POLITAINMENT AND PUBLIC SENTIMENT TOWARDS PAN AND GERINDRA LEGISLATIVE CANDIDATES

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Abstract: : *Political dynamics in the modern era analyze the relationship between politainment (politics as entertainment) and public sentiment towards legislative candidates from the PAN Party and Gerindra Party. This study aims to analyze the influence of politainment on public sentiment through content towards PAN and Gerindra candidates. With the development of social media and the phenomenon of politics being increasingly influenced by entertainment elements, political parties, including PAN and Gerindra, are increasingly utilizing digital platforms to attract public attention. This research uses a content analysis method of various posts on social media Instagram and a survey to measure public sentiment towards legislative candidates from the two parties. This research uses a qualitative method with a phenomenological approach to data analysis using Orange Data Mining software and VosViewer 1.6.20, then data is taken from the comments of Instagram users from several posts on PAN and Gerindra legislative candidates to determine public sentiment. The results provide an overview of how entertainment elements in politics can influence public support and assessment of positive or negative images of legislative candidates, as well as the implications for future political communication strategies. This research contributes to providing deeper insights into how the public responds to and assesses PAN and Gerindra legislative candidates from among artists*

Keywords : *politainment; public sentiment; politics; parties; legislative election.*

INTRODUCTION

The 2024 General Election in Indonesia is not just an event to elect people's representatives, but also a strategic moment that will determine the direction of national political and government policies for the next few years. In the midst of increasingly complex and diverse political dynamics, political parties are required to be able to formulate innovative and effective strategies in attracting public support. In this context, one phenomenon that is increasingly attracting attention is where political parties increasingly realize the importance of adopting a politainment approach to attract the attention and support of voters, especially from the younger generation. Politainment comes from a combination of the words "politics" and "entertainment" (Priandika et al., 2024). Politainment, which is a fusion of politics and entertainment, has become an increasingly popular trend in contemporary political communication. Politainment refers to the combination of politics and entertainment, where political information or activities are packaged in such a way as to attract public attention, often in a more entertaining or dramatic way. Politainment provides benefits between the media and political actors. Through politainment, political actors gain publicity and shape their image as they wish, while the media benefits from a variety of topics that can attract the attention of the

audience (Jurnalistik, 2020).The phenomenon of artists' entry into politics has given various sentiments to elements of society. This is because artists or celebrities have social media platforms and financial support that allow them to win more easily than for cadres who may have to try harder. Utilizing social media provides an opportunity for artists to attract voter behavior (Khamimiya et al., 2023). The dynamics of social media provide a variety of responses regarding the involvement of artists in politics.

According to Brain MC Nair, political communication is a form of political communication not only as communication from political actors to voters with the intention of achieving certain goals, but also addressed to politicians and voters newspaper columnists, as well as communication about political actors and their activities (Nurul, 2019). Communication built by PAN and gerindra parties through mass media content (Syauket et al., 2024). Through a deeper understanding of content called the politainment trend in the context of elections, it is hoped that new patterns in political communication can be identified that can influence voter dynamics and the democratic process in Indonesia. Because the media can influence political sentiment in voters (Gurgenidze, 2025). The media has great power in shaping and influencing voters' political sentiments. Through news, advertisements, and disseminated content, the media is able to influence how the public perceives certain political issues, parties, or legislative candidates. Information conveyed in the form of facts, opinions, or even biased interpretations can shape public perceptions and direct their political attitudes. Based on previous research from (Kussanti et al., 2023). Shows that this politainment can provide significant results to gain voter reach through mass media. In addition, research from (Jurnalistik, 2020) mentioned that the politianment trend will remain and will experience developments that were initially dominant in television production, therefore the researcher analyzed the data on a different object, namely on the Instagram platform by updating the public sentiment towards the entry of artists into politicians. This research is different from the previous one related to (Kussanti et al., 2023) and (Jurnalistik, 2020) because it examines the public sentiment towards celebrities in the PAN and Gerindra Parties, so that it will cause a variety of people.

This study aims to answer questions about public sentiment towards PAN and Gerindra Party legislative candidates from among artists. To clearly depict the public's perceptions of PAN and Gerindra Party legislative candidates through Instagram content that produces neutral, positive and negative sentiments. In addition, it is also to present recommendations for other political parties who want to optimize the use of politaiment in their campaigns. The phenomenon of artists entering politics has become a hot topic of conversation in Indonesia. Many people have mixed views on this. On the one hand, the popularity of artists allows them to gain public attention and votes in elections more easily. However, there are also concerns that popularity alone is not enough to lead and make important decisions for society. Some artists who enter politics manage to hold positions in the legislature, such as the DPR and DPD, and this raises questions about their competence in understanding political issues and public policy in depth.

This study contributes to the literature for a deeper understanding of the influence of politainment on the public in Indonesia in responding to and assessing PAN and Gerindra legislative candidates from among artists. As well as understanding the dynamics of the relationship between media, entertainment, and politics, as well as helping political parties in designing communication strategies that are more effective and responsive to the needs of voters.

