



Celebrities as Legislators in Indonesia: A Corpus-Assisted Discourse Analysis of Public Narratives on Social Media X

Annada Nasyaya¹, Farisha Sestri Musdalifah², Harry Yogsunandar²

¹Department of Public Administration, Universitas Sriwijaya, Sumatera Selatan, Indonesia

²Departement of Communication Sciences, Universitas Sriwijaya, Sumatera Selatan, Indonesia

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ABSTRACT

This study explores public responses to celebrities elected as members of the Indonesian House of Representatives for the 2019–2024 term. The study adopts a corpus-assisted discourse analysis (CADS), a methodological approach that combines corpus linguistics and critical discourse analysis to identify dominant patterns, lexical features, and thematic structures in large-scale textual data. A dataset of 26,120 tweets mentioning 14 celebrity legislators was collected through data scraping from October 2019 to June 2024. The data were processed using Google Colaboratory and R Studio for cleaning, and analyzed with AntConc to identify linguistic patterns, keywords, and thematic categories. The findings shows that discussions are concentrated on a few prominent figures—namely Krisdayanti, Rano Karno, and Eko Patrio highlighting themes such as personal background, lifestyle, legislative activity, and public image. Public opinion is polarized, with both positive and critical evaluations of celebrity-legislators' effectiveness and authenticity. This study also highlights the intersection between entertainment and formal politics in Indonesia. The findings show the need for capacity-building and transparency mechanisms to support celebrity politicians in promoting effective public communication and democratic accountability.

Keyword:

Celebrity, Indonesian

Member of Parliament;

Public Perception; Corpus-

Assisted Discourse Study;

INTRODUCTION

Shifts in Indonesia's political dynamics often mirror changes in public engagement

Email Address: annadanasyaya@fisip.unsri.ac.id

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within the political sphere. Over the past two decades, a notable trend capturing public attention has been the growing presence of artists and celebrities entering politics, particularly as members of parliament (Febriyanti & Siahaan, 2022). This phenomenon is not entirely new; during the New Order era, several celebrities represented various factions in parliament, including groups of artists and religious figures. In the Reformation era, this trend expanded as numerous celebrities were nominated as legislative candidates by political parties (Nabilah et al., 2022). The number of celebrities who became members of the DPR in 2004 was 7 people, in 2009 it increased to 19 people, in 2014 there were 22 people (Ikhsan, 2015) and in 2019 there were 14 people (Subandi & Ubaid, 2020). To compete in legislative and regional head elections, political parties often recruit and commodify numerous celebrities as candidates, positioning them as politicians to appeal to voters and secure seats in parliament or local government. Some of these celebrities have successfully won elections, and many not only shift between political parties, but also navigate across various electoral arenas. While the number of celebrity-politicians has risen significantly, none have managed to establish themselves as prominent political figures (Ahmad, 2020).

Given the increasing presence of celebrities in Indonesia's parliament, public reactions have become a critical point of discussion—particularly on social media platforms, where opinions are freely expressed and widely circulated. Social media platforms enable users to connect, create, and share content (Marwick & Boyd, 2011). Both practitioners and scholars recognize social media as a supplementary communication channel alongside traditional media (Houston et al., 2014; Takahashi et al., 2015). In Indonesia, social media has surged in popularity since the mid-2000s, particularly platforms like Facebook, Twitter (now X), Instagram, and TikTok, all of which proved widespread access and facilitate public communication regardless of location (Musdalifah et al., 2022). Among these, X stands out as a widely used microblogging site known for its immediacy, interactivity, and role in shaping public opinion (A. E. Kim et al., 2013; H. Kim et al., 2018). X is frequently employed by the government for public communication purposes (Panagiotopoulos et al., 2014; Sáez Martín et al., 2015). And is often used by the public for discussion, making it a potential tool for shaping public opinion and expressing emotions such as anger, sympathy, joy, and anxiety (Fortner & Fackler, 2014). To facilitate users in following specific topics or activities, X offers the 'hashtag' (#) feature, which enables users to search for and engage with trending conversations on particular subjects worldwide (Weller et al., 2014). These characteristics make X a valuable tool for exploring how the public perceives and engages with celebrity-legislators in contemporary Indonesian politics.

X serves as a primary medium for interaction and information exchange within society, playing a critical role in shaping and influencing public opinion on political issues—including the growing presence of celebrities in parliament. The platform frequently hosts debates concerning the participation of celebrity-legislators, generating diverse viewpoints that reflect broader societal attitudes toward political credibility, accountability, and representation. This study examines public discourse on X related to celebrities elected to the Indonesian House of Representatives, aiming to identify linguistic patterns, arguments, and emerging themes from these discussions. Investigating this discourse is essential, as public perception of legislators—especially those with celebrity backgrounds—can significantly affect policy acceptance, political engagement, and institutional legitimacy. Understanding how these figures are evaluated by the public provides insights into the broader dynamics of democratic governance, including trust in public institutions and the perceived effectiveness of parliamentary representation.

