ANALYSIS OF POLITICAL PARTICIPATION AND ONLINE PUBLIC DISCOURSE ON DEMOCRACY ISSUES DURING THE 2024 PRESIDENTIAL ELECTION DEBATE ON YOUTUBE

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Keywords	ABSTRACT
critical discourse analysis, political participation, Youtube	This study aims to explore (1) the influence of polarization of public opinion on YouTube social media on the 2024 presidential debate, (2) the public's response to the issue of democracy raised by the presidential candidate pair, and (3) the impact of YouTube use on political participation in the 2024 presidential election. Using a qualitative approach with the critical discourse analysis (CDA) method, this study analyzes online conversations about democracy issues in the 2024 election debate. The data was obtained through web scraping using Python and analyzed using the NVivo application to identify keywords and conduct sentiment analysis. Researchers play the role of the main instrument in the research process, ensuring the validity of data through systematic analysis. The analysis process includes the identification of debate videos, transcription of comments, classification, and analysis of participation patterns. The results of the study show that (1) the polarization of public opinion occurs through moderate debates related to the presidential candidate's ideas about democracy, human rights, and social justice; (2) the response of the public reflects the important role of YouTube in shaping understanding of democratic issues; and (3) the use of social media, especially YouTube, contributes significantly to political participation, making these platforms a tool for discussing and expressing political views that can influence the outcome of elections.

INTRODUCTION

According to Article 3 Paragraph 2 of Law No. 23 of 2003 concerning the Election of the President and Vice President, Indonesia will hold a general election, which is a routine agenda every five years, in 2024. The 2024 presidential election will be an important milestone that will greatly affect Indonesia's future in addition to being an ordinary event in the country's democratic agenda. The social, political, and economic changes anticipated as a result of these elections show the important role of the democratization process in determining the country's development goals. General elections are a way for people to exercise their voting rights and determine the country's policies for the future (Gherghina et al., 2022; Nwagwu et al., 2022; Purnama & Manitra, 2023; Putra et al., 2023; Umpierrez de Reguero & Dandoy, 2023). Social media has developed into one of the main platforms for people to interact, get information, learn, and participate in various discussions, including those related to politics in the 21st century.

As the times progress, making social media have become the main platform with millions of active users every day such as YouTube, Twitter, Instagram, Facebook, etc. YouTube has become a hub for a wide variety of content, including political content. Videos of political debates, candidate speeches, policy analysis, and responses from the general public are all widely available on this platform. YouTube offers easy and quick access to political information, as well as allowing the public to participate in live discussions and debates where citizens, especially first-time voters who are often the younger generation, can participate in political discussions and influence the outcome of elections. YouTube has become a leading platform for people to access a wide range of political content, such as candidate debates and policy analysis. This reflects the importance of social media in shaping political opinions and behavior. Indonesia has a rapid growth in internet and social media users, including YouTube which is increasingly dominant (Jurriens & Tapsell, 2017; Rosida & Azwar, 2021; Supadiyanto & Murti, 2022). Political content on social media, especially YouTube, has a great influence on shaping public opinion.

The younger generation, especially Generation Z who are familiar with digital technology, participate in many political discussions through social media. Survey by We Are Social (2023) Around 75% of social media users in Indonesia are involved in political participation through social media platforms. This young generation is called gen Z, which is a generation that grew up in an era with fairly good digital technology such as the internet and social media. Social media also plays a role in increasing political participation, although on the other hand it can trigger the polarization of opinions and the spread of false information or hoaxes. Hoaxes are misleading information but claimed to be true (León et al., 2022; Silverman, 2015; Varshney & Vishwakarma, 2021).

The increase in political participation through social media is also accompanied by the phenomenon of golput among the younger generation. According to the CEO of Jeune & Raccord (J&R) in the 2019 election, it was noted that more than 40% of millennials did not vote (Armadawati, 2022). This is due to a lack of adequate information and indifference to politics. Novice voters who are more connected to the digital world risk being exposed to inaccurate information, which can affect their political stances.