This phenomenon contributes to a broader political discourse on the relationship between politics, entertainment and public sentiment in the modern era. One of the problems that arise in the application of politainment is the extent to which politainment can be effective in delivering substantial political messages. Politainment often emphasizes entertainment and

sensational aspects over deep and substantial political issues. For example, many legislative candidates utilize social media to present a self-image that is more 'entertaining' and 'close' to the people, such as posing and looking good in various situations or talking about their personal lives (Fitria Ulfa & Indah Suryawati, 2020). This sometimes obscures discussions about concrete policies and the performance of legislative candidates, which should be the main focus of elections. This problem becomes even more apparent when people are more interested in the entertainment side of the campaign, rather than the substance that will influence their political decisions. This has led to a social media dynamic towards political content (Matthes et al., 2023). Related to the empirical data in this study shows how the involvement of artists in Indonesian politics is getting stronger, because it is supported by popularity which becomes strong political capital, allowing them to gain great support from voters. Political parties also utilize their appeal to increase electability and win seats in parliament.
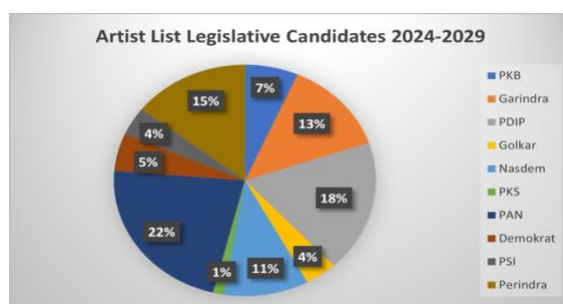

Figure 1. Artist List Legislative Candidates 2024-2029
Source: Data processed by researchers

The picture above shows that political parties involve artists in the 2024 election contestation, this is a trend that is widely applied by political parties in Indonesia to attract public attention by utilizing the popularity of legislative candidates who come from among artists. This shows that the involvement of artists has become an important part of political representation, as public figures from the entertainment world still have great appeal in Indonesian politics. Some of the factors that influence their success in politics include popularity, extensive social networks, and effective campaign strategies. The involvement of artists in political contestation is a trend that is widely applied by political parties in Indonesia to attract public attention by utilizing the popularity of legislative candidates who come from among artists. Involving artists in legislative elections in Indonesia is now a strategy used by almost all political parties (Sugiarto & Yuwanto, 2020). In terms of opportunities, artists have a high probability of being elected because they are widely known and have many fans who can become a voting base (Yulanda et al., 2024). The dominance of artists in these political parties shows that their popularity can be a strong capital in gaining voters' votes. In addition, the PAN Party and Gerindra Party have artists who are well-known in the community so that they can attract the attention of the public.

Public sentiment towards these two parties is heavily influenced by the politainment factor, where the issues they raise often contain entertainment elements that are able to captivate public attention. The media, as the main communication channel, has the power to frame the image of a political leader, both positively and negatively (Ibroscheva, 2020). The dynamics of PAN and Gerindra Legislative Candidates provide mixed sentiments, positive sentiments towards candidates from the PAN Party are often influenced by their moderate image and sometimes put forward an inclusive national narrative. Meanwhile, Gerindra, with candidates who are more strongly characterized and sometimes contain elements of assertiveness and nationalism, also often receives media attention that is more directed towards a strong and courageous image.

METHODOLOGY

This research uses a qualitative method with a phenomenological approach (Kussanti et al., 2023) to explore data on the communication patterns of legislative candidates for the PAN and Gerindra parties. to explore data on the communication patterns of legislative candidates for the PAN and Gerindra parties. This method highlights how the public perceives, understands, and interprets the presence of artists as candidates for PAN and Gerindra, and how their sentiments are formed through interactions with social media on Instagram. The research wants to explore how the public responds to politainment in politics, especially in viewing the role of artists who run as candidates for PAN and Gerindra. According to Sugiyono, qualitative research has two primary and secondary data (Handayani, 2020). Secondary data in the form of accurate articles and primary data from the Instagram platform. Then to analyze the data using application tools in the form of Orange Data Mining and Vos Viewer. Orange Data mining as the main data in analyzing to find out public sentiment from official account posts of PAN and Gerindra party legislative candidates, The data source used in Orange Data Mining is from Instagram posts and Instagram user comments from the official account of Varrell Bramasta (@bramastavrl), Eko Hendro Purnomo (ekopatriosuper), Uya Kuya (@king_uyakuya), Desy Ratnasari (@desyratnasariterdepan), Sigit Purnomo (@pashaungu_vm), Melly Goeslaw (@melly_goeslaw), Ahmad Dhani (@ahmaddhaniofficial) and Mulan Jameela (@mulanjameela1). On Vosviewer as supporting data to find out the correlation of the entry of artists in politics by using the keyword "Public Sentiment of Artists Entering Politics". VOSviewer helps in identifying patterns of words that often appear and their interrelationships. The result is a word network visualization that shows how people discuss the issue of artists running as candidates. This research was conducted to correlate a reality behind social media and try to analyze and understand its significance to reality in society by focusing on the content of PAN and Gerindra legislative candidates who have elements of politaniment trends.

