

What People Feel, Think, and Talk About:

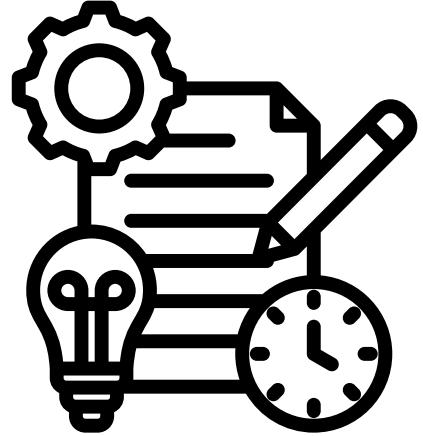
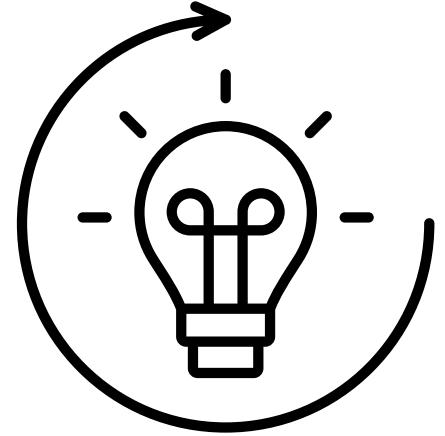
An NLP-Based Analysis on Tempo's Video

about Dedi Mulyadi (KDM)

By

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Overview



Introduction

Methodology

Result



Introduction



Methodology



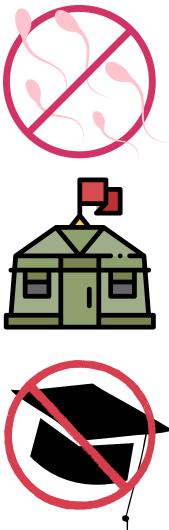
Result

Introduction



Dedi Mulyadi, also known as Kang Dedi Mulyadi (KDM), is a **highly discussed** public figure on social media.

Since serving as the **Governor of West Java**, KDM has introduced several **policies** that gained **public attention**.



Requiring **vasectomy** as a condition for receiving **social aid**.



Sending **troubled students** to **military camps**.



Banning school graduation and **farewell ceremonies**.



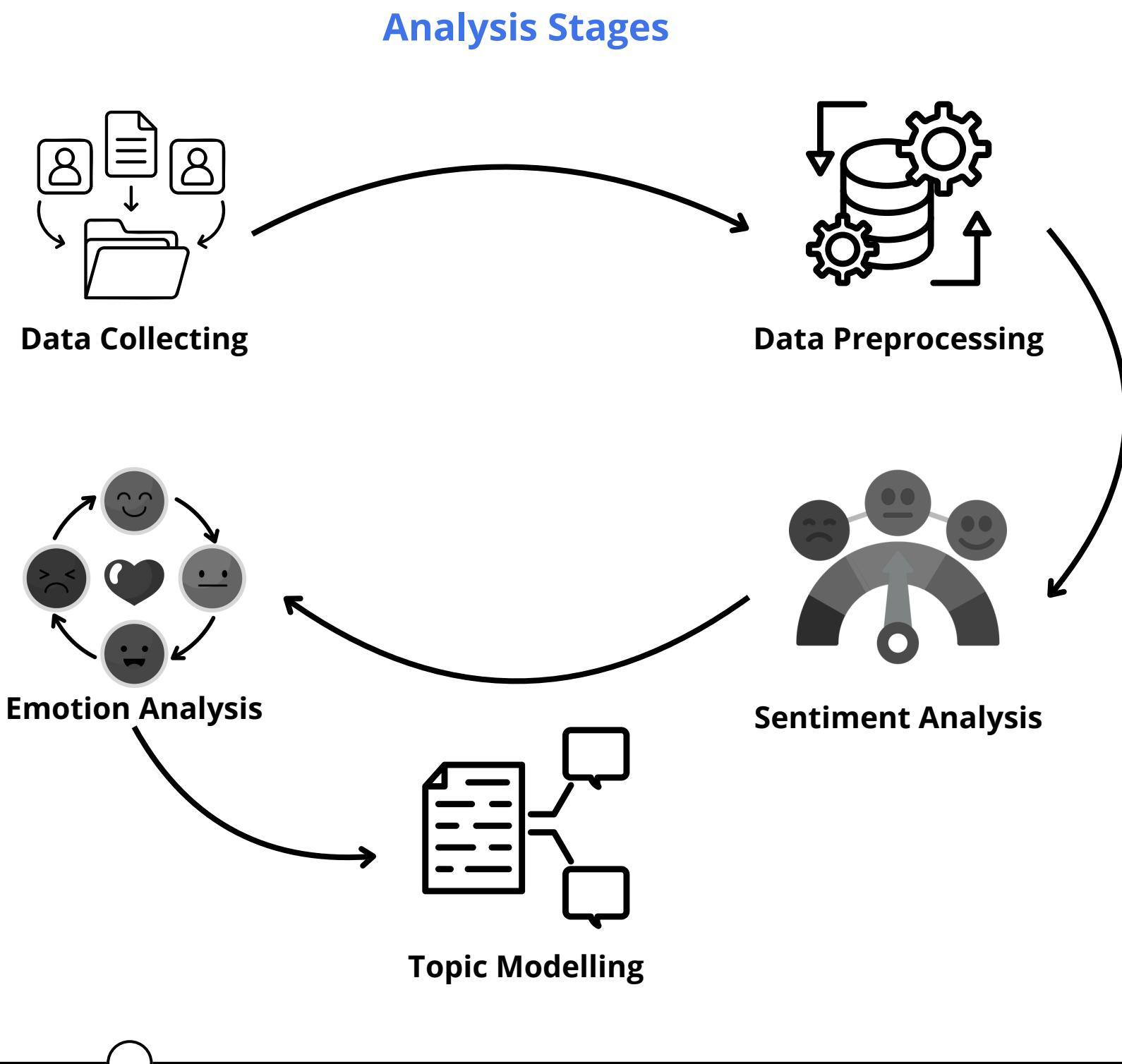
KDM has a dedicated **content team** to document and publish his activities, often going **viral** on social media.