As social media evolves, it's important to understand its impact on the democratization process. McDonald (2007) stated that digital citizenship is the key in encouraging active participation in cyberspace. Digital citizenship involves inclusivity, participation, and equality in online interactions. Digital political participation opens up opportunities for citizens to engage in political conversations, but it also brings challenges in the form of disinformation and polarization. Digital citizenship, which includes the ability to actively participate and sift through information, is essential for novice voters. Seto (2017) emphasizes that inclusivity, participation, and equality are basic values in digital citizenship. Civic education can help improve political understanding and encourage active participation in the democratic process.

Digital political participation also brings possible challenges, such as disinformation and polarization, but also opportunities in the form of active participation and greater access to political information. This research can help identify ways to overcome challenges and take advantage of the opportunities that arise in this digital age. While the impact caused is in the form of positive and negative impacts, the positive impact is that we can increase knowledge about information in large and diverse ways, for the negative impact is the amount of information that is not in accordance with the facts that are absorbed raw and gives rise to a disagreement of thought. However, despite the great potential of digital political participation, there are still many challenges to overcome in analyzing especially YouTube social media, affecting public participation in political debates. One of the main challenges is understanding the dynamics and patterns of behavior behind online interactions, as well

as their impact on the democratization process, there are also serious challenges such as disinformation and polarization. This challenge requires serious efforts in filtering and validating political information spread on social media to maintain the integrity of the democratization process. In the context of the 2024 presidential election, where technology and social media are increasingly pervasive into political life, the analysis of people's digital citizenship in political debates through YouTube social media is very important. Understanding how YouTube influences the way people think, inform, and participate in the political process can provide valuable insights into campaign strategic planning, policymaking, and scientific research on the dynamics of modern democracy.

This research will employ the Critical Discourse Analysis (CDA) method to examine political participation and public online conversations regarding democratic issues, specifically through the lens of the 2024 presidential election debate on YouTube. Data collection will utilize web scraping techniques aided by the NVivo application to analyze community interactions and responses. The scope is limited to public political participation on YouTube concerning the presidential election debate, excluding other election-related aspects not tied to social media discussions. The study will be grounded in the theory of digital citizenship, which encompasses inclusivity, participation, and equality (Seto, 2017), serving as a framework to understand how individuals engage in the political process via social media. Additionally, previous research has shown that social media has a significant impact on political participation, both positive and negative; Tucker et al. (2018) revealed that social media serves as a tool for information, education, and mobilization but can also exacerbate political polarization, while Damanhuri et al. (2021) emphasized the importance of digital literacy in accessing political information wisely. The research also holds significance for civic education, as it aims to prepare the younger generation for active societal participation, fostering legal awareness and informed political decision-making among young voters (Ribeiro et al., 2017).

This study aims to examine how political participation and online conversations related to democracy issues in the 2024 Presidential Election debate on YouTube affect people's understanding of politics. By analyzing these online conversations, the research can provide insight into the role of social media in the democratization process and its implications for the overall political participation of the community.

METHODS

This study employs a qualitative approach using the Critical Discourse Analysis (CDA) method to examine online conversations related to democratic issues in the 2024 presidential election debate within YouTube comments. Data collection involves web scraping using Python 3.10 with the Google-API-Python-client package. The collected data undergoes a cleaning process to extract relevant information, which is then imported into the NVivo application for grouping by keywords. Subsequently, sentiment analysis is performed on each identified keyword. Finally, the researcher analyzes the relationship between these keywords and the broader context of the online conversations in YouTube comments, focusing on aspects such as text, context, actors, and interests. The study emphasizes the interconnectedness of content and context, with researchers acting as human instruments to ensure data validity through thorough analysis based on systematic stages.
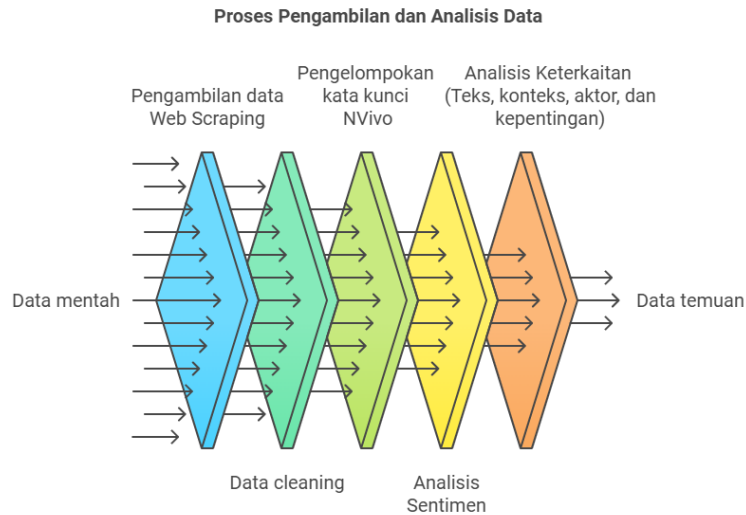
Proses Pengambilan dan Analisis Data