Understanding public perception is crucial in the context of public administration, as it directly influences policy legitimacy, representative accountability, and public trust in governance (Bouckaert & Van de Walle, 2003; Wenzel et al., 2003). In the case of celebrity politicians, public perception becomes even more significant, as their legitimacy is often rooted not in political experience but in personal branding and media visibility (Marsh et al., 2010; Street, 2019). Previous studies have shown that celebrity politicians often capitalize on their fame to garner public attention, yet face challenges in gaining credibility as serious policymakers (Ahmad, 2020; Mazzoni & Ciaglia, 2014). Moreover, (Beta & Neyazi, 2022) argue that celebrity involvement in politics in Indonesia is increasingly shaped by digital campaign strategies and performative legitimacy, further emphasizing the importance of studying public discourse on social media. By examining how the public discusses celebrity-legislators online, this study contributes to the growing literature on political communication, public engagement, and institutional legitimacy in the digital era. It bridges the gap between public opinion research and studies of celebrity politics in Indonesia, offering empirical insights into how social media narratives inform or challenge conventional models of political representation.

METHODS

This research employs a mixed-methods approach by integrating corpus linguistics with critical discourse analysis. Corpus linguistics provides a quantitative framework to identify word frequency, keywords, collocations, and concordances within a large dataset (Gries, 2022; Partington, 2015). Following this, critical discourse analysis is conducted as a qualitative approach to uncover underlying ideologies and contested discourses through lexical pattern analysis. This combined approach, known as Corpus-Assisted Discourse Study (CADS), merges corpus linguistic with critical discourse analysis to offer a comprehensive analytical perspective (Partington, 2015).

Data were gathered from tweets and comments on X, covering the period from October 1st, 2019 to June 30th, 2024. This timeframe was purposefully selected to align with the most recent legislative term of the Indonesian House of Representatives (2019–2024), during which 14 celebrity-legislators officially served. Although the phenomenon of celebrities entering parliament has existed since the Reformasi period with a notable increase in 2004, 2009, and 2014 (Ikhsan, 2015; Subandi & Ubaid, 2020) the 2019–2024 term provides a contemporary and coherent period to observe public discourse from inauguration through to the final stages of their legislative tenure. By focusing on a single full term, the study ensures consistency in data scope and allows for a comprehensive analysis of how public sentiment evolved over time. The names of the 14 celebrities were retrieved from the official Indonesian House of Representatives website and used as primary keywords for data scraping. Using Google Collaboratory, the scraping process was conducted automatically on X. In total, 26,120 tweets and comments were collected and later analyzed using corpus tools to identify key themes, lexical patterns, and discursive trends in public perception toward these celebrity-legislators.

Subsequently, data cleaning was conducted using R Studio to remove irrelevant elements, such as symbols or meaningless words, ensuring the quality of data for analysis. The cleaned tweets were then stored in a database and exported in .txt format. This study utilized the AntConc Software to analyze linguistic patterns and grammatical structure (Anthony, 2019), enabling the identification of frequency, keywords, collocations, and concordances, which were subsequently categorized into themes for further critical discourse analysis (Bednarek & Caple, 2014).

Data validation was performed through method triangulation, whereby the results of the discourse analysis from AntConc were compared with a manual analysis of a randomly selected subset of tweets. This step ensured that the reflective analysis of discourse patterns derived from the corpus data aligned with actual public perceptions.

RESULT AND DISCUSSIONS

This section will present the primary findings of the research and examine their implications, specifically focusing on the role of an Indonesian celebrity who serves as a member of parliament.

Category and Frequency

Based on data, we identified 6.493 distinct word frequencies, along with 18 general categories and 29 specific categories, capturing a range of themes within public discussions concerning celebrity-legislators. Below are some details regarding the word frequencies and primary categories identified:

Table 1. Word Frequency and Category

Category	Details	Total Word
Actor (945)	Celebrity Name	828
	Profession	99
	Gender	18
Relationship (181)	Family	96
	Status	64
	Connection	21
Organization (264)	Organization name	70
	Organization attributes	141
	Party attributes	53
Position (927)	Condition	927
General Activities (690)	Daily activities	676
	Transportation	14
Celebrity Activities (338)	Celebrity activities	338
Legislative Activities (122)	Legislative attributes and celebrity involvement in parliamentary activities	122
	Lifestyle (211)	Lifestyle
Opinion (546)	Positive opinion	309
	Negative opinion	237
Statement (525)	Statement	308
	Quality	5
	Quantity	99
	Assessment	113
Emotion (257)	Feeling	257
Place (232)	Place	232
Religious (162)	Religious	162
Academic (91)	Academic	91
Time/period (258)	Time/period	258
Media (169)	Media	169
Issue (268)	Issue	268
Others (307)	Others	307

Category	Details	Total Word
	Total	6493

Source: Processed by authors, 2024

The data show that public discourse on celebrity-legislators is dominated by mentions of personal identity (actor: 945 words) and private life (relationship: 181; lifestyle: 211), while references to their actual legislative activities (122) remain limited. This suggests that the public tends to view celebrity politicians more as entertainers than lawmakers. Emotional expressions (emotion: 257) and polarized opinions (positive: 309; negative: 237) further indicate that public perception is shaped by personal image rather than policy performance. The limited discussion on substantive legislative work implies a need for improved political communication strategies to redirect public focus toward governance roles. For public administration, this highlights the challenge of ensuring that visibility translates into legitimacy and accountability.