In response, **Tempo Media** released a video expressing its views and critiques of **KDM** on its official **YouTube** channel.



How do people perceive **KDM** and **Tempo** based on the **comment** section of that video?

Methodology



Tools and Libraries



YouTube API V3



Hugging Face



Sastrawi

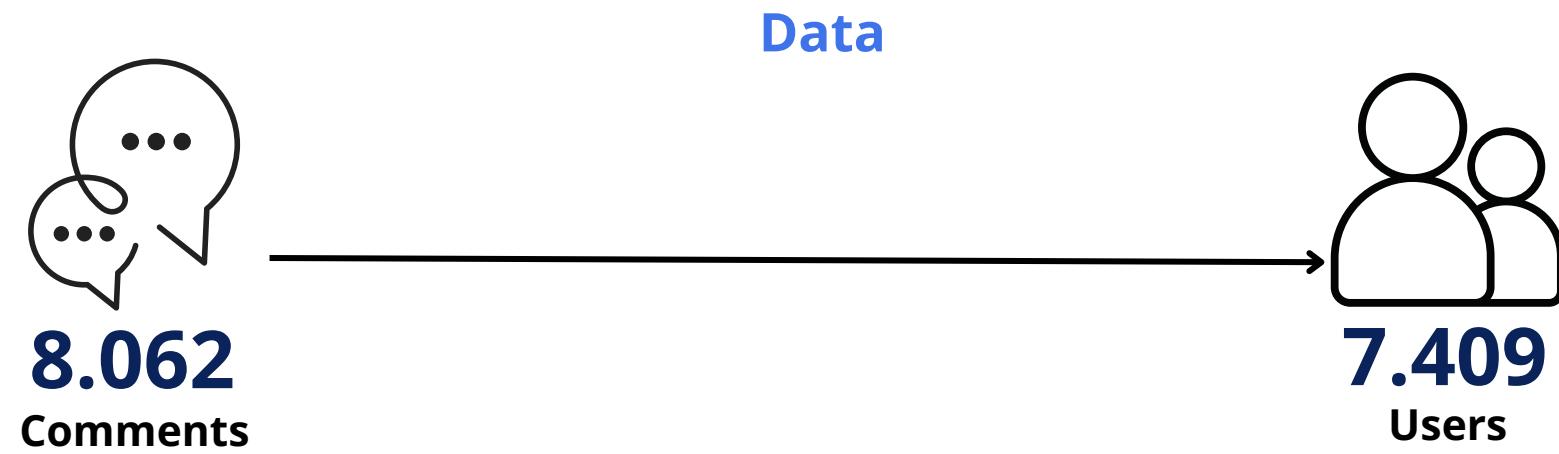
Data collection using **YouTube API V3**