Figure 1. Data capture and analysis process
Source: Obtained from primary data

RESULTS

This study is based on video comment data for the 2024 presidential debate on the official KPU RI channel on YouTube. The data was obtained through web scraping techniques using Python 3.10 software, with a focus on online conversations related to democracy issues. Data collected from 5,229 comments using web scraping technology and through data cleaning which has then been analyzed using NVivo, shows 16 keywords, namely, polarization (1 comment), opinion (3 comments), society (122 comments), communication (7 comments), online (8 comments), debate (625 comments), presidential election (448 comments), response (7 comments), ideas (98 comments), issues (30 comments), democracy (39 comments), elections (136 comments), impact (9 comments), participation (10 comments), politics (45 comments), and YouTube (10 comments).

Name	Files	References	Created On	Created By	Modified On	Modified By
Analisis capres	1	448	05/12/2024 7:02	ASTINA	05/12/2024 7:02	ASTINA
Analisis dampak	1	9	05/12/2024 7:04	ASTINA	05/12/2024 7:04	ASTINA
Analisis debat	1	625	04/12/2024 0:40	ASTINA	04/12/2024 0:40	ASTINA
Analisis Demokrasi	1	39	27/11/2024 10:21	ASTINA	27/11/2024 10:21	ASTINA
Analisis gagasan	1	98	04/12/2024 8:41	ASTINA	04/12/2024 8:41	ASTINA
Analisis isu	1	30	05/12/2024 7:13	ASTINA	05/12/2024 7:13	ASTINA
Analisis keadilan	1	21	27/11/2024 10:33	ASTINA	27/11/2024 10:33	ASTINA
Analisis komunikasi	1	7	05/12/2024 7:26	ASTINA	05/12/2024 7:26	ASTINA
Analisis masyarakat	1	122	04/12/2024 0:22	ASTINA	04/12/2024 0:22	ASTINA
Analisis online	1	8	05/12/2024 7:27	ASTINA	05/12/2024 7:27	ASTINA
Analisis opini	1	3	04/12/2024 0:03	ASTINA	04/12/2024 0:03	ASTINA
Analisis partipasi	1	10	04/12/2024 8:59	ASTINA	04/12/2024 8:59	ASTINA
Analisis pemilihan	1	38	27/11/2024 10:23	ASTINA	27/11/2024 10:23	ASTINA
Analisis pemilu	1	136	27/11/2024 9:55	ASTINA	27/11/2024 9:55	ASTINA
Analisis polarisasi	1	1	03/12/2024 8:52	ASTINA	03/12/2024 8:52	ASTINA
Analisis politik	1	45	27/11/2024 10:17	ASTINA	27/11/2024 10:17	ASTINA
Analisis Rakyat	1	406	27/11/2024 9:31	ASTINA	27/11/2024 9:31	ASTINA
Analisis respon	1	7	04/12/2024 0:51	ASTINA	04/12/2024 0:51	ASTINA
Analisis suara	1	61	27/11/2024 10:13	ASTINA	27/11/2024 10:13	ASTINA
Analisis wakil	1	56	27/11/2024 10:14	ASTINA	27/11/2024 10:14	ASTINA
Analisis youtube	1	10	05/12/2024 7:15	ASTINA	05/12/2024 7:15	ASTINA