Table 2. Word Frequency for Actor, Relationship, Organization, and Position Categories

Category	Keywords (Frequency)
Actors	krisdayanti (4133), karno (2845), rano (2800), eko (2371), patrio (2190), desy (2171), mulan (2149), ratnasari (2142), jameela (2010), rieke (1329), diah (1262), pitaloka (1254), rachel (1034), maryam (964), dede (960), yusuf (923), bilbina (823), nurul (755), arifin (744), primus (612), yustisio (531), arzeti (526), siahaan (436), nico (430), tommy (385), kurniawan (370), nurularifin (285), kd (271), prabowo (213), jokowi (168), melly (125), putri (122), jihan (113), fahira (112), farhan (104), anies (102), ganjar (98), muhammad (96), gus (95), nassar (94), aktor (92), fatin (92), gibran (92), raffi (91), arya (87), goeslaw (86), hasan (85), putra (83), kiki (82), erick (80), kris (79), pasha (79), ayu (78), thohir (75), ridwan (73), bima (70), nike (70), dayanti (67), kamil (65), gunawan (64), gusman (63), rossa (63), zulhas (63), effendi (59), purnomo (57), airlangga (53), dedeyusuf (52), hendro (52), puan (52), ulfa (52), ari (51), irwan (51), cagur (49), desi (48), sapri (48), tokoh (48), hafid (47), komeng (47), yessy (47), mahfud (46), ekopatrio (45)
Profession	artist (565), teacher (115), comedian (60), boss (58), military (TNI) (55), laborer (49), doctor (48), actress (43), police officer (41), physician (37), career (36), admin (31), comedy (29), police (POLRI) (28), worker (27), ambassador (24), host (23), joke (23), entrepreneur (23), laborer (22), presenter (21), driver (21), workforce (20), professor (20), joking (19), celebrity (19), engineer (18), MC (18), musician (18), artist (18)
Gender	Female (177), woman (92), male (91), man (43), girl (36), colloquial (35), boy (57), guy (27), woman (27), male (45), gender (23)
Family	Child (985), Aurel (452), father (448), Ahmad (398), Hermansyah (373), mother (372), Anang (319), family (302), Lemos (297), Raul (291), husband (274), Dhani (269), wife (237), Ashanty (213), Atta (203), their child (200), Maia (162), Halilintar (159), her husband (117), Yuni (113), father (109), bleeding (107), coma (106), Estianti (102), Azriel (101),

Category	Keywords (Frequency)
	Shara (98), sibling (92), Ameena (83), mom (75), Amora (72), grandchild (69)
Status	marriage (148), partner (109), wedding (93), to marry (81), relationship (80), divorce (56), infidelity (54), his wife (51), free (44), youth (42), secret (40), teenager (40), dating (38), girl (30), widowed (30), adult (29), figure (29), youngest (27), their relationship (26), status (26), legitimate (25), soulmate (24), younger sibling (23), late (23), romance (23), and divorce (23)
Relation	to know (78), friend (75), formal (65), friendship (46), to get to know (16), friends (16), closeness (15), team (15), colleague (14), collaboration (13), social gathering (<i>silaturahmi</i>) (13), contact (10), and social relationship (<i>silaturahmi</i>) (8)
Organizational Names	KPK (Corruption Eradication Commission) (117), BUMN (State-Owned Enterprises) (49), Shopee (47), PLN (State Electricity Company) (44), Kemendikbud (Ministry of Education and Culture) (43), Pertamina (42), KRL (Commuter Line) (37), Kominfo (Ministry of Communication and Information) (34), BKN (National Civil Service Agency) (33), DPD (Regional Representative Council) (30), DPR RI (People's Representative Council) (28), Kemdikbud (Ministry of Education and Culture) (25), NPUR (National Public Relations) (24), Persib (23), DPRD (Regional People's Representative Council) (21), MK (Constitutional Court) (21), Agency (19), Ministry (15), Mendikbud (Minister of Education and Culture) (15), AKRI (Indonesian Communication Agency) (14), DIRS (State Secretaries) (14), Kemendikbudristek (Ministry of Education, Culture, Research, and Technology) (14), Yamaha (14), PSSI (Indonesian Football Association) (13), Disney (12), Menkominfo (Minister of Communication and Information) (12), PNM (National Entrepreneurship Movement) (12), Kemendag (Ministry of Trade) (11), and Persija (10)
Organizational Attributes	member (948), chair (522), RP (regional representative) (333), vice (321), minister (297), society (255), government (218), nation (163), president (141), governor (132), citizen (119), meeting (110), regent (104), leadership (93), DPW (Regional Leadership Council) (82), KRW (Regional Women's Council) (78), Pancasila (72), official (66), leader (62), chairperson (55), language (53), law (50), ideology (42), and governance (36)
Party Attributes	PAN (National Mandate Party) (665), PDIP (Indonesian Democratic Party of Struggle) (526), PKB (National Awakening Party) (486), party (384), Golkar (Golkar Party) (291), politics (224), candidate (210), Democrat (158), PKS (Prosperous Justice Party) (126), Gerindra (Great Indonesia Movement Party) (121), politician (119), legislative candidate (117), political figure (116), PDI (Indonesian Democratic Party) (112), election (90), legislative election (33), TKN (National Winning Team) (31), electability (24), NasDem (National Democratic Party) (24), its party (24), selection (24), its cadre (20), PSI (Indonesian Solidarity