Data Preprocessing (**Cleaning, Tokenizing, Normalization, Stopword Removal**)

Sentiment and Emotion Analysis using **IndoRoberta**

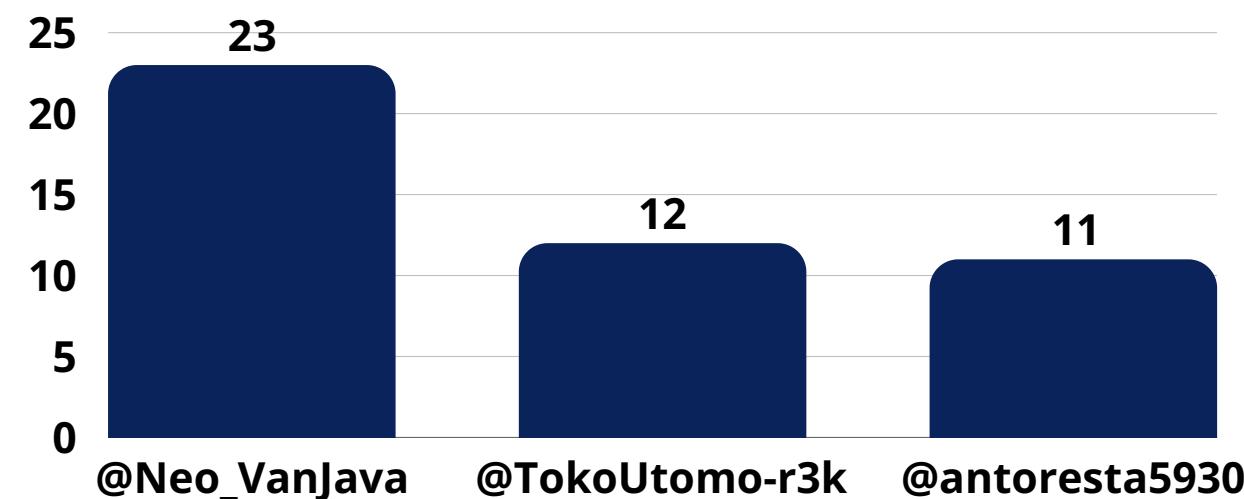
Topic Modelling using **IndoBERT Topic**