RESULTS AND DISCUSSION

Politaiment, which describes the relationship between politics and public sentiment, is an important factor in determining the public's choice of legislative candidates promoted by political parties. Starting from the content delivery side, all politically charged messages are made as interesting as possible and can be understood by the public (Suryawati, 2021). The goal is for the public to easily understand every message thrown by politicians. In this case, politaiment utilizes the potential of mass media to attract a wide audience and create a figure that the public likes (Sahl & Mauluddin, 2024). Research results show that most voters in general elections in Indonesia are emotional voters. This means that they determine their choice of leadership candidates based on their liking. The presence of celebrities in politics can benefit the political party. Celebrities with many followers on social media can be effective speakers to attract public attention. They often practice communicating with people, so they can deliver political messages in an interesting and understandable way (MAJID, 2023).Unlike politicians who are often caught up in complicated political language, celebrities find it easier to convey political messages in a simpler and more entertaining way. This makes them favored by political parties who want to attract the attention of young voters and more emotional voters (Wicaksono & Aziz, 2020).

Young voters are more interested in entertaining content, therefore the phenomenon of artists entering politics has a significant impact on public opinion and can reach a wide group of voters (Alvin, 2022).There are conflicting arguments whether the involvement of artists in politics provides benefits or disadvantages for the PAN and Gerindra parties. It can provide a significant increase in votes in increasing the number of voters who support the party. In addition, the popularity of the artist can help expand the message conveyed by the party to the

general public. Artists have social media platforms that make it easy to spread political messages and can influence political views and encourage them to support certain parties (Oktaria & Lexianingrum, 2024). The names of the artists who will be in the House of Representatives 2024-2029 On the PAN and Gerindra Parties are as follows:

Table 1. List of PAN Party Artists in the House of Representatives 2024-2029

Artist Name	Dapil	Acquisition Votes
Eko Patrio	DKI Jakarta I	93.673
Uya Kuya	DKI Jakarta II	81.463
Sigit Purnomo (Pasha Ungu)	DKI Jakarta III	50.222
Desy Ratnasari	West Java IV	78.306
Verell Bramasta	West Java VII	94.810

Source : data processed by researchers

The data in the table above shows the number of votes obtained by several celebrities who participated in the Indonesian Legislative Election. Celebrities who become PAN party cadres need to be supported by sufficient political knowledge, not just relying on popularity alone. Artists who want to be involved in politics must have a deep understanding of political issues (Dhiaulhaq AR, 2024). The involvement of artists in politics, especially through PAN, shows how entertainment and politics can work together. Although it is often criticized that celebrities are only a tool for the party's image, PAN tries to prove that the celebrities they endorse are really ready to work in the legislative world. Their success in the 2024 elections will be the benchmark for how effective this strategy is in winning over voters and strengthening PAN's position in parliament (Subekti & Al-Hamdi, 2023). This table records how many votes the artist received in each of their electoral districts. This shows how artists are involved in politics through their participation in elections. The involvement of artists in the legislative realm can increase the votes in each electoral district.

Table 2. List of Gerindra Party Artists in DPR RI 2024-2029

Artist Name	Dapil	Acquisition Votes
Melly Goeslaw	West Java	75.369
Ahmad Dhani	East Java I	134.227
Mulan Jameela	West Java IX	83.526

Source : data processed by researchers

The table above shows the number of votes obtained by several celebrities who participated in the election as legislative candidates. This phenomenon is known as politainment, which is the relationship between entertainment and politics. In politainment, celebrities utilize their popularity to enter politics. This popularity is an important asset for parties in attracting public attention and increasing the chances of winning votes in elections (Subandi & Ubaid, 2020)In this case, political parties often use the popularity of celebrities to attract voters. Meanwhile, the artists themselves can expand their political careers. This popularity makes it a strategy for Gerindra Party to build a strong political narrative to shape public opinion and win over voters (M.Hanif Naufal, 2024). Popularity can increase voter turnout and attract public attention.

Table 3. Comparison of Percentage Gains and Seats of
the House of Representatives 2019-2024

Partai Politik	Tahun (Presentase/Kursi)		Hasil
	2019 (%)	2024 (%)	2019-2024
PAN	6,84/44	8,28/48	1,44%/4
Gerinda	12,57/78	14.8/86	2,26%/8

Source : data processed by researchers

Celebrities have influence in the mass media. The activities of legislative candidates can affect voter turnout. So the content created must attract the attention of the public. They can help introduce party ideology to the public and make political campaigns more interesting. The involvement of artists in politics has its negative side in that politainment makes the public less often seen as an attempt to increase popularity and electability rather than the ability to make public policy (Wiwid, 2024). Fans of an artist may choose to support a particular party simply because of their association with the artist, without regard to the party's platform and vision and mission. The primary focus on the artist's popularity may override the competence and understanding that should be possessed. This situation could potentially cloud voters' political understanding and awareness, which in turn could be detrimental to a healthy democratic process. In addition, artists may not have a deep understanding of political issues and public policy (Dhiaulhaq AR, 2024). They often argue based on superficial viewpoints or views, without having sufficient understanding of complex issues, as the public is more interested in the entertainment aspect rather than in-depth and critical information.