Category	Keywords (Frequency)
	Party) (18), coalition (17), political party (15), to engage in politics (14), FPAN (National Mandate Party Faction) (14), opposition (14), DPP Golkar (Golkar Party Central Board) (13), choose PKS (13), FDemokrat (Democrat Party Faction) (10), and PKS Day (8)
Conditions	still (676), have (411), together (377), remain (253), with (243), return (243), enter (240), share (237), life (236), above (225), participate (216), use (196), reveal (192), in front (187), related (181), rise (162), common (157), condition (156), die (152), far (146), sick (132), high (127), dead (125), healthy (121), old (121), dangerous (119), outside (113), here (110), bring (109), way (109), victim (108), escape (106), original (105), and suitable (104)

Source: Processed by authors, 2024

Several celebrity names emerged with significant frequency, highlighting their prominence in public discourse. Krisdayanti (4.133 mentions) ranked the highest, followed by Rano Karno (2.845), Eko Patrio (2.371), and Rano (2.800). Additionally, other celebrity figures such as Desy Ratnasari, Mulan Jameela, and Rieke Diah Pitaloka were also frequently referenced, suggesting that these celebrity-politicians wield considerable influence in public discussions on social media. The discourse included various professions associated with these celebrities, with artists being the most mentioned category (565 mentions), followed by teachers (115) and comedians (60). Other frequently cited professions included doctors, police officers, and physicians, illustrating the diverse professional backgrounds of celebrities who have transitioned into politics.

Discussions regarding gender exhibited notable diversity, with mentions of women (177) surpassing those of men (91). This trend underscores the exploration of gender roles within the context of celebrities in politics. Public discourse also prominently featured family-related aspects, as evidenced by the frequent use of the term "child" (985 mentions) and the names Aurel (452), Anang (319), and Raul Lemos (291), which are closely linked to Krisdayanti. This indicates a significant public interest in the personal lives of celebrities. In conversations about social status, the terms "marriage" (148 mentions) and "partner" (109) were the most frequently cited, accompanied by discussions surrounding marriage, married life, and divorce. This trend suggests that the personal relationship statuses of celebrities attract considerable public attention. Additionally, themes of interpersonal relationships emerged, with terms such as "acquaintance" (78), "friend" (65), and "friendship" (46), highlighting that celebrities' social networks and personal relationships are integral to public discourse.

Discussions pertaining to organizations feature mentions of the KPK (117), BUMN (49), and Shopee (47), indicating the involvement and connections of celebrities with significant institutions in both the public and private sectors. Terms such as "member" (948), "chairman" (522), and "minister" (297) reflect the structural roles that celebrities occupy within political or governmental organizations, highlighting how their positions attract considerable public interest. The terms most frequently associated with political parties include PAN (665), followed by PDIP (526), PKB (486), and Golkar (291), which indicates substantial discourse surrounding celebrities' political affiliations and their ties to various major political parties in Indonesia. Conversations regarding the conditions of celebrities often utilized words such as "still" (676), "have" (411), and "together" (377). Additionally,

terms such as "died" (152) and "sick" (132) were also prevalent, suggesting that the health conditions and personal lives of celebrities capture significant public attention. These findings reveal that celebrities who engage in the political arena become subjects of intense discussion on social media. Their personal lives, professional endeavors, and political affiliations are consistently in the spotlight, along with the public's responses to their roles as legislators or public figures.