Result



Top 3 Most Active Commenters

● Coment Count

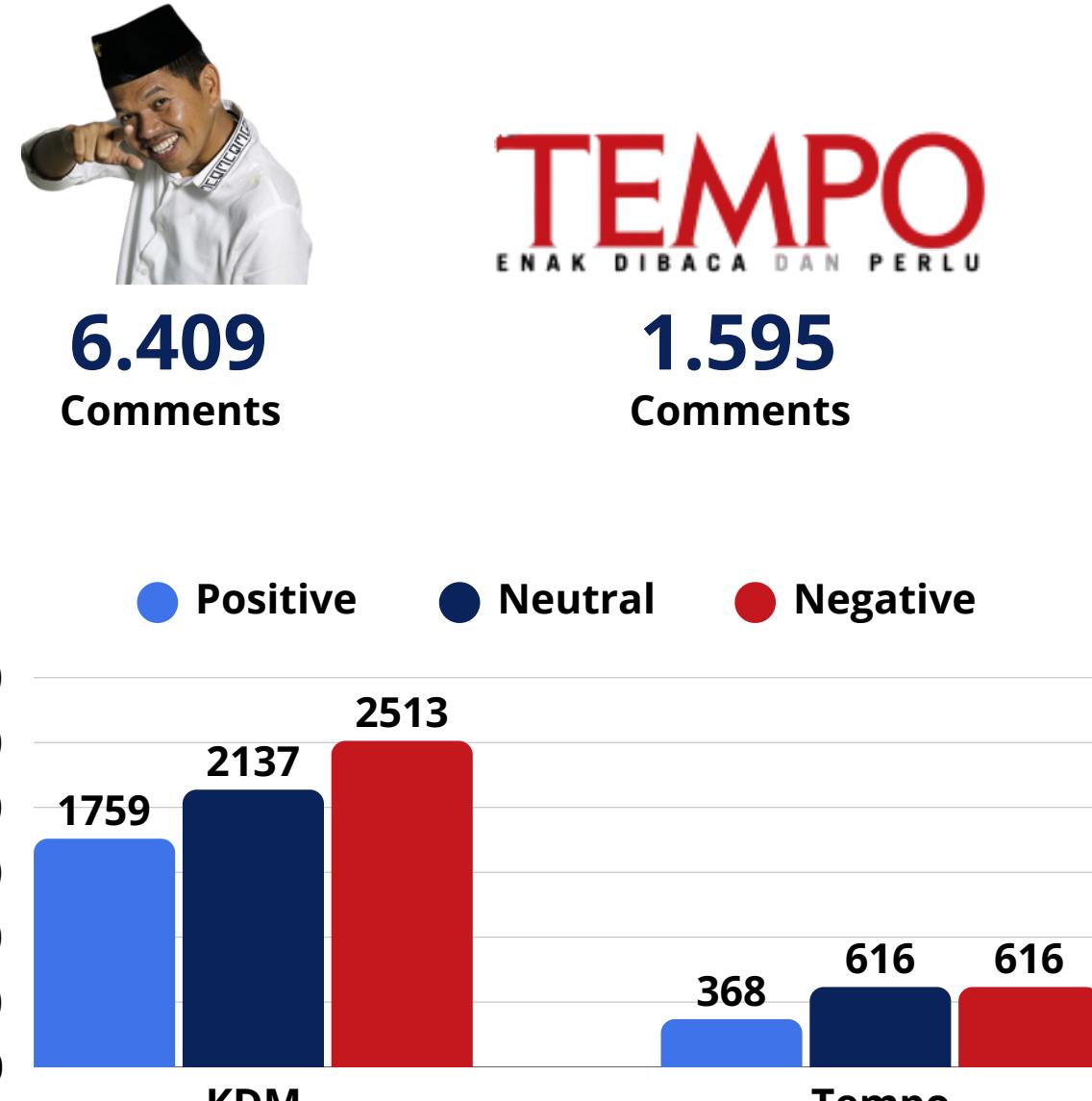


Top 3 Users with Most Likes

User	Total Likes	Comment
@TempoVideoChannel	4.908	'Jadilah pemimpin yang mengambil keputusan menggunakan data dan menyelesaikan akar masalah tidak hanya mencari popularitas. ❤'
@ngajoragchannel	1.409	'Saya warga jabar pendukung kdm ... Tapi saya senang kalo kdm ada yang kritik, justru kalo kdm terlalu sering dipuji saya khawatir akan merusak beliau, ... namun kita tidak fanatic alhamdulillah🙏'
@anisahyulianty3601	1.395	'Setuju dgn kesimpulan tempo. Tetap kritis, jauhi fanatisme sempit. Semoga masyarakat semakin tercerdaskan, dan kita mendapat pemimpin yg cerdas, amanah, rendah hati.'

Result

What Do People Think About KDM and Tempo?

