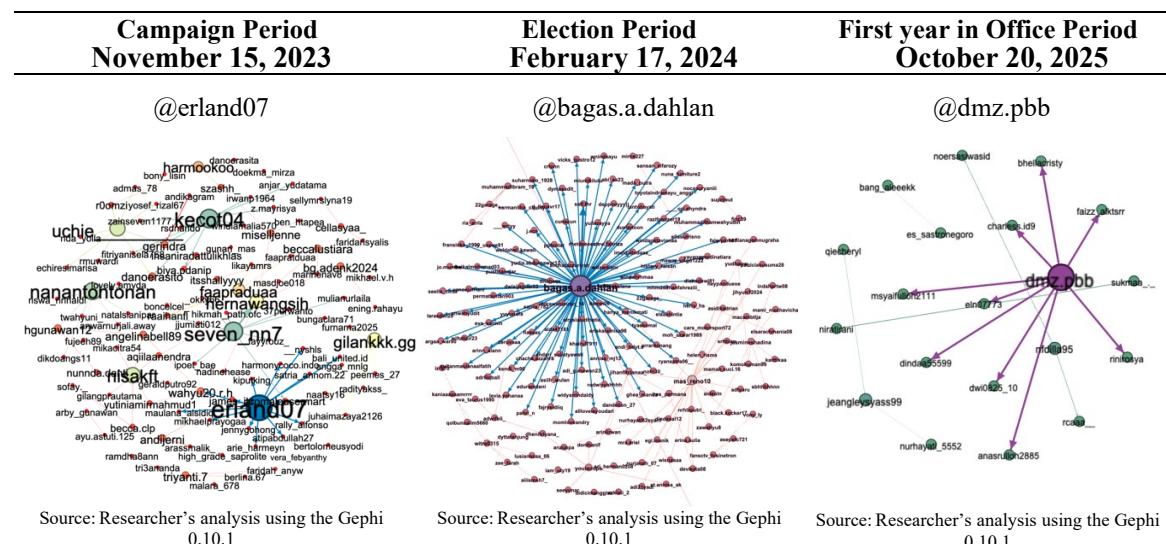
Table 2. Public Narrative in the Comments Column



Changes in narrative patterns follow the dynamic political situation that develops during each posting period. Public narratives varied, with 54% of posts being positive, 16% neutral, and 30% negative during the campaign period from November 15, 2023. In posts during the election period on February 17, 2024, positive narratives accounted for 37%, negative narratives for 24%, and neutral narratives for 39%. In contrast, posts during the one-year term period on October 20, 2025, were dominated by positive narratives at 76%, with negative narratives accounting for only 7% and neutral narratives for 17%. This data was processed using NVivo and then visualized narratives for each period. The public’s positive narratives tended to be supportive, while neutral narratives reflected public hopes and expectations, and negative narratives took the form of sarcasm and satire.

4.3 Key Actors in the Narrative Network

Table 3. Key Actors in the Narrative Network



The visualization of the narrative network using Gephi 0.10.1 is shown in Table 3, where the key actors with the highest degree centrality value of 14 were the @erland07 node during the November 15, 2023, posting period.

During the election period on February 17, 2024, the account @bagas.a.dahlan emerged as a key actor, with a centrality score of 96. Meanwhile, the key actor in the October 20, 2025, one-year tenure posting period was the @dmz.pbb account with a degree centrality value of 8. All of these Instagram accounts are the nodes most frequently replied to by other nodes, making @erland07, @bagas.a.dahlan, and @dmz.pbb the key actors in each posting period.

5 Discussion

The section discusses the content, narrative, and key actors in three periods of Instagram posts, which are reviewed in the discussion below. The discussion is organized to explain how comments and public narratives are formed in post comments. In addition, analysis is used to identify key actors in shaping a narrative in each posting period.

5.1 Public Comments on the Content of @gerindra's Post

Public comments in narrative networks are not merely individual responses to a post, but an important element that represents social relationships between users. [17] explains that every digital interaction, including comments, forms nodes that are interconnected through edges in the form of responses and reactions, thus creating a complex social structure in the digital space. [32] also argues that comments serve as a form of communication that displays the flow of communication, opinions, and emotions between users. The comments function in digital networks builds semantic structures that represent the dissemination of meaning and social influence. Therefore, in interpretative analysis, comments can be viewed as indicators of social connectedness that explain public conversations and the distribution of meaning formed on social media. This research views public comments as a way for users to interpret and shape political meaning. Rather than simply being part of network structures, comments reveal how people interact with political content by supporting, changing, or shifting narratives as situations evolve.