Table 3. Word Frequency for Activities and Lifestyle

Category	Keywords (Frequency)
General Activities	make (483), create (353), mention (289), work (269), watch (268), see (247), play (232), until (219), alone (208), walk (201), give birth (198), look (194), say (176), tell (156), need (153), have time (151), try (150), meet (149), pass (146), appear (142), observe (141), read (138), do (129), moment (124), talk (117), attention (114), buy (113), hear (111)
Transportation	train (40), public minibus (<i>angkot</i>) (36), bajaj (20), taxi (13), airplane (10), truck (9), transportation (8), bus (7)
Celebrity Activities	song (674), film (412), blue (383), tent (361), Doel (355), brother (<i>bang</i>) (289), elder brother (<i>mas</i>) (270), singing (243), event (226), sister (<i>mbak</i>) (196), soap opera (194), his/her song (184), uncle (167), older sister, (144), father (136), elder brother (<i>kang</i>) (126), mother (122), he/she (<i>beliau</i>) (103), singer (103), Dewi (100), diva (98), audition (95), mother (<i>bunda</i>) (95), Oneng (95), older sister (<i>mba</i>) (92), alias (87), Chindo (85), concert (83), older sibling (77), DJ (72), buddy (<i>bung</i>) (68), comedian (68), Titi (68), mom (<i>mak</i>) (62), player (61), actor (60), cover (59), guardian (53), entertainment (52), title (52), industry (50), voice (50), bro (49), model (49), band (48), famous (48), and grandmother (<i>mimi</i>) (47)
Legislative Activities	DPR (Indonesian House of Representatives) (1,573 mentions), commission (552), people (298), faction (241), electoral district (<i>dapil</i>) (206), bill (<i>ruu</i>) (179), legislative body (<i>baleg</i>) (161), council (127), cadre (124), policy (93), law (<i>uu</i>) (87), seat (86), funding (81), central executive board (<i>dpp</i>) (70), cabinet (66), campaign (54), parliament (50), budget (47), visit (47), aspiration (46), legislation (45), development (41), mandate (36), socialization (33), entrusted (32), to build (32), session (32), performance (26), protest (26), candidacy (<i>nyaleg</i>) (25), discourse (24), MPR (People's Consultative Assembly) (22), state budget (<i>apbn</i>) (21), to oversee (21), to represent (21), plenary (21), volunteer (21), legislative (20), legislator (19), partner (18), to submit (18), law (<i>undangundang</i>) (18), access (17), and cooperation (17)
Lifestyle	house (457), rich (258), money (189), stove (188), million (159), car (118), eyes (105), body (104), face (95), style (89), stairs (82), appearance (81), stone (77), to perform (73), head (72), duet (71), wealth (69), billion (66), gas (60), lift (60), face (60), motorcycle (59), luxurious (56), hand (56), blood (55), door (53), riches (51), their house (51), cash (50), hair (49), and vacation (46)

Discussions around daily activities, entertainment, legislative work, and lifestyle dominate social media narratives about celebrity-legislators. Words like “*create*” (353) and “*work*” (269) suggest a public interest in both the professional duties and everyday routines of these figures. One user tweeted: “*Arzeti Bilbina balances time between raising her children and working as a DPR member,*” reflecting how personal and political roles are often discussed together.

Entertainment-related terms such as “*songs*” (674) and “*films*” (412) indicate continued attention to the celebrities’ artistic identities. Meanwhile, legislative terms like “*DPR*” (1,573) and “*commissions*” (552) confirm that some users also acknowledge their formal political roles. For example: “*Mulan Jameela, a member of DPR Commission VII, says this is like solving a problem with another problem during a hearing with the Ministry of Industry.*”

Lifestyle keywords such as “*house*” (457), “*money*” (189), and “*luxury*” (56) reveal the public’s fascination with material status—illustrated by tweets like “*Krisdayanti shows off her luxury car worth Rp1.53 billion.*” In contrast, Primus Yustisio’s use of public transport was praised: “*Primus sets an example by regularly commuting to DPR using the KRL train since 2015.*” These examples underscore how celebrity-politicians are framed through a mix of admiration, critique, and emotional response, blending their personal, professional, and political identities in public discourse.

Table 4. Word Frequency for Opinion, Statement, Emotion, and Place

Category	Keywords (Frequency)
Positive Opinion	more (623), already (589), good (435), know (405), voice (370), congratulations (365), young (322), like (321), ask (311), hope (301), so that (299), can (238), beautiful (232), yes (221), right (211), move forward (205), ready (192), want (176), great (169), allowed (163), cool (161), forget (155), accept (151), give (141), spirit (131), success (124), yeah (124), remember (119), remember (119), learn (111), know (111), support (108), agree (107), support (103), best (98), amazing (94), right (94), grateful (93), appropriate (89), top (89), hope (88), great (85), support (84), praise (81), towards (79)
Negative Opinion	No (<i>ga</i>) (856), not (755), no (<i>tidak</i>) (687), no (<i>gak</i>) (683), don’t (554), just (321), lah (294), “no” (230), ex (219), no (196), sexy (161), sexy (156), problem (139), reason (125), only (123), less (108), no (89), corruption (88), because (88), crime (87), criticism (86), anjir (82), hype (77), fail (76), remove (72), no (71), no (63), removed (61), no (61), don’t (57), fake (54), weird (52), no (47), criminal (46), deny (43), drop (41), suspected (40), reject (40), no (39), dog (37)
Statement	There is (2142), so (1678), can (1144), want (666), really (559), most (536), only (511), ever (486), must (465), as (459), wrong (394), other (375), like (355), always (347), here (333), there (328), not yet (313), just (307), turns out (293), definitely (265), like (252), indeed (250), instead (240), struggle (240), very (202), to (198), maybe (190), mentioned (180), increasingly (176), that (166), let's (166), indeed (162), without (151), called (146), besides (145), once (144), in fact (140), different (134), by (125), delicious (112), more (110)
Quality	memorize (11), capacity (10), competent (8), beginner (5), talent (5)