People's responses to artists entering politics on social media, especially on platforms such as Instagram, are quite diverse and reflect a variety of views and attitudes towards this phenomenon.

Figure 2. Verrel's response to artists entering politics

Source : https://www.instagram.com/reel/C2R-Kr-PHVm/?igsh=MWdybWxpZmk0bTFiMA%3D%3D

In Figure 2 there is an Instagram post by Verrel Bramasta regarding the issue of artists entering politics that artists have the same right to be involved in politics as other professions. According to Verrel, artists have many followers and influence on social media, which can be utilized to voice political ideas and views, and invite people to be more concerned about existing social and political issues.Verrel Bramasta considers that the involvement of artists in politics can have a positive impact, especially in increasing political participation among the younger generation. Artists who have high popularity can reach more people, and this can make voters, especially younger ones, more interested in paying attention to political issues and casting their votes. However, Verrel also emphasized the importance of integrity and a deep understanding of politics for artists who want to enter politics. Artists involved in politics, according to him, must have a strong commitment and responsibility to understand the problems faced by society, and not just get involved for the sake of popularity.

Confusion Matrix   Sat Feb 01 25, 16:40:27

Confusion matrix for Naive Bayes (showing number of instances)

		Predicted			
		Negatif	Netral	Positif	Σ
Actual	Negatif	22	0	0	22
	Netral	0	125	0	125
	Positif	0	0	53	53
	Σ	22	125	53	200

Figure ... del

Source: processed by researchers using orange data mining

The results of the analysis on verrel bramasta's Instagram posts show more dominant neutral results, because "artists can be involved in politics like other professions. Everyone has the right to voice opinions", to prioritize individual rights without giving further judgment on whether the artist is suitable or not to be involved in politics. They have a platform to express their views or contribute, even if their background is not in politics.

The naïve bayes model used provides a deep understanding in responding to public opinion through orange data mining features (Norlaila et al., 2024). Therefore, artists have the right to run for politicians, of course with sincere intentions and seriousness.

Figure 4. Eko Patrio Campaign
Source : https://www.instagram.com/reel/C3SuLSLrRG9/?igsh=MWF4NWZhMmg1OGwzNA%3D%3D

Eko Patrio's campaign model that utilizes personal branding on popularity as an artist, by showing a humanist side and close to the community, can be seen through an approach that combines elements of entertainment and politics (politainment) with direct communication to the public. As an artist who entered politics, Eko Patrio utilized his background in the entertainment world to approach voters in a more digestible, relaxed, and entertaining way. Eko Patrio's grand campaign focuses on building a friendly and relatable image, so that he is easily accepted by various groups, including young people. Eko Patrio's campaign style tends to lead to a relaxed approach that emphasizes direct involvement with the community, and utilizes popularity as a celebrity to create a closer and more acceptable impression.

Confusion Matrix   Sun Feb 02 25, 16:02:21

Confusion matrix for Naive Bayes (showing number of instances)

		Predicted			
		Negatif	Netral	Positif	Σ
Actual	Negatif	12	0	0	12
	Netral	0	98	0	98
	Positif	0	0	25	25
	Σ	12	98	25	135

Figure 5. Sentiment Classification Results Using the Naïve Bayes Model
Source: processed by researchers using orange data mining

Shows the results of a more dominant neutral sentiment, in this case the public sentiment towards Eko Patrio's upload is neutral, because Eko Patrio utilizes personal branding as an artist by combining music in several campaigns as an effort to support Eko Patrio. So that people are more interested and entertained when Eko Patrio campaigns. In posts on eko patrio's Instagram, users expressed support for Eko Patrio's relaxed and interesting campaign style, while others felt that his approach was less serious, in this case Eko Patrio's campaign attracted people's attention by using informal language, resulting in a comment column that tended to be neutral.

Figure 6. Uya Kuya's Blusukan
Sumber:https://www.instagram.com/reel/C2w8TlDy22Z/?igsh=MXRrY3dlbHN0enY5Mw%3D%3D

The results of the analysis on uya kuya and astrid's Instagram posts in this case uya kuya realized that direct dialogue with the public could create stronger attachments and strengthen public trust in their good intentions. Discussions on the culture of money politics became their main focus, with the hope of providing education and awareness to the public about the importance of voting based on integrity and clear vision. Uya Kuya's blusukan allows them to meet directly with citizens, listen to their complaints, and give the impression that they are caring figures.With their background in the entertainment world, it can attract the attention of citizens because they already have a sizable fan base.As an entertainer who has long been known to the public, Uya Kuya uses a warm and interactive personal approach in his blusukan.