Public comments show that the data align with campaign promises when faced with the reality on the ground. The content of public comments on @gerindra's posts during the three periods evolved gradually and reflected changes in the political situation. However, the political communication in the comments section was structured into nodes to facilitate interpretation. The patterns that emerge, starting from support during the campaign period on November 15, 2023, acceptance of the election results during the election period on February 17, 2024, to appreciation and evaluation of the government's performance one year into office on October 20, 2025, show that the public interprets the posts as a representation of the ongoing political period that has an impact on social influence in society. The messages conveyed become a public conversation and constitute a distribution of meaning in the formations of opinion. Through the different times examined, how people reacted evolved. Early on, attention went toward party loyalties in the running phase. Following the vote, awareness grew about what happened next. Over time, with governance ongoing, people started sharing thoughts that centered on how well things were working.

Interactions on Instagram and other social networks reveal patterns of relationships among users, including interconnected comments, likes, and public responses, creating a flow of conversation that can influence shared perceptions of specific political figures. Instagram is understood as a platform that shapes political narratives through mechanisms of social interconnectedness, public interaction, and meaning formation. These findings indicate that Instagram users interpret uploaded content not merely as information, but as a public space for expressing political opinions [29], [33], [34]. This confirms that the public exhibits a reactive attitude toward political issues in the digital space, where actors within the network form opinions. Over months, views shifted as backers defended leaders. Backing grew when followers praised efforts. Doubt rose where criticism lingered longest. What people said began guiding how much trust remained.

Political dynamics align with the patterns of interaction within the narrative network. Political communication positions the public as active subjects in interpreting messages. The content forms the interpretation between political messages and the surrounding social conditions, so that every change in the context of the message produces new meanings [21]. The public reprocesses posts in light of the current political period, thereby creating different meanings. In this case, the findings show that the comments are more neutral and tend to support all of President Prabowo's activities. There is more positive sentiment in every interaction in the comments section. From back and forth talks, the comment area shifts into space where people reframe what authorities mean. Rather sitting idle, users jump into political narratives by linking them to their life experiences and beliefs.

This development shows that social media, specifically comment sections, have become a public forum for expressing opinions on the political situation. Social media has become a platform for continuous open discussion. Every reasoning process is open, with user sharing their understanding to form opinions. The form that emerges provides an overview of how the public interprets political messages through the posts they see. Previous studies on digital communication have focused heavily on the stability of public perceptions and the role of visual content

in shaping candidate images [22].

The findings of this study provide a different picture, as the content of the comments aligns with the political rhythm, revealing a process of rereading that continues throughout the period of change. The public appears not only to respond to messages but also to interpret them in light of the developing situation, making the content of comments in the digital space appear responsive [35]. This difference in pattern shows that comments on social media contain more complex dynamics than simply expressing preferences, as they gradually change public perception. What stands out in comments is how politics stay alive, not just during big events like votes, yet grow through steady exchange, shaping views over time. What stands out is how politics grow from posts, not arrive fixed as creation. Meaning shifts, shaped by unfolding events, as people reframe texts through new political contexts.

This finding expands the academic understanding that political interpretation on social media is shaped by content, time, and public experience, which shift with changes in political reality. The interpretation mechanism involves complex cognitive processes, including stimulus reception, thinking, philosophical reflection, psychological cognitive management, and knowledge, background, and socio-cultural experiences, which can influence perceptions or opinions that develop in society through comments. When people talk on online platform, certain patterns start showing up, like shifting from applause to closer looks at leaders. As trust grow in their roles, responses begin weighing decisions and actions more seriously. Over months, this quiet turn reveals deeper understanding of governance. Watching these changes unfold makes clear why mapping stories through time can uncover hidden currents in public discourse.