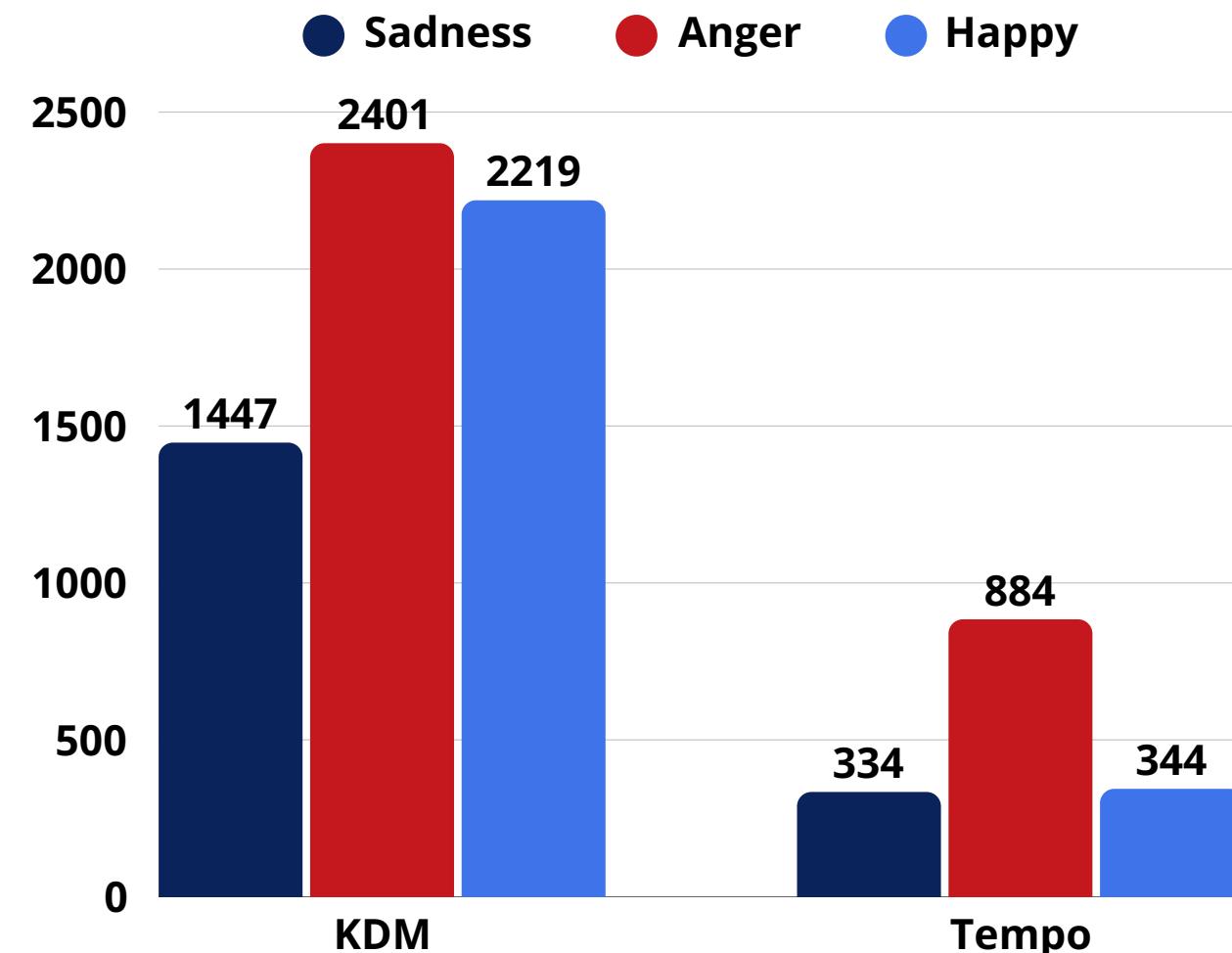


What People Are Saying About KDM and Tempo?

- 
- The section displays five text snippets with corresponding emoji reactions:
- 'Jangan samakan KDM dgn JKW.... Jauh!!!! Seperti langit dan bumi...' (Green smiley face)
 - 'Awas jokowi jilid 2' (Red angry face)
 - 'Mantap Tempo keren kritik KDM yg skrg lagi di sanjung2 org2' (Green smiley face)
 - 'Tempo cuma bacot komenin orang yg sdh berbuat byk utk orang" susah , sementara kalian coba tunjukin apa yg sdh kalian lakukan selain ngebacot. ... Muak mendengar ocehan kalian 😭😭😭' (Red angry face)
 - (Yellow thinking face)

Result

Which Emotions Dominate Reactions to KDM and Tempo?



KDM receives a strong mix of **anger and happiness**, while **Tempo** is predominantly associated with **anger**.

What's Behind the Public's Anger Toward KDM and Tempo?



'Jgn sampe kita tertipu 2x...SDH cukup Mulyono yg menipu kita. ... KLO kemana² bawa camera, psti ada agenda tersembunyi. Saat ini yg dilihatkan yg baik² semua...apalgi kdm cenderung syirik dg patung²x..'