Usually, he talks directly to the citizens, explores what their needs are, and tries to find solutions, which gives the impression that he is an accessible figure.Blusukan becomes a means to increase visibility in their campaigns. When political figures blusukan to an area, the media often report on the activity, which provides a great advantage in terms of imaging. In this opportunity, uya kuya can introduce himself further to the public who may not know them as politicians.

Figure 7. Sentiment Classification Results Using the Naïve Bayes Model
Source: processed by researchers using orange data mining

Showing more dominant neutral results because the campaign may use more formal language, or focus more on information rather than opinion, which causes the results to be

more neutral compared to other campaigns that may be more emotional. In uya kuya's post during the campaign to greet residents, it is considered "more worthy of appreciation" because the artist cadre is actively going directly to the field to greet residents. People's perceptions of uya kuya's posts on the campaign are more relaxed.

Figure 8. Desy Ratnasari's achievements
Source :https://www.instagram.com/reel/C14CSu5SZk1/?igsh=M3lnMDJvYnQzM29y

Desy Ratnasari, an Indonesian artist and politician, served as a member of the House of Representatives (DPR) for several periods during her tenure.Here are some points that can be responded to regarding her achievements during her tenure as a member of the council:Focus on Women and Children Empowerment: Desy Ratnasari is known for her concern for women and children's issues. As a member of the House of Representatives, she was active in fighting for women's rights, including in policies related to child protection and women's empowerment in the economic and social fields.During her time in the House, Desy Ratnasari joined Commission VIII, which is in charge of social affairs, religion, and women's empowerment. In this capacity, she strives to contribute to the improvement of the social welfare of the community, especially in areas related to the basic needs of the community.Criticism of Performance, although there is recognition of her commitment in fighting for social issues, there is also criticism of her performance as a member of the DPR. Some see her as an artist who is busy with her career, Desy Ratnasari is sometimes considered less focused in carrying out her legislative duties. Some people also consider that her contribution in terms of making policies or legislation has not been so significant.Guarding the education law and psychological services, Omnibuslaw health, Indonesian reading literacy, criticize character surveys in national assessments, Ratification of international conventions, PPPK with disabilities, appreciation of the proposed bill on 19 provinces.

In the analysis of Desy Ratnasari's posts, it shows positive results, this happens because of the achievements that have been made by Desy Ratnasari so that there are many comments of praise, as well as positive support. Instagram users see the achievements that Desy Ratnasari has during her tenure as a politician, with this the public judges Desy Ratnasari's sincere intentions and seriousness in running for politician.

Figure 9. Sentiment Classification Results Using the Naïve Bayes Model
Source: processed by researchers using orange data mining

Through the real action given by Desy Ratnasari, it gives a positive sentiment. In addition, Desy Ratnasari is known as a public figure who has a good image as an artist and as a politician, often involved in social activities which are considered by many people to tend to

support political figures who are active in social activities or have a clear contribution to society.

Figure 10. Pasha Purple's Big Apple and Gymnastics
Sumber:https://www.instagram.com/reel/C2mtu7IJd0P/?igsh=dnZ0Ymdkb2psYnpv

Through music and sports, Pasha Ungu managed to attract the attention of thousands of supporters who were present. shows that Pasha Ungu and his supporters are doing gymnastics together. This is a collaboration between music and sports as a tool to attract public attention. Pasha Ungu not only performed as a music artist, but also involved himself in sports activities to convey campaign messages. Campaign messages delivered in a creative and entertaining way can reach a wider audience in conveying messages in an easy to understand manner. The apple was not only an entertainment event, but also an opportunity for Pasha to deliver campaign messages in a creative and fun way. The interaction created in this kind of event has a deep emotional impact on supporters.

Figure 11. Sentiment Classification Results Using the Naïve Bayes Model
Source: processed by researchers using orange data mining

Political campaigns usually elicit mixed reactions from the public. Some are supportive, some are critical. In the analysis of the comments on Pasha Purple's posts, it is more dominantly neutral, this is because it uses a more relaxed communication style, by combining music and gymnastics so that it gives an implicit opinion. The use of formal, informative, and rational language, which does not trigger strong emotions or reactions from the audience. In addition, the diversity of public reactions and the analytical model used also play a role in producing results that are more neutral than extreme (positive or negative).

Figure 12. Melly Goeslaw's grand campaign
Source:https://www.instagram.com/reel/C3IMSE5vD8r/?igsh=am5oYWc3ZGZkeGF3

Melly utilizes her talent and popularity as a singer to attract public interest. In the post, Melly Goeslaw conducted a campaign with several artists and became the commander of the blue sky buddy, using sound music sung by herself so that the responses in the comments tended to be neutral. Her appearance at the campaign event was not only entertaining, but also reinforced the campaign message she wanted to convey. Melly's presence at the event shows that art and music can be effective tools in reaching and influencing the public. Melly Goeslaw has the ability to reach a wider audience, especially among the younger generation. In some cases, celebrities can play an important role in encouraging political participation among young voters or those less interested in politics, by connecting entertainment with political activities.