5.2 Public Narratives in the Comments Section of the @gerindra Account Post

The narrative in the comment column data shows that the dynamic political conditions are shifting to meet the needs of the community that follows the dynamics of the political situations. This shift can be interpreted as the community adjusting the narrative on the network formed through comments on the Instagram @gerindra. The comment section serves as a public space for conveying messages to form a narrative network that follows the evolving social and political changes. Opinions can be formed with any argument, thereby shaping the narrative through this network.

This alteration in narrative corresponds with the manner in which the public navigates the political challenge they encounter daily. When attention is directed towards campaign posters, supportive comments like "maju bersama nomor 1," reflect the public's hope for the promoted candidate. These positive comments act as symbolic endorsements that make campaign stories stronger and bring political views together. This story expresses the anticipation of the candidate's victory and illustrates the backing that underscores their inclusion among those being elevated. Throughout the electoral cycle, the populace emphasized social and economic issues, as seen by remarks such as, "Pak, tolong harga sembako dituurnkan biar semua masyarakat Indonesia merasakan nya adil merata. Apalagi harga beras pak.". At this juncture, the story transitions from symbolic political endorsement to issue oriented anticipations that are intricately linked to quotidian socio-economic issues. This story delineates expectations about economic matters and anticipates solutions from Prabowo, the endorsed candidate.

This tale illustrates a transition from the community's political contributions to demands influenced by its quotidian need. For instance, in the inaugural year of his tenure, which emphasized governmental efficacy, the subsequent remark was made: "Solusinya ganti Bahil... Gak pernah beres ngurusin urusan, dipertahankan manfaatnya apa buat negara??" This shows the public's direct assessment through their narratives in the comments section of political figures in Prabowo's administration who are considered incapable of carrying out their duties. Public disappointment with the role of these political figures is a narrative that contains attacks that become negative comments. This pattern shows that the narrative develops in each period, indicating a shift. This shows that the narrative is formed because the public sees the realization of government performance. Thus, the comment section becomes a public space for conducting the public assessment process from the support phase to performance evaluation.

This ongoing discussion shows that social media has become a place where the public directly assesses and understands political changes. Through comments, users express their views on the current situation and then spread them to others via the comments section. In this context, comments are a key element because they are able to reveal the form and convey the narrative of Instagram account users. The formal process of narrative formation based on public opinion is the result of narratives of government performance, policies, and expectations that need to be realized [36]. This shows that social media is not only a platform for reactions, but also a place where the public forms judgements about political events.

Previous studies classify political statements as either overt endorsement or criticism [5], [6]. The patterns found in this study show that the content of conversations changes depending on the topic, the political climate, and the strategic setting. By showing that comments function as evaluative and interpretative narratives that adapt to shifting political conditions, this study expands on earlier findings. Therefore, comments include a diverse

range of contents, extending beyond mere expressions of approval to incorporate instructive, entertaining, and persuasive elements. As a result, comments show changes in how people see the world, their point of view, or their ideas about how politics work.

The shift from supportive comments during the campaign period to election-period discussions of social issues, and later to evaluations of government performance, indicates a more critical development. In the context of political communication, where Instagram serves a digital public space, it bridges political actors and public interpretation. The dissemination of political messages is strongly influenced by platform logic [37]. However, the meanings attached to political content are not solely shaped by algorithmic visibility, but are co-constructed through sustained public interaction in the comment section. The public's interpretation of political reality is shaped through a process of meaning reproduction influenced by cultural, social, and symbolic capital [38].

Therefore, the results show that the narratives formed are more positive than negative. This means that, on the one hand, the public has matured in their arguments and can wisely sort and select comments on social media. On the other hand, extremely negative comments are immediately filtered out by the account administrator. In this case, the owner of the Instagram account @gerindra has the intelligence and creativity to manage social media to prevent conflicts that could cause divisions and threaten national unity.

5.3 Key Actor in the Instagram Narrative Network @gerindra

During the campaign period on November 15, 2023, the @erland07 account became a key actor, with a degree centrality value of 14, indicating that 14 other nodes were in the @erland07 node cluster. During the election period, the @bagas.a.dahlan account emerged as a key actor, with a centrality score of 96, indicating that its narrative influenced other nodes to voice similar opinions, after one year in office on October 20, 2025, the @dmz.pbb account became a key actor, with a centrality score of 9, indicating that comments received the most replies during that period. This shows that the main point of public narrative continues to center on nodes whose comments are easily accessible, thus receiving the most replies. Beyond numerical prominence, these centrality shifts indicate that narrative visibility is closely tied to contextual relevance, where actors gain influence not through status, but through resonance with prevailing political concerns.