Category	Keywords (Frequency)
Quantity	many (518), one (371), people (220), small (183), large (176), first (151), two (147), some (125), second (119), count (105), etc. (101), ix (81), entire (71)
Assessment	price (170), version (98), free (83), assess (61), simple (56), leave (56), hard (54), premium (51), expensive (47), value (46), percent (46), big (42), real (42), hurried (41), busy (40), active (39), weaken you (39), quality (37), super (37)
Feeling	love (607), heart (302), affection (225), fear (186), dear (162), feeling (154), want (149), sorry (136), funny (131), happy (104), feel (103), cry (92), miss (90), loss (81), exciting (79), soul (77), love you (73), serious (70), difficult (68), confused (67), it feels (66), shocked (65), sad (65), grief (64), participate (62), brave (61), happiness (55), shy (55), dream (54), proud (53), deep (53), easy (53), weep (52), crazy (51), experience (48), hurt (44), pretend (44), feeling (43), glad (42)
Place	RI (Republic of Indonesia) (1104), Indonesia (770), world (346), West Java (325), Jakarta (322), country (232), Java (202), city (199), Banten (180), national (178), Bandung (154), West (142), DKI (138), Central (134), Senayan (110), state (97), region (94), regency (90), Cirebon (81), village (81), place (73), Bekasi (63), East (60), Indo (57), Bogor (49), office (49), land (47), Palestine (45), Malang (44), center (44), Surabaya (44), Tangerang (44), floor (43), Depok (42), Sukabumi (42), JKT (39), Malaysia (39), Indonesian (38)

Source: Processed by authors, 2024

Discussion on X about this celebrity-legislator reveal a range of perspectives, both supportive and critical. Positive sentiments are frequently expressed, reflecting support, enthusiasm, and hope. Words such as more (623), already (589), good (435), and like (321) convey satisfaction and appreciation. Terms like congratulations (365) and hopefully (301) often express support and well-wishes, while beautiful (232) and cool (161) highlight praise for appearance. Words like support (103) and enthusiasm (131) indicate moral encouragement for the individual or event discussed. Additionally, expressions such as best (98), amazing (94), and great (85) reflect appreciation for certain accomplishments or actions. Conversely, negative sentiments indicate criticism, dissatisfaction, or disapproval. Words like no (856), not (687), don't (554), and just (321) are primary indicators of disagreement or rejection. Terms like problems (139), corruption (88), and crime (87) reflect public concern over negative issues, while criticism (86), failure (76), and removal (72) denote dissatisfaction with certain actions or outcomes.

General statements often dominate social media discussions, featuring phrases that describe situations or convey opinions. Words like (2142), so (1678), and can (1144) frequently appear in statements on various topics. Terms such as must (465), false (394), and of course (293) reflect how users assess situations or share their perspectives. Words like always (347), lets (166), and whereas (140) reveal nuances of invitation, expectation, or comparison. Topics relating to quality often include evaluations of an individual's or entity's abilities. Words like memorize (11) and competent (8) indicate discussions about the capabilities of individuals or systems, while beginner (5) refers to early experience or

beginner status. Quantity is also a common theme, with words like lots (518), one (371), and small (183) used to describe numbers or sizes. Words like first (151), two (147), and some (125) denote frequency or sequence. Additionally, terms such as hundreds (44), thousands (27), and trillions (22) reflect discussions involving large-scale quantities.

Assessments commonly reflect evaluations of quality or performance. Words like price (170), rate (61), and simple (56) suggest public evaluations of a product or service. Terms like cheap (29), expensive (47), and percent (46) are frequently used when discussing economic value. Words such as quality (37), super (37), and superior (30) indicate perceptions of high standards. Emotional expressions reveal how people react to various situations. Love (607), heart (302), and affection (225) are commonly used to express positive emotions, while fear (186), sadness (65), and cry (92) convey negative feelings or disappointment. Words like happy (104), proud (53), and exciting (79) express positive emotions linked to pleasant experiences.

Place-based discussions often focus on the geographical locations or spaces where events or topics occur. *RI* (1104) and *Indonesia* (770) are the most frequently mentioned, suggesting a predominantly national context. Major cities like *Jakarta* (322), *Bandung* (154), and *Surabaya* (44) also feature prominently. International locations, including *Singapore* (36), *Malaysia* (39), and *Palestine* (45), are mentioned in relation to global issues. This data reflects a wide range of community conversations on social media—from opinions, assessments, emotions, and places—centered around various aspects of daily life and social issues.

