

ABSTRAK

Penelitian ini menganalisis strategi komunikasi politik populis Dedi Mulyadi, Gubernur Jawa Barat, melalui akun TikTok @dedimulyadiofficial, serta mendeskripsikan pola sentimen publik yang terbentuk pada kolom komentar sebagai respons terhadap strategi tersebut. Penelitian menggunakan pendekatan mixed methods dengan desain deskriptif, mengintegrasikan analisis sentimen kuantitatif berbasis model *IndoBERT* terhadap 1.000 komentar *top position* dari sepuluh video periode Februari-Juni 2025, dengan analisis isi kualitatif terhadap tujuh variabel komunikasi politik populis yang dirumuskan berdasarkan kerangka political style Moffitt (2016), didukung wawancara dengan tiga narasumber ahli. Hasil analisis kuantitatif menunjukkan sentimen positif mendominasi secara agregat (44,4%), diikuti netral (32,2%) dan negatif (23,4%), namun *uji chi-square* ($\chi^2 = 294,76$; $df = 18$; $p < 0,001$; Cramer's $V = 0,384$) mengkonfirmasi bahwa distribusi sentimen berbeda signifikan antar video, mengindikasikan bahwa penerimaan *followers* bersifat isu-spesifik, bukan sikap tunggal terhadap figur Dedi Mulyadi. Validasi model terhadap 100 komentar menunjukkan tingkat kesesuaian dengan koding manual sebesar 43%, dengan keterbatasan model paling menonjol dalam menangkap sarkasme, huruf kapital berulang, dan bahasa Sunda informal. Analisis isi menemukan bahwa variabel keaslian/spontanitas dan kepedulian sosial paling konsisten berasosiasi dengan sentimen positif, sementara narasi anti-elit yang eksplisit justru berasosiasi dengan resistensi tertinggi ketika kelompok yang disasar juga dipersepsikan sebagai bagian dari "rakyat". Temuan ini mengindikasikan adanya kecenderungan pergeseran sebagian basis legitimasi politik dari basis rasional-legal menuju legitimasi kultural-afektif yang dibangun melalui kedekatan personal dan performa autentisitas di ruang digital algoritmik, tanpa mengurangi kebutuhan akan verifikasi kelembagaan atas kinerja substantif.

Kata kunci: Komunikasi Politik Populis, TikTok, Analisis Sentimen, *IndoBERT*, Dedi Mulyadi, Legitimasi Politik Digital.

ABSTRACT

This study analyzes the populist political communication strategy of Dedi Mulyadi, Governor of West Java, through his TikTok account @dedimulyadiofficial, and describes the patterns of public sentiment formed in the comment section in response to that strategy. The research employs a mixed-methods descriptive design, integrating IndoBERT-based quantitative sentiment analysis of 1,000 top-position comments across ten videos from February-June 2025 with qualitative content analysis of seven populist communication variables derived from Moffitt's (2016) political style framework, supported by interviews with three expert informants. The quantitative results show that positive sentiment dominates in aggregate (44.4%), followed by neutral (32.2%) and negative (23.4%); however, a chi-square test ($\chi^2 = 294.76$; $df = 18$; $p < 0.001$; Cramer's $V = 0.384$) confirms that sentiment distribution differs significantly across videos, indicating that follower reception is issue-specific rather than a uniform stance toward Dedi Mulyadi as a figure. Model validation against 100 manually coded comments shows a 43% agreement rate, with the model's limitations most pronounced in detecting sarcasm, repeated capitalization, and informal Sundanese expressions. Content analysis finds that authenticity/spontaneity and social concern are the variables most consistently associated with positive sentiment, while explicit anti-elite narratives are associated with the highest resistance when the targeted group is also perceived as part of "the people." These findings suggest a partial shift in the basis of political legitimacy from rational-legal grounds toward culturally-affective legitimacy built through personal closeness and performed authenticity within an algorithmically curated digital space, without diminishing the need for institutional verification of substantive performance.

Keywords: *Populist Political Communication, TikTok, Sentiment Analysis, IndoBERT, Dedi Mulyadi, Digital Political Legitimacy.*