The Instagram account @erland07, with the comment "Abis Prabowo menang, kalian ditinggal gaess, Gibran maju sendiri abis ini" shows that it contains mockery and even attempts to persuade people to distrust. However, when viewed from a different perspective, the narrative can be interpreted as creating public opinion that Gibran has the potential to run on his own. Or, conversely, it can lead to the argument that Gibran can run without Prabowo. This means that, based on @erland07's degree centrality value of 14, the narrative tends to be negative and can persuade the public as political propaganda, potentially undermining public trust in Prabowo. This is in contrast to the account @bagas.a.dahlan, which commented. "Pak, tolong nanti kalo sdh sah jadi presiden, si Anies jgn diksh jabatan apa2 pak, cm bisa bikin rusuh aja itu imigran Yaman pak." These comments show that they are giving subjective, personal advice to the president-elect without strong supporting data. When commenting, accurate data is also needed to persuade someone. The public needs to see the candidates' track records without judging one another, let alone persuading others in an impolite manner. Subjective or cynical opinions should be avoided when commenting. However, this comment received a centrality score of 96, indicating that 96 other nodes liked it. This is because the issue raised went viral, shaping public opinion and potentially bringing down other candidates. Meanwhile, during the one year after taking office on October 20, 2025, the Instagram account @dmz.pbb appears to be a key actor, with a degree centrality value of 9, and comments, "Kami berada dalam barisan Bapak Presiden," indicating that the account's comments show support and loyalty to Prabowo. This shows that the @dmz.pbb account and nine other nodes position themselves as loyal supporters of Prabowo regardless of the situation.

Narrative networks describe individuals, groups, and institutions interconnected through communication and interaction, forming a social structure of nodes connected by edges. On Instagram, these connections can be seen through user activities such as comments, likes, and mentions, which facilitate two-way communication. Through this, a dynamic public discussion is formed, creating meaning in the digital space. Social networks no longer focus on message content, but rather on the relationships and influence formed through measurable interactions within a broader social network structure.

The three key actors show differences in the direction of their narratives and objectives. The node @erland07 constructs a narrative that ridicules Prabowo to undermine public trust. This narrative of ridicule influences other nodes to distrust Prabowo, potentially persuading them to convey similar narratives and form a targeted cluster. On the other hand, @bagas.a.dahlan's narrative, in the form of advice or input, to Prabowo lacks a strong factual basis. The impression created can prompt other nodes to express opinions without considering the track record of other candidates during their tenure. The narrative constructed by the node @dmz.pbb serves a support for Prabowo. This means the narrative conveyed by this key actor differs from that of key actors in other periods. This narrative has the potential to strengthen trust in Prabowo and reinforce his position as a political figure who continues to receive loyal support regardless of the circumstances.

Key actors in each period show that the essential positions in the network do not depend on popularity but rather on narrative content considered relevant by the public. Even ordinary accounts owned by ordinary people can become the center of attention when their comments or messages discuss important issues at that time. This shows that connectivity in the digital space arises from comment content deemed appropriate by the public, not from account status. The shift in key authors also shows that public attention can change with a single interesting comment. The direction of this attention is clearly evident in the centrality value.

Previous studies have linked central positions on social media to large accounts or public figures. Still, these findings are different, showing that comments from ordinary accounts and the general public can shift these positions when their narrative content aligns with public issues. The shift between @erland, @bagas.a.dahlan, and @dmz.pbb shows that the public's primary focus is never fixed and can change depending on the issues in each period. These results further reinforce the understanding that social media connectivity is open and can be shaped by daily public interactions and by considerations off the ownership of the official @gerindra account, which is of interest to certain parties with various motivations. Degree centrality shows this movement more clearly, providing a more profound understanding that emphasizes the influence of large counts. This study reveals that public attention is often focused on comments that are relevant to the political situation and current issues.