Table 5. Word Frequency for Religious, Academic, Time, Media, Issue, Others

Category	Keywords (Frequency)
Religious	God (313), Allah (207), prayer (127), NU (90), deity (72), greeting (72), Alhamdulillah (70), sahur (69), religion (67), celebration (67), pray (65), Bismillah (64), Innalillahi (56), Amen (52), blessings (47), hijab (47), your God (43), Ramadan (40), Aamiin (39), wearing a hijab (35), Islam (33), hell (32), pilgrimage (30), cleric (30), Eid (30), paradise (30)
Academic	school (167), high school (97), college (76), educational institution (74), degree (69), student (64), book (63), elementary school (59), upload (49), tuition fees (47), campus (46), history (37), scouting (34), Islamic boarding school student (34), junior high school (34), pupil (33), post (29), university (29), subject (26), Islamic boarding school (24), lecturer (23)
Time/period	year (710), day (622), already (618), new (614), continue (412), after (351), until (347), period (341), now (298), time (239), long (217), now (215), era (212), directly (187), finished (186), soon (165), then (162), hour (158), finally (153), for (142), later (138), month (136)
Media	X (455), portrait (354), photo (303), video (267), news (178), ID (177), LG (120), netizen (116), TV (111), spotlight (85), media (82), report (81), reported (81), min (74), WA (72), via (67), account (66), https (66), YouTube (66), official (64), viral (63), info (61), online (59), tweet (59), comment (57), remarks (56), watch (55), link (54), IG (46), DM (43), virtual (43), digital (42), click (42), netizen (40), live (39), Twitter (39), Instagram (38), nder (38), hoax (37), tag (36), like (34), news (34), mobile (33), post (33), trending (33)

Category	Keywords (Frequency)
Issue	questions (456), cases (183), health (152), program (151), education (147), regional elections (143), electricity (135), food (132), handsome (131), pilgrimage group (126), win (124), COVID (118), choose (117), lose (107), flood (82), water (81), corona (80), enough (78), pandemic (76), fuel (72), elected (71), vaccine (71), issue (68), Tapera (68), vs (68), mask (65), clothes (64), inaugurated (63), oil (61), believe (60), confident (60), Betawi (59), economy (58), neutrality (58), virus (57), art (55), action (53), food (50), staple food (50), suffering (45), presidential candidate (44), maintaining (44), vice presidential candidate (39)
Others	from (1800), same (1419), for (1374), person (853), I (722), you (501), become (486), similar (479), all (472), I (460), I (424), just (366), they (347), who (321), I (320), if (318), name (280), you (267), why (266), creature (260), where (220), you (214), me (213), he (198), we (166), how (161), you all (152), whether (151), human (148)

Source: Processed by authors, 2024

Religious topics frequently arise on social media, with terms like *God* (313), *Allah* (207), and *prayer* (127) often mentioned. Words such as *Alhamdulillah* (70), *Bismillah* (64), and *Amin* (52) reflect the frequent expression of spirituality in daily life, encompassing gratitude, prayer, and faith. Additionally, terms such as *NU* (90), *Islam* (33), and *worship* (Ibadah) (27) point to discussions surrounding religious organizations and practices.

Education is also a prominent topic of discussion. Terms like *school* (167), *university* (76), and *campus* (46) illustrate the central role of formal education. *Students* (64) and *lecturers* (23) are often mentioned within the context of academic activities, such as *exams* (9), *theses* (7), and *scholarships* (11). Discussions on *literacy* (13), *training* (15), and *education* (11) underscore the importance of developing knowledge and skills beyond formal educational settings.

Discussions regarding time frequently occur in the context of daily activities and historical events. Terms such as *year* (710), *day* (622), and *new* (614) indicate a focus on temporal occurrences. Words like *now* (298), *yesterday* (65), and *tomorrow* (56) reflect daily life experiences, while terms such as *era* (301) suggest contemplation of changing times. The terms *long* (217) and *short* (39) are commonly used to describe the duration of activities or events.

Conversely, discussions about technology and media often center around digital platforms and communication tools. Words such as *photo* (303), *video* (267), and *media* (82) highlight the prominence of visual interaction and rapid information exchange on platforms like Instagram (38), Twitter (39), and YouTube (66). Terms like *viral* (63) and *trending* (33) frequently appear, indicating that popular topics on social media spread quickly. Additionally, discussions surrounding *hoaxes* (37) and *comments* (56) underscore concerns about the accuracy of information in digital media.

A range of social and political issues has emerged as focal points for discussion. Terms such as *about* (456) and *cases* (183) indicate a significant level of discourse surrounding specific topics, including *health* (152), *education* (147), and *regional elections* (143). The terms *Covid* (118) and *vaccines* (71) also represent major subjects of conversation, reflecting public concerns related to the pandemic. Furthermore, discussions on *economic issues* (58), *floods* (82), and *crime* (87) highlight the social challenges being faced.

Additionally, words from other categories illustrate social interactions and personal identities. The terms *from* (1800), *same* (1419), and *for* (1374) signify the extent of dialogue occurring among individuals. Overall, this data presents a comprehensive array of topics discussed on social media, spanning religious issues, education, technology, and social and political matters. These discussions exemplify dynamic interactions that reflect public concern for various aspects of life.