Figure 13. Sentiment Classification Results Using the Naïve Bayes Model
Source: processed by researchers using orange data mining

The results of the analysis show that public sentiment towards Melly Goeslaw's posts is mostly neutral, because the campaign content is not controversial. Melly Goeslaw's posts give an interesting impression by combining musical elements to entertain the public. Campaigns that are informative or do not trigger debate, the responses tend to be more neutral. Campaigns aimed at a more general and diverse audience may produce more moderate reactions.

Figure 14. Ahmad Dani's Consistent Pamphlet
Source :https://www.instagram.com/p/C0KlfowSLPg/?igsh=MTVjY3U0dHQwYmhhcg%3D%3D

This approach reflects a simpler and more direct strategy. Ahmad Dhani may believe that strong visuals and a clear message on the pamphlet can be effective enough to convey his vision to voters. In addition to running as a legislative candidate, Ahmad Dani gave his support to the figure of Prabwowo Subianto. Ahmad Dani's campaign encouraged people to remain consistent in supporting Prabowo. The strategy used in this pamphlet is to use simple and direct language to convey the message. The interpretation of this pamphlet is a form of political campaign that utilizes social media to reach a wider audience. Although not as interactive as other methods, the use of pamphlets is still an effective traditional way to reach various layers of society. In the pamphlet, there was full support for candidate number 2 Prabowo Subianto, this received a neutral response to the post.

Elicia Nabita Ayalla, Sri Sutjiatmi, Unggul Sugiharto

Confusion Matrix   Sat Feb 01 25, 16:55:28

Confusion matrix for Naïve Bayes (showing number of instances)

		Predicted			
		Negatif	Netral	Positif	Σ
Actual	Negatif	22	0	0	22
	Netral	0	115	0	115
	Positif	0	0	63	63
	Σ	22	115	63	200

Figure 15. Sentiment Classification Results Using the Naïve Bayes Model
Source : processed by researchers using orange data mining

A pamphlet that only features a picture of Ahmad Dhani without much explanation or a strong message may be considered less emotional by the sentiment analysis model. If the pamphlet is more informative or formal and does not contain emotionally striking statements, the results are likely to be neutral, this includes the lack of emotional content or clear opinions in the pamphlet, the diversity of responses from a diverse public, and the limitations of the analysis model in capturing deeper sentiments from a simple campaign. In this case, the pamphlet used by Ahmad Dhani did not trigger enough strong emotional responses from both the positive and negative sides, leading to a neutral sentiment result.

Figure 16. blusukan to the market
Source:https://www.instagram.com/reel/C21LbupRjDV/?igsh=aG1ueTFkeHk0dWQw

This visit shows Mulan Jameela's commitment to understand the problems and needs of the community up close. By going directly to the field, Mulan can listen to the aspirations and input from the community, which she can then use to formulate more relevant and targeted policies. Visiting the market to listen to the aspirations of traders or interact directly with the community, many people might see it as a positive step, showing that she cares about the daily lives of the people, especially the simpler ones.

Confusion Matrix   Sun Feb 02 25, 14:58:10

Confusion matrix for Naive Bayes (showing number of instances)

		Predicted			
		Negatif	Netral	Positif	Σ
Actual	Negatif	2	0	0	2
	Netral	0	24	0	24
	Positif	0	0	7	7
	Σ	2	24	7	33

Figure 17. Sentiment Classification Results Using the Naïve Bay Model
Source : processed by researchers using orange data mining

Mulan Jameela's blusukan or visit to the market may not contain highly emotional or provocative statements or messages. Mulan Jameela's image as a legislative candidate is

influenced by the way she interacts with the public. Blusukan provides an opportunity to show her human side, but it is also risky if it is not matched with concrete actions after the campaign. The neutral outcome of this analysis suggests that while blusukan may increase connectivity with the community, Mulan Jameela's long-term success as a legislative candidate will largely depend on her ability to fulfill promises made during the campaign and build trust among voters. A more informative and rational campaign or visit, without much solicitation or strong sentiment, will often yield neutral results in sentiment analysis.

Public Sentiment towards PAN and Gerindra Legislative Candidates

Public sentiment towards political parties is an important factor affecting electoral dynamics and election outcomes. According to research from (Tun & Khaing, 2023) that sentiment analysis using the navie bayes model has a superior level of accuracy with negative, positive and neutral categorization. The purpose of sentiment analysis is to measure public response through mass media, namely Instagram. Sentiment analysis on the two major parties in Indonesia, the National Mandate Party (PAN) and the Great Indonesia Movement Party (Gerindra), is quite different as they have significant voter bases and have a great influence in national politics. However, people's views on these two parties tend to differ, both positively and negatively, depending on the factors that influence people's sentiments to express opinions or the way people think about a popular issue or phenomenon. Through the media can play a role in shaping public opinion without explicitly supporting one of the parties in political contestation (Utami et al., 2025). One relevant example to illustrate how public views or opinions can be formed with reactions to artists who choose to pursue a career in politics is. One relevant example to illustrate how public views or opinions can be formed is the reaction to artists who choose to pursue a career in politics (Luthfiansyah & Wasito, 2023). In this case, the public responds or comments on the steps of artists entering politics, which may become a hot topic of discussion.