Figure 2. Keyword analysis process using NVivo
Source: obtained from primary data

After obtaining the keywords above, the data is then analyzed to look for sentiment as shown in the following image;
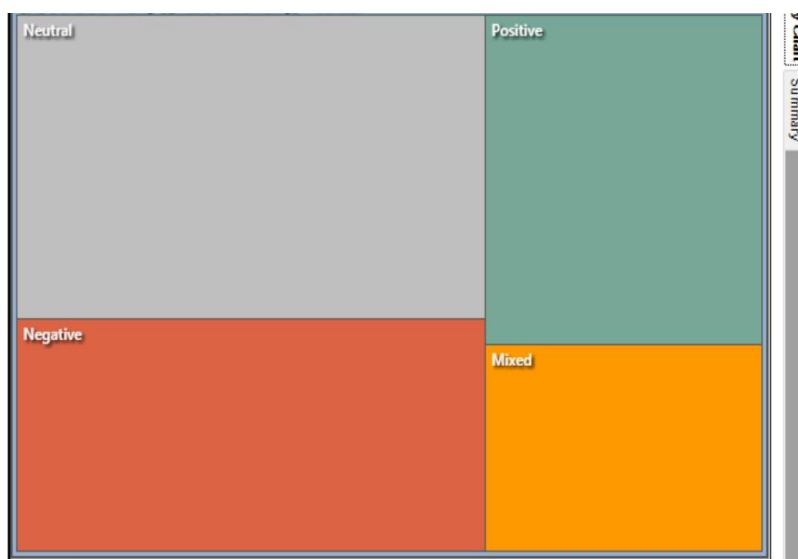

Figure 3. Sentiment analysis process using NVivo
Source: obtained from primary data

From the sentiment data above, the next step that the researcher takes is to analyze the data on the polarization of public opinion, public response, and the impact of YouTube social media through the analysis of text, context, actors, and interests as shown in the data below.

Table 1. Polarization of public opinion on YouTube social media

Keywords	Online Conversation	Situation/Background	Democracy	Sentiment	Actors Involved	Interests/ Motivation
Polarization	"I am worried about the future of Indonesia, if it is led by Prabowo Subianto, he has a controversial track record and can cause polarization in society."	Responding to the presidential debate	Split opinion in society	Negative	Presidential Candidate, Community	Concerns about political polarization that could disrupt community unity
Opinion	"My opinion that is always golput without	Revealing personal preferences for presidential candidates	Freedom of opinion	Negative	Voters, Presidential Candidates	Revealing presidential choices based on

degrading the intellectuality of other candidates, in my opinion, the most competent among the three candidates is Anies Baswedan, parameter 1, intellectual intellect, he clearly has it, even I think above the average of others, he is an accomplished academic, has served as rector, it is not strange if he dares to come to campuses for discussions or debates with students, he has also served as the minister of education, whose ministry program was also very revolutionary at that time The plus point is that he is also good diplomacy	personal analysis

abroad, he has a good worldwide community, he is also a graduate abroad, 2 integrity personality, he is very good, democratic, far from controversy, let alone a criminal track record or allegations of abuse of power Jakarta, as evidence, he also understands the history of the Republic of Indonesia very well, he is the leader of the Indonesian National Merit, his communication is also good for all parties Embraced I have never seen him emotionally in front of the public communication of foreign diplomacy is also good often invited to seminars

	abroad because his English skills are also good 3 track record track record has been more or less explained in points 1 and 2 4 achievements achievements as a minister and governor can be checked the data is open to the public 5 etc I still have a lot of points later I will add from the public debate videos that I watched Before this official debate I highly recommend Anies Baswedan for RI1 because he is a complete package as a leader, thank you"					
Community	"Whoever the president is, hopefully he will be given good health and	Expectations for new leaders	People's well-being	Positive	Community	The desire for leaders to carry out their mandate well