Discussion

Boorstin (1962), defined celebrities as individuals recognized for their fame. Marsh et al (2010) further articulated that celebrity politicians are those who extend their influence beyond political issues to become political officials. Consequently, celebrity politicians are characterized as individuals who previously worked in the entertainment or sports sectors and leveraged their popularity to attain political office (Beta & Neyazi, 2022; Marsh et al., 2010). Street (2019) noted that when celebrities transition into politics, their celebrity status plays a crucial role in attracting media and public attention. Politicians with a celebrity background represent a unique intersection where the allure of celebrity culture intertwines with the realities of political governance. Their fame is utilized to secure public recognition, garner votes, and sway public opinion. This shift from celebrity to political figure reflects a broader cultural and media dynamic, wherein the lines between entertainment and political discourse become increasingly blurred, often perceived as indicative of shortcomings within the democratic political process (West & Orman, 2003).

The results of this study reveal that discussions about celebrity-legislators on X are frequent and emotionally driven. Figures such as Krisdayanti, Rano Karno, and Mulan Jameela are consistently mentioned, showing how fame continues to influence public attention even after their transition into political office. The frequent mentions of lifestyle-related terms such as *house*, *money*, *car*, and *luxury*, as well as family-related terms like *husband* and *child*, suggest that the public still views these politicians through the lens of their celebrity identity. This demonstrates that, despite their current legislative positions, their celebrity identity remains prominent in the public perception (Park et al., 2015).

From a public administration perspective, this reflects a shift from substantive representation to symbolic or performative representation. While celebrity politicians may increase visibility and appeal, particularly to younger demographics (Danielson & Rolandsson, 2020), overemphasis on personality risks weakening long-term policy trust and institutional legitimacy if not supported by policy knowledge and legislative output. This public trust is central to democratic governance and the success of policy implementation (Wenzel et al., 2003).

In terms of policy-making, the findings suggest that while public discourse does include institutional terms like *DPR*, *RUU*, and *commission*, they are often overshadowed by lifestyle and emotional narratives. This imbalance suggests a need for institutional support, such as capacity building, mentoring, or structured policy briefings to help celebrity legislators transition into effective policymakers. In fact, strong public participation is essential to producing better public policies (Ahdiyana & Ulifah, 2021). Therefore, to promote more accountable governance in solving public problems, active citizen involvement in the decision-making process must be encouraged. The ability of organizations to establish quality relationships with citizens is a significant determining factor for inviting citizens to participate (Thamrin, 2020). Without these efforts, policy debates risk being reduced to surface-level engagement or driven by popularity rather than substance.

Theoretically, the study contributes to literature on public legitimacy, suggesting that

celebrity status is a double-edged sword: it can enhance political engagement, yet may dilute policy seriousness if not managed properly. (West & Orman, 2003) argue that the merging of entertainment and governance signals democratic vulnerabilities, where image may supersede issue-based deliberation. Finally, as celebrity politicians gain prominence, it is crucial to assess how their presence influences democratic governance, political communication, and policy quality. Popularity must be institutionalized within a framework of accountability and capability to ensure that the democratic process is not only accessible but also meaningful. The long-term challenge lies in converting visibility into credible, responsive, and competent leadership.

CONCLUSION

This research has explored how celebrity politicians in Indonesia are perceived by the public through social media discourse, particularly on X. The analysis reveals that while celebrities who transition into legislative roles attract significant public attention, much of the discourse remains centered on their personal lives, lifestyles, and pre-political careers rather than their substantive contributions in parliament. This suggests a persistent image-based perception, where political legitimacy is still heavily shaped by celebrity identity.

From a public administration perspective, this finding reflects a broader shift toward symbolic and performative representation. Although celebrity politicians can enhance political engagement especially among youth and underrepresented groups, their governance effectiveness and policy impact remain under scrutiny. Without strong institutional mechanisms, such as policy training, public accountability systems, and structured communication strategies, the presence of celebrities in legislative bodies may risk undermining the quality of public discourse and weakening long-term policy trust. In fact, strong public participation is essential to producing better public policies. Therefore, to promote more accountable governance in solving public problems, active citizen involvement in the decision-making process must be encouraged. The ability of organizations to establish quality relationships with citizens is a significant determining factor for inviting citizens to participate.

This research, however, is not without limitations. It focuses solely on X as a source of public discourse, which may not fully capture offline discussions or narratives from other platforms such as TikTok, Facebook, or Instagram, where political sentiments and demographics may differ. Additionally, the study is limited to the 2019–2024 legislative period, which may not reflect long-term trends or shifts in public perception over time. Future research should consider a cross-platform comparative analysis to explore how public sentiment toward celebrity-politicians varies across digital spaces. Moreover, longitudinal studies can help assess whether celebrity-legislators evolve in their legislative performance and how public perceptions shift accordingly. Further investigation into how these public narratives influence actual policy outcomes and voter behavior would also strengthen the intersection between political communication and public policy research.

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