Based on the analysis conducted on public sentiment on PAN and Gerindra Party candidates in 2024 on the Instagram platform, there are various responses regarding comments by Instagram social media users.

Table 4. Results of Public Sentiment on PAN and Gerindra Candidates

Party	Celebrity Name	Results
PAN	Verell Bramasta	Neutral
	Eko patrio	Neutral
	Uya Kuya	Neutral
	Desy Ratnasari	Positive
	Sigit Purnomo (Pasha ungu)	Neutral
Gerindra	Melly Goeslaw	Neutral
	Ahmad Dhani	Neutral
	Mulan Jameela	Neutral

Source : Data processed by researchers 2025

Based on table 18 that the results of research using orange data mining from PAN and Gerindra party candidates resulted in 7 Neutral Legislative Candidates and 1 Positive Legislative Candidate. Neutral content tends not to show strong partisanship and touches on more general topics without giving explicit positive or negative assessments of certain issues or policies. PAN party legislative candidates focused on issues that were safer, more relaxed, and less controversial. Neutral content campaigns can serve to show an inclusive attitude and do not favor certain groups. Whereas positive content means that PAN legislative candidates seek to communicate their achievements, solutions or visions in a more optimistic and constructive way. This can include strengthening the party's image as an agent of change and as a party that cares about the welfare of the community. By highlighting achievements or programs that have been implemented, PAN Legislative Candidates try to give the impression that they are a trustworthy choice and have a good track record in fighting for the interests of

the people. It can be seen that candidates from the PAN party provide quite interesting content with the use of informal language and blusukan campaign strategies in several places, including in the market and a grand concert campaign accompanied by modern music. Meanwhile, candidates from Gerindra Party used content by involving artist collaboration and the use of social media with famphlets on social media platforms. Neutral content from Gerindra Legislative Candidates, although known for a bolder and more assertive campaign style, in this analysis tends to convey neutral messages. This shows that Gerindra party uses a casual and informative communication style (Khaq & Wulandari, 2024). So that the content of the Gerindra party Legislative Candidate can influence the sentiment of people who tend to be neutral.

Thus, public sentiment on the Instragram posts of PAN and Gerindra Legislative Candidates is more dominant in giving neutral results, because the use of informal language, modern campaigns with musical elements, and the involvement of artists give neutral results.
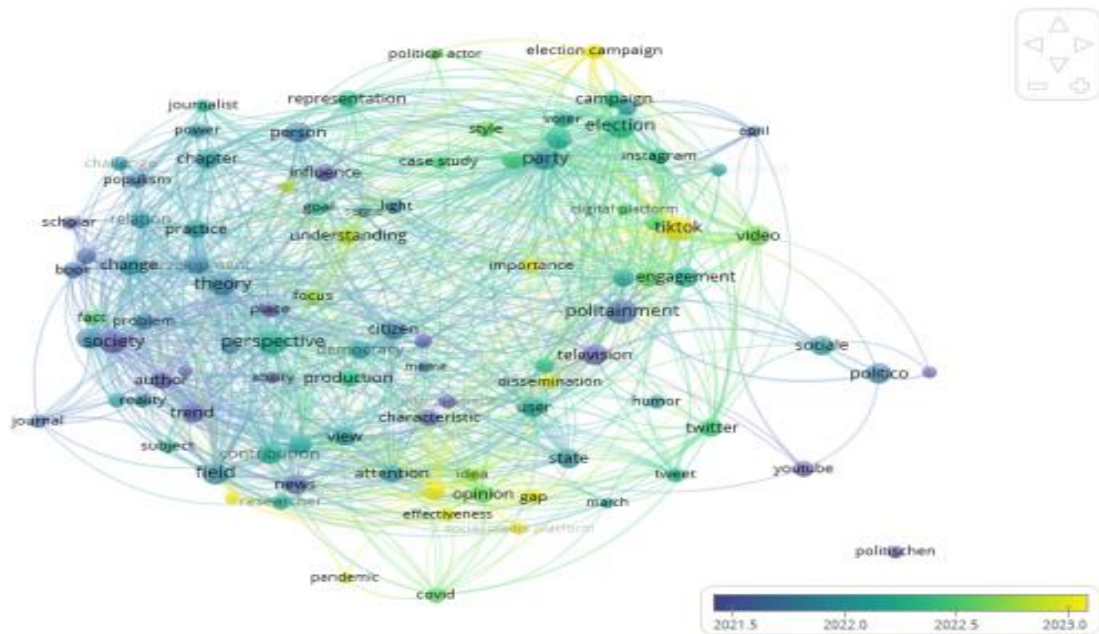