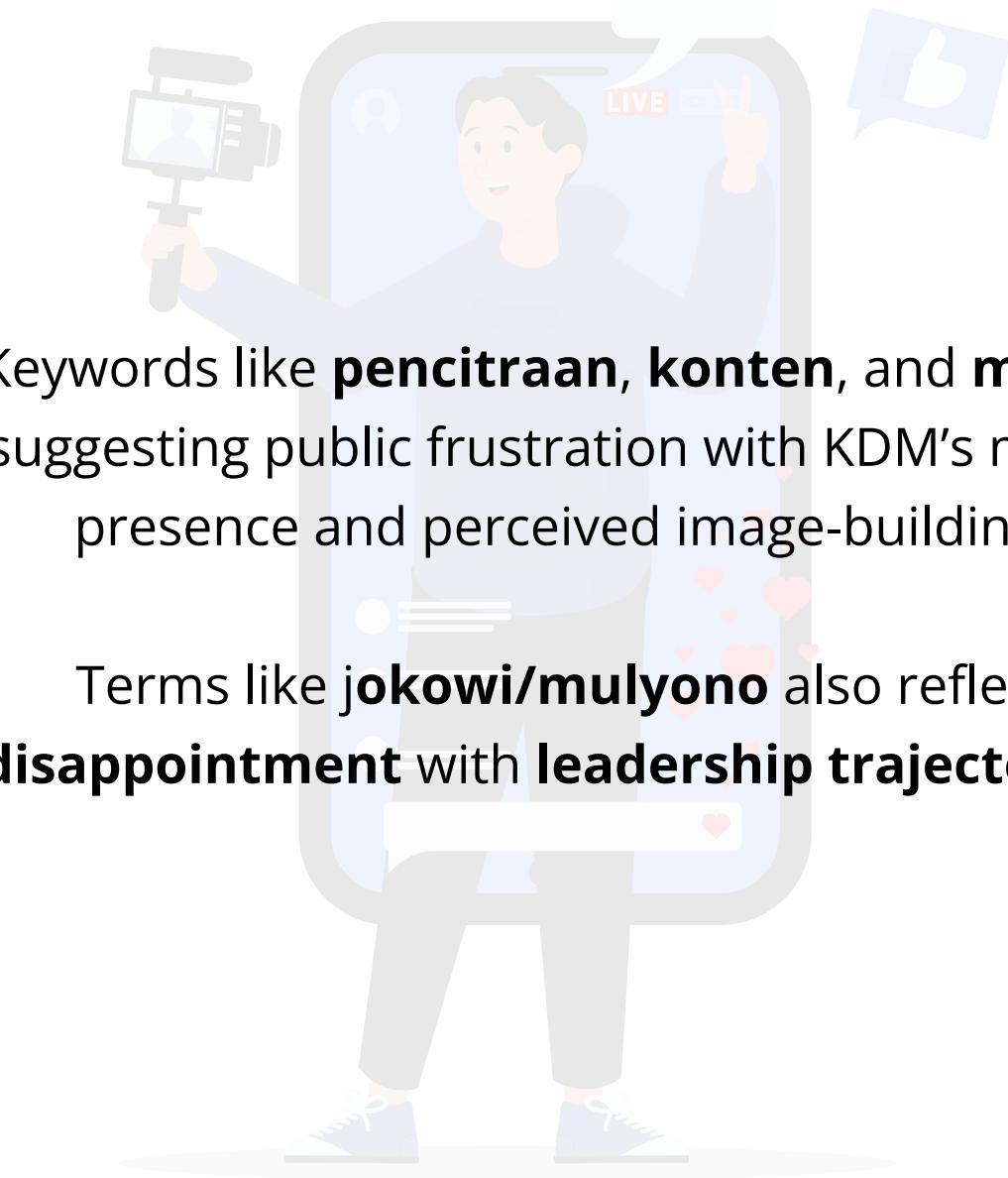
@fsldlh2383

'Mudah2an opinions team Bocor Alus bener adanya, Mantap !!! Tapi insting saya mengatakan ini berbeda, lihat Jokowi sebelumnya, hanya pengusaha biasa, dan istri nya juga Ibu rumah tangga. ... Coba analisa dgn bijak, mungkin kali ini team Bocor Alus salah menjudge orang yang benar di jalannya.'

@GapertaUnited

Result

Why Are People So Critical of KDM?