	smoothness in carrying out his duties from the community and trust"					
Communication	"When I was a child, I was told to be smart to become president, but after being smart like pa anisss, why are you hostile and choose an ordinary leader, God willing, pa anisss is the president for the Indonesian people, not a leader for the party chairman A leader needs at least 3 basic things, communication skills, building planning and implementing ideas, all of which are in high school, Mr. Anies"	Commenting on the qualities of a leader	The importance of leader communication	Positive	Presidential Candidate, Community	Assessing the quality of communication of certain presidential candidates
Online	"Succeed in the 2024 election, let's make sure we are registered by	Election participation campaign	Active participation in elections	Positive	Voters, KPU	Inviting the public to be actively involved in the election

	checking online"					
Debate	"Intelligent Indonesian people must choose quality leaders for a great nation, this first debate is the most prominent anis in addition to having public speaking that is above average, there is already evidence and what is offered is also so concrete, such as the construction of stadiums in the top 10 cities in Indonesia, one of which is in Makassar, Sulawesi Island, which we miss so much that we miss international standard stadiums"	Responding to the first presidential debate	Quality of debate and presidential election	Positive	Presidential Candidate, Community	Hope to choose quality leaders based on the results of the debate
Presidential Candidates	"It seems that all the affairs of this presidential	Responding to presidential political promises	Performance and integrity of	Negative	Presidential Candidate,	Criticism of presidential promises that are

	candidate's talk can be solved easily, in fact, later the puss will only be orations and talk"		presidential candidates		Communi ty	considered rhetoric only

Source: Obtained from primary data

Based on the findings in this study, the polarization of public opinion on YouTube social media towards the debate of presidential candidates for the 2024 election can be seen even though it is in moderate intensity. This polarization is reflected in comments that support or criticize presidential candidates based on the quality of the debates they display. Although there are some concerns about the negative impact if a particular presidential candidate is elected, the discussion is still dominated by reasonable dissent and does not trigger sharp social conflicts, later suggesting that polarization resembles more of a moderate debate than extreme societal divisions.

The difference in views can be seen through public comments that are free to express support and criticism of the presidential candidate. Some opinions highlight the superiority of certain candidates based on their educational background, track record, and achievements that have been achieved. However, this view does not necessarily exacerbate polarization because discussions focus more on substantial arguments than personal attacks. The lack of sharpness of dissent is more descriptive of healthy political dynamics on social media. Relevam with the spiral theory of silence by Noelle-Neumann (1993), which explains that although individuals tend to avoid expressing different opinions, in this case there is a sufficiently inclusive space for moderate debate. More varied opinions can still emerge without being too marginalized.

Table 2. Public response to the idea of democracy issues in the 1st presidential debate of the 2024 presidential election

Keyword s	Online Conversation	Situation/Backgrou nd	Democrac y	Sentimen t	Actors Involved	Interests/ Motivatio n
Response	"Mr. Probowo's answers and responses have not reflected like a candidate for a leader, please just study each of his answers, in my opinion, the most ready to advance to the election	Assessing the performance of presidential candidates in debates	Presidentia l competenc e	Negative	Presidential Candidate, Voter	Criticism of the quality of presidentia l answers

	are only Mr. Anies and Mr. Ganjar for the choice that you want to vote for later, please how can you respond to the results of this debate"					
Idea	"A leader needs at least 3 basic things: communication skills, building planning and implementing his ideas"	Discussion about the qualities of a leader	The importance of the leader's idea	Positive	Presidential Candidate, Voter	Highlight the importance of leader qualities
Issues	"Discussion of Kanjuruan issues and k50 events that require resolution to present a sense of justice"	Discussing human rights issues	Social justice	Negative	Government, Community	Criticizing the resolution of human rights issues
Democracy	"We are a big family confident that the Amin couple can protect democracy in Indonesia"	Easter goats debate	Protection of democracy	Negative	Presidential Candidate, Government	Leaders' hopes protect democracy
Election	"2024 is referred to as the year of elections for presidential, legislative, and regional heads in all provinces, districts, and cities"	Ahead of the 2024 election	Fair election process	Negative	KPU, Community	The importance of elections in democracy