Figure 18. Keyword Visualization

Source: VosViewer software version 1.6.20

Based on the research analysis in this dimension, the results of this finding in this study show that the involvement of artists in politics with the keyword "Public Sentiment in Politics" there is a Politainment node, which means that politainment has occurred in an area in the election event. Then the Politainment node correlates with the Instagram node, which means that this politainment reflects the entry of artists giving quite diverse sentiments to elements of society, these sentiments are positive, neutral and negative. In this case, politainment has a significant impact on issues regarding politics through social media platforms (instgram), legislative candidates for the PAN and Gerindra parties provide quite interesting content during the campaign period to get seats in parliament

This research is consistent with research conducted by (Kussanti et al., 2023) on research results (Kussanti et al., 2023) shows that the media plays a huge role in shaping people's political perceptions through news coverage that emphasizes personal image and entertainment aspects. This is in line with current research with the results showing that the media, with a focus on sensation and entertainment, plays an important role in shaping people's perceptions of legislative candidates. Whereas in the research from (Jurnalistik, 2020) shows that it played a major role in influencing people's perceptions and sentiments during the 2019 presidential election, although this could have an impact on the quality of political information reaching

voters. Politainment that focuses on lifestyle, personal character and political drama attracts more attention than news about policy issues or the performance of legislative candidates. Therefore, public sentiment towards these legislative candidates is strongly influenced by how the media packages their stories, both positive and negative, which in turn affects voter preferences and support for the party. Overall, despite differences in focus and object of research, the findings of these three studies are consistent in showing that politainment has a considerable influence in shaping public sentiment towards political candidates at various levels (legislative candidates and presidential candidates). Elements of entertainment sensation and personal characteristics in social media news can attract public attention.

The theoretical contribution of this research is an understanding of politainment as a phenomenon that is more focused on social media in contemporary politics. Complementing previous research from (Kussanti et al., 2023) and (Jurnalistik, 2020) politainment is mostly discussed in the context of traditional media such as television and newspapers. This research can expand by highlighting how digital media, especially social media such as Instagram, plays a dominant role in the news about artists running for politicians. Meanwhile, the practical contribution of this research is for political parties and legislative candidates of PAN and Gerindra to design their campaign strategies, especially in the use of digital media and social media. Given how digital media such as Instagram and politainment can influence voter perceptions, legislative candidates need to optimize the use of these platforms to build a positive image and get closer to voters. As with the PAN and Gerindra legislative candidates, this means that it is important to pay attention to the image you want to present in the media, including the way of speaking, communication style, and even visual aspects such as clothing or physical appearance displayed on digital platforms. Managing an authentic and relatable image can help create a connection with voters and build greater trust.

CONCLUSION

Politainment is a combination of politics and entertainment, where political figures use elements of entertainment to attract public attention and make political information more accessible.Politainment gives social media influence in shaping public opinion towards legislative candidates is an important finding, especially in today's digital era, both PAN and Gerindra have different influences on the Instagram social media platform and can influence public perception. One of the main objectives of this study is to measure and analyze public sentiment towards PAN and Gerindra legislative candidates. This includes identifying whether people tend to be positive, negative, or neutral in assessing legislative candidates from the two parties. Politaiment, as a phenomenon of interaction between politics and society, plays an important role in determining public sentiment towards legislative candidates, including parties such as PAN (National Mandate Party) and Gerindra. This phenomenon has become an indispensable tool in political campaigns and elections, as it is able to influence voters' choices. Legislative candidates from PAN are often identified with moderate and inclusive values, which seek to reach out to various layers of society.Meanwhile, Gerindra is known for a more populist and assertive approach in conveying their vision and mission. legislative candidates from Gerindra often put forward issues of nationalism and siding with the small people.Overall, politaiment and public sentiment towards legislative candidates from PAN and Gerindra reflect the complexity of the relationship between politics and the public.Regarding public sentiment towards candidates from PAN and Gerindra, the latest survey found neutral sentiment. Among the public, especially young people, tend to be more responsive to campaigns that contain entertainment elements, such as creative videos, talk shows, and direct interaction on social media. However, while politainment is able to attract public attention, it is not always directly proportional to deep perceptual change or sustained political support.

The contribution of this research provides deeper insight into how the public responds to and assesses PAN and Gerindra legislative candidates from among artists. Understand the different mindsets between the groups of voters who support the two parties. Shows the extent to which social media and entertainment reporting in politics influence public sentiment towards legislative candidates, as well as how politainment can modify voters' political opinions and attitudes.

Practical implications include campaign styles, understanding voter dynamics, and developing policies that are more responsive to people's aspirations. By understanding the pattern of public sentiment, parties can adjust the legislative candidates they will nominate in various regions, according to the wishes and needs of voters in the area.

Future research aims to develop a deeper understanding of the relationship between politainment and public sentiment, and how various social, media and political elements play a role in shaping public opinion. This research can help stakeholders including legislative candidates, political parties and related institutions to strategize more appropriately and effectively in the face of increasingly complex political challenges.

This research has weaknesses in data collection bias covering certain platforms or not covering all dimensions of wider social media influence, especially data collected only from people who are active on Instagram. However, researchers have attempted to reduce the risk by conducting more accurate data processing through the Orange Data Mining application to determine community sentiment so that the resulting data is more representative.

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