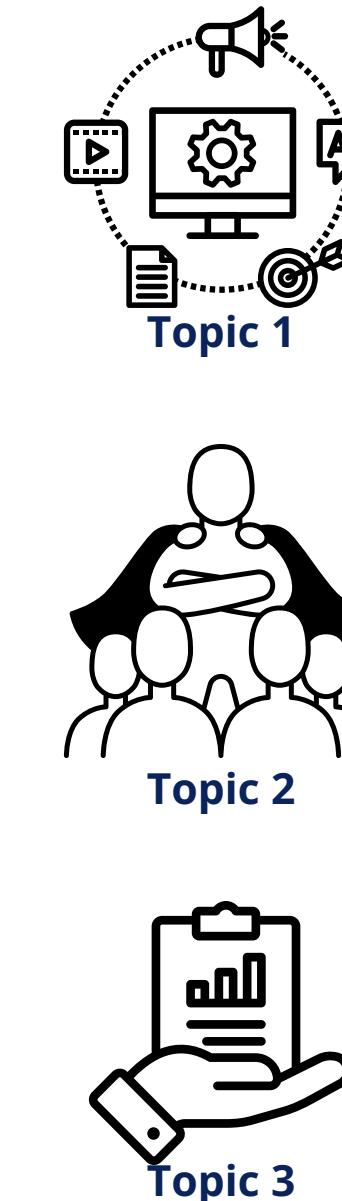
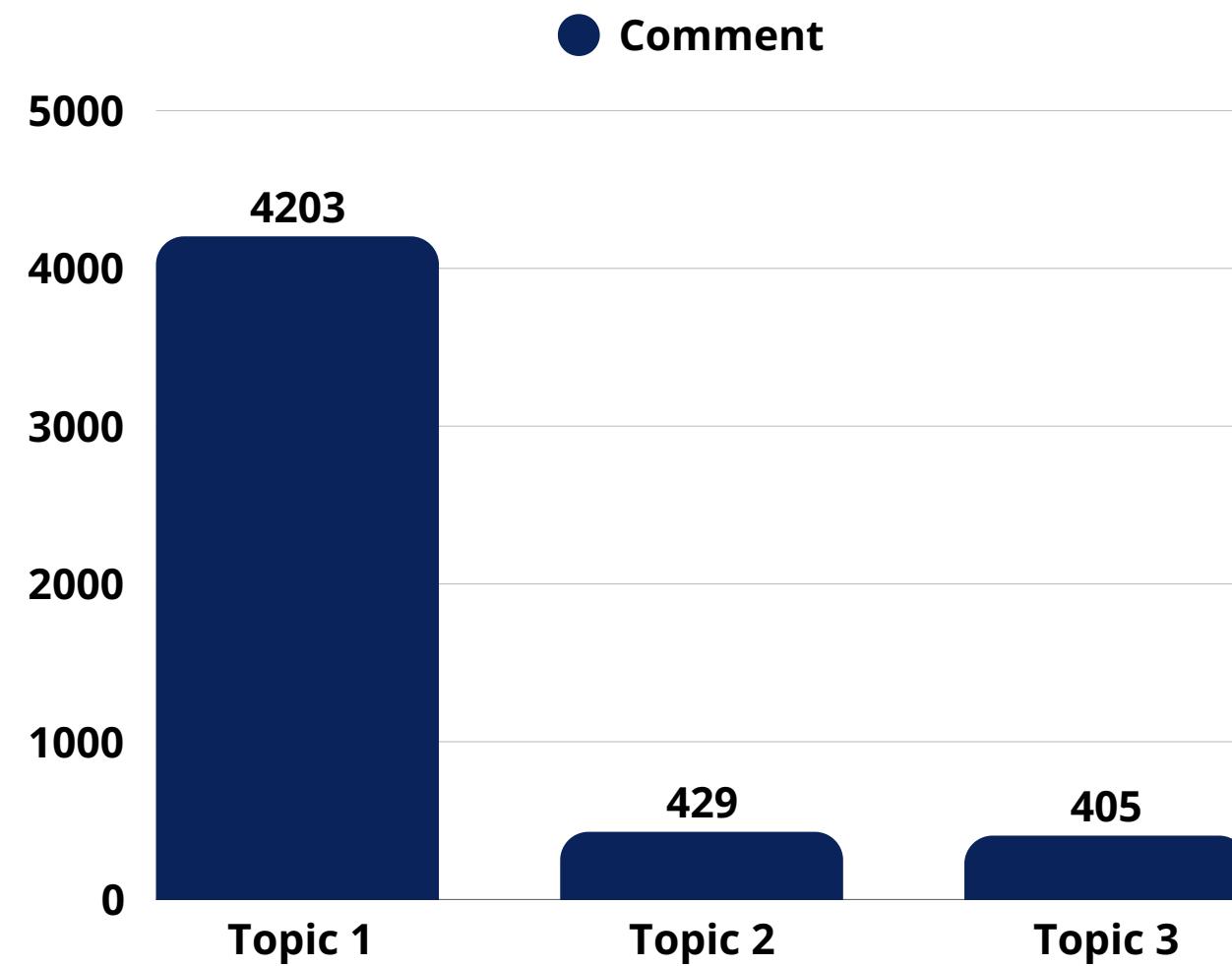


Keywords like **pencitraan**, **konten**, and **media**, suggesting public frustration with KDM's media presence and perceived image-building.

Terms like **jokowi/mulyono** also reflect disappointment with leadership trajectories.