Source: obtained from primary data

This study examines the public's response to ideas submitted by presidential candidates during the 2024 election debate, especially through comments uploaded on the YouTube platform. The analysis shows that most of the public's comments reflect more emotional reactions than in-depth evaluations of the presidential candidate's ideas. Comments like "steady," "great," or "disagree" dominate the discussion room. Few comments show a substantial analysis of the issue of democracy. This phenomenon reflects the limited understanding of public understanding of conceptual democracy, where participation is more symbolic than substantial.

The theory of substantial democracy put forward by O'Donnell (2010) becomes relevant. Democracy substantially demands meaningful public involvement in the political process, including evaluating the ideas and policies of prospective leaders. The data shows that public participation through YouTube comments is dominated by superficial communication patterns, without referring to critical analysis or in-depth understanding of democracy issues.

Table 3. The impact of YouTube use on people's political participation

Keywords	Online Conversation	Situation/Background	Democracy	Sentiment	Actors Involved	Interests/ Motivation
Impact	"There are concerns that arise if Indonesia is led by pragib, it is necessary to seriously consider the impact of policies and leadership visions that may be different from the expectations of the public, let's observe and discuss constructively to understand more deeply"	Discussion on the impact of presidential policies	Policies that affect society	Negative	Presidential Candidate, Community	Assessing the potential impact of presidential policies
Partisipasi	"The importance of participation in the 2024	Invitation to participate in elections	Community political participation	Negative	Voters, KPU	Encouragement not to golput

	election and avoiding golput to determine the future of the nation"					
Politics	"Political education to the community is the big homework of political parties"	Political education	People's political awareness	Negative	Political party	Criticism of the role of political parties
YouTube	"Play YouTube safely, so the performance achievement has not met the actual presidential criteria because it is framed using YouTube media, so the work program is good, only continuing the existing ones, there is no breakthrough that should be made by the third leader, it is still not feasible"	Assessing presidential campaigns on social media	The influence of social media in politics	Negative	Presidential Candidate, Community	Criticizing the image of the presidential candidate on social media

Source: obtained from primary data

This study shows the significant impact of the use of social media, especially YouTube, on people's political participation in the 2024 Presidential Election. Based on data, there has been a drastic increase in the number of comments on the KPU RI YouTube channel, from only 7 comments in the 2019 presidential debate to 7,047 comments in the 2024 presidential debate. This increase shows that YouTube is becoming a dynamic space that encourages people to participate in political discussions. However, challenges in the form of polarization and misinformation remain the main

obstacles. In this context, the theory of political mobilization by Tarrow (2022) becomes relevant, as it explains how platforms such as YouTube can serve as a tool to drive massive political participation, as long as the content presented is relevant and the use of the platform is appropriately managed. Therefore, presidential candidates and political parties need to improve the quality of their communication, by offering concrete and realistic solutions that can encourage more inclusive and informative political participation through social media. Meanwhile, better political education is also needed to reduce polarization and increase public understanding of the importance of democracy and active participation. The significant role of social media in Indonesia's democracy, despite the challenges, is increasingly crucial in supporting a more transparent and democratic 2024 election process.

CONCLUSION

This research investigates political participation through online conversations about democracy during the 2024 presidential election debate on YouTube, revealing significant opinion polarization and the reinforcement of "echo chambers" in public commentary. Responses to presidential candidates are often characterized by emotional and superficial communication, lacking substantial analysis of key democratic issues. While YouTube enhances political participation, it also faces challenges from biased information and hoaxes that diminish the quality of engagement. The study underscores the potential of social media to promote inclusive and transparent participation, highlighting the importance of civic education in fostering understanding of democratic values and critical thinking skills. Future research could focus on evaluating civic education programs aimed at improving media literacy, comparing different social media platforms' effects on political discourse, and exploring the influence of algorithms on user engagement and polarization, thereby contributing to strategies for enhancing democratic participation in the digital landscape.

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