6 Conclusion

The shift in opinion, which was initially complimentary and supportive, turned into an evaluation of the government's performance that focused on its shortcomings. In comments posted during the campaign period on November 25, 2023, the public narrative was supportive, loyal, and optimistic towards the candidate. In comments posted during the election period on February 17, 2024, high hopes and expectations for the government's performance became the substance of the narrative that was constructed. In comments posted during the one-year term period on October 20, 2025, criticism and evaluation of the government's performance became the main points highlighted in the message. This shift indicates that the public actively reprocesses posts based on social experiences and the political situation faced, resulting in a tendency toward adverse outcomes. Thus, the comment section on the Instagram account @gerindra serves as a public space for expressing opinions that fluctuate according to the dynamics of the political situation, reflecting the ongoing evolution of digital political dynamics.

The formation of public opinion on social media occurs through communication networks, with relationships between nodes changing based on the frequency of narrative direction. The dynamics that arise lead narrative network analysis to show that key actors with high degree centrality are not always accounts with many followers, but rather narratives constructed in accordance with issues that develop in each period. This finding confirms that the digital space is contextual and dynamic, and is shaped by interactions among nodes rather than by the popularity of account owners. Therefore, the theoretical contribution of political communication framed by certain actors forms public narratives that cause the accumulation of individual opinions into public opinion through the result of the process of forming relationships in the digital space that moves in accordance with the political reality that occurs. Thus, public opinion as a collective view can be expressed significantly by actors involved who are controversial and open to debate in the public sphere. The study of political communication is not limited to political communicators, their messages, media, or audiences. It is necessary to increase further research from different perspectives and using different tools in elaborating the formation of opinion from public narratives built through narrative networks on social media.

The political rhythm shows a process of rereading by actors as they construct narratives to create particular sentiments. Opinion steering needs to be viewed critically and intelligently, including the behind-the-scenes processing of these narratives. The educational background, social interactions, and life experiences of the actors who construct narratives can influence opinion steering. Thus, comments from nodes are built based on the conditioning, creation, and development of narratives that occur. Individual awareness in responding to provocative, hateful, and black campaign material will be eroded by the public's digital literacy. A balance of intellectual, spiritual, and emotional intelligence is needed in every social interaction, whether in person or online. The hope is that when a person's spirit, soul, and body are in sync with their intellectual, spiritual, and emotional intelligence, things that always cause chaos can be eliminated. A person will focus on positive thinking, doing positive things, and responding with positive actions. The perspective that intelligent people with character should adopt is to take positive action by filling the void or addressing the shortcomings of an event or incident, doing their part well, and contributing proportionally to build joint improvements towards a more peaceful and prosperous life.

In the practical contribution, it is hoped that each individual will reflect on their own communication. When the synchronization between a person's spirit, soul, and body is balanced with their intellectual, spiritual, and emotional intelligence, then the things that always cause chaos can be eliminated. Because what comes out of their mouth is a reflection of their heart, a person will focus on positive thinking, doing positive things, and

responding with positive actions. The perspective that intelligent people with character should have is to do positive things by filling the void or shortcomings of an event or incident by doing their part well and contributing positively in a proportional manner to build joint improvements in achieving a more peaceful and prosperous life. The narrative that comes out of a person is a reflection of themselves. This should be a reflection for all parties in controlling themselves through their words, attitudes, and behavior. This action is to anticipate not always judging and being “cynical” without providing solutions and setting an example as a good role model. This means that before commenting, one should introspect, asking oneself whether they have done their part, fulfilled their responsibilities, and contributed positively in their field or area.

Negative thinking can deconstruct the good things that have been built. Communities will simultaneously have a positive atmosphere, creating harmonious, constructive, and cooperative situations and conditions that can bring about unity and encourage better socioeconomic growth. The productivity of individuals in their respective fields can contribute to a system that achieves the good that all parties desire. Therefore, the reflections and expectations built in this study depart from the process of rereading the political communication of the community, which is formed through existing spaces and boundaries of study. The limitation of this study lies in its focus, which only covers one political account and three specific periods, so the results do not fully represent the dynamics of political communication on social media at large. In addition, the data only comes from public comments, so it is not yet able to reveal the personal motives and backgrounds of users in depth (behind the scenes of the narrative formation process through the habitus of actors and commentators). Further research is recommended to expand the platform objects and extend the period so that shifts in public opinion can be seen more comprehensively, and different studies can discuss the habitus of social media users through the actors involved.

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