Result

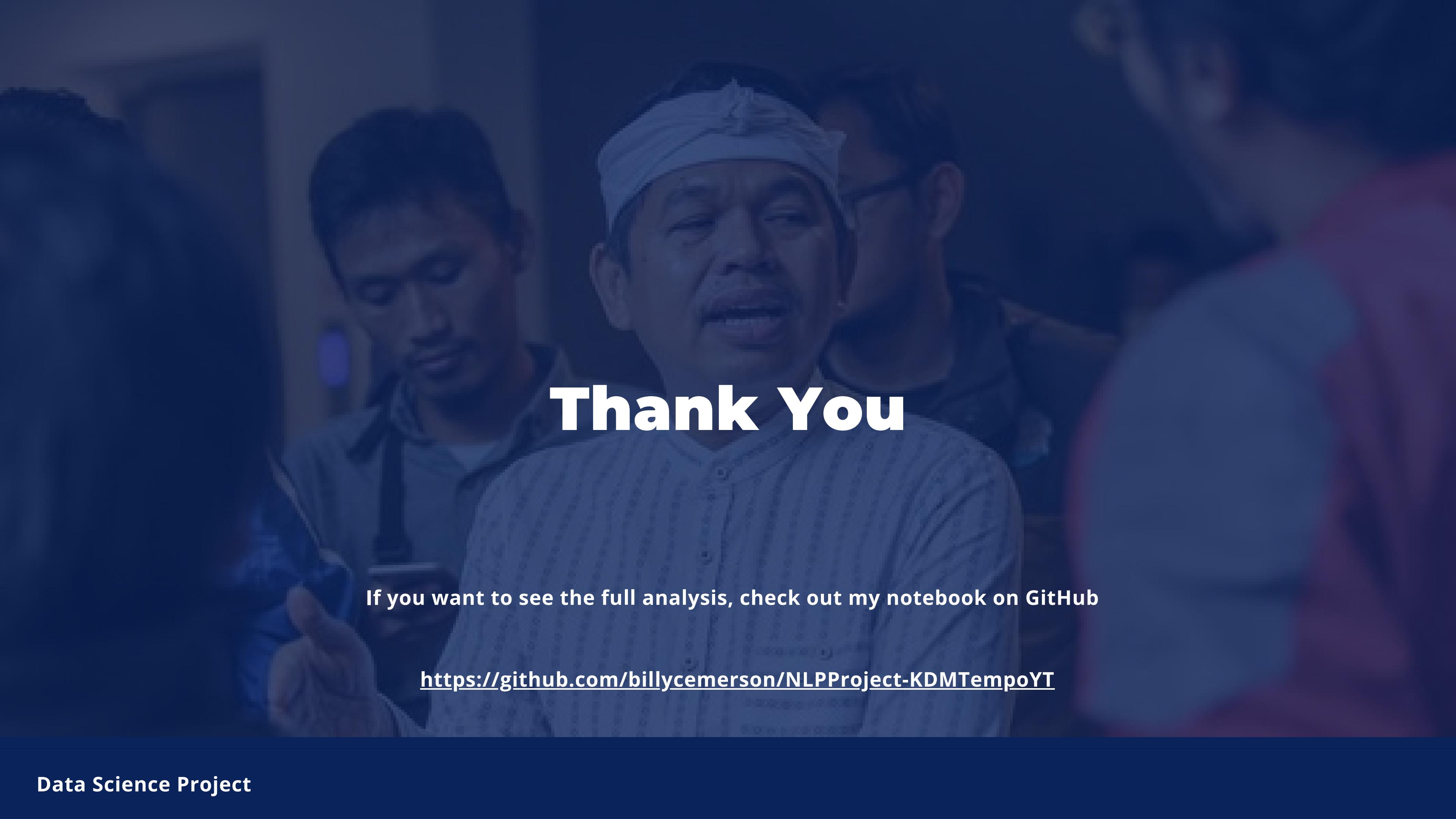
What Issues Do People Raise Most in Tempo's Video About KDM?



Criticism towards the **governor (KDM)** is widespread, particularly concerning the **policies implemented** and the behavior frequently shared on **social media**.

In Indonesia, the **image and behavior** of leaders are a major focus, with the **public questioning** whether they are **truly worthy** and pro-people or merely formalities **without real results**.

Regardless of what the media says about KDM, such as the **governor's populist content**, people tend to **judge** based on the **actual results** of his leadership.



Thank You

If you want to see the full analysis, check out my notebook on GitHub

<https://github.com/billycemerson/NLPProject-KDMTempoYT>